CASE STUDY

Scaling aggressively from €500k to €1M+ in revenue in 6 months at 7.97x ROAS & LTV/NCPA 6.39x with 96% growth

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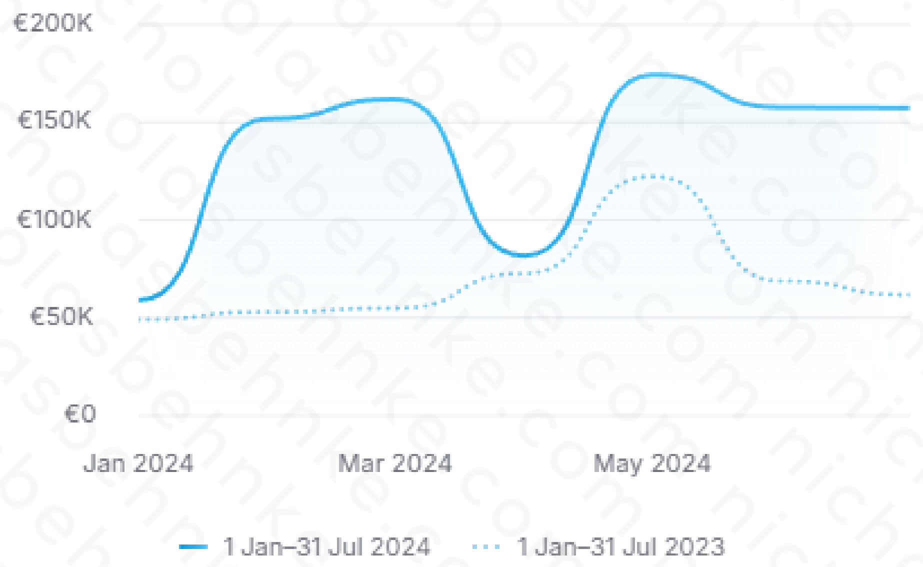
KLAR DATA (P&L)

Profit & Loss	Total
Gross Merchandise Value (GMV)	**1.263.306,54 €**
Price Reductions	198.774,30 €
Price Reduction % of GMV	15,74 %
Discount Codes	76.702,57 €
Discount Code % of GMV	7,21 %
Shipping Revenue	44.676,85 €
Gross Revenue	**1.032.506,52 €**
Gross Orders	25.858
Gross AOV	39,93 €
Returns	46.618,25 €
Return Value % of Gross Revenue	4,52 %
Taxes	154.501,34 €
Tax %	18,58 %
Net Revenue	**831.386,94 €**
Net Orders	23.392
Net AOV	35,51 €
COGS	144.270,82 €
COGS %	17,37 %
CM1	**686.281,02 €**
CM1 %	82,63 %
Logistics Costs	130.658,29 €
Logistics Costs %	15,73 %
Transaction Costs	40.763,26 €
Transaction Costs %	4,91 %
CM2	**514.859,47 €**
CM2 %	61,99 %
Marketing Costs	182.521,07 €
Marketing Costs %	21,98 %
CM3	**332.338,40 €**
CM3 %	40,01 %
Overhead Costs	201.644,30 €
Overhead %	24,28 %
EBITDA	**130.694,10 €**
EBITDA %	15,74 %

SHOPIFY REVENUE

Total sales

€943.900,88 ↗ 96 %



TRIPLEWHALE DATA

Metrics	Amount	Trend
Ads	124.722 €	↑ 33 %
Order Revenue	993.518 €	↑ 94 %
NCPA	8,1 €	↓ 12,5 %
ROAS	7,97	↓ 5,07 %
Blended CPA	5,66 €	↓ 9,97 %
New Customers	64 %	↓ 1 %
LTV/NCPA	6,39	↓ 6,89 %
NC-ROAS	5.34	↓ 6,30 %

Industry: Fashion
Time: 01/2024–07/2024

Ad Spend: €124k
Revenue: €993k
Profit: €130k

Avg. New-Customer ROAS: 5.43x
Avg. ROAS: 7.97x
LTV/CAC-Ratio: 6.39x

Demographic: 18-25+ W

Region: DE & AT

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PREDIFINED GOALS

In this audit, I'll walk you through a proven formula that has successfully scaled the business by leveraging key metrics like Traffic, Conversion Rate, and Average Order Value, all while controlling costs. This strategic approach has driven exponential growth time over time.

SCALE FORMULA

(TRAFFIC * CR * AOV * RPR) - VC = PROFIT

The formula (Traffic * CR * AOV * RPR) - VC = Profit represents a holistic approach to scaling a business by optimizing key metrics such as Traffic, Conversion Rates (Ads & Shop-CR), Average Order Value (AOV), and Repurchase Rate (RPR), while minimizing variable costs (VC). By focusing on these drivers and continuously improving each component, the formula maximizes profitability and ensures sustainable growth at scale.

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Growth Strategy

Implementing the Scale Formula: This process usually takes 3-6 months to implement.
Our proven formula doesn't just drive traffic; it transforms businesses by optimizing every stage of the customer journey while cutting costs
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Traffic

In our strategy, traffic growth is driven by optimizing media buying through direct response ads, focusing on best-selling products, and new customer-generating offers. We leverage automated systems for budget scaling, surfing, and sunsetting while closely monitoring key metrics like CAC and CPA. The goal is to maximize quality traffic by pushing on Meta, TikTok, and display ads while pulling through Google Ads, ensuring we consistently reach and convert the right audience.

Conversion Rate

Our approach to increasing conversion rates (Ads + Shop-CR) revolves around deep product-market fit (PMF) alignment and understanding customer psychology. By identifying the core emotions driving customer decisions, we craft offers that tap into their own true desires. This is supported by objection handling, strong proof like guarantees and testimonials, and carefully designed product pages that sell the transformation customers seek, not just the product itself.

Average Order Value

To boost AOV, we focus on offering high-margin front-end products, creating logical bundles, and cross-selling within the cart. We enhance perceived value through guarantees, freebies, and tiered discounts. Additionally, we introduce mystery products, exclusive editions, and dynamic pricing to encourage larger purchases, while minimizing discounting to protect margins.

Repurchase Rate & Variable Costs

We enhance RPR by focusing on cost-effective strategies like optimizing Klaviyo flows, WhatsApp/SMS marketing, and cap-cost retargeting through ads. Simultaneously, we keep variable costs in check by maintaining strict control over discounts, COGS, logistics, and marketing expenses, ensuring that our scaling efforts lead to sustainable profitability with EBITDA targets of 20-40%.

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