CASE STUDY

Q4 Blitz: €2.5M Revenue and €740k Profit in 3 Months – No Ads Outside Winter and All Done with Just 3 People

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KLAR DATA (P&L)

Profit & Loss	Q4 2023
Gross Merchandise Value (GMV)	**3.211.598,14 €**
Price Reductions	440.349,88 €
Price Reduction % of GMV	13,87 %
Discount Codes	17.340,82 €
Discount Code % of GMV	0,63 %
Shipping Revenue	56.290,85 €
Gross Revenue	**2.810.198,29 €**
Gross Orders	22.345
Gross AOV	125,76 €
Returns	353.169,64 €
Return Value % of Gross Revenue	12,57 %
Taxes	349.076,42 €
Tax %	16,56 %
Net Revenue	**2.107.952,23 €**
Net Orders	21.025
Net AOV	100,30 €
COGS	421.209,38 €
COGS %	19,97 %
CM1	**1.687.690,94 €**
CM1 %	80,03 %
Logistics Costs	158,78 €
Logistics Costs %	0,01 %
Transaction Costs	38.139,04 €
Transaction Costs %	1,81 %
CM2	**1.649.393,12 €**
CM2 %	78,21 %
Marketing Costs	888.122,30 €
Marketing Costs %	42,11 %
CM3	**761.270,82 €**
CM3 %	36,10 %
Overhead Costs	20.352,00 €
Overhead %	0,97 %
EBITDA	**740.918,82 €**
EBITDA %	35,13 %

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SHOPIFY REVENUE

META DATA

Cost per purchase	Purchases	Amount spent	Purchase ROAS (return on ad spend)	Purchases conversion value	AOV	CR
€50.96 [2]	2,254 [2]	€114,862.67	2.22 [2]	€254,816.95 [2]	€113.05	5.08%
€64.90 [2]	3,105 [2]	€201,518.07	2.26 [2]	€455,367.91 [2]	€146.66	3.39%
€46.45 [2]	1,587 [2]	€73,711.80	2.73 [2]	€200,988.40 [2]	€126.65	2.95%
€36.42 [2]	344 [2]	€12,529.82	2.53 [2]	€31,651.63 [2]	€92.01	3.83%
€45.02 [2]	10,587 [2]	€476,664.78	2.85 [2]	€1,356,584.80 [2]	€128.14	4.69%
€49.19 [2] Per Action	**17,877** [2] Total	**€879,287.14** Total spent	**2.62** [2] Average	**€2,299,409.70** [2] Total	**€128.62** [2]	**4.55%** [2]

Industry: Fashion
Time: Q4-2023

Ad Spend: €888k
Revenue: €2.5m
Profit (EBITDA): €740k

Avg. ROAS: 2.82x
AOV/CPA-Ratio: 2.59x

Demographic: 18-65+ W

Region: DACH

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PREDIFINED GOALS

In this audit, I'll show you how we successfully navigated the Q4 gifting season by focusing on impulse buying and emotional appeal. By offering pre-packaged products as the perfect gifts, we made the shopping experience convenient and compelling. This strategy helped us achieve strong ROAS, controlled costs, and significant growth during the most crucial months of the year.

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

During the Q4 gifting season, our traffic strategy focused on leveraging direct response ads on Meta and Google to meet the demand for convenient, special gifts. By optimizing media buying around our top pre-packaged products, we drove significant traffic. Automated budget scaling and ad adjustments allowed us to target the right offers at the right times, particularly during BFCM, ensuring we consistently reached and converted customers looking for the perfect gifts.

Conversion Rate

To maximize conversions during the impulse-driven season, we positioned our high-PMF products as perfect, ready-to-gift solutions, backed by strong testimonials and guarantees. By focusing on the emotional appeal of convenience and thoughtfulness, our product pages highlighted the transformation these gifts provided for both the giver and recipient. This approach deeply resonated with customers during BFCM and the gifting season, leading to significant increases in conversion rates.

Average Order Value

To increase AOV during Q4, we focused on bundling high-margin products into attractive gift sets while offering a variety of gifts tailored for different recipients. This made our shop a convenient one-stop solution for buying multiple presents. By providing tiered discounts that encouraged larger purchases and enhancing perceived value with unique gift options.

Repurchase Rate & Variable Costs

Given the short timeframe, increasing repurchase rates was challenging. We introduced special second-order offers and bundles to encourage repeat purchases. With only two founders and myself as the sole consultant, we had no overhead, focusing on controlling costs like discounts, COGS, and logistics. Despite higher marketing costs from aggressive advertising and high CPMs during Q4—with no prior ads or email list—our lean operation achieved a 35% EBITDA.

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