Qualified Lead Economics

Gather the inputs for one acquisition cohort before comparing the cost of leads. Use the same currency and revenue horizon throughout.

1. Choose a mature cohort and record the acquisition dates and outcomes-as-of date.
2. Separate ad spend from other marketing costs. Include sales labor or commission in those costs or in margin, never both. CAC covers only entered costs.
3. Use the calculator to compare assumptions. Treat the result as a planning threshold, not a recommended ad bid.

What to verify

Cohort	Same channel, acquisition period and customer population.
Inquiries	Deduplicated inquiries; qualified leads are a subset.
Customers	Won customers are a subset of qualified leads.
Revenue horizon	Net revenue per customer over the stated period.
Contribution	Revenue less direct delivery costs, before acquisition.
Fees	Do not subtract a cost twice in margin and marketing fees.

Completed example - fictional

Fictional inputs	Media $3,000; fees $1,000; 100 inquiries; 40 qualified; 10 wins.
Customer value	$2,000 net revenue; 40% contribution margin.
Calculated results	All-in CPL $40; CPQL $100; CAC $400.
Contribution after marketing	$4,000. Break-even all-in CPL $80. Fixed overhead and tax excluded.

Method: original worksheet. Examples are fictional and show how to use the fields.

Your worksheet

Qualified Lead Economics | Record facts, evidence and the next action.

Acquisition dates / outcomes-as-of date	
Channel / currency / revenue horizon	
Ad spend S	
Other marketing costs F	
Paid clicks C - Optional; leave blank for a separate non-click cohort.	
Unique inquiries L	
Qualified leads Q	
Won customers W	
Revenue per won customer V - Net of refunds, for the stated horizon.	
Contribution margin m - Before acquisition; enter a percentage.	
Contribution to retain r - Share of contribution before marketing to keep.	
Input sources / assumptions to verify	

Keep sensitive customer details in your own secure systems. Use safe record references here.

Use the online guide and companion download