

●▲ Ballpoint | Creative Experiments Calculator

This calculator is based on data referenced in this substack: <https://read.earlystagegrowth.com/p/creative-diversity>

We started with data from 9-figure brands and then tested the hypotheses across brands with 6, 7, and 8 figures of revenue a year. As with all data, this is a work in progress, and with new data will likely change in the future.

If you need help with your creative, please get in touch: josh@weareballpoint.com for an example of our work.

Monthly spend	£	45,000
CAC	£	25
Acquisitions		1800
Creatives to test per acquisition		0.015
Creatives / month		27
Testing cadence: creatives / ad set		3
Ad sets needed for testing		9
Creative experiment budget (monthly)	£	11,250
Creative testing as % of spend		25%