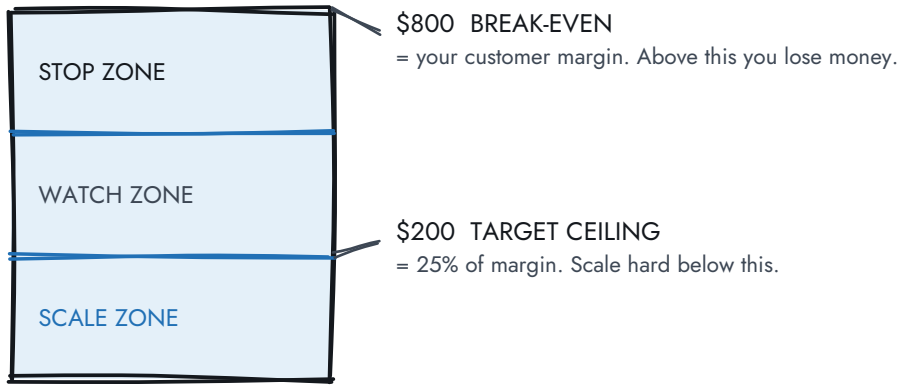
THE SCALE-OR-FIX DECISION KIT

The operator's system for scaling Meta ads without lighting money on fire.

Every owner asks "should I spend more on ads?" The answer isn't a feeling — it's one number held against a ceiling you draw once. Here's the whole operator system: your break-even, your target, what to do when you're over it, and how to scale without the cost per booking running away from you.

1 STEP 1 — DRAW YOUR CEILING (DO THIS FIRST)

Two lines decide everything. Break-even = your customer margin. Target = a quarter of it.



Example on an $800-margin customer. Your numbers set your own zones.

- BREAK-EVEN CPB = what a customer is worth to you in MARGIN (not revenue). $50 visit x 12 x 2 years = $1,200 through the till, ~$800 margin. That $800 is the number above which every booking loses money.
- TARGET CPB = ~25% of that. On $800 margin, aim under $200 a booking. Below target you scale hard; between target and break-even you scale carefully; above break-even you stop and fix.

2 STEP 2 — IS YOUR NUMBER GOOD? REAL BENCHMARKS

These are actual cost-per-bookings from venues we run ads for right now. Find your model.

DINE-IN (restaurant / pub / brewery)

Italian venue: $2,759 spend / 282 bookings = $9.78 a booking

Brewery: $1,353 / 88 = $15.38 · Thai: bookings landing $10–16

Your line: under ~$18 a booking = comfortably scalable

FUNCTIONS / EVENTS (per lead)

Waterfront café: $528 spend / 40 event leads = $13 a lead

Each event worth ~$1,407 — so $13 a lead is absurdly scalable

Your line: under ~$30 a lead = scale hard

ONLINE ORDERS / CATERING (per order or lead)

Takeaway: website orders landing under $12 each

Catering: $472 / 11 leads = $43 a lead $73,100 revenue

$43 looks scary until you hold it against a $348+ order. Scalable.

Proof clients vary by venue — these are real spend and booking numbers, names kept general. The point: a "high" number is only high next to what a booking's worth. Always judge cost per booking against your ceiling, never on its own.

3 STEP 3 — OVER YOUR CEILING? FIX IN THIS ORDER

A high cost per booking is a funnel problem. Fix highest-leverage first — don't touch spend yet.

1. THE OFFER — biggest lever, fix first	can halve CPB
2. THE CREATIVE — hook + first 3 seconds	20–40% swing
3. TARGETING — pull to a 15-min radius	cuts wasted spend
4. THE BOOKING PATH — ad booking link, not homepage	recovers lost clicks
5. THE OBJECTIVE — bookings/purchases, never "engagement"	stops buying likes

- Work the list top-down and re-check your number after each fix. A weak offer is behind most high CPBs — a named offer with a shape and one price (see the SHELF kit) moves it more than any targeting tweak ever will.

Never scale a funnel that's over its ceiling. You don't fix a leak by turning the tap up — you just lose money faster.

STEP 4 — SCALING WITHOUT CPB RUNAWAY

Cost per booking RISES as you scale — that's normal. The skill is knowing how far is too far.

- Raise budget ~20–30% at a time, then hold 3–4 days. Meta needs the pause to re-stabilise; double it overnight and you spike CPB and reset learning.
- Expect CPB to climb ~15–30% as you scale — you exhaust the cheapest audience first. Fine, as long as it stays under your TARGET. When it nears break-even, you've found the ceiling of that audience.
- Hitting the ceiling early = your radius is too small (a 15-min zone might only hold 40,000 people). Widen the radius OR add a second venue-area campaign before pushing spend further.
- Keep the winning offer and creative — scale the SPEND, not a new idea. Changing the ad while scaling hides what's actually working.

THE FREE BOOKINGS — RETARGETING

The cheapest bookings in your account come from people who almost booked. Always run this.

- Build three retargeting audiences: website visitors (last 14 days), video viewers (watched 25%+), and page/ad engagers.
- Show them a nudge with the offer + a booking link — they already know you, so it converts at a fraction of cold CPB.

My margin: $_____ Break-even: $_____ Target: $_____ My CPB: $_____ SCALE / FIX

$1,000
OFF YOUR MARKETING SYSTEM BUILD

CLAIM IT IN 3 STEPS

1. Book your free strategy session
   servedmarketing.com.au
2. Show up — leave with your venue's plan either way
3. Choose to build with us — $1,000 comes off

No pitch. No pressure. The plan is yours to keep even if you never spend a cent.