

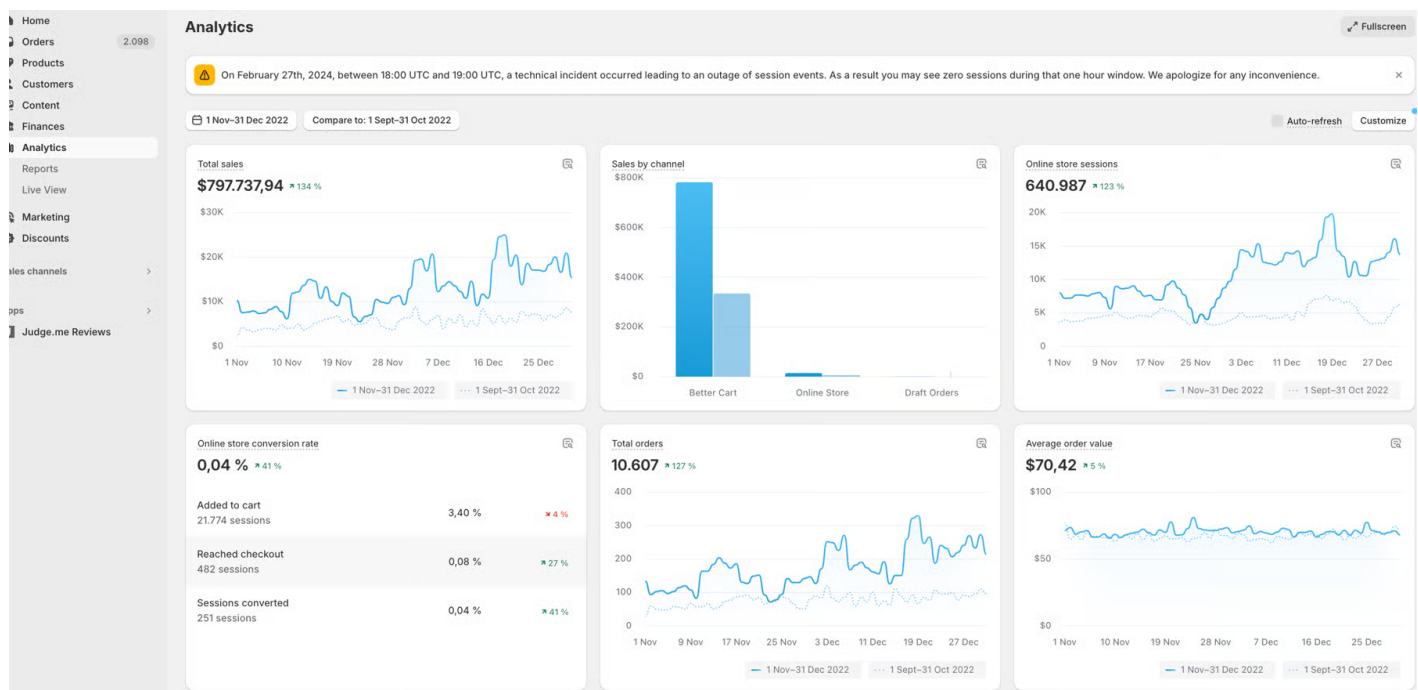
\$797.7K IN Q4 SALES.

134% HIGHER THAN COMPARISON.

Black Friday / Q4 demand scaling | Anonymized supplement brand

TOTAL SALES	ORDER GROWTH	TOTAL ORDERS	AVG. ORDER VALUE
\$797,737.94	+127%	10,607	\$70.42

SHOPIFY PERFORMANCE EVIDENCE



THE Q4 SCALE SIGNAL

Across November 1 - December 31, 2022, the anonymized supplement store reported \$797,737.94 in total sales (+134% versus its displayed comparison period), 10,607 orders (+127%) and 640,987 online store sessions (+123%). Average order value reached \$70.42 (+5%). The reporting window includes Black Friday and the broader holiday trading season.

Seasonal scale with commercial discipline

Black Friday and holiday demand created a high-volume trading window, with strong reported growth across sales, order volume and store traffic.

01 / Q4 SCALING

Peak-season demand capture

The two-month reporting window shows sales growth of 134% versus the dashboard comparison and a 127% increase in orders. For a supplement brand, a disciplined Q4 playbook can coordinate offer calendars, inventory readiness, channel budgets and promotional pacing during elevated consumer demand.

02 / PAID MEDIA

Advertising architecture for volume

Our advertising framework centers on creative testing, segmented prospecting and retargeting, budget reallocation and offer-to-landing-page alignment. These are strategic capabilities relevant to peak-season scaling; the Shopify dashboard alone does not identify individual media executions or advertising ROAS.

03 / CONVERSION

Traffic quality, basket value and CAC

The analytics view reports 640,987 sessions (+123%) and an average order value of \$70.42 (+5%). Read alongside order growth, these metrics provide context for demand expansion. Sustainable acquisition decisions still require channel-level spend, attribution, conversion analysis and allowable customer acquisition cost (CAC).

04 / UNIT ECONOMICS

Protecting contribution margin and EBITDA

Revenue growth is not equivalent to operating profit. Promotional discounts, COGS, fulfillment, returns, payment processing, blended CAC and overhead must be assessed to establish contribution economics and EBITDA. For supplements, post-holiday replenishment and customer lifetime value (LTV) are also important scaling considerations.

PORTFOLIO CONTEXT

Cumulative revenue generated across e-commerce client accounts: USD 65 million

Cumulative revenue generated across telehealth client accounts: USD 28 million

Since 2025, we have implemented our ads strategy and specialized skill set for telehealth brands.