THE META ADS OPERATING SYSTEM

The Complete Ecommerce Meta Ads Framework

Everything boils down to answering just two questions.

1
Are my ads profitable?

2
Can I spend more?

THE FOUNDATION

Two Questions

Everything in this framework exists to answer these.

QUESTION 1

Are my ads profitable?

Not revenue. Not ROAS. Actual profit. After COGS, fulfilment, and ad spend, did this purchase make money?

QUESTION 2

Can I spend more?

If the answer to Q1 is yes, how much room do you have between your current CPA and your ceiling?

If you can't answer both of these with a number, you're not optimising. You're guessing.

THE CORE FRAMEWORK

Any Metric We Use to Optimise Ads Must Answer Two Things

1 **Did this spend create profit?**

Not revenue. Not sales. **Profit.** After every cost is accounted for, did we actually make money?

2 **If yes - how much profit per unit of spend?**

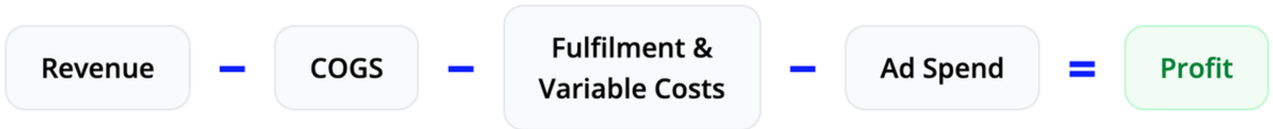
Knowing you're profitable isn't enough. You need to know **how profitable** - so you can decide whether to scale, hold, or cut.

If your metric can't answer both of these, it's not an optimisation metric. It's a vanity metric.

THE CORE FRAMEWORK

The Profit Test

A valid optimisation metric **must** contain all four components. If it doesn't, it cannot measure profitability.



None of these popular metrics measure profit. If you can't measure profit, you can't optimise for it.

THE CORE FRAMEWORK

Why Every Popular Metric Fails

Metric	Formula	Revenue?	COGS?	Fulfilment?	Ad Spend?	Verdict
ROAS	Revenue / Ad Spend	✓	✗	✗	✓	FAILS
CAC	Ad Spend / Customers	✗	✗	✗	✓	FAILS
MER	Total Rev / Total Spend	✓	✗	✗	✓	FAILS
LTV:CAC	LTV / CAC	✓	✗	✗	✓	FAILS

"You don't have a Meta problem. You have a measurement problem. And measurement problems create decision problems."

ROAS - The Golden Calf

Revenue from ads divided by ad spend.

The Football Team Analogy

DEFENDERS	MIDFIELDERS	STRIKERS
Cold TOF Ads	**Warm MOF Ads**	**Hot Retargeting Ads**
Reaching new people	Educating prospects	Closing the deal

ROAS only celebrates the striker who scores the goal. You fire the defenders for not scoring. You fire the midfielders. Your funnel is starved.

ROAS Ignores Margin

EXAMPLE

AD SPEND	SALE	ROAS
$10	**$40**	**4x**

90% Margin Product
4x ROAS = incredible

10% Margin Product
4x ROAS = losing money on every sale

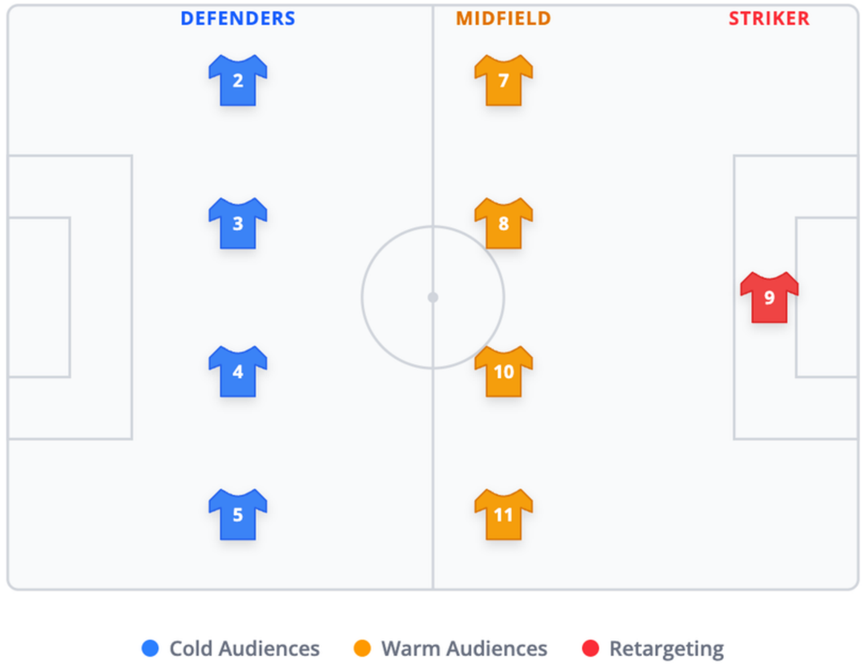
Same ROAS. Completely different outcome.

ROAS is a revenue metric, not a profitability metric. It rewards the wrong ads AND ignores the economics of the sale.

BROKEN METRICS

The Football Team Analogy

ROAS only celebrates the **striker** who scores the goal. You fire the defenders for not scoring. You fire the midfielders. Suddenly your striker has no one to pass them the ball.



Optimising for ROAS starves your funnel. You end up with a striker and no team.

THE PROFIT TEST

ROAS - Does It Pass?

Metric	Formula	Revenue?	COGS?	Fulfilment?	Ad Spend?	Verdict
ROAS	Revenue / Ad Spend	✓	✗	✗	✓	FAILS

ROAS sees revenue and ad spend - but is completely blind to COGS and fulfilment costs. Two out of four. It cannot measure profit.

BROKEN METRICS

CAC - The Made-Up Number

Ad Spend divided by Customers Acquired.

Where did your CAC target come from?

Most of the time, CAC targets are made-up numbers. Someone in a meeting said "$18 feels about right." And now an entire business is being judged against a number with no mathematical foundation.

> *"That's not strategy. That's a guess wearing a suit."*

The Correct Order

1. **Calculate Contribution Margin**
   AOV minus COGS = gross profit per order
2. **That number IS your Breakeven CPA**
   Not a target. A ceiling.
3. **Decide desired profit per order**
   Target CAC = Breakeven CPA − Desired Profit

OUR SUPPLEMENT BRAND — DAILY GREENS

AOV	COGS	BREAKEVEN CPA
$40	$10	$30

CAC is not a goal. CAC is a constraint - a safety rail. Below it, you're printing money. Above it, you're leaking money.

THE PROFIT TEST

CAC - Does It Pass?

Metric	Formula	Revenue?	COGS?	Fulfilment?	Ad Spend?	Verdict
CAC	Ad Spend / Customers	✗	✗	✗	✓	FAILS

CAC only sees ad spend. It's blind to revenue, COGS, and fulfilment. One out of four. It tells you what you spent - not whether you made money.

BROKEN METRICS

MER - Blended Bullshit

Total Revenue divided by Total Ad Spend.

The Blender Analogy

MER is like throwing a steak, broccoli, a banana, and a scoop of ice cream into a blender and hitting puree. Then someone hands you the glass and says, "Here's your nutrition score." You can't taste the steak. You can't see the broccoli. It's all just brown sludge.

What MER CAN do

High-level pulse check. "Is the business generally healthy or generally sick?"

What MER CANNOT do

Tell you which channel is working, which is broken, or where to apply pressure.

The Hidden Danger

Your Klaviyo flows could be doing all the heavy lifting while Meta is haemorrhaging cash - and MER would still look "healthy." MER is a 30,000-foot view. Optimisation happens on the ground.

MER is a speedometer, not a steering wheel. Treating it like a steering wheel is how people lose money confidently.

THE PROFIT TEST

MER - Does It Pass?

Metric	Formula	Revenue?	COGS?	Fulfilment?	Ad Spend?	Verdict
MER	Total Rev / Total Spend	✓	✗	✗	✓	FAILS

MER sees total revenue and total spend - but blends everything together. No visibility into COGS or fulfilment. Two out of four. A speedometer, not a steering wheel.

BROKEN METRICS

LTV:CAC - Money You Haven't Collected

Lifetime Value divided by Customer Acquisition Cost.

The Numbers Look Amazing

● OUR SUPPLEMENT BRAND — DAILY GREENS

AOV	PURCHASES/YR	LTV	CAC	LTV:CAC
$40	4	$160	$20	8x

For every $1 spent acquiring a customer, you generate $8 in lifetime revenue. Sounds amazing. But it has one fatal flaw.

The Fatal Flaw: Payback Period

An LTV:CAC of 10 means nothing if it takes you three years to get paid back and you run out of cash in three months. You can have the best ratio in the world and still go bankrupt.

Same day / week / month?
You have a business.

6 months / 9 months / a year?
You have a financing problem.

The Hierarchy

1st: Profit on first sale → 2nd: 30-day payback → 3rd: Then LTV matters

LTV is a multiplier. Payback period is survival. Making money on the first sale is power.

THE PROFIT TEST

LTV:CAC - Does It Pass?

Metric	Formula	Revenue?	COGS?	Fulfilment?	Ad Spend?	Verdict
LTV:CAC	LTV / CAC	✓	✗	✗	✓	FAILS

LTV:CAC sees revenue and ad spend - but ignores COGS and fulfilment. Two out of four. And it counts money you haven't collected yet as if it's already in the bank.

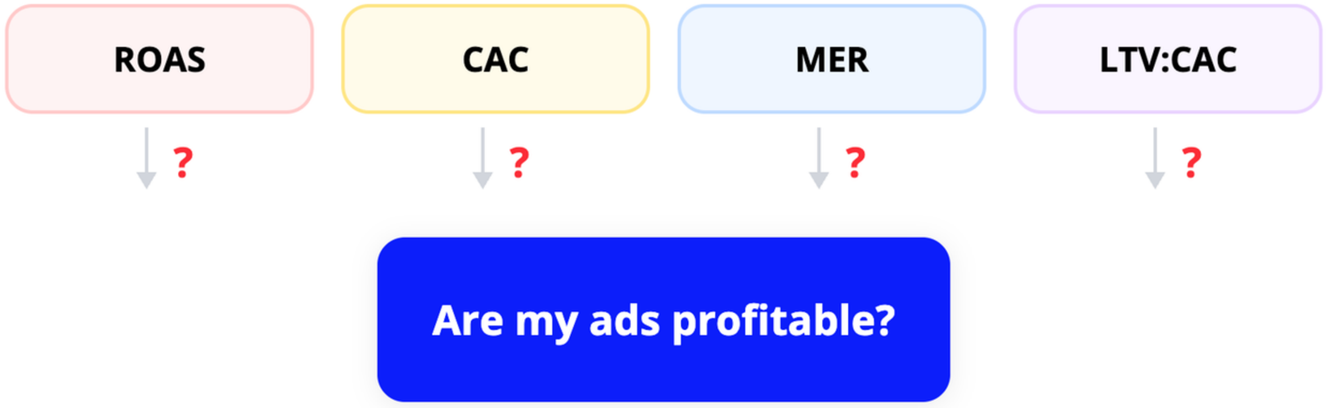
THE CORE FRAMEWORK

The Real Problem With Every Metric

Metric	The Problem	Measures Profitability?
ROAS	A revenue attribution metric. Celebrating the striker while firing the defence. Incentivises you to turn off your top of funnel ads and can starve your funnel.	✗
CAC	A cost metric. Usually a number someone made up in a meeting.	✗
MER	A blended metric. A blender full of brown sludge. More a pulse check than a steering wheel.	✗
LTV:CAC	A strategic projection based on money you haven't collected yet.	✗

THE CORE FRAMEWORK

Can Any of These Answer the Question?



THE OPERATOR'S STACK

Step 1: Contribution Margin

Is this product even worth advertising?

Before we talk about ads, we need to answer a brutally simple question: is this product economically viable?

Contribution Margin = AOV - COGS

● OUR SUPPLEMENT BRAND — DAILY GREENS

AOV	COGS	CONTRIBUTION MARGIN	MARGIN %
$40	$10	$30	75%

COGS INCLUDES:

Product unit cost + Packaging + Fulfilment/pick & pack + Shipping + Storage + Payment processing fees

If your Contribution Margin is $6, you don't have a marketing problem. You have a product problem. Fix pricing, COGS, bundling, or offer before touching ads.

THE OPERATOR'S STACK

How to Calculate Your COGS

True variable cost per order.

STEP 1: ADD UP PER-SKU COSTS

📦 Product unit cost + 🎁 Packaging + 🏭 Fulfilment / pick & pack + 🚚 Shipping + 🏬 Storage +

💳 Payment processing fees

= Your COGS per unit (per SKU)

STEP 2: ONCE A MONTH

1. Take all SKUs sold **2.** Average them **3.** Update one number:

AVE COGS Per Order

Not perfect. Not academically pure. But **directionally correct** and most importantly - **decision-grade.**

THE OPERATOR'S STACK

Step 2: Breakeven CPA

What's my ceiling?

The maximum you can spend per purchase and not lose money. This is your ceiling, not your target.

Breakeven CPA = AOV - COGS = $30

● OUR SUPPLEMENT BRAND — DAILY GREENS

AOV	COGS	BREAKEVEN CPA
$40	**$10**	**$30**

If your CPA exceeds **$30**, you are losing money on every purchase. This is the line.

THE OPERATOR'S STACK

Step 3: Profit Per Purchase (PPP)

The daily truth from your bank account.

The real, dollar-denominated profit generated per purchase from Meta. Validated against your bank account.

PPP = AOV - COGS - CPA = $40 - $10 - $15 = $15

● **OUR SUPPLEMENT BRAND — DAILY GREENS**

AOV	COGS	META CPA	PPP
$40	**$10**	**$15**	**$15**

PPP > $0
Ads are profitable

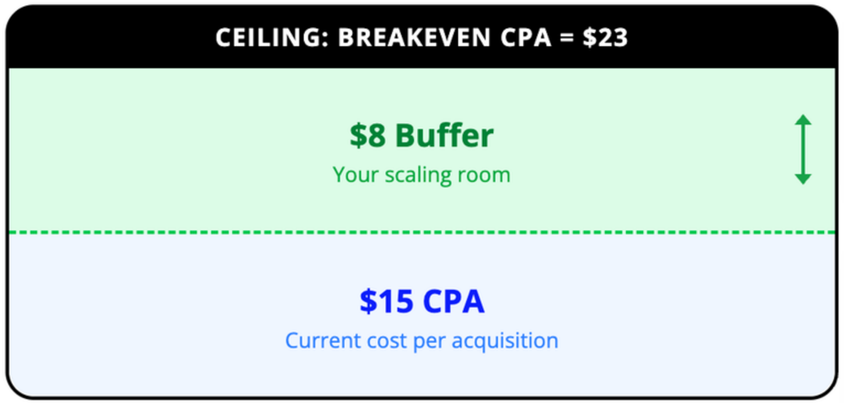
PPP < $0
Ads are losing money

PPP answers Question 1: Are my ads profitable? $15 per purchase. Not a feeling. Not a dashboard colour. A dollar-denominated profit number.

THE OPERATOR'S STACK

Buffer & Breakeven

Your ceiling and your scaling room.



Buffer - Your Scaling Room

Breakeven CPA - Current CPA = **$23 - $15 = $8**

You have $8 of room. Performance could get $8 worse per purchase before you stop being profitable.

"Can we spend more?"

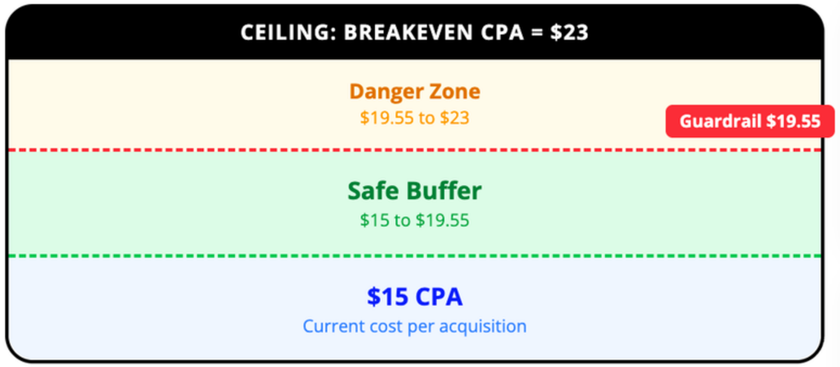
"We're making $8 profit per purchase. We can push spend until that $8 disappears."

Exact dollars. Exact limit.

THE OPERATOR'S STACK

Guardrail

Your safety line before breakeven.



PROFIT PER PURCHASE (PPP)

$40 - $17 - $15 = $8

Guardrail - Your Safety Line

We leave 10-20% below breakeven CPA.

$23 x 0.15 = **$3.45**

Breakeven CPA $23 - $3.45 = **$19.55**

$19.55 is our real operating limit.

Why 15%?

Attribution isn't perfect. Data lags. The guardrail gives you a warning before you actually start losing money.

CPA above $19.55?

Investigate immediately. Check creative fatigue, audience saturation, or landing page issues.

THE OS IN ACTION

The Complete Worked Example

Individually, these numbers are useful. Together, they are an operating system.

OUR SUPPLEMENT BRAND

AOV	COGS	CPA
$40	**$17**	**$15**

1 Contribution Margin
$40 − $17 = **$23**
Breakeven CPA = $23

2 Profit Per Purchase
$40 − $17 − $15 = **$8**
Ads profitable? YES

3 Buffer
$23 − $15 = **$8 room**
Can I spend more? YES

4 Guardrail
$23 × 0.85 = **$19.55**
Safe scaling limit

THE OPERATOR'S STACK

How to Find Your Hero Product

Your hero product is the one you lead with in your ads. Find the product with the highest combination of:

💰 AOV	🔄 2nd Purchase Rate	📅 Purchase Cadence	📊 Contribution Margin	📈 LTV
Highest average order value	Highest repeat buy rate	Fastest time to reorder	Highest margin per unit	Highest lifetime value
$40	**55%**	**64 days**	**65%**	**$160**

The product that scores highest across these five metrics is your hero. Lead with it in your ads.

But remember: customers have free will. They'll buy whatever they want. Use **blended averages** for your metrics, not hero product numbers alone.

THE PSM REALITY CHECK

Profitable Scaling Margin

It supposedly answers: for every dollar I spend to acquire and serve a customer, how many dollars do I get back across their entire lifetime?

PSM = LTV / (CPA + COGS)

OUR SUPPLEMENT BRAND — DAILY GREENS

AOV	LTV (4 PURCHASES)	CPA	COGS (1 ORDER)
$40	$160	$15	$17

THE PSM REALITY CHECK

PSM Worked Example

Plugging in our numbers.

```
PSM = $160 / ($15 + $17) = $160 / $32 = 5.0x
```

PROFITABLE SCALING MARGIN

PSM = 5.0x

BLENDED META CPA	AOV	CONTRIBUTION MARGIN	COGS (1 ORDER)	2ND PURCHASE RATE	PURCHASE CADENCE	LTV
$15	$40	$23	$17	55%	64 days	$160

THE PSM REALITY CHECK

The Three Cracks

Crack 1: COGS Is Counted Once

Popular Version:

LTV: $160 / (CPA: $15 + COGS: $17)

PSM = 5.0x

Reality (4 purchases × $17 COGS):

LTV: $160 / (CPA: $15 + COGS: $68)

PSM = 1.93x

Crack 2: The Hero Product Myth

You advertise the hero product. But customers buy whatever they want. The only intellectually honest way to calculate this is to use blended averages across your entire business.

Crack 3: The Blended CPA & Re-Acquisition Problem

Meta's CPA is **not** your new customer acquisition cost. It's a blended cost per purchase - new AND existing customers mixed together.

Purchase 1	Purchase 2	Purchase 3	Purchase 4
Meta Ad	Direct	Email	Meta Ad

PSM counts one CPA. But you paid Meta **twice**.

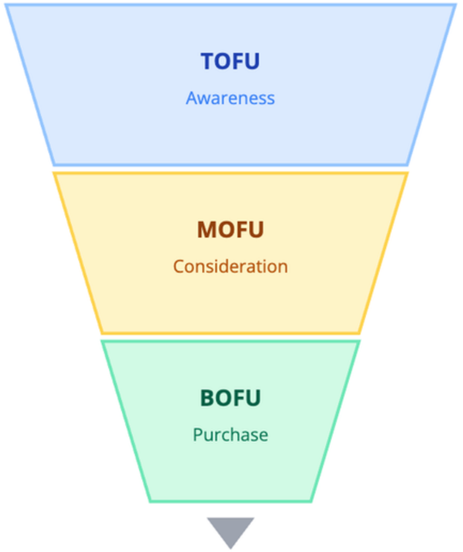
PSM is a temperature check, not a steering wheel. It cannot tell you how much to spend.

ATTRIBUTION REALITY

What They Teach vs What Actually Happens

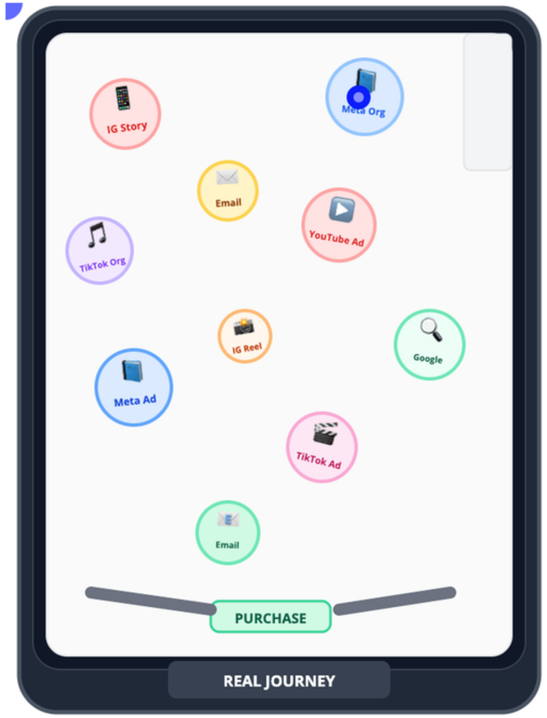
The textbook funnel is a myth. The real journey is a pinball machine.

THE TEXTBOOK



Neat. Linear. Predictable.

THE REALITY



Messy. Non-linear. Unpredictable.

ATTRIBUTION REALITY

Example Customer Journey

One customer. Six touchpoints.

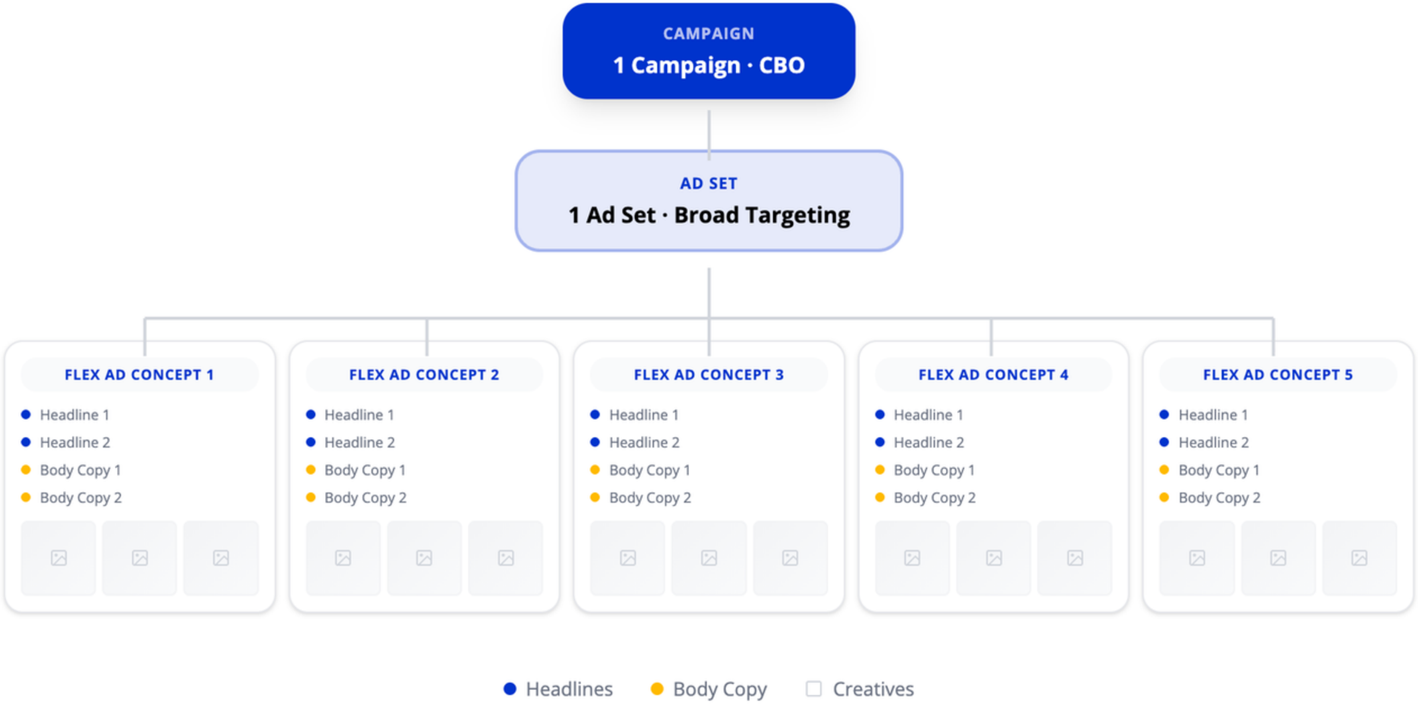
📱	**Instagram Story Ad**	→ Tap next story
🎵	**TikTok Organic Video**	→ Don't click to website
✉️	**Email Subject Line**	→ Don't click the email
📘	**Meta Ad**	→ Click through, then bounce
🎬	**TikTok Ad**	→ Watch, go to website, browse
📧	**Email**	→ **Open, read, website, purchase**

Would the purchase have happened without them?

CAMPAIGN SETUP

Campaign Structure

One campaign. One ad set. Broad targeting. CBO. Simplicity scales, complexity fails.



Targeting: Go Broad

No interest stacking. No lookalikes. Broad = Meta picks high-probability buyers without your restrictions. Lower CPMs, faster learning, constant audience refresh.

Don't Exclude Customers

Exclusions hide your best data from the algorithm. Meta needs to see who converts to find more like them. Complete data = faster learning = lower CPA.

CAMPAIGN SETUP

The 5 Creative Concept Buckets

1

UGC Testimonials

Real customers, real results. Unpolished is better. Someone filming themselves using the product.

2

Product Demos

Show the product in use. The mixing, the texture, the colour. People want to see what they're buying.

3

Problem-Aware

Speak to the problem. Not "52 superfoods." Instead: "That 3pm crash? That's your body screaming for nutrients."

4

Static Objection Handlers

Image + text addressing a common objection. "Tastes like grass? We fixed that." Use customer research to find objections.

5

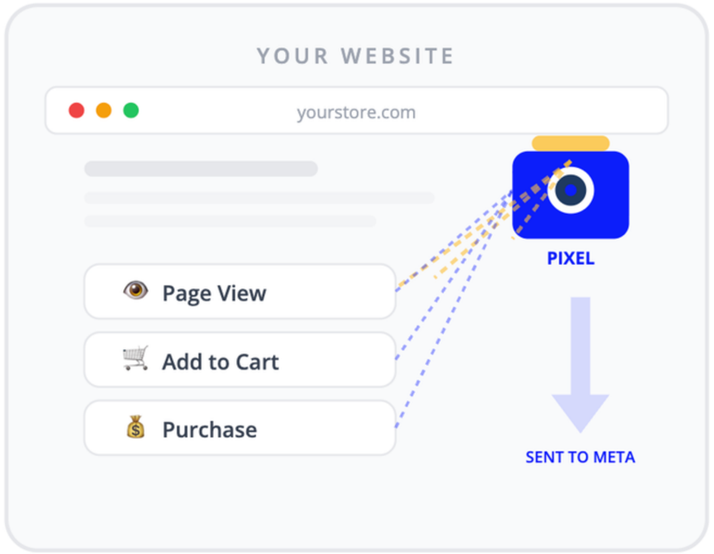
Social Proof Statics

"Join 50,000 happy customers." Simple. Powerful. Builds trust instantly. Combine with star ratings or review snippets.

TRACKING & DATA

The Pixel

Think of it as a speed camera on your website.



What is it?

A small piece of code that sits on your website. Every time someone visits, it takes a snapshot of what they viewed, what they clicked, what they bought.

Why does it matter?

Without the pixel, Meta is blind. It can't see who bought, who bounced, or who's worth targeting. The pixel is how Meta learns who your buyers are.

The Speed Camera Analogy

Just like a speed camera snaps every car that passes, the pixel snaps every visitor action. Page view. Add to cart. Purchase. Each snap feeds data back to Meta.

TRACKING & DATA

1st Party vs 3rd Party Data

Your data vs borrowed data. One you own, one is disappearing.

1st Party Data

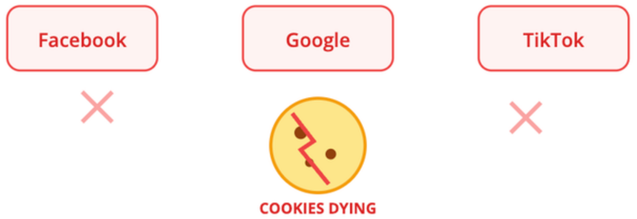
DATA YOU OWN

- Email addresses & phone numbers
- Purchase history & order data
- Website behaviour (via pixel)
- Subscription & loyalty data
- Customer surveys & feedback

Reliable. Permanent. Gets stronger over time.

3rd Party Data

BORROWED DATA



- Browser cookies (being blocked)
- Cross-site tracking data
- Platform-shared audience data
- Third-party data brokers
- iOS 14+ killed most of this

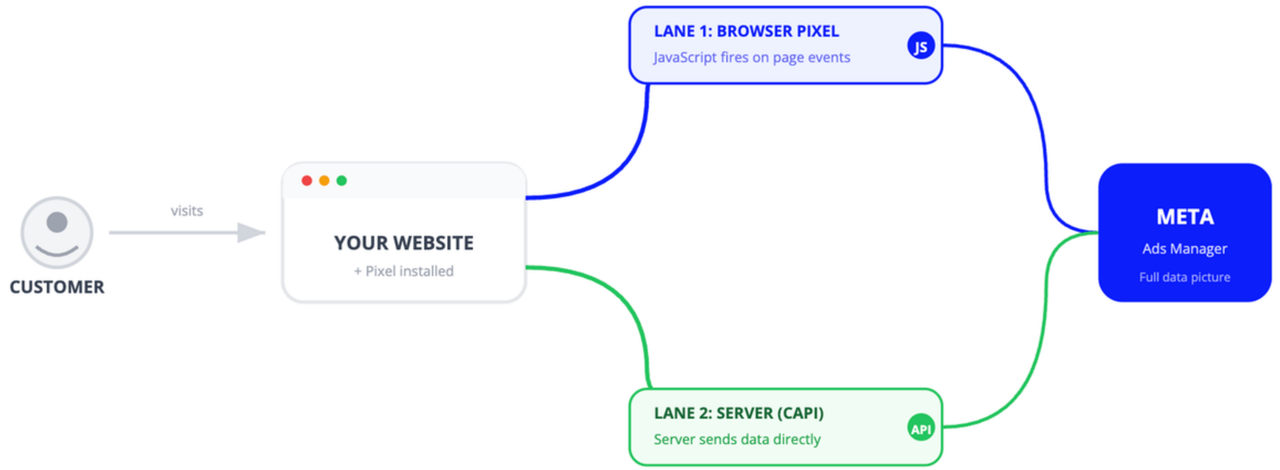
Unreliable. Disappearing. iOS 14 broke it.

The brands that win are building 1st party data assets. Email lists, purchase data, pixel events. That's your competitive moat.

TRACKING & DATA

Tracking Setup

Two lanes of data. One from the browser, one from the server. Together they give Meta the full picture.



Browser Pixel (Lane 1)

JavaScript code on your site. Fires when events happen in the browser. Fast but can be blocked by ad blockers, iOS privacy, and cookie restrictions.

Conversions API / CAPI (Lane 2)

Server-to-server connection. Your server sends event data directly to Meta. Can't be blocked by browsers. This is your insurance policy against data loss.

You need BOTH lanes running. The pixel alone misses ~30% of conversions after iOS 14. CAPI fills the gaps. Together = maximum data, better optimisation, lower CPA.

SCALING & OPERATIONS

Scaling Rules

Increase budget by 5% 3× per week Mon / Wed / Fri

Methodical. Predictable. Lets the algorithm adjust without shocking the system.

When to Scale

PPP is positive. CPA is below Guardrail. Buffer exists. 7-day window of stable data. Both questions answered YES.

When to Diagnose

PPP turns negative. CPA exceeds Guardrail. Buffer shrinks to zero. Find the weakest link and fix it.

Methodical. Predictable. Lets the algorithm adjust without shocking the system.

THE LONG GAME

Building the Back End

The real money.

Once your front end is humming, the real enterprise value is built on the back end. Move three numbers:

Second Purchase Rate

Get more first-time buyers to come back. A customer who buys twice is a relationship. The single biggest lever.

Purchase Frequency

Shorten the gap between orders. 90 days to 60? That's 50% more revenue per customer per year.

Average Order Value

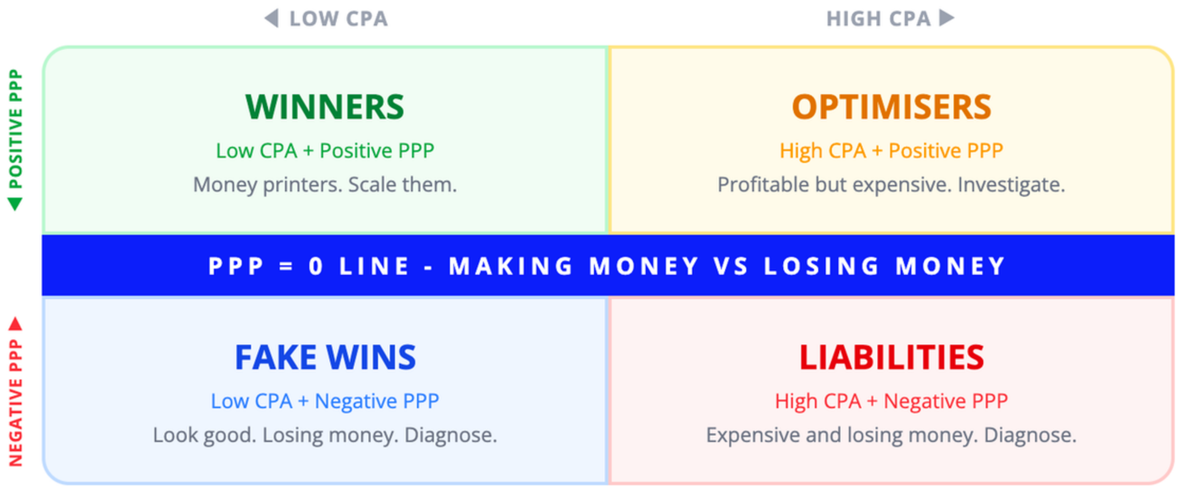
Upsells, bundles, subscriptions. $40 to $50 = 25% increase on every transaction.

The Flywheel: Back-end improvements → Higher AOV & LTV → Higher contribution margin → Higher breakeven CPA → More spend → More customers → More repeat → Loop

THE WEEKLY AD AUDIT

Step 1: Sort - The 2×2 Matrix

Plot every ad on two axes: **CPA** (horizontal) and **PPP** (vertical). The most important line is **PPP = 0**.



THE WEEKLY AD AUDIT

Step 2: Diagnose - Check Frequency

Frequency tells you **where the ad sits in the funnel**. This changes the decision completely.

~1.0

COLD AUDIENCE / PROSPECTING

Daily frequency near 1 means the ad is reaching **new people**. If the ad isn't converting, the problem is likely the **creative**, not the audience.

2.0+

WARM AUDIENCE / RETARGETING

Daily frequency approaching 2+ means the ad is being shown to the **same people repeatedly**. The audience may be **exhausted**. No creative fix will save burnt-out eyeballs.

THE WEEKLY AD AUDIT

Further Diagnostic Metrics

CPM

Cost Per 1,000 Impressions. How much Meta charges to show your ad. Low = Meta likes it. High = expensive audience or poor relevance.

Spend

How much budget Meta allocates. High spend = Meta is confident. Low spend = Meta isn't prioritising it.

Cost Per Result

Total spend / total conversions for that ad. The raw efficiency number. Compare across ads.

Signal	CPM	Freq	Spend	CPR	What It Means
HEALTHY PROSPECTING	Low	~1	High	Low	Meta loves this ad. Cheap reach, new people, converting well.
WEAK PROSPECTING	Low	~1	Low-Med	High	New people cheaply but not converting. Creative issue.
HEALTHY RETARGETING	High	2+	Med	Low	Warm audience, converting well. Won't scale but good cashflow.
BURNT RETARGETING	High	2+	Low	High	Audience exhausted. High cost, low results. Kill it.

CREATIVE DIAGNOSTICS

Secondary Metrics

*These do not measure profit - they measure engagement and efficiency signals that help you understand **why** an ad is or isn't converting.*

Metric	What It Is	Formula	What It Tells You
ROAS	Revenue per dollar spent	`Revenue / Ad Spend`	Directional efficiency signal. Does NOT measure profit.
Ad Conv Rate %	% of clicks → purchase	`Purchases / Clicks × 100`	Landing page effectiveness. Benchmark: 2-5%.
CTR	% who see and click	`Clicks / Impressions × 100`	How compelling the ad is. Benchmark: 1-2% cold.
CPC	Cost per link click	`Spend / Link Clicks`	Traffic efficiency. High CPC + low conv = bad traffic.
Hook Rate	% watch first 3 sec	`3-Sec Views / Impressions × 100`	Opening quality. Low = getting scrolled past.
Hold Rate	% watch to end	`ThruPlays / 3-Sec Views × 100`	Content engagement. High hook + low hold = weak middle.

Primary metrics tell you WHAT to do. Secondary metrics tell you WHY. Use both. But never let secondary metrics override the primary decision.

CREATIVE DIAGNOSTICS

Diagnosis Patterns

Creative Isn't Stopping the Scroll

Low Hook Rate + Low CTR

Fix: New hook, pattern interrupt in first 1-2 seconds.

Creative Grabs But Doesn't Hold

High Hook Rate + Low Hold Rate

Fix: Tighten script, front-load value proposition.

Traffic But No Conversions

High CTR + Low Conversion Rate

Fix: Landing page, offer, price, or audience mismatch.

Everything Looks Good But No Profit

Good CTR + Good Conv Rate + Low PPP

Fix: Check COGS, AOV, product viability at this CPA.

THE DECISION FRAMEWORK

The Decision Matrix

This is a triage framework. It tells you what's happening and what to do next at a high level. (Refer to level 2 diagnostic tools for further investigation.)

Quadrant	Low Frequency (~1)	High Frequency (2+)
Winners Low CPA + Positive PPP	LET RUN Don't touch. It's working.	LET RUN Still profitable. Let it run.
Optimisers High CPA + Positive PPP	FIX Profitable but expensive. The concept works, but execution isn't efficient yet.	FIX CPA rising. The concept works, but execution needs refreshing before it turns negative.
Fake Wins Low CPA + Negative PPP	FIX Cheap conversions, but not profitable. The ad is attracting the wrong type of customer or weak intent.	FIX → KILL Cheap conversions from a warm audience, but still unprofitable. This ad is attracting low-quality customers. If other ads with the same product are profitable, kill it.
Liabilities High CPA + Negative PPP	FIX No signal from cold traffic. The concept isn't resonating.	KILL Expensive, unprofitable, and no signal worth saving.

FIX = The concept shows some signal, but something in the creative, positioning, or audience quality needs improvement.

THE DECISION FRAMEWORK

Scale / Fix / Kill

STEP 1

Economics

2×2 Matrix

PPP + CPA →

Are we making money?

STEP 2

Audience

Frequency

~1 vs 2+ →

Is the audience fresh or exhausted?

STEP 3

Decision

Action

Scale / Fix / Kill

What do we do next?

THE KILL RULE: Negative PPP + High Frequency = Kill. Everything else gets scaled or gets new creative.

THE DECISION FRAMEWORK

The Kill Rule

Kill when it's unprofitable and there's no signal worth saving.

Kill when it's unprofitable...

and there's no signal worth saving.

Negative PPP + High Frequency = **Kill** (if no signal worth saving)

METRICS REFERENCE

Primary Metrics - The Hierarchy

1 **Profit Per Purchase (PPP)**
The real profit per purchase from Meta. Your daily truth.

`AOV - Blended COGS - CPA`

Q1: ARE MY ADS PROFITABLE?

2 **Breakeven CPA**
The max you can spend per purchase and not lose money.

`AOV - Blended COGS`

Q2: WHAT'S MY LIMIT?

3 **Buffer**
The gap between Breakeven CPA and current CPA.

`Breakeven CPA - Current CPA`

Q2: CAN I SPEND MORE?

4 **Guardrail**
15% safety margin below Breakeven CPA.

`Breakeven CPA × 0.85`

Q2: SAFETY LINE

5 **Contribution Margin**
Gross profit per order before ad spend.

`AOV - Blended COGS`

FOUNDATION

6 **Blended COGS**
Average variable cost per order across ALL SKUs.

`Total Variable Costs / Total Orders`

INPUT

7 **Blended AOV**
Average order value across all orders, all products.

`Total Revenue / Total Orders`

INPUT

THE COMPLETE FRAMEWORK

That's how to make money with Meta ads.

Two questions. One stack. Everything else is noise.

QUESTION 1

Are my ads profitable?

QUESTION 2

Can I spend more?

STEP 1

PPP

Profit Per Purchase

Your daily truth. Is each purchase from Meta profitable today?

STEP 2

Breakeven CPA

Your Ceiling

The max you can spend per purchase. Derived from your real contribution margin.

STEP 3

Buffer

Your Scaling Room

The gap between Breakeven CPA and current CPA. This is your room to spend more.

STEP 4

Structure

1 Campaign, 1 Ad Set, 3-5 flex ad concepts for your hero product.

STEP 5

Guardrail

Use Breakeven CPA as your guardrail. Buffer as your scaling room.

STEP 6

Audit

2x2 matrix (PPP + CPA). Diagnose with Frequency. Scale / Fix / Kill.

STEP 7

Scale

Profitable? Increase budget 5%, 3x/week (Mon/Wed/Fri). Methodical.

Second Purchase Rate

Get buyers to come back. The single biggest lever.

Purchase Frequency

Shorten the gap between orders. 90 days to 60 = 50% more revenue.

LTV & AOV

Upsells, bundles, subscriptions. Every increase compounds.

Every pound of ad spend must justify itself with profit. If it does, scale it. If it doesn't, fix it. That's the whole game. Simplicity scales. Complexity fails.