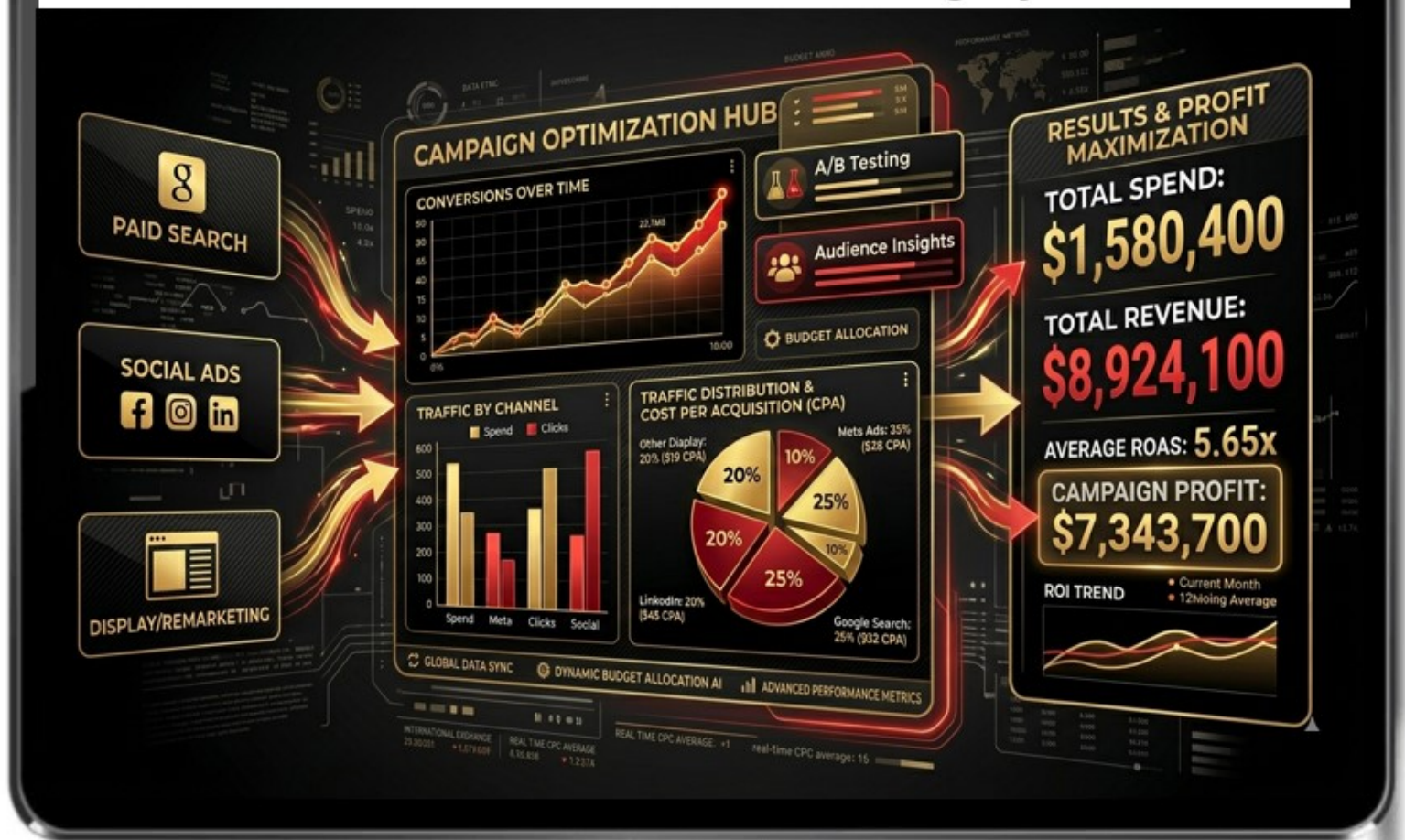


DONE FOR YOU

Paid Traffic + Funnels Tracking System!



Hey and welcome to the **Paid Traffic + Funnels Tracking System**.

Here is access to the tracking sheets:

<https://docs.google.com/spreadsheets/d/15lemfNb2VPyVrs2sT2x41VnwRio6Y09vfx0LmWTJyEM/edit?usp=sharing>

Here's How To Use The Tracking Sheet

When you click and open the link above:

You must go to the left-hand top corner and click:

File → Make a Copy

Then rename:

[ADD YOUR NAME] Paid Traffic + Funnels Tracker

Now:

✓ Your version is private and you can edit it.

Input Fields:

(These metrics are retrieved from the Facebook / Meta Ads Manager)

- Date
- Ad ID
- Ad Name
- Spend (\$ / £)
- Impressions
- Reach
- Clicks
- Link Clicks

(The 4 metrics below are retrieved from your email autoresponder / funnels software, your appointment booking software and your payment processor)

- Leads >>>> (Email Autoresponder / Funnel Software)
- Booked Calls >>>> (Appointment Booking Software e.g. Calendly)
- Sales >>>> (Payment Processor = Stripe / PayPal)
- **Revenue (\$ / £)** >>>> (Payment Processor = Stripe / PayPal)

Auto-Calculated Fields:

These metrics are calculated for you inside the Daily Ad Tracker automatically as soon as you add the input field metrics listed above into your google sheet...

- **CPC** >>>> (Cost Per Click)
- **CPLC** >>>> (Cost Per Link Click)
- **CTR** >>>> (Click Through Rate)
- **CPL** >>>> (Cost Per Lead)
- **CPM** >>>> (Cost Per 1000 Impressions)
- **CPBC** >>>> (Cost Per Booked Call)
- **CPA** >>>> (Cost Per Acquisition)
- **ROAS** >>>> (Return On Ad Spend)

All KPI metrics listed under the '**Auto-Calculated Fields**' are **DONE FOR YOU!**

Meaning the spreadsheet has the embedded mathematical formulas to work out the calculations automatically for you. All you have to do is export the '**Input Fields**' listed above DAILY from the Facebook / Meta Ads Manager!

You can do this manually by exporting the input field KPI's from ads manager and upload them into your google sheet DAILY AD TRACKER. *(Takes around 30 seconds)*

Or you can use <https://www.make.com/> ...and it will automatically pull the data from the Facebook / Meta Ads Manager and directly upload it into your Google Sheet.

Explore our Library of Agents. Start building with pre-made AI Agent examples today! [Browse the Library](#)

make Talk to sales Log in Get started free

Visual AI workflow automation that puts teams in control

Build and manage automations and AI agents on one visual platform. See the logic. Trust the solution. Scale with confidence.

If you use this AI workflow automation or export the ads data manually, just make sure you upload the data to the correct spreadsheet listed **DAILY AD TRACKER**

Paid Traffic + Funnel KPITracker

File Edit View Insert Format Data Tools Extensions Help

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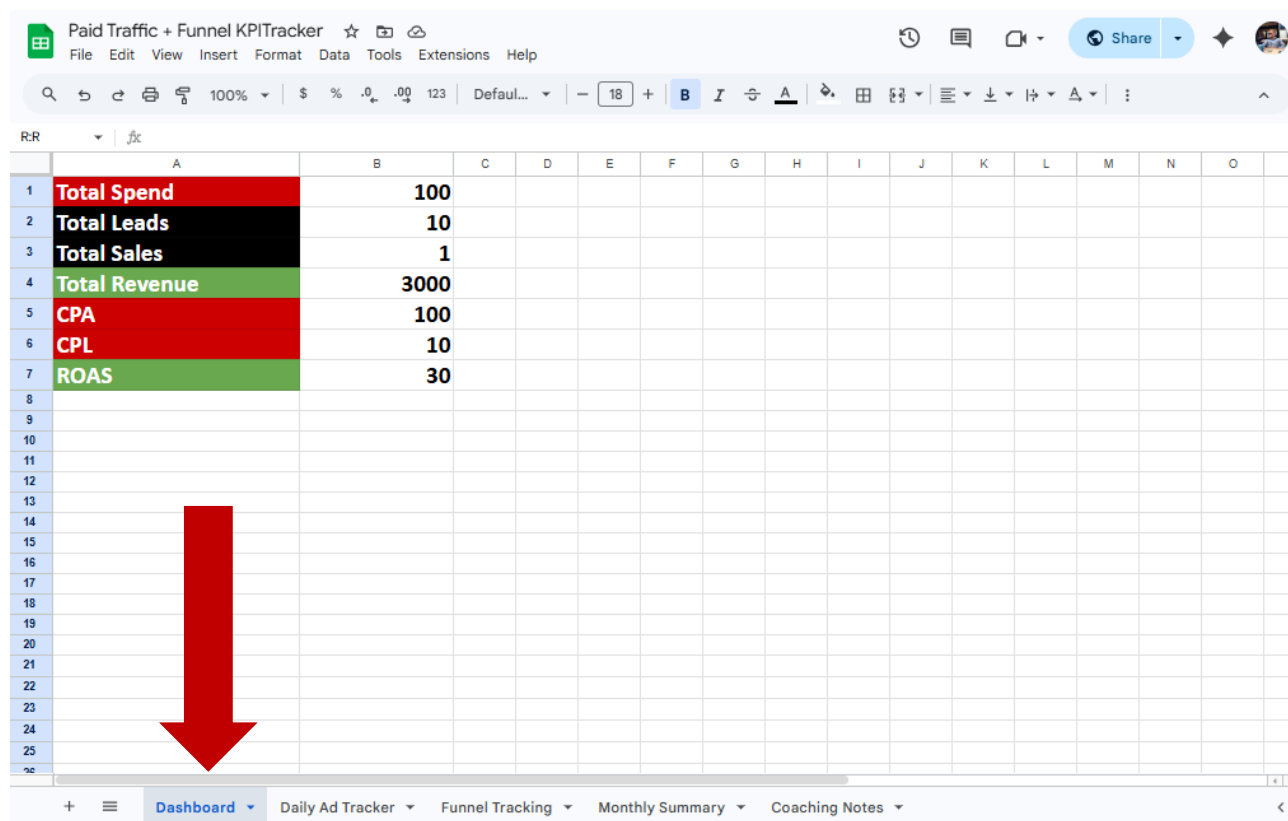
A2 | Example XX/XX/XX

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Date	Ad ID	Ad Name	Spend (\$)	Impressions	Reach	Clicks	Link Clicks	Leads	Booked Calls	Sales	Revenue \$	CPC	CPLC	CTR
2	Example XX/XX/XX	ad ID14567009	Video-Ad-1-Hook-1-	100	7000	5000	50	40	10	1	1	3000	2	2.5	0.00714
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Dashboard Daily Ad Tracker Funnel Tracking Monthly Summary Coaching Notes

There are 5 spreadsheets. The main one you want to focus on is the **DAILY AD TRACKER**.

When you begin to add your data to that spreadsheet the **DASHBOARD** will automatically update and look like this...



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Total Spend	100														
2	Total Leads	10														
3	Total Sales	1														
4	Total Revenue	3000														
5	CPA	100														
6	CPL	10														
7	ROAS	30														
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VERY IMPORTANT!

Set Up Your Pixel + Ads Tracking System Correctly.

FUNNEL software's I advise you to use:

- ClickFunnels
- GoHighLevel
- Systeme.io – FREE for your first 2000 subscribers

Pick ONE software.

If you're building your first funnel go with systeme.io

If you're a bit more advanced go with Go High Level or ClickFunnels

All the software's work. Just pick one & **take massive action**

Here's The Critical Thing You Must Have!

You Must Have The Facebook Pixel Installed Onto Your Funnel

This is non-negotiable.

You need:

👉 Pixel tracking on your **VSL FUNNEL = Landing Page / Lead Capture Page >>> VSL Page >>> Pre Call Page**

Otherwise:

- Leads won't track correctly
 - CPA will be wrong
 - ROAS will be wrong
-

Minimum Pixel Events You Should Have

On your VSL funnel:

Event	Where The Pixel Fires
Page View	>>>>>>> Landing Page / Lead Capture Page
Lead	>>>>>>> After The Form Submission On The VSL Page
Schedule	>>>>>>> After The Call Is Booked On The Pre Call Page

These events allow Facebook to track conversions correctly.

Since you're going to be using a funnel software with a landing page / lead capture page to generate leads:

👉 The **Leads won't automatically show per Ad ID unless tracking is set correctly.**

This is where **UTM Parameters** come into play.

What Is a UTM Parameter?

UTM parameters are small pieces of text code added to the end of a URL that help you track where your traffic is coming from.

They tell your daily ad tracker exactly which ad brought someone to your page to become a lead.

For example, you can use UTM parameters to see whether a visitor came from a specific Facebook ad, an email campaign, or a specific link.

In simple terms, UTM parameters act like tracking labels on your links, so you can measure what's working and make smarter marketing decisions.

Use Dynamic UTMs

This is the professional method because it automatically tags each visitor with:

- **Ad ID**
- **Campaign**
- **Ad Name**

So, you can see in your **DAILY AD TRACKER**... which ads are performing within KPI and which ads are not performing within KPI over the 7-Day Testing Phase.

This is where you'll cut all the ads that are not performing and add your traffic budget into the ads that are performing to scale up.

You can then create more ad creatives & copy based off the ads that are working by modelling what's working.

This is otherwise known as...

FEEDING THE STALLIONS & STARVING THE PONIES



Here's What You MUST Do >>> Add This To Your Facebook Ad URL

Inside each ad:

Go to:

Tracking → URL Parameters

Paste this code:

```
utm_source=facebook
&utm_campaign={{campaign.name}}
&utm_adset={{adset.name}}
&utm_ad={{ad.name}}
&utm_adid={{ad.id}}
```

This is extremely important.

It passes the Ad ID into your funnel automatically.

When someone becomes a lead:

Your system knows:

✓ **Which Ad Generated The Lead**

✓ **Which Campaign Worked**

✓ **Which Creative Converted Within KPI**

Your **DONE FOR YOU DAILY AD TRACKER** will then calculate the metrics automatically... enabling you to make strategic traffic decisions. And that's where scaling decisions come from.

Here's How Leads Get Into Your Google Tracking Sheet Automatically

You connect your:

Landing Page → Google Sheets

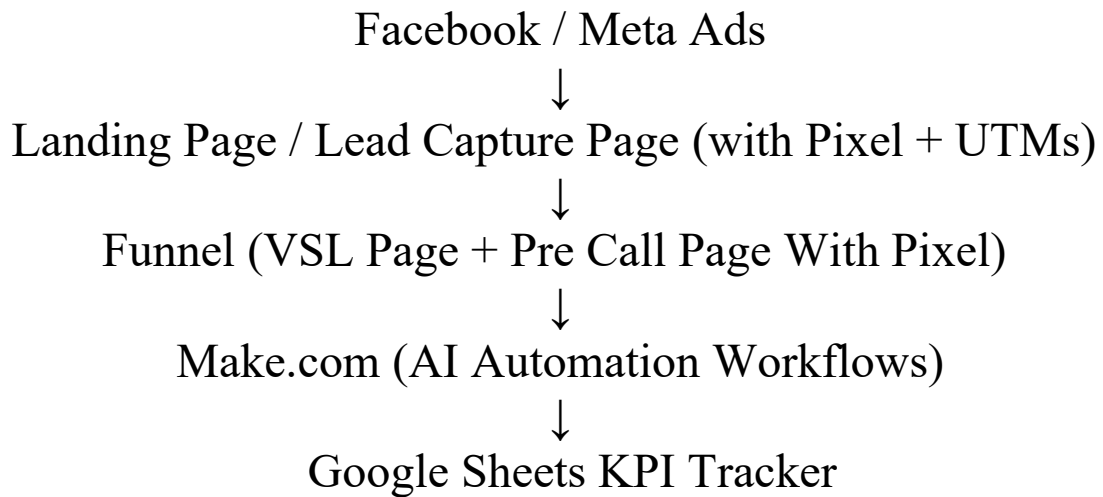
Using:

- Make.com

Once set up, you'll have a...

Fully Automated Tracking System With The Correct Flow

Here's what your finished automation will look like:



Everything updates automatically and requires no manual work.

Inside the **PAID ADS TUTORIAL VIDEOS** which you can access at this link here, there are video training's showing exactly how to set up your **PIXEL + UTM PARAMETERS**

<https://www.onlinewealthsociety.com/2d547e75>

To begin with... if you don't use make.com you can manually track the leads by name when they become a lead on your list / book an appointment in your Calendly software.

However, as you scale with more leads this gets too confusing, so you'll need to use <https://www.make.com/> to automate this for you.

This will allow you to track the leads name and appointments to the specific AD ID + AD NAME!

If you are already part of my...

...**DONE FOR YOU AI FUNNELS + BUSINESS INFRASTRUCTURE COACHING PROGRAM**...

We do ALL of this for you... completely **DONE FOR YOU!**

Now let's dive deeper into these KPI metrics you must track in order to find your winning ads...

...so you can **OPTIMIZE** & **SCALE** your campaign, by fully understanding them in terms of...

...**WHAT** they are and...

... **WHY** they matter...

INPUT FIELD METRICS *(Raw Data – Comes From Your Ads Manager)*

These are the numbers pulled from **Facebook / Meta Ads Manager**.

→ Date

What it is:

The calendar date the data was recorded.

Why it matters:

Let's you track performance trends over time and keeps you organised.

Example:

March 1, March 2, March 3...

→ Ad ID

What it is:

A unique identifier for each ad.

Why it matters:

Let's you track performance **per ad** so you can:

- Scale winners (*Feed The Stallions*)
 - Kill losers (*Starve The Ponies*)
-

→ Ad Name

What it is:

A unique identifier for each ad.

Why it matters:

Let's you track performance **per ad** so you can:

- Scale winners
-

→ Spend (\$ / £)

What it is:

How much money you spent on ads.

Why it matters:

This is your **investment**.

Everything else is measured against this metric.

➔ Impressions

What it is:

How many times your ad was shown.

(Not clicks... just views.)

Why it matters:

Shows how much exposure your ad is getting.

➔ Reach

What it is:

Number of **unique people** who saw your ad.

Why it matters:

Helps track audience size and ad saturation.

➔ Clicks

What it is:

Total clicks on your ad (any click).

Includes:

- Link clicks
 - Profile clicks
 - Button clicks
-

➔ Link Clicks

What it is:

Clicks specifically to your:

- Lead Capture Page / VSL Landing page

- Funnel
- Website

Why it matters:

This is real traffic entering your funnel.

Much more valuable than total clicks.

 **Leads**

What it is:

People who gave you their contact information.

Usually:

- Name
- Email
- Phone

Why it matters:

This is the **first major conversion**.

 **Booked Calls**

What it is:

Number of people who scheduled a call.

Why it matters:

This is a **high-intent action**.

Very important for high-ticket offers.

 **Sales**

What it is:

Number of customers who bought.

Why it matters:

This is the **main outcome**.

Everything leads to this.

Revenue (\$)

What it is:

Total money generated from sales.

Why it matters:

This is the total **return** from your ad spend which enables you to calculate ROAS (Return On Ad Spend).

AUTO-CALCULATED METRICS (*Key Performance Indicators*)

These are the **real decision-making metrics**.

COST METRICS (Lower = Better)

CPC – Cost Per Click

Formula:

Spend ÷ Clicks

What it means:

How much you pay per click.

Why it matters:

Shows how expensive your traffic is.

Good sign:

Low CPC

Bad sign:

High CPC

➡ **CPLC** – Cost Per Link Click

Formula:

Spend ÷ Link Clicks

What it means:

Cost to send someone to your funnel.

Why it matters:

More accurate than CPC.

This is the **real traffic cost**.

➡ **CPL** – Cost Per Lead

Formula:

Spend ÷ Leads

What it means:

Cost to generate one lead.

Why it matters:

One of the most important metrics.

This directly affects profitability.

➡ **CPM** – Cost Per 1,000 Impressions

Formula:

$(\text{Spend} \div \text{Impressions}) \times 1000$

What it means:

Cost to show your ad 1,000 times.

Why it matters:

Shows audience cost.

Useful for diagnosing:

- Expensive targeting
- Creative fatigue

➔ **CPBC** – Cost Per Booked Call

Formula:

Spend ÷ Booked Calls

What it means:

Cost to get one scheduled call / appointment.

Why it matters:

Very important for high-ticket funnels.

➔ **CPA** – Cost Per Acquisition

Formula:

Spend ÷ Sales

What it means:

Cost to get one customer / client.

Why it matters:

This determines profitability.

PERFORMANCE METRICS (*Higher = Better*)

➔ **CTR** – Click Through Rate

Formula:

Clicks ÷ Impressions

What it means:

Percentage of people who clicked your ad.

Why it matters:

Measures how attractive your ad is.

Low CTR usually means:

- Weak creative
 - Weak headline
 - Poor targeting
-

➡ ROAS – Return On Ad Spend

Formula:

Revenue ÷ Spend

What it means:

How much money you make per \$1 spent.

Why it matters:

This is the **ultimate scaling metric**.

ROAS Example:

Spend = \$1,000

Revenue = \$4,000

ROAS = 4

Meaning:

You made **\$4 for every \$1 spent**.

➡ ACV – How Much Is a Customer / Client Worth To You On Average Over 30 Days, 90 Days or 12 Month

Formula:

Revenue For Set Period of Time ÷ Number of Customers

What it means:

How much money you make per customer on average.

Why it matters:

This shows how valuable each customer is.

The higher your ACV, the more you can afford to spend to acquire a customer while staying profitable.

➔ **LTV** - How Much Is a Customer / Client Worth To You On Average Over Their Lifetime.

Formula:

Total Revenue from a Customer Over Time ÷ Number of Customers

(or simply: Average Purchase Value × Number of Purchases)

What it means:

How much money a customer generates for your business over their entire lifetime.

Why it matters:

This determines how aggressively you can scale.

If your LTV is high, you can spend more on ads, follow-up, and sales while still making strong profit.

Simple Way to Remember

- **ACV = Value Per Customer** (30 Days, 90 Days or 12 Months)

e.g. Total revenue = \$100,000 from 20 customers in 90 days.

$$\$100,000 / 20 = \text{ACV } \$5,000$$

In this example you now know you can not spend over \$5,000 on ads to acquire 1 customer, because if you do you'll lose money.

- **LTV = Total Value Per Customer** (over their lifetime)

e.g. if you're running high-ticket recurring pricing where clients are paying each month, what's the average time they stay paying and how much is that worth to you and your business.

Let's say your average client stays with you for 6 months, paying \$3,000 per month.

$$6 \text{ months} \times \$3,000 = \text{LTV } \$18,000$$

HOW THESE METRICS WORK TOGETHER

Here's the real performance flow:

- Impressions
- Clicks
- Link Clicks
- Leads
- Booked Calls
- Sales
- Revenue

Each stage has:

- A cost
- A conversion rate

That's how you find problems fast.

THE MOST IMPORTANT METRICS *(If You Had To Pick 7)*

These matter the most:

1. **CPL** – Lead Cost
2. **CPBC** – Call Cost
3. **CPA** – Customer / Client Cost
4. **CTR** – Ad Quality
5. **ROAS** – Profit Signal
6. **ACV** – How Much Is a Customer / Client Worth To You On Average Over 30 Days, 90 Days or 12 Month

(We talked about this metric inside the C.A.A modules. This metric is not listed inside the Traffic + Funnels Spreadsheet because you need to work this out for your business yourself, based on your offer price point & total revenue for a set period of time.

7. **LTV** - How Much Is a Customer / Client Worth To You On Average Over Their Lifetime.

(We talked about this metric inside the C.A.A modules. This metric is not listed inside the Traffic + Funnels spreadsheet because you need to work this out for your business yourself, based on your price point and how many times your average customer buys from you over their lifetime.)

Those 7 KPI's control scaling.

This allows you to answer the following question in relation to your traffic campaign + VSL funnel:

- Why am I losing money?
- Where is my traffic campaign not working?
- Where is my funnel breaking?
- What should I fix first?
- Can I scale this?

That's what makes this tracking system so powerful.

It determines the **HEALTH** of your...

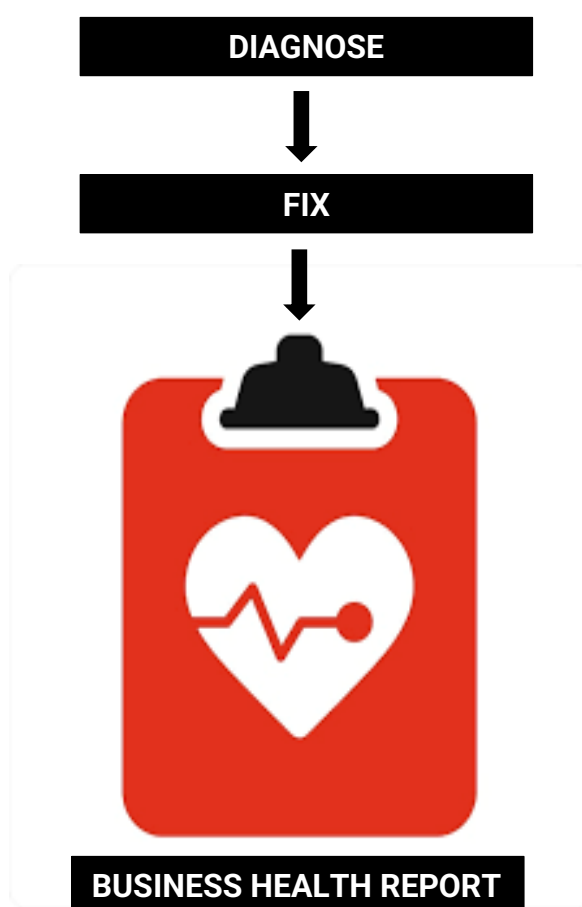
➤ **TRAFFIC CAMPAIGNS**

➤ **FUNNEL**

& your

➤ **BUSINESS**

from a strategic high-level view. 😊



Data is KING & Tracking Is CRUCIAL – After spending \$300 - \$500/day or \$3,000 - \$5,000 per month profitably, get HYROS so you can track even more effectively & SCALE.

<https://hyros.com/>

Hope you got value from this **FREE BONUS!**

Use the DONE FOR YOU 'Paid Traffic + Funnel Tracking System' and I guarantee you'll improve your traffic campaigns, get more qualified booked calls & high-ticket sales for your coaching, consulting, course, service or high-ticket info business.

Talk soon,

Appreciate you!

Sam Malsom

Founder & CEO: [Online Wealth Society. Com](https://www.onlinewealthsociety.com)

\$3.4M+ In Client Results!

Former UEFA Europa League Pro Footballer!

Consulted With a 9-Figure FORBES Entrepreneur Worth £102M!

Author: Digital 7-Figure Blueprint!

Creator of the 1:1 'GET CLIENTS' Coaching Program (DONE FOR YOU)

On A Mission To Help My Clients Hit **\$100M In Sales!**

