



Quarter: 1 2 3 4

20_____

Customer Acquisition Tracker

Use this worksheet to figure out where your customers are coming from and what it costs to reach them. Fill out a new worksheet each quarter to see how your numbers change over time.

$$\text{CAC} = \text{Total marketing spend} \div \text{Number of new customers}$$

Customer acquisition cost (CAC) tells you how much you spend to bring in each new customer. Use this formula throughout the worksheet to calculate your CAC by channel and overall.

Map your marketing channels and spend

Add every channel you're using this quarter. Examples are grouped and color-coded by type — fill in the blank rows with any channels we haven't listed.

Physical Digital Referral

Channel	\$ Spent This Quarter	New Customers	CAC Spend ÷ Customers
Market or event booth			
Roadside or signage			
Flyer and printed materials			
Social media ads			
Google ads			
Email marketing			
Customer referrals / word of mouth			
Partner or wholesale intro			

Customer Acquisition Tracker | A companion to DreamSpring's [How to Find Your Best Customers](#)



DreamSpring

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Run a Pete experiment

Pick two active marketing channels. Assign each a unique identifier (such as a name, phone number, or promo code) so you can count the responses for each channel through the end of the quarter. The channel with the most customers per dollar spent is your most efficient channel.

CHANNEL A

Channel name (e.g. market booth flyer)

Unique identifier (e.g. "Ask for Pete" / promo code)

Start date

End date

responses

that became customers

\$ spent on this channel

CAC ($\$ \text{ spent} \div \# \text{ that became customers}$)

CHANNEL B

Channel name (e.g. social media ad)

Unique identifier (e.g. "Ask for Maria" / promo code)

Start date

End date

responses

that became customers

\$ spent on this channel

CAC ($\$ \text{ spent} \div \# \text{ that became customers}$)

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Track "How did you hear about us?"

Ask every new customer how they found you. Tally the answers below each month. Note the patterns that emerge by the end of the quarter.

Channel	Month 1	Month 2	Month 3
Market or Event Booth			
Roadside or signage			
Flyer / printed materials			
Social media			
Google search			
Email marketing			
Referrals / word of mouth			
Partner or wholesale intro			

Is this a marketing expense?

Marketing expenses and operating expenses (OPEX) are easy to mix up. Keeping them in separate buckets gives you a better idea of what it costs to grow.

Quick reference

✓ Marketing expense

Ad spend (social, Google, print)
Booth and event fees
Flyers and printed materials
Email marketing tools
Referral incentives

Other: _____

✗ Operating expense (OPEX)

Salaries and contractor fees
Rent and utilities
Insurance
Equipment and supplies
Accounting and legal fees

Other: _____

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