



Customer Acquisition Cost (CAC) Calculator

Track what it really costs to acquire a new customer — and make smarter marketing decisions.

Step 1: Define Your Time Period

Step 2: Input Your Marketing Spend

Facebook/Instagram Ads

Google Ads

Local Sponsorships

Local Print Ads

Events

Other

Marketing Agency Fees

Total Marketing Spend

Step 3: Enter Number of New Customers Acquired

New Customers:

Step 4: Calculate CAC

Formula: $CAC = \text{Total Spend} \div \text{Number of New Customers}$

Your CAC = \$

Previous Month CAC

Follow-Up Questions

1. What is your CAC compared to last month?
2. How is it trending?
3. Is your CAC less than the profit per first sale?
4. How does your CAC compare to your industry averages?
5. Are there some obvious opportunities to improve your CAC?