Meta Ads management, tracking & ROI

The math can be useful without publishing client books.

Ten illustrative companies. Transparent assumptions. Zero borrowed proof.

These pages are planning models for sales and strategy conversations. The company names are illustrative, the numbers are modeled from industry economics, and no private client revenue is exposed.

> Use the structure to ask better questions: spend, action volume, closing rate, customer value and payback.

ROAS and ROI answer different questions.

Revenue ÷ spend

ROAS shows how much modeled revenue returns for each media dollar.

(Revenue − spend) ÷ spend

Gross media ROI shows the return after media cost, before every other business cost.

Revenue ÷ actions

Modeled lead or purchase value makes the funnel economics visible.

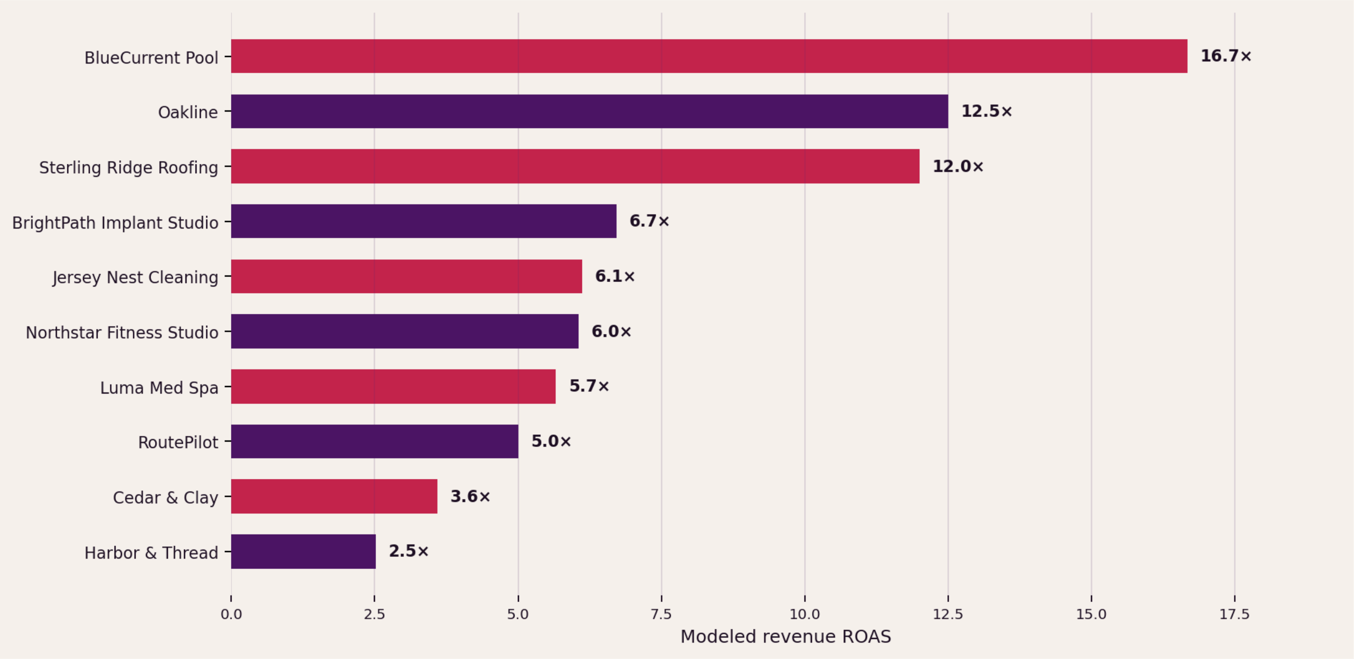
Important: None of these figures subtract management fees, cost of goods, labor, refunds, overhead or fulfillment. A profitable account needs contribution margin and real sales data, not a pretty ROAS alone.

Industry economics change what a healthy return can look like.

10

Illustrative planning models across contractors, local services, ecommerce, SaaS, healthcare and memberships.

High-ticket models can show large revenue multiples with only a few wins. Ecommerce and recurring services need stronger volume, margin and retention discipline.



One signed pool project can move the whole return.

BlueCurrent Pool Builders · Pool construction

Modeled monthly media spend	$3,000
Estimated warm leads	73
Modeled signed projects	4
Average project value	$12,500
Modeled revenue	$50,000
Modeled value per action	$685

16.7×
Revenue ROAS on media spend

1,567%
Gross media ROI before fees, costs and fulfillment

Illustrative planning model. This is not Nfinity client performance, an industry benchmark, a forecast or a guarantee.

Recurring services need lead volume and retention to agree.

Jersey Nest Cleaning Co. · Recurring cleaning service

$2,500
Modeled monthly media spend

→

102
Estimated leads

→

17
Modeled new customers

→

$15,300
Modeled revenue from $900 LTV

6.1×
Revenue ROAS on media spend

512%
Gross media ROI before fees, costs and fulfillment

$150
Modeled value per lead. Retention has to support the $900 12-month customer LTV assumption.

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Ecommerce return lives or dies on margin after the click.

Harbor & Thread Apparel · Apparel ecommerce

$5,000
Modeled media spend

148
Estimated purchases

$85
Average first order

2.5×
Revenue ROAS on media spend

152%
Gross media ROI before fees, costs and fulfillment

$12,580 modeled revenue produces 2.5× ROAS, but contribution margin, returns and repeat purchase behavior decide whether it is actually healthy.

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A stronger basket can create breathing room for acquisition.

Cedar & Clay Home Goods · Home-gift ecommerce

Modeled monthly media spend	**$4,000**
Estimated purchases	**156**
Modeled new customers	**156**
Average first order	**$92**
Modeled revenue	**$14,352**
Modeled value per action	**$92**

3.6×
Revenue ROAS on media spend

259%
Gross media ROI before fees, costs and fulfillment

$14,352
Modeled revenue from 156 purchases at $92 average order value.

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SaaS needs the trial-to-paid bridge, not cheap demos alone.

RoutePilot · SMB SaaS

5.0×

Revenue ROAS on modeled media spend

120 trials or demos become 12 paid accounts. First-year value, churn and payback determine whether the model survives.

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$6,000

Modeled monthly media spend

$30,000

Modeled first-year revenue

$2,500

First-year customer LTV

400%

Gross media ROI before fees and delivery costs

Three roofing wins can outweigh dozens of unqualified leads.

Sterling Ridge Roofing · Roofing contractor

12.0×
Revenue ROAS

1,100%
Gross media ROI

$4,500 in modeled spend → 52 leads → 3 signed projects → $54,000 modeled revenue.

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Med spa economics improve when consultation leads become repeat patients.

Luma Med Spa · Aesthetic treatments

Modeled monthly media spend	**$3,500**
Estimated consultation leads	**88**
Modeled new patients	**22**
90-day patient LTV	**$900**
Modeled revenue	**$19,800**
Modeled value per action	**$225**

5.7×

Revenue ROAS on media spend

466%

Gross media ROI before fees, costs and fulfillment

$225 modeled revenue value per consultation lead. The $900 assumption is a 90-day patient LTV, not one treatment ticket.

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Remodeling can support high acquisition cost when qualification is tight.

Oakline Remodeling · Home remodeling

$4,000
Modeled media spend

46
Qualified estimates

2
Signed projects

$25,000
Average project value produces $50,000 modeled revenue.

12.5×
Revenue ROAS on media spend

1,150%
Gross media ROI before fees, costs and fulfillment

At this ticket size, one more or one fewer project changes the whole month. Lead quality and sales follow-up matter more than raw form volume.

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Dental ROI is made in case acceptance, not consultation count.

BrightPath Implant Studio · Dental implants

$5,000
Modeled monthly media spend

65
Estimated consultation leads

8
Modeled accepted cases

6.7×
Revenue ROAS on media spend

572%
Gross media ROI before fees, costs and fulfillment

$33,600
Modeled revenue at $4,200 average case value and $517 modeled value per consultation lead.

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Membership acquisition works when retention pays back the first click.

Northstar Fitness Studio · Membership fitness

$2,500
Modeled media spend

→

140
Estimated trial leads

→

28
New members

→

$15,120
Modeled six-month revenue

6.0×
Revenue ROAS on media spend

505%
Gross media ROI before fees, costs and fulfillment

$540 six-month LTV and **$108** modeled value per trial lead. Churn is the assumption that must be proven first.

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A modeled return earns attention. Account evidence earns budget.

1 **Verify measurement**
Pixel, events, forms, calls, CRM stages and revenue feedback must describe the same journey.

2 **Replace model inputs**
Swap estimated spend, action volume, close rate and customer value for the account's observed numbers.

3 **Subtract the real costs**
Management, creative, labor, cost of goods, refunds, delivery and overhead belong in the profitability view.

4 **Scale only what reconciles**
Increase budget after lead quality, sales outcomes and contribution margin agree.

The right question is not "Can Meta produce 10×?"

It is: "Do our margins, close rate and follow-through support the spend?"

Book a Meta Ads strategy call.

Audit the tracking. Model the economics. Scale what reconciles.

Book a Meta Ads strategy call

nfinity media

> Every example in this deck is an illustrative planning model. Replace the assumptions with audited account and sales data before making a budget decision.