

TURNMEND

Fix what's broken. Sell more for good.

Store Growth Diagnostic

Prepared for: Willow & Ember Candle Co. (fictional example store)

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

Delivered within 10 business days of data access

You're paying \$10 to lose every new customer.

\$29K-\$41K

yearly profit found

\$13,500

one-time cash found

58x

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

Doing nothing costs this store about \$2,417 every month.

Verdict: very fixable. The product sells. The numbers behind it don't, yet.

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

Willow & Ember isn't failing because it lacks traffic. It got 248,000 visits last year. It's stuck because most paid orders lose money, and most of the visitors it does attract leave without buying. Revenue fell from \$241,000 to \$186,000 (-23%), while ad spend held at \$38,400.

We found:

What we found	12-month value
Recoverable profit and new revenue opportunities (profit impact)	\$41,219
One-time cash from unsold inventory	\$13,500
Guarantee threshold (\$5,000)	Met

The root cause, in one sentence:

Every order makes \$21.25 before ads, but each customer from paid ads costs \$31.27 to get. So the store pays about \$10.02 to acquire each new paid customer, then never brings them back to earn it back.

The three moves that matter most, in order:

- **1. Stop the bleeding.** Cut the ad prospecting that loses money on every order, and keep the retargeting that works.
- **2. Make every order profitable.** Raise the free-shipping threshold, add bundles, and turn unsold inventory back into cash.
- **3. Sell more to the people already showing up.** Set up the emails customers should already be getting, and fix the mobile checkout, so the traffic you already have buys and buys again.

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

- ☐ Cancel the 6 unused apps (\$187 a month).
- ☐ Pause the two worst cold-audience ad sets.
- ☐ Put the free-shipping threshold on every product page.

2. Your numbers, as they really are

What one order actually makes

Per average order	Amount
Average order value	\$50.00
Product cost	- \$14.50
Shipping you pay (free shipping over \$35)	- \$9.20
Packaging	- \$1.80
Payment processing (2.9% + \$0.30)	- \$1.75
Returns and breakage	- \$1.50
Profit per order before ads	\$21.25 (42.5%)

What a paid customer costs

Meta Ads, last 12 months	Amount
Ad spend	\$38,400
Revenue Meta reports	\$61,440
Orders from ads	1,228
Cost to acquire one paid order	\$31.27
Profit per order before ads	\$21.25
Result on each new paid order	- \$10.02

Willow & Ember: every paid order loses money



Meta's dashboard shows a 1.6x return, which looks fine. But a 1.6x return on a 42.5% margin means losing money. This is the number agencies rarely show you.

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, products, sessions, and inventory
- Meta Ads: spend, results, and targeting for every ad set
- Klaviyo: subscribers, campaigns, and automations
- 3PL and app invoices

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 \$29,000 a year.

3. The seven areas we checked

Each area is rated by how much it's holding the store back. The fixes are listed in the order you should do them.

Area	Rating	What we found
1. Offer	Healthy	Hand-poured soy candles with strong scent reviews (4.8 stars). The product isn't the problem.
2. Audience	Needs work	71% of buyers are women aged 30–54 buying gifts. Ads target everyone aged 18–65.
3. Numbers	Critical	Paid orders lose \$10.02 each. Free shipping at \$35 eats margin on small orders.
4. Trust and conversion	Critical	78% of visitors are on mobile. Mobile converts at 1.1% vs 2.9% on desktop. Shipping cost first appears at checkout.
5. Free traffic	Needs work	Almost no traffic from search or Pinterest, even though candles are a highly searched gift category.
6. Repeat sales	Critical	Only 12% of customers buy again, for a product that runs out. There are 9,400 email subscribers but no automated emails.
7. Money leaks	Needs work	1,850 unsold units (\$20,350 at cost) costing \$640 a month to store. 6 of 14 apps go unused.

4. Findings and fixes

A. Ad spend that loses money

Effort: 1 hour | Results: within 7 days

What we found

80% of the \$38,400 budget went to cold prospecting with broad targeting. Retargeting (people who already visited) was the only part that made a profit.

The fix

- Cut prospecting from \$30,720 to \$12,000 a year and keep only the two best ad sets.
- Narrow targeting to the real buyer: women aged 30–54, with gift-focused creative.
- Keep retargeting as it is. Only scale prospecting again once paid orders turn a profit.

Profit impact: about \$7,800 a year (\$18,720 saved, minus about \$10,920 in profit from orders you'd lose)

B. Shipping and order size

Effort: 2 hours | Results: within 14 days

What we found

Free shipping kicks in at \$35, so many single-candle orders ship at a loss. There are no bundles or multi-packs.

The fix

- Raise the free-shipping threshold to \$55, and show it on every product page.
- Add a 3-candle gift bundle and a 'buy 2, save 10%' offer.
- Show shipping cost before checkout, so it doesn't come as a surprise.

Profit impact: about \$9,300 a year (about \$2.50 more profit on each of 3,720 orders)

C. Repeat sales and email

Effort: 1–2 days | Results: within 30–60 days

What we found

There are 9,400 subscribers and only 2 campaigns in 6 months. There's no welcome email, no abandoned-cart email, and no reminder when a candle should be running out. 2,728 checkouts were abandoned last year.

The fix

- Set up abandoned-cart emails and texts. Recovering 10% means about 273 orders, or \$13,650.
- Send a reorder reminder 45 days after purchase, with a scent-of-the-month subscription option.
- Goal: raise the repeat rate from 12% to 18%, which is about 186 more returning customers, or \$13,020.

New revenue: about \$26,670. Profit impact at a 42.5% margin: about \$11,335 a year

Willow & Ember mobile product page: 5 reasons mobile converts at 1.1%



Example illustration of the store's mobile product page, marked up with what we found.

D. Mobile conversion

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

What we found

Product pages have 3 photos, no burn-time or size details above the fold, and reviews hidden below. Checkout requires an account and doesn't offer Shop Pay.

The fix

- Show reviews, burn time, and the free-shipping threshold above the fold.
- Turn on guest checkout and Shop Pay, and add 3 lifestyle photos for each bestseller.
- Goal: raise conversion from 1.5% to 1.7% (an extra 0.2 points).

New revenue: about \$24,800. Profit impact: about \$10,540 a year

E. Money leaks

Effort: 1 day | Results: within 30 days

What we found

1,850 units of discontinued holiday scents (\$20,350 at cost) are sitting in the warehouse at \$640 a month. 6 of 14 apps (\$187 a month) haven't been used in 90 days.

The fix

- Sell the old stock through gift bundles, an email to past buyers, and a wholesale offer to local gift shops.
- Cancel the 6 unused apps today.

Cash recovered: about \$13,500 one-time. Profit impact from apps: \$2,244 a year

5. Growth without more ads

Paid ads get turned back on once each order is profitable. Until then, build traffic you don't pay for:

- **Pinterest (first priority).** Candles are a highly visual gift product. Pin every product with gift-focused titles, and post 5 pins a week.
- **Search.** Rewrite product titles and collection pages around what people search for, like "soy candle gift for her" and "long-burning soy candle."
- **Creators.** Send free candles to 20 small home and lifestyle creators each month, in exchange for honest content.
- **Local gift shops.** Offer wholesale to local boutiques. This also helps clear the unsold inventory.

These channels build slowly. Expect early signs within 60–90 days, not overnight.

6. Your 90-day roadmap

When	Focus	Key actions
Days 1–30	Stop the bleeding	Restructure ads, cancel unused apps, change the shipping threshold, launch the inventory clearance.
Days 31–60	Fix the store	Rebuild mobile product pages, turn on guest checkout and Shop Pay, launch bundles.
Days 61–90	Build lasting sales	Launch email and text automations, start Pinterest and creator outreach, offer the subscription.

7. Summary of value found

Opportunity	12-month profit impact
A. Ad restructure	\$7,800
B. Shipping and order size	\$9,300
C. Repeat sales and email	\$11,335
D. Mobile conversion	\$10,540
E. Unused apps	\$2,244
Total recurring profit impact	\$41,219

One-time	Cash
Inventory clearance	\$13,500

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

Next step: you can carry out this plan yourself or with your team, or work with Turnmend on a 90-day sprint. Either way, the plan is yours to keep.