

A 4× ROAS can lose money on every order.

Ad platforms report clicks, conversions, and revenue, not profitability. A campaign can hit its ROAS target every month while discounts or promotions silently erode your margin. Break-even isn't fixed: it climbs as your margin thins, so a strong-looking ROAS can sit well below it. Trellis surfaces the real margin behind the number. See what each campaign truly earns, and optimize for net profit, not a metric that hides the loss.

Where a 4× ROAS actually lands

A campaign with a buy-one-get-one offer posts a 4× ROAS, but doubling COGS drops a healthy 60% margin to 20%.

Revenue		\$16,000
COGS (BOGO doubles it)		-\$12,800
Gross profit		\$3,200
Ad spend		-\$4,000
Contribution margin		-\$800

Break-even needs a 5× ROAS. At 4×, the campaign is \$800 in the red, and that's before overhead or agency fees.

Save hours on every account review.

The Catalyst Audit does in one pass what a manual review costs you in hours: it pulls each ad platform's data, joins it to your storefront's order record, applies your COGS, and authors a precise, account-specific report on what's profitable and what to change, whether you manage to ROAS or CPA. Run it monthly, or every week or two if your spend and conversions warrant it.

Every audit reads your Datamart (your first-party order record, held for the life of your subscription) and your Changelog, where you record the changes you make on the ad platform. Trellis stays read-only, so it never makes changes to your campaigns or ad accounts. Subsequent audits weigh what you tried against what it earned, once there's enough data to measure it. Every audit compounds on the one before it.

Each recommendation is graded by the Trellis confidence core, not a generic AI prompt, and tagged **confident**, **directional**, or **held**: act now, watch, or revisit when the next audit has more evidence. Projections come as credible ranges, not made-up numbers. The result: fewer hours per review, a clear view of what's actually profitable, and a sharper audit every cycle.