ONE-PAGE CFO SUMMARY

Paid media summary

Azalea.

Every number comes from a source of record, and the math is on the page, so finance can check it.

PERIOD	PREPARED BY	DATE SHARED WITH FINANCE

LINE	ITEM	AMOUNT	SOURCE OF RECORD
1	**Ad spend**		Platform invoices and billing statements
2	**Recorded sales**		Sales system (store, POS or order system)
3	**True ROAS**		Calculated: line 2 ÷ line 1
4	**Sales claimed by platforms**		Ad platform reports
5	**The gap**		Calculated: line 4 minus line 2

☐ Method unchanged from last period

☐ Order-level list available

NOTES AND METHOD CHANGES For example, a new sales channel or a change in how refunds are counted

Before the meeting

Use the same dates for every line, and send this page to finance a day or two ahead so they can check it.