

Unit Economics Workbook

The Complete Digital Marketing & Ecommerce Playbook

Covers: Module 1: Ecommerce Unit Economics; Module 2: Positioning and Offer Architecture.

How to use this file: work through the lessons for each module in the course, then use this workbook to apply them to your own business. Print it or fill it in digitally. Revisit it whenever your numbers or plans change.

Key actions from the lessons

Module 1: Ecommerce Unit Economics

Contribution Margin Per Order. Create a spreadsheet with one row per top-ten product and columns for price, landed cost, fulfilment, shipping, processing, packaging, returns allowance and contribution margin. Fill it from real invoices and payouts and highlight any product under your target margin.

Break-Even ROAS and Acquisition Limits. Calculate break-even ROAS for your store and for your top three products. Then write three guardrails (target CAC, maximum CAC, payback window) at the top of your marketing plan.

Module 2: Positioning and Offer Architecture

Writing a Positioning Statement That Sells. Draft three positioning statements for three different customer segments, pick the one with the strongest evidence, and rewrite your homepage headline and subheading to match it.

Hero Products, Bundles and Pricing Ladders. Pick two hero products, design one bundle with its margin calculated, and sketch your three-step pricing ladder with the product page placement for each step.

Checklist

- | | |
|--------------------------|--|
| ☐ | Exported one month of processor and shipping payouts |
| ☐ | Calculated landed cost per unit for top ten products |
| ☐ | Built the per-order waterfall for the store and each top product |
| ☐ | Calculated break-even ROAS for the store and top three products |
| ☐ | Set target CAC, maximum CAC and payback window |
| ☐ | Written one positioning statement with evidence for each claim |
| ☐ | Chosen two hero products and one bundle |
| ☐ | Mapped entry, core and premium steps of the pricing ladder |

Worksheet

Average order value (from last 90 days of orders):

Contribution margin per order before marketing:

Break-even ROAS = AOV / contribution margin =

Target CAC and maximum CAC:

Positioning statement (customer, need, benefit, alternative):

Hero product 1 and why:

Hero product 2 and why:

Bundle name, contents, price and margin:

Template: Product margin table

Fill one row per item. Add rows as needed.

Product	Price	Landed cost	Fulfil + ship	Processing	Returns	Margin

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