

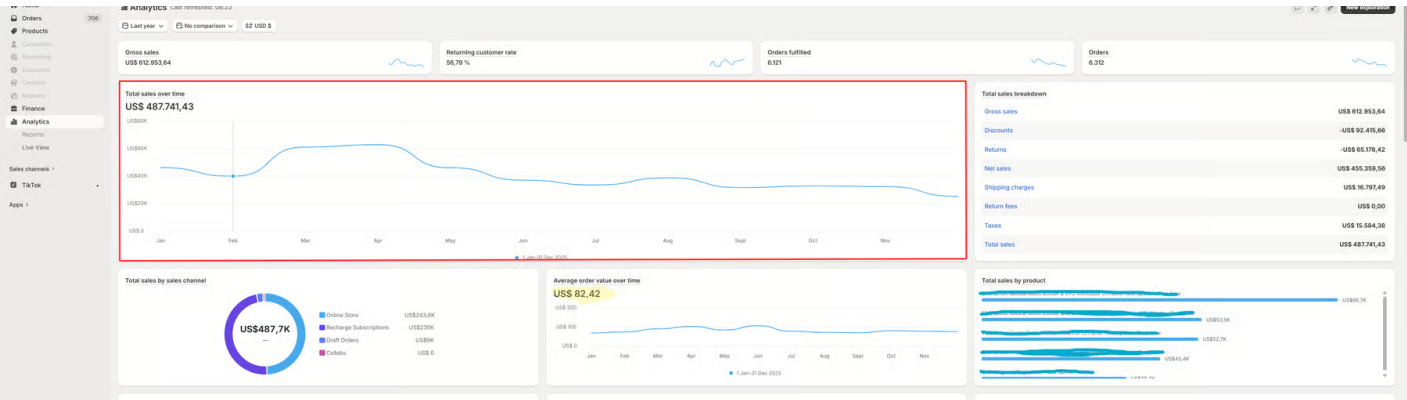
\$487.7K IN SALES.

56.79% RETURNING CUSTOMER RATE.

Retention-led revenue performance | Anonymized supplement brand

TOTAL SALES	RETURNING RATE	ORDERS	AVG. ORDER VALUE
\$487,741	56.79%	6,312	\$82.42

SHOPIFY PERFORMANCE EVIDENCE



THE REVENUE QUALITY SIGNAL

The anonymized supplement business recorded \$487,741.43 in total sales across the displayed 2025 reporting window, with 6,312 orders and a 56.79% returning customer rate. The sales-channel view also shows approximately \$235K attributed to Recharge Subscriptions, highlighting the significance of repeat-purchase and subscription demand within the revenue mix.

Additional reported indicators: \$612,953.64 gross sales and \$455,359.56 net sales.

Recurring revenue as a growth asset

A disciplined commercial interpretation of the reported Shopify retention, subscription and revenue indicators.

01 / RETENTION

Repeat purchase as a revenue multiplier

A 56.79% returning customer rate suggests that existing customers represent an important component of store activity. For supplement brands, lifecycle communication, reorder timing and customer experience are core levers for improving repeat-order frequency and customer lifetime value (LTV).

02 / SUBSCRIPTIONS

Recurring-demand architecture

The dashboard shows approximately \$235K in Recharge Subscriptions channel sales. Subscription offers, replenishment journeys, payment recovery and churn management can make revenue more predictable while supporting stronger acquisition payback dynamics. The channel figure is a reported sales breakdown, not a verified cohort-level recurring-revenue or MRR calculation.

03 / ACQUISITION

Advertising strategy connected to LTV

Our paid media approach prioritizes efficient new-customer acquisition alongside downstream customer value. Creative testing, offer alignment, conversion-rate optimization and retention integration help inform allowable CAC and scaling decisions without using ROAS alone as a measure of business health.

04 / UNIT ECONOMICS

Contribution margin before EBITDA

Headline sales and returning-customer percentages do not by themselves establish profitability. A rigorous financial model incorporates COGS, fulfillment, shipping, merchant fees, discounts, subscription churn, blended CAC and operating costs before drawing conclusions about contribution profit or EBITDA.

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.