

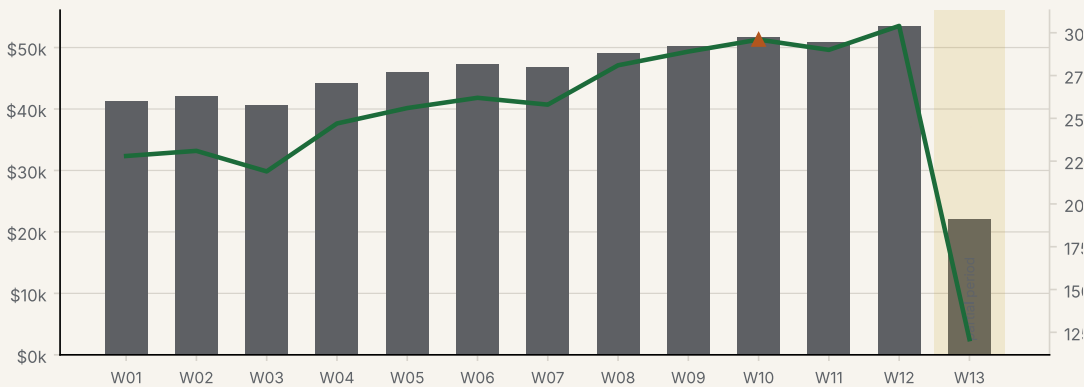
Paid media,
quarter to date:
new customers
and the cost of
each

run_2026-10-17_0412 · window W01
to W13 (W13 partial) · basis
conversion date · lenses first-
click, linear, platform ·
verifier PASS

3,161	\$178	\$563k
NEW CUSTOMERS	BLENDED NCAC	SPEND
12 complete weeks	platform-true spend	W01 to W12

01 What happened

New customers rose 33% from W01 to W12 on 30% more spend, so cost per new customer fell. W13 is partial and is not in any total.

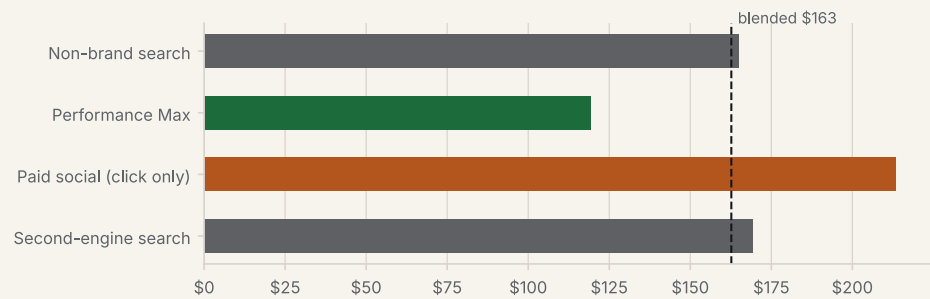


Weekly spend and new customers. Bars are platform-true spend; the line is first-click new customers on conversion date. W10 was restated upward after the attribution window closed (marked). W13 hatched: partial.

sources google-ads get_campaign_report, meta-ads get_account_insights, attribution
get_new_customer_report · window W01 to W13 · basis conversion date · checks three-lens
reconciliation within 1.5x, no all-even window, spend reconciled to platform within 1%

02 Where each new customer came from

Channel	Spend	New customers	nCAC
Non-brand search	\$184,220	1,118	\$164.78
Performance Max	\$71,905	603	\$119.25
Paid social (click only)	\$96,410	452	\$213.30▲
Second-engine search	\$23,870	141	\$169.29
All paid	\$376,405	2,314	\$162.66



Cost per new customer by channel. Green is below the blended figure, grey above it. Paid social is marked in the restatement colour because its figure changed after the W10 restatement; nothing here is a verdict on its own.

DECISION

Move \$9.4k a week from paid social prospecting to non-brand search, spend-neutral, and read on W18. Plan PLAN-20261017-03 is drafted and awaits an approver.

CANNOT BE READ YET

Second-engine search has 141 new customers in the window; the confidence interval on its nCAC is wider than the gap to the blended figure. No move.