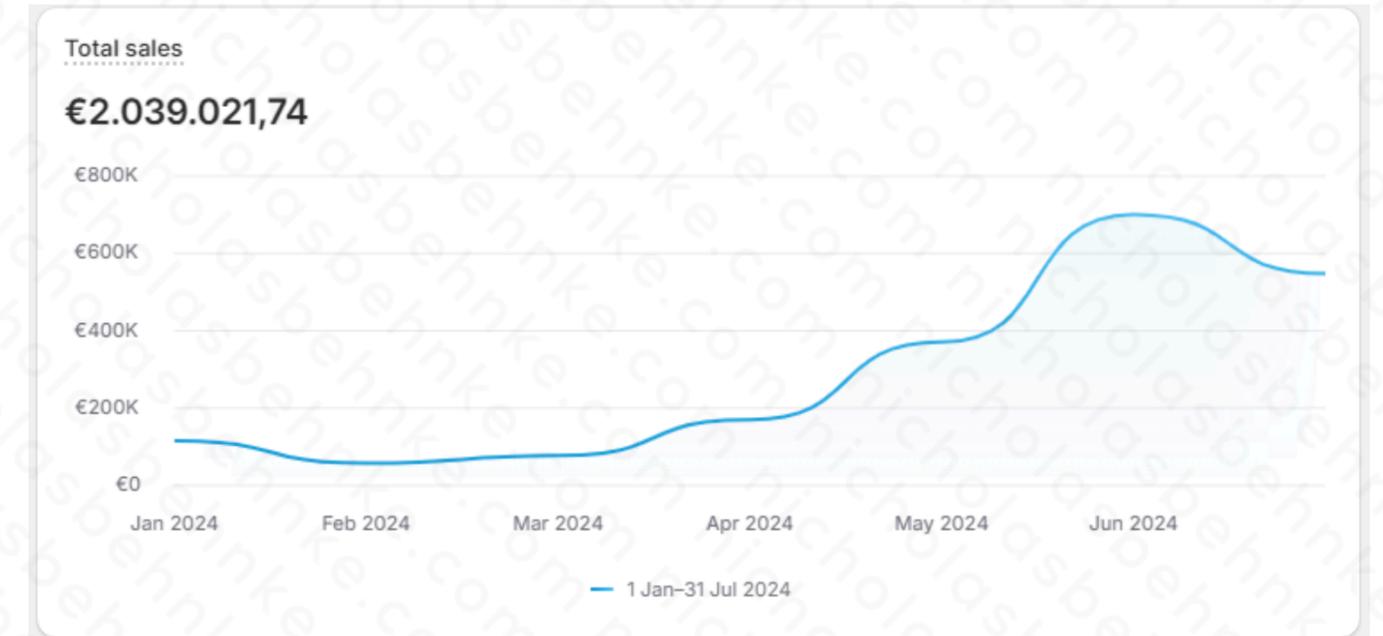


CASE STUDY

Growing a Fashion Brand  
€100k to +€700k in monthly  
revenue at 2.5x NC-ROAS  
& LTV/CAC 3x with +€520k  
profit

# SHOPIFY REVENUE



## KLAR DATA (P&L)

Profit & Loss	Total
<b>Gross Merchandise Value (GMV)</b>	<b>2.945.280,71 €</b>
> Price Reductions	105.664,11 €
Price Reduction % of GMV	3,59 %
> Discount Codes	604.482,94 €
Discount Code % of GMV	21,29 %
> Shipping Revenue	34.822,49 €
<b>Gross Revenue</b>	<b>2.269.956,15 €</b>
Gross Orders	22.835
Gross AOV	99,41 €
> Returns	264.442,60 €
Return Value % of Gross Revenue	11,65 %
Taxes	314.374,80 €
Tax %	18,59 %
<b>Net Revenue</b>	<b>1.691.138,75 €</b>
Net Orders	21.681
Net AOV	78,09 €
> COGS	224.901,30 €
COGS %	13,28 %
<b>CM1</b>	<b>1.468.070,23 €</b>
CM1 %	86,72 %
> Logistics Costs	219.266,14 €
Logistics Costs %	12,95 %
Transaction Costs	20.844,86 €
Transaction Costs %	1,23 %
<b>CM2</b>	<b>1.227.959,22 €</b>
CM2 %	72,53 %
> Marketing Costs	483.033,42 €
Marketing Costs %	28,53 %
<b>CM3</b>	<b>744.925,81 €</b>
CM3 %	44,00 %
> Overhead Costs	223.678,00 €
Overhead %	13,21 %
<b>EBITDA</b>	<b>521.247,81 €</b>
EBITDA %	30,79 %

## TRIPLEWHALE DATA

Metrics	Amount	Trend
📊 🎯 Ads	429.081 €	↑ 180 %
📊 💰 Order Revenue	2.268.571 €	↑ 310 %
📊 🎯 NCPA	41,0 €	↓ 6,3 %
📊 📄 AOV/CAC	2,12	↑ 9,78 %
📊 🎯 NC-ROAS	2,47	↑ 8,33 %
📊 🎯 ROAS	5,29	↑ 11,37 %
📊 🎯 Blended CPA	19,76 €	↓ 0,90 %
📊 💰 Returns %	8,6 %	↓ 24,9 %
📊 💰 Total Sales	2.034.542 €	↑ 350 %
📊 💰 True AOV	87 €	↑ 17 %
📊 📄 LTV/CAC	3,02	↑ 6,35 %

**Industry:** Fashion  
**Time:** 01/2024-07/2024

**Ad Spend:** €429k  
**Revenue after Returns:** €2m  
**Profit (EBITDA):** €520k

**Avg. New-Customer ROAS:** 2.47x  
**Avg. ROAS:** 5.29x  
**LTV/CAC-Ratio:** 3.02x

**Demographic:** 18-65+ W

**Region:** DACH

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## P R E D I F I N E D   G O A L S

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.

# 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 sunseting 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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