SAMPLE DATA: FICTIONAL AGENCY AND CLIENT

Harbor & Pine
DIGITAL

MONTHLY PERFORMANCE REVIEW

October 2026

Kindred Roast Co.

Revenue $158,321, up 17.4% on September 2026, at a 3.05x ROAS, with every monthly target on track.

THE MONTH AT A GLANCE

October 2026 vs September 2026

Each tile compares with September 2026 and with the monthly target agreed with Kindred Roast Co.

SPEND

$51,872

vs September 2026 +7.7%

Target $50,000 on track

REVENUE

$158,321

vs September 2026 +17.4%

Target $155,000 on track

ROAS

3.05x

vs September 2026 +9.1%

Target 3.00x on track

CPA

$23.74

vs September 2026 -7.7%

Target $25.00 on track

CONVERSIONS

2,185

vs September 2026 +16.7%

MER (BLENDED)

4.05x

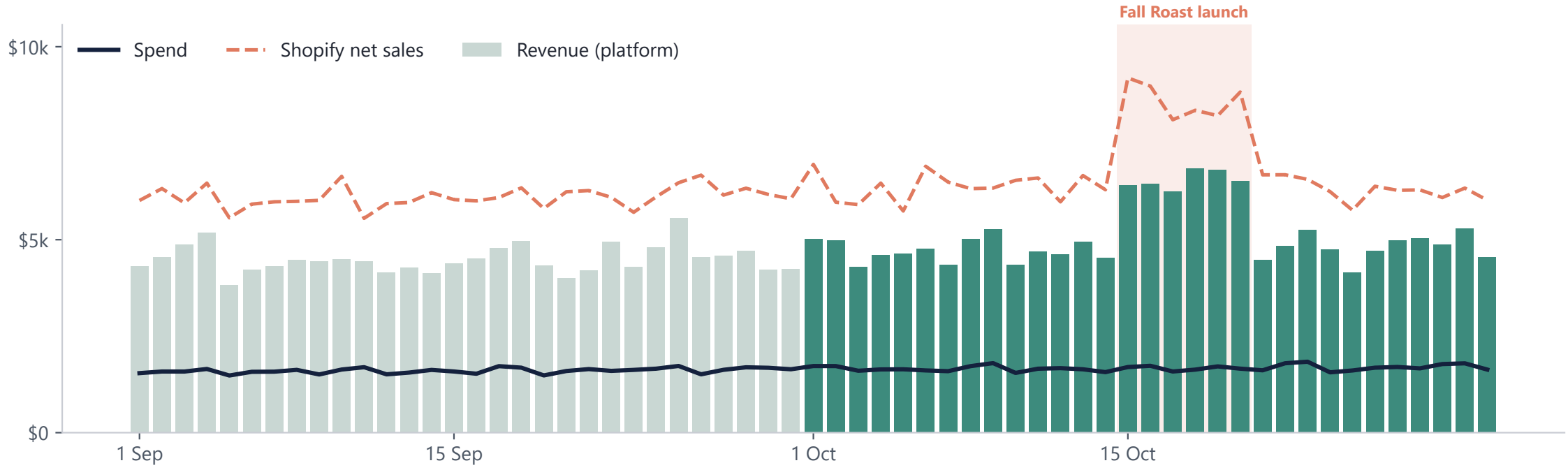
vs September 2026 +6.6%

Target 4.00x on track

TREND

Daily revenue and spend

September 2026 in grey, October 2026 in colour; shaded: Fall Roast launch (15-20 Oct 2026).



WHAT WORKED

Wins this month

1 **Revenue up 17.4% (+$23,480) on 7.7% more spend.** ROAS rose to 3.05x from 2.80x and CPA fell to $23.74.

2 **The Fall Roast launch worked.** On 15-20 Oct 2026 daily revenue averaged $6,547 vs $4,762 on other October days, at 3.92x ROAS vs 2.84x, on the same daily spend.

3 **Google led efficiency:** 4.58x ROAS, up 12.3%. PMax ROAS rose 15.5% and Non-brand search 15.5%.

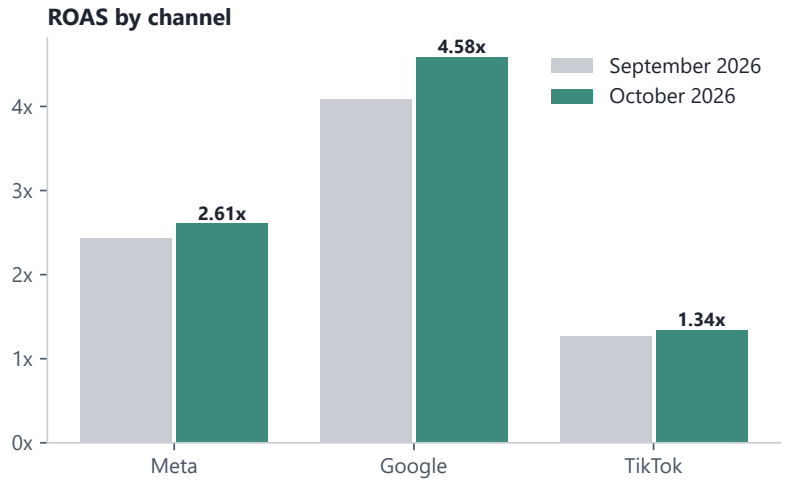
4 **Blended MER 4.05x** on $210,182 of Shopify net sales from 3,151 orders, up 14.1% on September 2026.

CHANNELS

Where the budget went

Platform-reported results, October 2026, with change vs September 2026.

Channel	Spend	Share	Revenue	ROAS	ROAS vs last month	CPA	Conv.
Meta	$24,010	46.3%	$62,560	**2.61x**	+7.1%	$29.10	825
Google	$18,004	34.7%	$82,528	**4.58x**	+12.3%	$15.70	1,147
TikTok	$9,858	19.0%	$13,232	**1.34x**	+5.7%	$46.28	213
Total	**$51,872**		**$158,321**	**3.05x**	**+9.1%**	**$23.74**	**2,185**



CAMPAIGNS

Campaign results

Campaign	Spend	Revenue	ROAS	ROAS vs last month	CPA	Conv.
Meta Prospecting | Broad | Advantage+	$13,559	$24,291	**1.79x**	+4.4%	$40.00	339
Google PMax | Shopping Feed	$8,388	$25,237	**3.01x**	+15.5%	$21.79	385
Google Search | Non-brand | Coffee Subscription	$6,712	$18,163	**2.71x**	+15.5%	$26.53	253
TikTok Spark Ads | Creator Mix	$6,201	$9,577	**1.54x**	+3.8%	$40.53	153
Meta Subscription | Lookalike Purchasers	$5,868	$17,703	**3.02x**	+9.3%	$27.68	212
Meta Retargeting | Site Visitors	$4,583	$20,566	**4.49x**	+8.1%	$16.73	274
TikTok Prospecting | Interest Stack	$3,656	$3,655	**1.00x**	+11.6%	$60.94	60
Google Search | Brand	$2,904	$39,128	**13.47x**	+8.0%	$5.71	509

CREATIVE

Top creatives by ROAS

Ads with at least $150 spend in October 2026.



Carousel - Single-Origin Lineup

Meta · Retargeting | Site Visitors

4.56x

Spend $2,521 · CTR 1.88%



Static - Customer Reviews

Meta · Retargeting | Site Visitors

4.40x

Spend $2,062 · CTR 1.88%

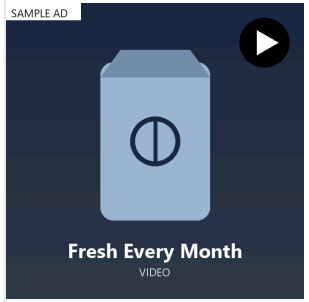


Static - Subscribe and Save

Meta · Subscription | Lookalike Purchasers

3.04x

Spend $2,934 · CTR 1.31%

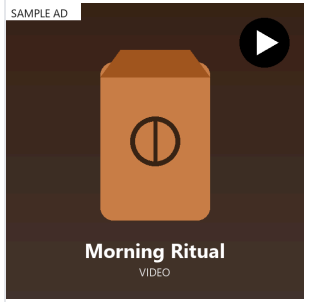


UGC - Fresh Every Month

Meta · Subscription | Lookalike Purchasers

2.99x

Spend $2,934 · CTR 1.29%

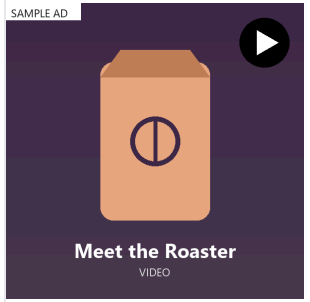


UGC - Morning Ritual

Meta · Prospecting | Broad | Advantage+

1.94x

Spend $5,488 · CTR 1.09%



Video - Meet the Roaster

Meta · Prospecting | Broad | Advantage+

1.75x

Spend $3,228 · CTR 1.10%

WATCH LIST

What needs attention

1 **TikTok is below break-even:** 1.34x ROAS on $9,858 (19.0% of spend) vs a 1.60x break-even. "Prospecting | Interest Stack" returned only 1.00x.

2 **Meta prospecting takes the most spend at the lowest Meta ROAS:** $13,559 at 1.79x. It needs fresh creative to keep scaling.

3 **Early November is weaker:** weekly ROAS fell to 2.60x, the lowest in 8 weeks (softer Google, a TikTok tracking gap, one tired Meta video). Fixes are in this week's report.

NEXT MONTH

The plan

1. Restore TikTok purchase tracking, then cut "Prospecting | Interest Stack" if it stays below break-even and test adding its budget to Meta retargeting (4.49x ROAS in October 2026) while watching frequency, since retargeting audiences saturate quickly. Keep "Spark Ads | Creator Mix" (1.54x) only if it clears break-even once tracking works.

2. Refresh Meta prospecting creative: build on "Static - Free Grinder Offer" and the reviews angle ("Static - Customer Reviews" returned 4.40x in October 2026).

3. Keep Google Search Brand fully funded (13.47x ROAS) and test a higher budget on Non-brand search once brand demand is checked.

4. Plan the holiday gifting promo with the Fall Roast launch as the benchmark (3.92x ROAS during the launch).

APPENDIX

About this data

- October 2026 compared with September 2026. Sources: Meta Ads, Google Ads, TikTok Ads, GA4, Shopify orders.
- Revenue, ROAS, CPA and conversions are as reported by each ad platform (each platform's own attribution, so channels can overlap).
- MER = Shopify net sales (paid and partially refunded orders, subtotal) / total ad spend.
- CTR = link clicks / impressions. CPM = cost per thousand impressions.

Target	Weekly	Monthly
Spend (budget)	$11,500	$50,000
Revenue	$36,000	$155,000
ROAS	3.00x	3.00x
CPA	$28.00	$25.00
MER (blended)	3.50x	4.00x
Break-even ROAS	1.60x	1.60x