

TURNMEND

Fix what's broken. Sell more for good.

Store Growth Diagnostic

Prepared for: Juniper Lane Boutique (fictional example store)

Review period: last 12 months of Shopify, Meta Ads, Google Ads, and Klaviyo data

Delivered within 10 business days of data access

Your discounts are costing you more than shipping.

\$35K-\$50K

yearly profit found

\$18,000

one-time cash found

70x

return on the \$500 fee, using the low estimate

Doing nothing costs this store about \$2,917 every month.

Verdict: very fixable. Your customers love you. Your discounts are teaching them to wait.

This sample shows exactly what a Turnmend client receives. The store, the owner, and every number in it are made up for illustration. Your report is built entirely from your own data.

1. The bottom line

Juniper Lane has loyal customers and real traffic: 286,000 visits and 5,150 orders last year. The problem is that it trained shoppers to wait for a sale, and more than one in four orders comes back. Revenue fell from \$468,000 to \$412,000 (-12%), while ad spend held at \$72,000.

What we found	12-month value
Recoverable profit and new revenue opportunities (profit impact)	\$49,558
One-time cash from last season's stock	\$18,000
Guarantee threshold (\$5,000)	Met

The root cause, in one sentence:

Constant sitewide sales and a 28% return rate cut profit per order to \$24.86, while each paid customer costs \$36.36. Every new paid customer loses about \$11.50.

The three moves that matter most, in order:

- **1. Stop the discount habit.** Go from a sale every two weeks to six planned events a year.
- **2. Cut returns.** Fix sizing information so fewer orders come back, and offer an exchange before a refund.
- **3. Sell to the people who already love you.** Give your best customers early access instead of discounts, and stop the cold ads that lose money.

Do these today. They take under an hour and cost nothing.

- ☐ Cancel the next scheduled sitewide sale.
- ☐ Pause cold-audience ads that cost more than \$36 per order.
- ☐ Add an 'exchange instead?' option to the returns page.

2. Your numbers, as they really are

What one order actually makes

Per average order	Amount
Average order value	\$80.00
Product cost	- \$30.00
Shipping you pay	- \$8.50
Packaging	- \$1.20
Payment processing (2.9% + \$0.30)	- \$2.62
Returns (28% of orders at \$11.50 each for labels and handling)	- \$3.22
Average discount given (12%)	- \$9.60
Profit per order before ads	\$24.86 (31.1%)

What a paid customer costs

Paid ads, last 12 months	Amount
Ad spend	\$72,000
Revenue the ad platforms report	\$158,400
Orders from ads	1,980
Cost to acquire one paid order	\$36.36
Profit per order before ads	\$24.86
Result on each new paid order	- \$11.50

Juniper Lane: where each \$80 order goes (red is fixable)



Product \$30.00, discount \$9.60, shipping \$8.50, returns \$3.22, fees \$2.62, packaging \$1.20, and \$24.86 left as profit.

Discounts cost this store more than shipping does. At 12% off on the average order, you give away \$9.60 every time someone buys.

How we found these numbers

Every figure in this report comes from your own accounts. We don't use industry averages or guesses about your store.

What we pulled

- Shopify: 12 months of orders, discounts, returns, and inventory
- Meta and Google Ads: spend and results for every campaign
- Klaviyo: subscribers and campaigns
- Product reviews, read for comments about fit

How we checked it

- We matched order-level revenue in your store against what the ad platforms reported, so ad results aren't counted twice.
- We worked out the true cost of every order, including shipping, fees, returns, and discounts, not just the cost of the product.
- Any fix that could cost you sales has that loss subtracted from its value.

Why the range

The high number assumes each fix performs as planned. The low number assumes it only does 70% as well. We use the low number for the guarantee and the return on your fee, so if we're wrong, it's in your favor. That puts the low end of this report at \$35,000 a year.

3. The seven areas we checked

Area	Rating	What we found
1. Offer	Healthy	Strong styling and photography. Bestsellers sell out at full price when they're new.
2. Audience	Healthy	Clear buyer: women aged 28–45. 22% of customers have bought more than once.
3. Numbers	Critical	There were 26 sitewide sales last year. The average discount is 12%, and paid orders lose \$11.50 each.
4. Trust and conversion	Needs work	No fit details or model measurements. 'Runs small' appears in 31% of reviews.
5. Free traffic	Needs work	Instagram brings in 64% of free traffic. There's almost no search traffic.
6. Repeat sales	Needs work	Repeat customers get the same discounts as everyone else. There's no reason to stay loyal.
7. Money leaks	Critical	28% of orders are returned, and refunds go out without an exchange offer. 2,400 units from last season are still unsold.

4. Findings and fixes

A. The discount habit

Effort: 1 hour to plan | Results: within 30 days

What we found

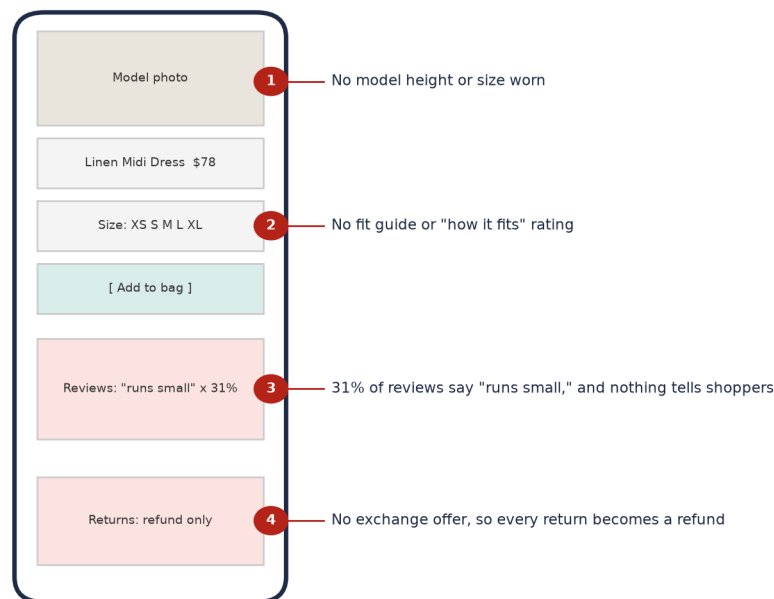
26 sitewide sales last year, about one every two weeks. Full-price sales drop sharply in the week before each sale because shoppers wait.

The fix

- Go to 6 planned sale events a year, and offer discounts only to your email list.
- Bring the average discount from 12% down to about 7%.
- Plan for about 4% fewer orders while customers adjust.

Profit impact: about \$14,655 a year (\$4.00 more profit on each remaining order, minus 206 lost orders)

Juniper Lane product page: why 28% of orders come back



Example illustration of a product page, marked up with what we found.

B. Returns

Effort: 2–3 days | Results: within 30–60 days

What we found

28% of orders come back, mostly because of fit. Every return costs \$11.50 in labels and handling, and none are offered an exchange.

The fix

- Add a fit guide, model sizes, and a 'how it fits' rating to every product page.
- Bring the return rate from 28% down to 22%.
- Offer an exchange or store credit first. Our goal is that 30% of refunds become exchanges.

Profit impact: about \$12,006 a year (\$3,554 less handling, plus 340 sales kept through exchanges, worth \$8,452)

C. Paid ads

Effort: 1 hour | Results: within 7 days

What we found

75% of the \$72,000 budget goes to cold audiences, at a cost of \$36.36 per order. Retargeting and Google Shopping both make a profit.

The fix

- Cut cold-audience ads from \$54,000 to \$24,000 a year.
- Keep retargeting and Google Shopping as they are.

Profit impact: about \$13,500 a year (\$30,000 saved, minus about \$16,500 in profit from orders you'd lose)

D. Loyalty without discounts

Effort: 1–2 days | Results: within 60 days

What we found

Your best customers get the same coupon as strangers. There's no early access and no reward for coming back.

The fix

- Launch a free VIP list with 48-hour early access to new drops and free returns.
- Goal: raise the repeat rate from 22% to 28%.

New revenue: about \$30,240 (252 more returning customers). Profit impact: about \$9,397 a year

E. Last season's stock

Effort: 1 day | Results: within 14 days

What we found

2,400 units of past-season styles are still unsold (\$31,200 at cost).

The fix

- Sell them in one VIP-only 'archive' event, then send whatever is left to an off-price buyer.

Cash recovered: about \$18,000 one-time

5. Growth without more ads

- **Search.** Write search-friendly collection pages, like "linen dresses for summer" and "work outfits for women."
- **Try-on content.** Post real customer try-ons, which also cuts fit-related returns.
- **Stylist referrals.** Offer 10 local stylists a commission for sending clients.

6. Your 90-day roadmap

When	Focus	Key actions
Days 1–30	Stop the bleeding	Set the sale calendar, cut cold ads, start the archive sale.
Days 31–60	Fix the store	Add fit guides, the exchange-first returns flow, and fit ratings in reviews.
Days 61–90	Build lasting sales	Launch the VIP list, the early-access drops, and search pages.

7. Summary of value found

Opportunity	12-month profit impact
A. Discount calendar	\$14,655
B. Returns	\$12,006
C. Paid ads	\$13,500
D. VIP loyalty	\$9,397
Total recurring profit impact	\$49,558

One-time	Cash
Last season's stock	\$18,000

Every estimate is deliberately conservative and based on your own numbers. We'll go through each one on your 45-minute walkthrough call.