ZINC / ORDER ECONOMICS

A sale is not a spending limit.

Illustrative USD example: 100 paid first orders from 100 distinct new customers. Not client results. Keep refunded orders in the original group.

Revenue you keep After discounts/refunds; includes net shipping	**$86**
Order costs Product, delivery, packing, fees and returns	**−$50**
Before acquisition Contribution, not net profit	**$36**
Other acquisition Creative and agency allocation	**−$6**
Keep for the business Chosen allowance for overhead and profit	**−$12**
Available for media A ceiling to test below, not a spending order	**$18**

Revenue: $100 product price − $10 discounts − $8 product reversals + $4 net shipping = $86. Order costs: $32 product + $8 delivery + $4 fulfilment + $3 fees + $3 return handling = $50.

The $12 allowance is chosen for this example. Media $1,800 + other acquisition $600 = $2,400 total CAC spend. $8,600 retained revenue − $5,000 costs − $2,400 acquisition = $1,200 before overhead and profit.

Build your first-order brief.

Fill this PDF or print it. It does not calculate; use the accompanying Excel calculator for arithmetic. Choose one currency and one original order group.

Order dates / timezone

Currency / business / owner

Original first orders / distinct new customers

Refund maturity date / estimate basis

Product price per original first order

Discounts / product refunds per order

Net shipping income per order

Product cost after supported recovery

Delivery / packing and fulfilment

Retained payment fees / return handling

Other acquisition allocation per order

Allowance for overhead and profit

Media spend / review date

Extra costs or exclusions: include applicable chargeback losses/fees once. If a cost is missing, keep it visible and investigate before setting the budget.

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Sign off the spending limit.

Mark pass, fix or N/A. Explain each fix or N/A, attach the source and assign an owner. Hold the budget increase if the numbers do not reconcile.

01 Scope:

the dates, currency, timezone and original order/customer counts are written down.

☐ Pass ☐ Fix ☐ N/A

02 Order quality:

duplicates, tests, unpaid orders and cancellations have a stated treatment; their real costs are not silently lost.

☐ Pass ☐ Fix ☐ N/A

03 Revenue:

discounts and refunds are included once; tax and duties are excluded; shipping income is net of shipping refunds.

☐ Pass ☐ Fix ☐ N/A

04 Returns:

later refunds are matched to original orders, with a stated return-maturity date or clearly labelled estimate.

☐ Pass ☐ Fix ☐ N/A

05 Costs:

product, delivery, fulfilment, fees, returns and applicable chargeback losses are covered; missing costs remain visible.

☐ Pass ☐ Fix ☐ N/A

06 Recovery:

returned inventory recovery is supported and no refund, fee or write-off is counted twice.

☐ Pass ☐ Fix ☐ N/A

Decision / reviewer / next check

Sign off the spending limit.

Mark pass, fix or N/A. Explain each fix or N/A, attach the source and assign an owner. Hold the budget increase if the numbers do not reconcile.

07 Acquisition:

media and other acquisition costs are separate, with shared-cost allocation documented.

☐ Pass ☐ Fix ☐ N/A

08 Denominators:

first orders and distinct new customers are counted separately; platform attribution totals are not added together.

☐ Pass ☐ Fix ☐ N/A

09 Allowance:

finance has agreed what must remain for overhead and profit, and checked that it is sufficient for the business.

☐ Pass ☐ Fix ☐ N/A

10 Reconciliation:

the per-order figures multiplied by the original order count match the group totals; differences have explanations.

☐ Pass ☐ Fix ☐ N/A

11 Downside:

the offer still works under a realistic discount, delivery and return scenario, or has an explicit stop condition.

☐ Pass ☐ Fix ☐ N/A

12 Ownership:

someone owns the weekly check and the review after the return window; any planned loss has a cash limit and payback deadline.

☐ Pass ☐ Fix ☐ N/A

Decision / reviewer / next check