

A useful ecommerce marketing report does more than show how many people visited your website or how much you spent on advertising. It explains what happened, why it happened and what you plan to do next. Most importantly, it connects marketing activity to orders, revenue and profit.

Ecommerce can look straightforward from the outside: attract a visitor, make a sale and send a parcel. In practice, tight margins, relentless competition and price transparency make every step harder. A campaign can generate plenty of orders and still lose money once product costs, discounts, delivery, returns and acquisition spend are taken into account.

Your monthly report should help you make better decisions, not just fill a spreadsheet. Use it to understand **profit and margin reporting**, assess **channel performance** and track **new customer acquisition cost** alongside the customer experience factors that influence conversion, including reviews and delivery.

Start with a clear summary

Begin with a short executive summary that someone can understand in a minute. State the reporting period, the most important result, what changed compared with the previous period and the action you recommend. Keep it factual: "Revenue rose, but contribution margin fell because discounting increased" is more useful than "Marketing had a great month."

Include a small set of headline figures, such as net sales, orders, contribution profit, marketing spend and new customer acquisition cost. Show the comparison period and, where available, the target. A result without context is difficult to interpret: a 10% increase in revenue may be positive, but not if spend rose by 30% or returns increased sharply.

- **What happened?** State the result and the relevant comparison.
- **Why did it happen?** Identify the likely drivers, using evidence rather than guesswork.
- **What happens next?** Set out the next action, its owner and how you will judge success.

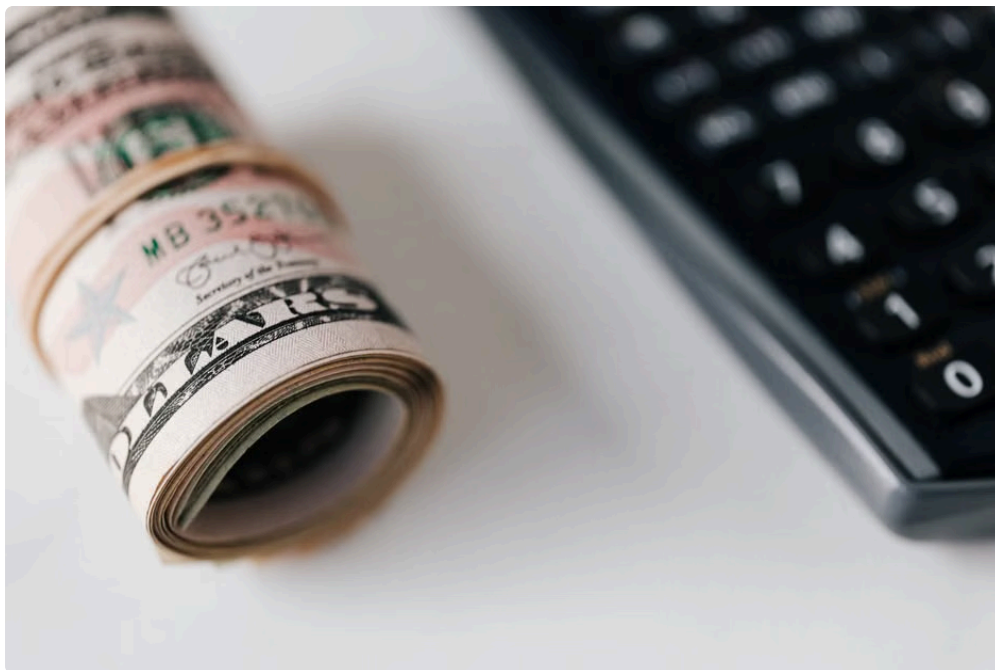
Make clear whether figures are final or provisional. Returns, cancellations and delayed platform reporting can change the view of a month after it has closed.

Report commercial performance, not just traffic

Traffic and engagement metrics help explain performance, but they are not the outcome. Anchor the report in commercial results and use marketing metrics to show how those results were achieved.

Measure What it tells you What to check Net sales Sales after relevant discounts, cancellations and refunds Use a consistent definition and compare like with like Orders and units How much customers bought Separate order volume from units per order Average order value Average sales value per order Consider the effect of bundles, promotions and product mix Conversion rate The proportion of eligible visits that resulted in an order Define the session and order rules used in the calculation Return and cancellation rate How much booked demand fails to become retained sales Review by product, channel and promotion where possible

Agree definitions before comparing data between teams or platforms. For example, an advertising platform may attribute an order to a click while your ecommerce analytics tool assigns it to another source. Neither view should be presented as unquestionable truth. Explain the reporting method and use a consistent source for each metric.



Make profit and margin reporting central

Revenue is not profit. For a credible view of marketing effectiveness, include product costs and the other variable costs that apply to each order. Depending on your business, these may include payment fees, fulfilment, delivery subsidies, discounts, returns processing and marketplace fees.

Show gross margin and, if your data allows, contribution profit after variable costs and marketing spend. Be explicit about what each figure includes. A contribution figure that excludes delivery or returns may still be useful, but readers need to know its limits before using it to make budget decisions.

- Net sales, excluding cancelled orders and reflecting refunds where possible.
- Cost of goods sold and gross margin.
- Discounts and promotional costs.
- Variable fulfilment, delivery and payment costs.
- Marketing spend and contribution after marketing.

Break this view down by product category or range when the numbers are reliable. A high-revenue category may have weaker margins than a smaller one, while a promotion may bring in orders at an unattractive contribution. This is why profit and margin reporting should sit alongside channel performance, rather than being treated as a separate finance exercise.

Do not imply that every cost can be allocated precisely to a channel. Some costs are shared, and attribution is imperfect. Label estimates, state the assumptions and use the figures to guide decisions rather than claim false accuracy.

Explain channel performance

Report each meaningful marketing channel against the same core measures: spend, attributed sales or revenue, orders, new customers and an appropriate profit or efficiency measure. Depending on your setup, channels may include paid search, paid social, organic search, email, affiliates, referrals and direct traffic.



For **performance max vs shopping** paid channels, include spend, clicks, cost per click, conversion rate and the resulting order or customer economics. For email, report delivered volume, clicks, orders, revenue and unsubscribes; do not rely on open rates alone, as privacy features can make them less dependable. For organic search, look at non-brand and brand activity separately where possible, alongside landing-page performance and conversions.

Use a consistent attribution window and make it visible. If platform-reported revenue is used, explain that it is attributed revenue, not necessarily incremental revenue. Customers may encounter several channels before buying, and a last-click view can over-credit whichever interaction happened nearest to checkout.

Separate new and returning customers

Repeat customers often have different economics from first-time buyers. Show new and returning customer orders, sales and contribution separately where your data permits. This helps distinguish acquisition from retention and makes it harder to mistake a healthy repeat-order base for efficient new customer growth.

Track **new customer acquisition cost** using a clearly defined formula. A straightforward version is eligible acquisition spend divided by the number of new customers acquired in the same period. State which costs are included and how you identify a new customer. If the calculation uses all marketing spend, say so; if it only includes selected paid media, say that instead.

Compare acquisition cost with the contribution from a new customer, not just their first-order revenue. Repeat-purchase value can matter, but avoid using an optimistic lifetime value estimate to justify a first order that is already unprofitable. Show what is observed and what is forecast separately.

Include the customer journey and conversion drivers

A monthly report should help identify where potential customers are getting stuck. Include a simple funnel from landing-page visits through product views, add-to-basket, checkout and completed orders. Compare key steps over time and investigate major changes by device, traffic source or product group.

Do not treat conversion rate as a marketing-only metric. Product availability, page speed, confusing delivery information, payment options and checkout errors can all affect whether a visitor buys. Pair performance data with operational context, such as out-of-stock periods or a change to delivery thresholds.

Reviews influence confidence

Reviews are more than a post-purchase measure. Shoppers use them to assess product quality, fit, reliability and whether an item matches its description. Include review volume, average rating and recent changes where relevant. If possible, look at how product-page conversion differs when review coverage is strong or weak, while being cautious about inferring causation from a simple comparison.

Use customer feedback to surface recurring concerns. A pattern of comments about sizing, packaging or product quality may point to a conversion barrier or a source of returns. The report should connect those observations to a practical follow-up, such as improving product information or investigating a quality issue.

Delivery is part of the offer

Delivery cost, speed and reliability can determine whether a customer completes an order. Report delivery promises and charges alongside conversion or checkout abandonment where the data is available. Also note fulfilment disruptions, late-delivery rates or changes to shipping thresholds that could explain a shift in performance.

A campaign that sends more shoppers to a product page cannot fix an unattractive or unclear delivery proposition. When conversion drops, check the customer experience before assuming that the advertising creative or audience is the problem.

Show what changed and what you learned

Month-on-month comparisons are useful, but ecommerce is affected by seasonality, paydays, holidays, stock levels and promotions. Where possible, compare with the same period last year and with an agreed target. Flag changes in pricing, campaign structure, tracking or product availability that make the comparison less direct.

Include a concise commentary on tests and major activity: what changed, what you expected, what happened and whether the evidence is strong enough to act on. Avoid claiming that a campaign caused a change just because the two happened at the same time. Where a test has too little data, say so and explain what you will do next.

End with actions, owners and decisions

A report without next steps is a record, not a management tool. Close with a prioritised list of actions and the decision each one requires. Keep the list realistic: a few clear priorities are more likely to be completed than a long catalogue of observations.

1. State the action and the evidence behind it.
2. Name the person or team responsible.
3. Set a due date or review point.
4. Define the measure that will show whether it worked.
5. Record any budget, stock or operational decision needed.

For example, if acquisition cost rose while contribution declined, the next step might be to review spend by campaign and product margin before changing budgets. If traffic remained steady but checkout completion fell, investigate delivery messaging, payment issues and site performance.

Keep the report useful and consistent

Build a repeatable template, use the same definitions each month and make the underlying data easy to trace. Keep the main report focused on decisions, with detailed campaign tables available in an appendix or dashboard. A concise, trusted report is better than a large document full of metrics no one uses.

If the report is shared with colleagues, make sure the relevant people can access it and understand the key definitions. An AddToAny sharing widget can make it easier to share a public article or resource, but sensitive commercial reports should be distributed through appropriate internal channels with access controls.

The best ecommerce marketing report gives a balanced picture: what sold, what it cost to acquire those sales, how much margin remained and what the customer experienced along the way. By combining profit and margin reporting, channel performance, new customer acquisition cost, reviews and delivery context, you can make decisions based on business value rather than activity alone.