

# PeakPerformance Supplements

## EXECUTIVE SUMMARY

A strategic data analysis engagement focused on **increasing profitability without slowing growth** — by bringing clarity to ad ROI and margin visibility across every channel.

### Primary Goal

Increase profitability without slowing growth

### Core Bottleneck

Unclear ad ROI and weak margin visibility by channel

### Data Sources

Shopify · GA4 · Google Ads · QuickBooks



# Contribution Margin After Ad Spend

The single operating metric that ties **revenue quality, margin, and acquisition efficiency** together — giving leadership one number to trust.

## Why This Metric, Why Now

This is the right north-star when leadership wants **profitable short-term growth now** and needs paid acquisition to produce healthy current-period economics — rather than relying on future lifetime-value payback to justify weak present performance.

It shows how much profitable cash contribution remains after product costs and paid acquisition are fully accounted for.

## Supporting Metrics

**Blended CAC (Cost of Acquisition)**

**Gross Margin**

**Avg Order Value**

**Repeat Purchase Rate**

- ☐ Most useful when leadership needs a unified view of acquisition efficiency and margin in a single operating metric.



# Expose the Most Profitable Channels and Products

Connecting **Shopify, GA4, Google Ads, and QuickBooks** reveals which campaigns, products, and purchases create the strongest current-period contribution — so budget can move toward the most profitable growth.

## The Decision It Improves

Use margin visibility by channel, campaign, and product to **cut low-quality spend** and scale the combinations that produce healthy contribution after ad spend.

## Estimated Impact

### Blended CAC

↓ **15–30% reduction** —  
Better channel visibility and budget reallocation reduce customer acquisition cost.

### Contribution Margin After Ad Spend

**Increase of 20–50%** As as spend is allocated toward not just your highest revenue, but most profitable channels, low-quality paid spend is cut.

## Data Sources

01

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**Shopify**

02

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**GA4**

03

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**Google Ads**

04

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**QuickBooks**



## INITIATIVE 2

# Grow Repeat Revenue Through Customer Behavior

Using **Shopify and GA4**, we can identify which products, first-purchase paths, and customer segments are most likely to become profitable repeat buyers — instead of one-time purchasers.

## The Decision It Improves

Prioritize replenishment, lifecycle, and post-purchase journeys around the products and customer segments most likely to **increase repeat purchase without giving away margin**. Bundles and cross-sells lift order value without relying entirely on discounting.

## Data Sources

1

**Shopify**

2

**GA4**

## Estimated Quarterly Impact

### Repeat Purchase Rate

↑ **10% – 40%** — Better replenishment and lifecycle sequencing improve repeat purchasing behavior.

### Average Order Value

↑ **15% – 30%** — Bundles and cross-sells lift order value without relying entirely on discounting.

# Clarify the Numbers Leadership Should Trust

Using **Shopify, GA4, and Google Ads**, we can clean up the reporting layer so the team sees the same core numbers and can act faster with more confidence — eliminating manual reconciliation for good.



## One Reliable Operating View

Reduce manual reconciliation and give leadership a single source of truth for all core operating metrics — no more conflicting spreadsheets or misaligned reports.



## Time & Error Reduction

Automation cuts reconciliation labor by **50–80%**, freeing analysts for action instead of firefighting



## Blended CAC & Gross Margin

↑ **15–40% effective CAC efficiency** (via trusted attribution) and **5–15% margin gains** from accurate product-level visibility



Data sources: Shopify · GA4 · Google Ads — Target metrics: conversion\_rate, contribution\_margin\_after\_ad\_spend

# Additional Data Ideas

Beyond the three primary initiatives, these opportunities represent high-leverage areas where better data visibility can unlock further profitability gains.

- 1 Product & Bundle Margin**  
Identify product lines and bundles that grow revenue without weakening margin quality.  
**gross\_margin** ↑ 5–15%
- 2 Operating Expense Visibility**  
Connect operating expenses back to products and channels to see where growth is leaking profit.  
**net\_profit\_margin** ↑ 3–8%
- 3 Reporting Clarity**  
Clarify core reporting and metric ownership to reduce decision latency across the team.  
**decision\_latency** ↓ 25–50%
- 4 Inventory Visibility**  
Use sales velocity and inventory data to reduce stockout-driven revenue loss.  
**inventory\_on\_hand** ↑ 10–25%
- 5 Basket & Upsell Behavior**  
Use product and basket behavior to improve upsells, cross-sells, and bundle attachment rates.  
**average\_order\_value** ↑ 10–30%

RECOMMENDED PROJECT

# Attribution & Profitability Dashboard

The best-fit project: **unify sales, marketing, and finance signals** into a single decision-making dashboard that turns channel-level profitability visibility into a concrete, actionable tool.

## What We Would Build

A unified dashboard connecting Shopify, GA4, Google Ads, and QuickBooks — giving leadership clear visibility into which campaigns, products, and channels produce the strongest contribution margin after ad spend. This directly addresses **unclear ad ROI and weak margin visibility by channel**.

## Why This Is the Best Fit

It turns "Expose channel-level profitability and cut low-quality paid spend" into a concrete project with measurable, current-period economic outcomes — no future LTV assumptions required.

### Investment

**\$10K – \$25K**

### Expected Outcome

**\$250K – \$750K**

An Estimated Increase in Contribution Margin after ad Spend of 20-45% for a brand like yours should increase ARR by about half a million.

# Other Project Options

These three projects are strong complements to the primary recommendation — each targeting a distinct lever for profitability improvement at PeakPerformance Supplements.

## Inventory & Demand Planning Sprint

Reduce stockout-driven revenue loss and improve supply chain decision-making with better sales velocity visibility.

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**Investment:** \$2,500 – \$5,500

**Expected Outcome:** \$8,000 – \$25,000

## Retention Automation Sprint

Build lifecycle and replenishment sequences that convert one-time buyers into profitable repeat customers without sacrificing margin.

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**Investment:** \$2,000 – \$5,000

**Expected Outcome:** \$8,000 – \$25,000

## Product Margin & Merchandising Analysis

Identify which product lines and bundles grow revenue without weakening margin quality — and restructure the catalog accordingly.

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**Investment:** \$2,500 – \$6,000

**Expected Outcome:** \$10,000 – \$30,000

# Cross-Source Connections

The power of this engagement comes from **connecting data sources that are typically siloed** — creating a unified view of behavior, commerce, and finance that no single platform can provide alone.



## Shopify + GA4

Connect site behavior and commerce outcomes to understand which sessions lead to product views, carts, and purchases. Reveals the full path from traffic source to transaction.



## Shopify + QuickBooks

Relate sales performance to margin and accounting outcomes for clearer profitability analysis. Bridges the gap between revenue reporting and true financial health.



## Google Ads + Shopify

Estimate which paid campaigns lead to the strongest order value and downstream profitability. Moves beyond click-based metrics to true contribution-level attribution.

