EXAMPLE — FICTIONAL BRAND

# Pilot results (example, fictional brand)

Example Skincare Co. (fictional brand) · Sep 1 – Sep 30, 2026 · Version 1 · Issued Oct 3, 2026 · USD

EXAMPLE: a fictional brand, fictional creators and invented numbers, to show the report format. Not a client result and not a forecast.

| 48 | $2,208.00 | $46.00 | $31.25 |
|---|---|---|---|
| ORDERS | ELIGIBLE NET SALES | AOV | CAC (PER ORDER) |

Your cost this period: price $1,500.00 + ad spend $0.00 + bonuses $0.00 = $1,500.00

## By creator

| CREATOR | ORDERS | ELIGIBLE NET SALES | AOV | CAC | BONUS |
|---|---|---|---|---|---|
| Creator A (barrier care) | 28 | $1,286.00 | $45.93 | $26.79 | — |
| Creator B (sensitive skin) | 20 | $922.00 | $46.10 | $37.50 | — |
| **Total** | **48** | **$2,208.00** | **$46.00** | **$31.25** | **—** |

Cost per order (CAC) = your price for this period split equally across the creators, plus that creator's ad spend and bonus, divided by that creator's counted orders. Shown as — when there are no orders.

EXAMPLE

## Paid ads (whitelisting)

No paid ads ran in this period.

## Recommendation for next month

EXAMPLE. 2 creators and 4 videos counted 48 orders, $2,208.00 Eligible Net Sales, average order $46.00, blended cost per order $31.25.

Break-even: at a 75% gross margin (assumed; a real report uses yours), a first order keeps $34.50: a cost per order at or under that pays back on the first order. Under it: Creator A ($26.79). The blended $31.25 is under it too.

Next month: keep Creator A on a monthly plan and test the videos as Spark / Partnership ads, judged by cost per order against break-even, not platform ROAS. Retest Creator B ($37.50) with a new hook, or replace from the shortlist.

Not counted: creator product and forwarding postage (add them at landed cost), repeat purchases after the window.

One note on how these numbers were counted: see "About these numbers" at the top of the appendix page.

APPENDIX

## About these numbers

• No paid ads (whitelisting) ran in this period.

## Views and likes

Views and likes, for reference only: they are not used in any number above.

Post links: each video's public link (placeholders on example.com in this example).

Views, likes and comments: the numbers the platform shows on each post, as last recorded before the report period ended.

Engagement: likes + comments + shares + saves. Engagement rate = engagement divided by views, over posts with a view count only.

Clicks: visits through the creator's tracking link. Link previews and bots, clicks while a link is paused, and more than 5 clicks from one visitor on one link in a day are logged but not counted.

Orders come from your store (tracking link first, then promo code); views, engagement and clicks never add to them.

| CREATOR | PLATFORM | VIEWS | LIKES | COMMENTS | POST |
|---|---|---|---|---|---|
| Creator A (barrier care) | tiktok | 84,200 | 6,150 | 212 | https://example.com/p/creator-a-1 |
| Creator A (barrier care) | tiktok | 41,800 | 2,870 | 96 | https://example.com/p/creator-a-2 |
| Creator B (sensitive skin) | instagram | 29,400 | 1,910 | 88 | https://example.com/p/creator-b-1 |
| Creator B (sensitive skin) | tiktok | 22,100 | 1,340 | 41 | https://example.com/p/creator-b-2 |

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