FREE GUIDE

From Guesswork to Growth

How to Measure Marketing That Drives Revenue

A practical guide to stop guessing, measure what matters and grow your business.

Connect campaigns to real revenue

Find what works (and what doesn't)

Make smarter marketing decisions

Drive growth with confidence

MARALYTICS®

KNOW WHAT WORKED.
SPEND SMARTER.

THE CORE PROBLEM

Why Most Marketing Budgets Are Wasted

Every business owner knows they need to market. Most spend thousands of dollars a year on campaigns, ads, promotions, social media, events and email. But when you ask them which activity actually drove their last round of sales — very few can answer with confidence.

This is not a spending problem. It is a measurement problem.

■ Without measurement:

- Spending money on campaigns with no idea what returned
- Guessing which channel performs best
- Renewing the same promotions because they 'felt' like they worked
- No way to justify or improve marketing spend
- Decisions based on gut feel, not data

✓ With a measurement framework:

- Every campaign tied to real revenue and ROI
- Clear visibility across all channels — digital, print, email, events
- Confident budget decisions based on what actually works
- Ability to cut underperformers and scale winners
- Marketing that compounds — getting smarter every month

The business case for measuring your marketing:

Businesses that consistently measure marketing performance reallocate an average of 20–30% of their budget away from underperforming channels within the first 90 days — without increasing their total spend. The result is higher returns from the same investment.

WHAT THIS GUIDE COVERS

Your 5-Step Revenue Measurement Framework

This guide gives you a practical, five-step framework for connecting your marketing activity to real revenue. Each step builds on the last. By the end, you will have a system you can run every month in under 30 minutes.

WHAT YOU WILL GAIN

- ✓ A five-step framework you can implement immediately
- ✓ Clear formulas for ROI, CPA and revenue lift
- ✓ A 30-day quick-start plan to build the habit
- ✓ Real-world examples from retail, hospitality and tourism
- ✓ A monthly review process that takes under 30 minutes
- ✓ Common mistakes — and how to avoid them
- ✓ Industry benchmarks to contextualise your results
- ✓ A clear next step to automate the entire process

Step 1	Define what success looks like before you spend
Step 2	Connect your marketing channels to your sales data
Step 3	Measure what each campaign actually returned
Step 4	Compare channels to find your real winners
Step 5	Build a monthly review that compounds over time

Each step in this framework builds directly on the previous one. You don't need special software or a marketing background to start. You need a consistent process — and the discipline to run it every month.

Businesses that measure consistently outperform those that don't — not because they spend more, but because they stop wasting what they already have.

THE FRAMEWORK

5 Steps From Guesswork to Growth

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STEP ONE

Define Success Before You Spend

The step most businesses skip — and why it costs them

The single biggest measurement mistake is launching a campaign without first defining what success looks like. If you don't know what you're trying to achieve before you spend, you have no baseline to measure against. Every campaign should begin with three decisions: what outcome you want (revenue, new customers, repeat visits), how much you're prepared to spend, and how you will track the result.

THE KEY INSIGHT

A campaign without defined success criteria can never fail — which means it can never teach you anything. The discipline of pre-defining outcomes is what separates businesses that improve over time from those that repeat the same patterns.

DO THIS BEFORE YOUR NEXT CAMPAIGN

- Write down the expected revenue or customer outcome
- Record the campaign start and end date
- Note the total spend budget
- Define the channel(s) the campaign will run across
- Choose how you will capture the result (POS, bookings, online sales)

HOW MARALYTICS HELPS

Maralytics lets you set up a campaign before it launches — recording the channel, spend, date range and expected outcome — so tracking is built in from day one, not retrofitted after.

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STEP TWO

Connect Your Channels to Your Sales Data

Close the gap between marketing activity and actual revenue

Most businesses run marketing across five or more channels simultaneously — social media, email, print, events, loyalty programs, digital advertising. The problem is that each channel reports its own data in its own format. Google Analytics shows website behaviour. Meta shows ad reach. Your email platform shows open rates. None of them show you sales revenue. Closing this gap means creating a consistent structure where every campaign, regardless of channel, is connected to the same revenue source: your POS or accounting system.

THE KEY INSIGHT

The gap between marketing reports and revenue data is not a technology problem — it is a structural one. Most platforms are designed to report on their own channel. Connecting them to actual sales requires a single system that spans all channels and maps activity to revenue.

BUILD YOUR CHANNEL MAP

- List every marketing channel you currently use
- For each channel, note where the revenue data lives (POS, booking system, accounting software)
- Identify which campaigns overlap across channels
- Create a single tracking document or use a platform that connects all channels
- Ensure every campaign has a consistent naming convention across all platforms

HOW MARALYTICS HELPS

Maralytics integrates directly with Square, Xero, Vend and Lightspeed — pulling revenue data automatically and mapping it against your campaigns across every channel in one dashboard.

THE FRAMEWORK (CONTINUED)

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STEP THREE

Measure What Each Campaign Actually Returned

The three numbers every campaign must produce

Once your campaigns are tracked against real revenue, three numbers tell the complete story of any marketing activity. Revenue generated — the total sales attributable to the campaign period. Campaign ROI — the return on every dollar spent, calculated as revenue minus cost divided by cost. And Cost Per Acquisition — how much you spent to win each new customer. These three numbers turn a campaign from an expense into a measurable investment. They also make the next budget decision straightforward: scale what returns, reduce what doesn't.

THE THREE NUMBERS

Revenue Generated: total sales during the campaign period above baseline. Campaign ROI (%): (Revenue – Cost) ÷ Cost × 100. Cost Per Acquisition: Total Spend ÷ New Customers Acquired. Example: $1,400 spend, $6,800 revenue, 42 new customers = 386% ROI, $33 CPA.

CALCULATE AFTER EVERY CAMPAIGN

- Pull revenue data for the campaign period from your POS
- Pull revenue data for an equivalent baseline period
- Calculate the lift: campaign revenue minus baseline revenue
- Calculate ROI: (lift minus spend) ÷ spend × 100
- Calculate CPA: spend ÷ number of new customers

HOW MARALYTICS HELPS

Maralytics calculates ROI, revenue lift and CPA automatically for every campaign — pulling live data from your connected systems and generating one-click reports you can share with your team.

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STEP FOUR

Compare Channels to Find Your Real Winners

Stop guessing — let your revenue data decide

When you have ROI and CPA data across multiple campaigns and channels, the next step is comparison. Which channel consistently delivers the highest ROI? Which has the lowest cost per customer? Which performs well in certain seasons but not others? Channel comparison is where most businesses find the biggest surprises. The channel they assumed was working is often not. The channel they were deprioritising is frequently the highest performer. Data removes the assumption and replaces it with a clear ranking.

WHAT COMPARISON REVEALS

In most businesses, one or two channels account for the majority of marketing-driven revenue. Identifying these 'anchor channels' — and doubling down on them while reducing spend on consistently underperforming ones — is the single fastest way to improve marketing ROI without increasing total budget.

RUN A CHANNEL COMPARISON

- List your last 6 months of campaigns with channel, spend and ROI
- Sort by ROI from highest to lowest
- Identify your top two performing channels
- Identify the lowest-performing channel
- Decide: can you reduce spend on the bottom channel and reinvest in the top?

HOW MARALYTICS HELPS

The Maralytics dashboard displays side-by-side channel comparisons — showing revenue, ROI, CPA and customer counts per channel across any date range — making the decision about where to invest next completely clear.

THE FRAMEWORK (CONTINUED)

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STEP FIVE

Build a Monthly Review That Compounds

Thirty minutes a month — the habit that changes everything

The businesses that improve fastest are not the ones with the biggest budgets. They are the ones who review their results consistently and make small, informed adjustments every month. A monthly marketing review does not need to be complex. It needs to answer four questions: What generated the best ROI last month? What underperformed? What should I change next month? And is my overall marketing spend as a percentage of revenue trending in the right direction? Twelve months of consistent monthly reviews compounds into a marketing system that gets measurably smarter over time.

THE COMPOUNDING EFFECT

A business that improves marketing efficiency by just 10% per quarter through consistent measurement and adjustment will see a 46% improvement in marketing ROI within 12 months — without spending an extra dollar. Measurement is not an admin task. It is a growth strategy.

YOUR MONTHLY REVIEW AGENDA

- Review ROI for all campaigns run last month
- Identify the single best-performing campaign or channel
- Identify the single worst-performing campaign or channel
- Make one reallocation decision based on the data
- Set the campaign schedule and budget for next month

HOW MARALYTICS HELPS

Maralytics generates a complete monthly performance report automatically — covering all channels, all campaigns, ROI trends and budget efficiency — so your monthly review takes minutes, not hours.

PUTTING IT ALL TOGETHER

Your 30-Day Quick-Start Plan

You don't need to implement everything at once. Use this 30-day plan to get your measurement framework in place — one step per week.

Week 1

Set your baseline

Before measuring campaigns, you need a baseline. Pull last month's total revenue, total marketing spend, and number of new customers. This becomes your reference point for everything that follows.

THIS WEEK:

- ■ Record total marketing spend last month
- ■ Record total revenue last month
- ■ Calculate marketing spend as % of revenue (spend ÷ revenue × 100)
- ■ Record number of new customers last month
- ■ Note your top 3 active marketing channels

Week 2

Map your channels and campaigns

List every active marketing activity and create a consistent structure. Each campaign needs a name, a channel, a date range and a spend amount logged before it launches.

THIS WEEK:

- ■ Create a campaign tracking log (spreadsheet or Maralytics)
- ■ List all active campaigns with channel, spend and dates
- ■ Ensure each campaign has a consistent naming convention
- ■ Connect your POS or accounting system to your tracking method
- ■ Set a naming rule: [Channel] – [Campaign Name] – [Month/Year]

Week 3

Measure your first campaign

Choose your most recent completed campaign. Pull the revenue data for its period, compare it to your baseline, and calculate ROI and CPA. This is your first real data point.

THIS WEEK:

- Pull revenue data for the campaign period
- Pull revenue for an equivalent baseline period
- Calculate campaign ROI
- Calculate cost per acquisition
- Note: did this campaign meet the success criteria you set?

Week 4

Compare and act

With at least one campaign measured, run a channel comparison using whatever historical data you have. Make one budget decision based on what you find — even a small reallocation counts.

THIS WEEK:

- List all campaigns from the last 3 months with ROI
- Rank channels by ROI
- Identify your best and worst performing channels
- Reduce next month's spend on the lowest-ROI channel by 20%
- Reinvest that budget into your highest-ROI channel

REAL-WORLD EXAMPLES

What This Looks Like in Practice

Here are three examples of how this framework plays out in different business types. The numbers are illustrative — the patterns they reveal are consistent across industries.

A Café Group — Email vs. Print

A café group runs two campaigns in the same month: a loyalty email promotion ($400 spend) and a suburb letterbox drop ($1,200 spend). Without measurement, the letterbox drop seems more impressive — it reached 8,000 households. But revenue tracking reveals the email generated $3,800 in attributable sales (850% ROI, $14 CPA) while the letterbox drop generated $1,600 ($400 net loss, negative ROI). The following month, the letterbox budget is reallocated to email and a new customer acquisition campaign. Revenue from marketing activity increases 34% with no additional spend.

A Retail Store — Facebook vs. In-Store Events

A fashion retailer runs Facebook ads continuously ($800/month) alongside occasional in-store styling events ($300 each). Facebook analytics shows strong reach and engagement. But revenue attribution reveals events generate $2,100 per event (600% ROI) while Facebook ads generate $640/month (negative net return). The retailer increases event frequency from once to three times per month and reduces Facebook spend by 60%. Marketing-driven revenue triples within 90 days.

A Tourism Operator — Seasonal Measurement

A tourism operator assumes their peak season revenue is primarily driven by their Google Ads campaign ($2,000/month). Measurement reveals Google Ads are generating $4,200/month in attributable bookings — solid but not exceptional. A review of all campaigns uncovers that their email re-engagement campaign to past customers ($200/month) is generating $6,800/month in repeat bookings at a 3,300% ROI. The operator triples the email budget, builds a post-visit nurture sequence, and increases annual revenue by 18% — primarily from customers they already had.

YOUR NEXT STEP

From Framework to Results

You now have a five-step framework for turning marketing spend into measurable revenue. The businesses that improve fastest are the ones that start measuring — even imperfectly — and build the habit.

A quick recap of your five steps:

- ✓ Step 1: Define success criteria before every campaign launches
- ✓ Step 2: Connect your marketing channels to your actual sales data
- ✓ Step 3: Calculate ROI, revenue lift and CPA for every campaign
- ✓ Step 4: Compare channels and reallocate budget to your winners
- ✓ Step 5: Run a monthly 30-minute review and make one data-driven change

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"Here is a solution for businesses of any size to test, track and measure the effectiveness of their marketing actions. Maralytics takes real-world marketing experience into a SaaS platform, shedding light on what is working and not working."

Lauren Clemett — The Audacious Agency

Ready to stop guessing and start growing?

Maralytics automates every step of this framework — connecting your campaigns to real revenue, calculating ROI across all channels, and generating monthly performance reports automatically.

Start Free — No Card Required