Your blended ROAS reporting guide

Store orders with Google Ads, Meta Ads and Microsoft Ads · Built with Datapipe

Start with the summary. Follow the campaign, day or store orders behind a change in blended ROAS.

Explore the report

01 Summary
Store revenue, ad spend, blended ROAS and cost per order, with spend by ad platform.

02 Campaigns
Every Google Ads, Meta Ads and Microsoft Ads campaign with spend, conversions and ROAS.

03 Daily
Spend on each ad platform, then revenue, orders, ad spend and blended ROAS day by day.

04 Store
Orders, gross revenue, refunds and average order value from your store.

Use your own data

1 Add your store in Datapipe.
Add Shopify or WooCommerce to a project as a data source.

2 Add your ad accounts.
Add Google Ads, Meta Ads or Microsoft Ads to the same project.

3 Choose this template in Reports.
Datapipe joins orders and ad spend by day and keeps your Data Studio copy up to date.

Read the numbers correctly

Blended ROAS is store revenue divided by total ad spend, and cost per order is total ad spend divided by store orders. Store revenue is gross order revenue minus refunds, by order date.

Ad platform ROAS, conversions and cost per conversion use each platform’s own attribution window and counting, so their totals rarely match store orders and revenue. Rates use totals, not averages of daily figures.

Days end yesterday. Spend is in each ad account’s currency, so keep the store and ad accounts in one currency. Use the date control to compare complete periods.

Sample data · An online store’s orders and ad accounts, 8 August–5 November 2026

Blended ROAS summary

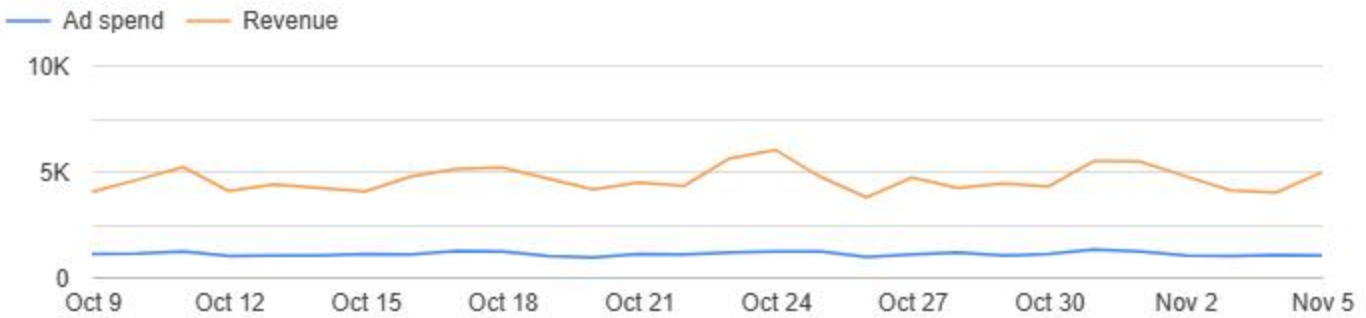
Store orders with Google Ads, Meta Ads and Microsoft Ads · Built with Datapipe

data_status

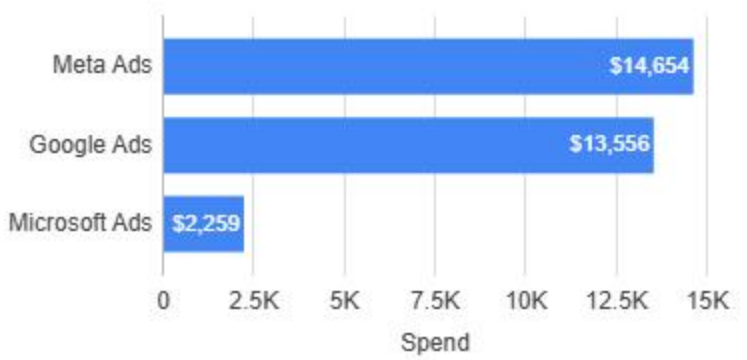
Oct 9, 2026 - Nov 5, 2026

Revenue $129,310 8.2% from previous 28 days	Ad spend $30,470 8.2% from previous 28 days	Cost per order $14.00 0.7% from previous 28 days	Blended ROAS 4.24 -0.0% from previous 28 days
Orders 2,177 7.5% from previous 28 days	Average order value $59.40 $0.39 from previous 28 days	Ad spend share of revenue 23.56% 0.0% from previous 28 days	Ad platform ROAS 3.12 -0.09 from previous 28 days

Revenue and ad spend by day



Ad spend by platform



Ad platforms

	Ad platform	Spend	Conversions	Cost per conversion	ROAS	Clicks	CTR	Avg. CPC
1.	Meta Ads	$14,654	585.0	$25.05	2.46	16,277	1.11%	$0.90
2.	Google Ads	$13,556	829.7	$16.34	3.78	15,505	1.39%	$0.87
3.	Microsoft Ads	$2,259	125.8	$17.96	3.45	3,260	1.63%	$0.69

1 - 3 / 3

Blended ROAS is store revenue ÷ total ad spend, and cost per order is total ad spend ÷ store orders. Store revenue is gross order revenue minus refunds, by order date. Ad platform ROAS, conversions and cost per conversion use each ad platform's own attribution, so they rarely match store orders. Spend is in each ad account's currency. Comparisons use equal periods.

Campaigns

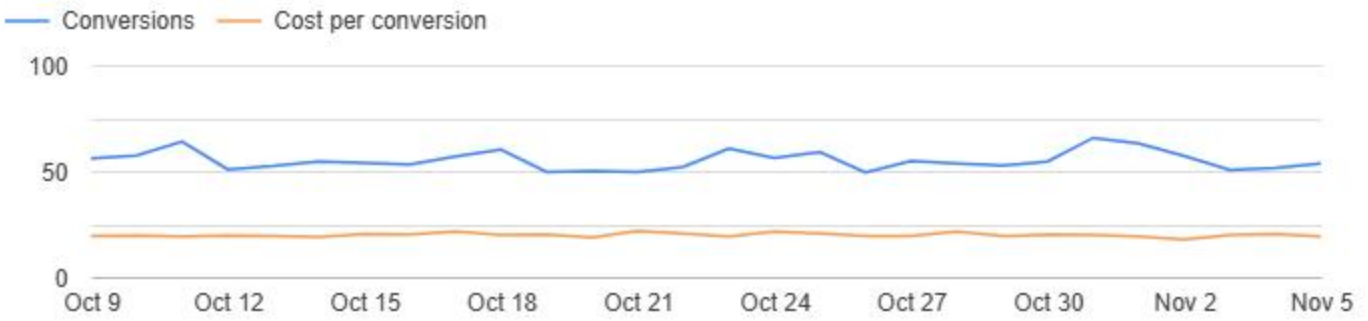
Store orders with Google Ads, Meta Ads and Microsoft Ads · Built with Datapipe

data_status | Ad platform | Oct 9, 2026 - Nov 5, 2026

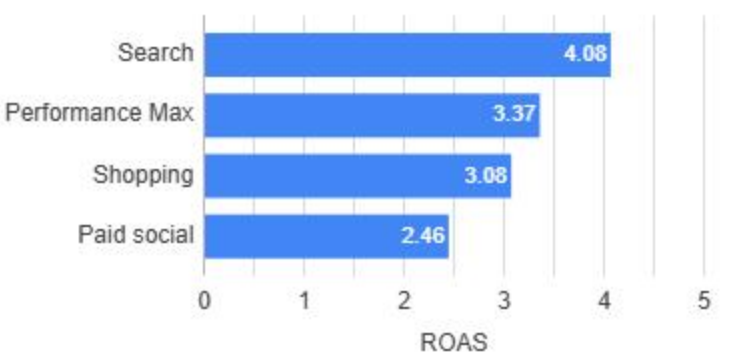
Spend	Conversion value	Conversions	Cost per conversion
$30,470	$95,036	1,540.5	$19.78
↑ 8.2% from previous 28 days	↑ 5.2% from previous 28 days	↑ 5.2% from previous 28 days	↑ 2.8% from previous 28 days

ROAS	Impressions	Clicks	Avg. CPC
3.12	2,784,519	35,042	$0.87
↓ -2.8% from previous 28 days	↑ 9.0% from previous 28 days	↑ 8.5% from previous 28 days	↓ -0.3% from previous 28 days

Conversions and cost per conversion by day



ROAS by campaign type



All campaigns

	Ad platform	Campaign	Campaign type	Spend ▾	Conversions	Cost per conversion	ROAS	Clicks	CTR	Avg. CPC	Conversion rate
1.	Meta Ads	Prospecting – Broad	Paid social	$7,589	221.0	$34.34	1.78	7,994	1.12%	$0.95	2.76%
2.	Google Ads	Performance Max – All products	Performance Max	$6,470	351.4	$18.41	3.37	9,115	0.89%	$0.71	3.86%
3.	Google Ads	Search – Non-brand	Search	$5,366	229.0	$23.43	2.61	3,638	6.72%	$1.47	6.29%
4.	Meta Ads	Advantage+ Shopping	Paid social	$4,683	199.0	$23.53	2.64	5,369	1.10%	$0.87	3.71%
5.	Meta Ads	Retargeting – Site visitors	Paid social	$2,383	165.0	$14.44	4.26	2,914	1.10%	$0.82	5.66%
6.	Google Ads	Search – Brand	Search	$1,721	249.2	$6.91	8.98	2,752	6.73%	$0.63	9.06%
7.	Microsoft Ads	Search – Non-brand	Search	$1,013	37.3	$27.18	2.26	900	6.73%	$1.13	4.14%
8.	Microsoft Ads	Shopping – All products	Shopping	$881	43.8	$20.12	3.08	1,594	0.91%	$0.55	2.75%
9.	Microsoft Ads	Search – Brand	Search	$365	44.7	$8.16	7.61	766	6.77%	$0.48	5.84%

1 - 9 / 9

Every Google Ads, Meta Ads and Microsoft Ads campaign is here, with spend in each ad account's currency. Conversions, cost per conversion and ROAS use each platform's own attribution, worked out from each campaign's totals. Pick an ad platform at the top to see one.

Daily revenue and ad spend

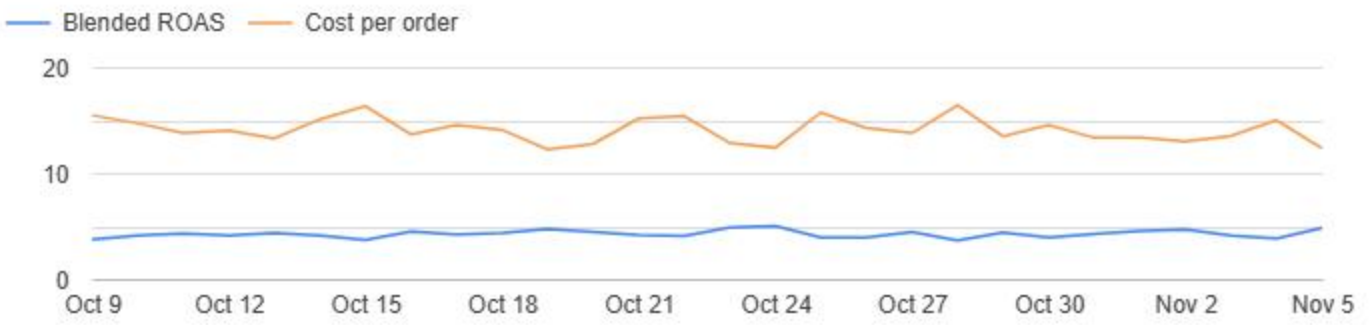
Store orders with Google Ads, Meta Ads and Microsoft Ads · Built with Datapipe

data_status

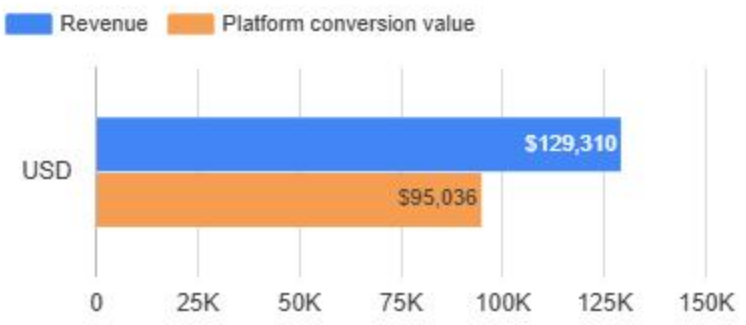
Oct 9, 2026 - Nov 5, 2026

Google Ads spend	Meta Ads spend	Microsoft Ads spend	Blended ROAS
$13,556	$14,654	$2,259	4.24

Blended ROAS and cost per order by day



Store revenue vs ad platform value



Revenue and ad spend by day

	Date	Revenue	Orders	Ad spend	Blended ROAS	Cost per order	Average order value
1.	Nov 5, 2026	$4,936.98	83	$1,024.9	4.82	$12.35	$59.48
2.	Nov 4, 2026	$3,993.36	70	$1,048.2	3.81	$14.97	$57.05
3.	Nov 3, 2026	$4,086.93	74	$998.3	4.09	$13.49	$55.23
4.	Nov 2, 2026	$4,752.21	78	$1,013.6	4.69	$13.00	$60.93
5.	Nov 1, 2026	$5,455.49	90	$1,202.3	4.54	$13.36	$60.62
6.	Oct 31, 2026	$5,477.44	97	$1,292.8	4.24	$13.33	$56.47
7.	Oct 30, 2026	$4,278.51	75	$1,088.8	3.93	$14.52	$57.05
8.	Oct 29, 2026	$4,409.04	75	$1,010.1	4.36	$13.47	$58.79
9.	Oct 28, 2026	$4,189.26	70	$1,147.8	3.65	$16.40	$59.85
10.	Oct 27, 2026	$4,688.14	77	$1,059.6	4.42	$13.76	$60.88

1 - 10 / 28

Each day joins store orders and revenue with total spend from every ad platform you added. Blended ROAS and cost per order are worked out from each day's totals. This page covers the dates you pick and has no previous-period comparison.

Store orders

Store orders with Google Ads, Meta Ads and Microsoft Ads · Built with Datapipe

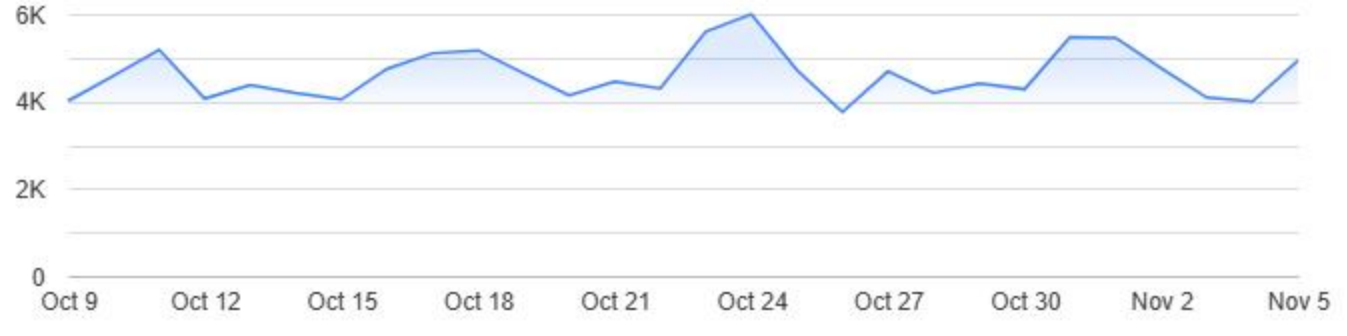
data_status

Oct 9, 2026 - Nov 5, 2026

Orders
2,177
7.5% from previous 28 days

Average order value
$59.40
$0.39 from previous 28 days

Store revenue by day



Orders by day of week



Store orders by day of week

	Day of week ▲	Orders	Refund rate	Average order value	Gross revenue	Refunds	Revenue
1.	Sunday	340	4.0%	$60.35	$21,382.81	$862.23	$20,520.58
2.	Monday	297	4.5%	$57.96	$18,030.51	$816.62	$17,213.89
3.	Tuesday	300	4.1%	$57.59	$18,012.41	$734.75	$17,277.66
4.	Wednesday	279	4.0%	$60.31	$17,533.75	$708.42	$16,825.33
5.	Thursday	294	4.3%	$60.15	$18,486.55	$801.84	$17,684.71
6.	Friday	313	3.4%	$59.50	$19,287.54	$663.5	$18,624.04
7.	Saturday	354	3.5%	$59.78	$21,934.59	$770.86	$21,163.73

1 - 7 / 7

Orders and gross revenue are counted by order date, and revenue is gross revenue minus refunds. Cancelled orders are left out. Refund rate is refunds divided by gross revenue, and average order value is revenue divided by orders.