



ILLUSTRATIVE SAMPLE

EXECUTIVE READOUT · THE MOST RECENT 90 DAYS

Strategic Audit

Northwind Goods (a fictional DTC home and personal care brand)
\$223,100 a year of recoverable marketing margin, in 23 findings



ABOUT THIS SAMPLE · A LETTER FROM THE FOUNDER

Sixteen pages carry the decisions, and the working papers behind them prove every number

Dear reader,

Northwind Goods is not a real company. I cannot show you a client's report, so this one is built on an illustrative DTC brand spending about \$60k a month, and every figure in it is invented to show the format. What is real is everything else: the checks we run, the evidence we keep, the way each dollar is recomputed, and the plan. A Strategic Audit on your accounts produces pages **2** to **38** of this document with your numbers in them; this page and pages **39** to **43** are only in the sample.

Why the format matters to me:

"I started MarginFix after years of watching SMBs pay agencies to grade their own homework. MarginFix is the tool I wished those SMBs had: the rigor of a top tier audit, without the six figure invoice or the three month wait."

Most audits tell a brand what is wrong. Fewer say what it costs, and almost none show the working. So every finding here carries three things: the evidence we saw, the arithmetic that turns it into a dollar figure, and a fix with an owner and a start week. Pages **19** to **21** walk one finding from the raw export to the change, so you can check our method rather than take it on trust.

Victoria Miller, a senior auditor, prepared this report and recomputed every finding; I verified it and countersigned it, as I do every report. If a number cannot survive that, it stays out of the total. Four observations on page **11** were left unpriced for exactly that reason, and every range on page **10** is wider where our confidence is lower.

I would rather you finish this sample knowing exactly what an audit would and would not do for you. If your own numbers look anything like these, page **39** will tell you in ten minutes.

Cristian Bragau

Founder & Lead Auditor · 10+ years of auditing experience



Cristian Bragau

Verifies and countersigns every report after its auditor signs it.

WHO THIS IS FOR

- We generally work with teams spending \$10k to \$250k a month on marketing.
- Leaders who want the leak priced before they move budget.

HOW TO READ IT

- 5 minutes** Page **3**, the verdict and three decisions.
- 10 minutes** Page **39**, score your own account.
- 20 minutes** Pages **3** to **18**, verdict to plan.
- 30 minutes** Pages **19** to **21**, one finding in full.

WHAT YOU WILL NOT FIND

- Invented urgency: no countdown, no limited offer.
- A retainer pitch: one fixed fee, and the plan is yours.
- A media recommendation. We don't sell media, so we have no reason to flatter them or knock them.

STRATEGIC AUDIT · EXECUTIVE READOUT

\$223,100 a year of marketing margin is recoverable

Northwind Goods (a fictional DTC home and personal care brand), the most recent 90 days. Three fixes carry 70% of it: negative keywords on paid search, a frequency cap on retargeting and the shipping cost shown in the cart.

\$155,650

wasted spend a year, 21.6% of marketing spend

+

\$67,450

margin lost on orders a year, which is not spend



WASTED SPEND BY CATEGORY

■ Paid media efficiency **\$134.4k**

■ Attribution and reporting **\$21.3k**

Range \$187,100 to \$250,100 · 23 findings, every one recomputed and signed

01

The verdict
pages 2 to 4

02

Diagnosis
pages 5 to 12

03

The plan
pages 13 to 18

04

Evidence
pages 19 to 35

05

Method
pages 36 to 38



PREPARED AND SIGNED
BY

Victoria Miller
Senior auditor



VERIFIED AND
COUNTERSIGNED BY

Cristian Bragau
Founder & Lead Auditor

PREPARED FOR

The leadership team

Northwind Goods, the most
recent 90 days

THE VERDICT · THE MOST RECENT 90 DAYS

Three fixes carry 70% of what can be recovered, and no fix needs new spend

Prepared and signed by **Victoria Miller**, senior auditor Verified and countersigned by **Cristian Bragau**

Northwind Goods spends about \$60k a month on paid search, paid social, shopping, email and SMS. Budgets kept rising because the reported return looked healthy, but the ad platforms claim 122% of store orders, so that return runs about a fifth high. Under it, nobody reviewed the search terms, retargeting ran with no frequency cap, and the shipping cost first showed at checkout. 21.6% of marketing spend, \$155,650 a year, buys no margin. Twenty three fixes recover \$223,100 a year, and still \$187,100 at the low end of every range.

The three moves, 70% of the value

- 1 Stop paying for searches that never buy**
Add negatives, move 6 ad groups to phrase match
Finding **01** · \$61,200 a year · Paid search lead
- 2 Stop paying to repeat the same ad**
Cap retargeting at 4 per 7 days, exclude buyers
Finding **02** · \$57,800 a year · Paid social lead
- 3 Stop losing carts at the shipping step**
Show shipping costs before checkout
Finding **03** · \$36,800 a year · Ecommerce manager



Three decisions for the leadership team

Approve the week one list 13 changes, most in the ad accounts and most an hour or less each, worth \$136,350 a year. HEAD OF GROWTH THIS WEEK	Fund one checkout build About a week of ecommerce time for finding 03 , the shipping cost shown in the cart. ECOMMERCE MANAGER WEEKS 2 TO 4	Move budget decisions to store orders Budgets follow the reconciled number from finding 05 , so the leaks cannot hide again. FINANCE AND GROWTH FROM WEEK 2
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Frequency: how many ads one person sees in a period · Negatives: search terms blocked from triggering ads

THE VERDICT · THE BRIEF AND THE BUSINESS

Each order earns \$22.75 of margin, and marketing spends \$20.45 of it

WHAT LEADERSHIP ASKED - Where is marketing margin being lost, and how much? Page 5 - How much comes back, and how soon? Page 12 - What do we do first, and who does it? Page 13	WHAT THE AUDIT READ - All 11 areas of the budget: Paid search, paid social, shopping, storefront, email and SMS, attribution, promotions, creators, display, video and tools. - Six read only sources, listed in Appendix A on page 38, each covering the same 90 days. - Access is revoked at your readout. Working data is deleted within 30 days. It is never used to train AI models.	WHAT IT LEFT OUT - Growth forecasts: the figures describe the 90 days, and what they assume is on page 17. - Grading creative: the audit prices what ads return, not how they look. - Running the fixes: each has an owner on the team, named in the plan on page 13.
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EXHIBIT 1 The business picture: one year at the run rate of the 90 days

The fixes would lift what is left after marketing from \$80,800 a year to \$303,900

LINE	HOW IT IS BUILT	A YEAR	PER ORDER
Sales	8,800 store orders in the 90 days, × 4, at the \$58 average order	\$2,041,600	\$58.00
Margin on those orders	The unit block in Appendix C, page 38	\$800,800	\$22.75
Marketing	\$60,000 a month, × 12	\$720,000	\$20.45
Left after marketing	Margin less marketing	\$80,800	\$2.30
Recoverable	The 23 findings, page 10	\$223,100	
Left once every fix is at full effect	Left after marketing, plus the recoverable	\$303,900	

Source: Illustrative sample data, Northwind Goods, the most recent 90 days Note: Before salaries and overhead, which this audit does not read.

Reading the rest against these lines. Most of the recoverable is spend the fixes stop, which lowers the marketing line; the rest is margin won back on orders, which lifts the margin line. Page 5 splits it into three reasons.

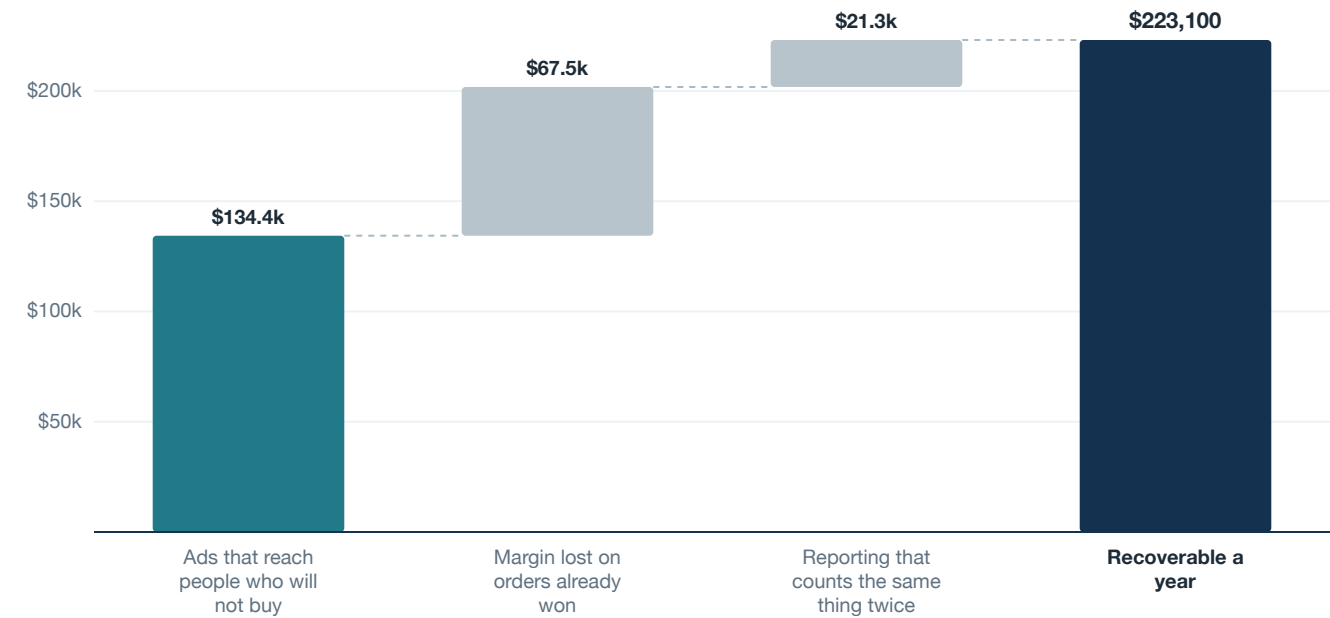


DIAGNOSIS · WHERE THE MARGIN GOES

Ads that reach people who will not buy account for \$134,350 of the \$223,100

EXHIBIT 2 Recoverable margin by reason, a year

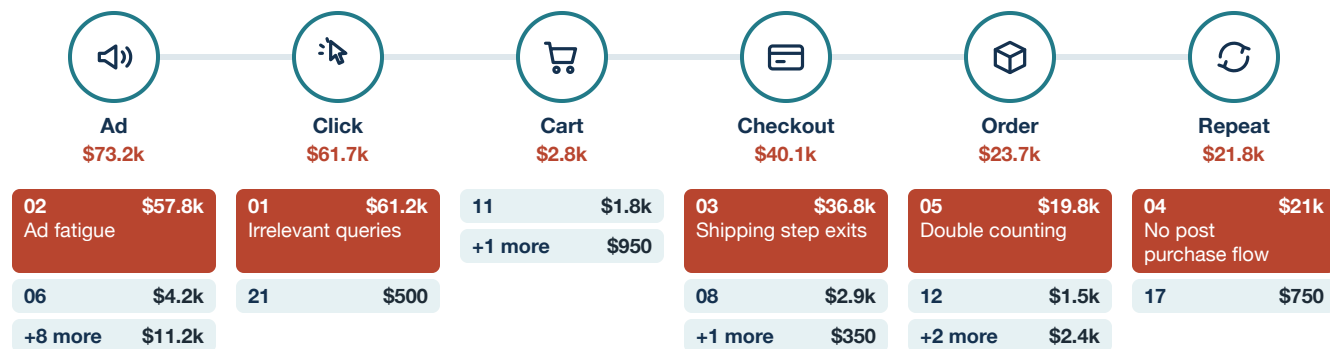
The third reason hid the first: the reported return on ad spend ran high, so the paid leaks looked healthy



Source: Illustrative sample data, Northwind Goods, the most recent 90 days **Note:** Each of the 23 findings counts in one reason only; the register on page 10 names each one's reason.

EXHIBIT 3 The leak map: where each finding sits on the path to a repeat order

The five largest findings, in red, sit at five different stages, so no one team owns the leak



Source: Illustrative sample data, Northwind Goods, the most recent 90 days **Note:** Each stage total is the sum of its findings.

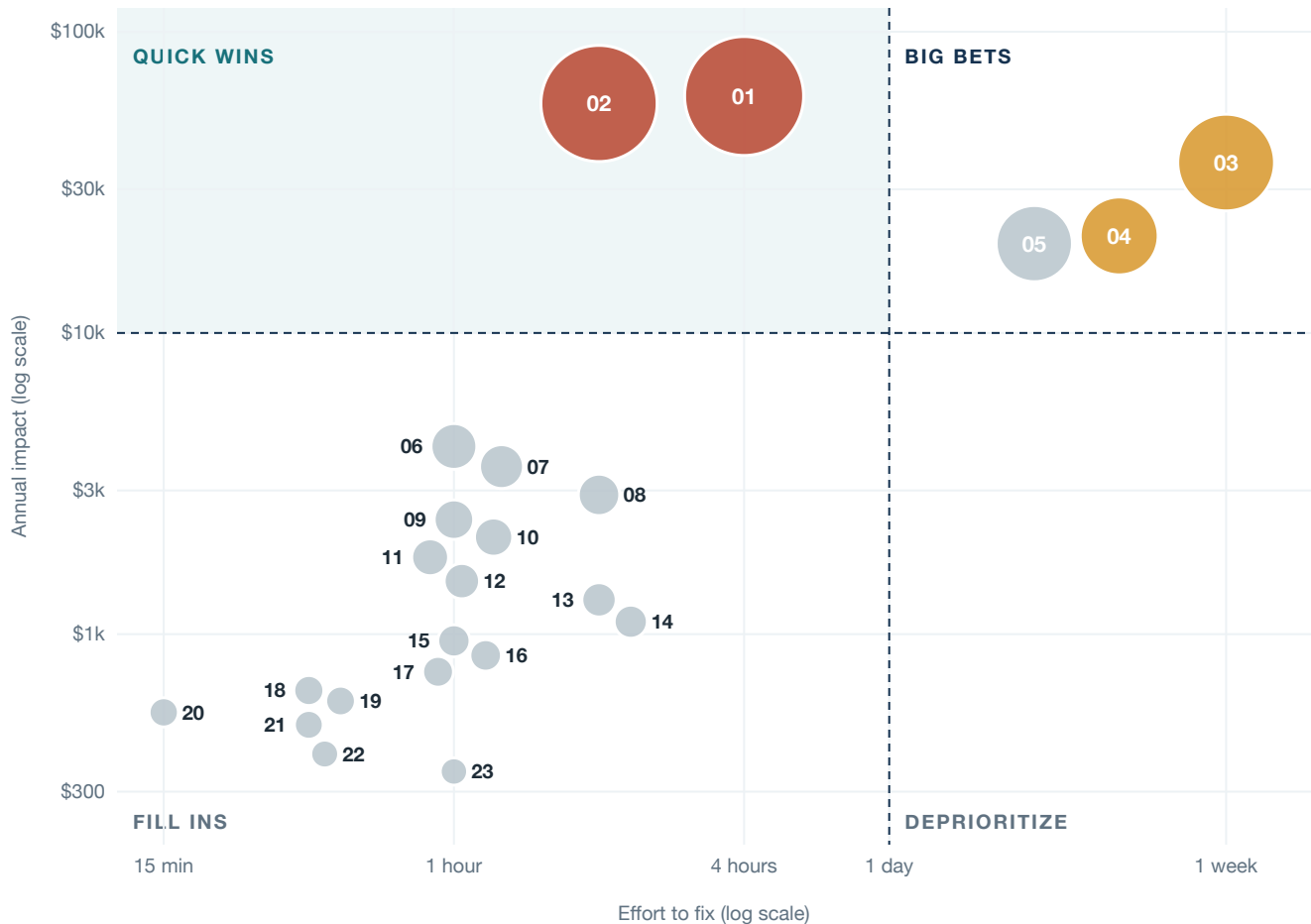
ROAS, return on ad spend: the revenue credited to ads per \$1 spent

DIAGNOSIS · IMPACT AGAINST EFFORT

Two quick wins carry \$119,000 and take six hours between them

EXHIBIT 4 All 23 findings by annual impact and effort to fix

The five largest findings carry 88.1% of the value; 15 of the other 18 take an hour or less



Source: Illustrative sample data, Northwind Goods, the most recent 90 days **Note:** Bubble size is annual impact; color is severity (red critical, amber high, grey medium). The dashed lines sit at one working day and \$10k a year.

QUICK WINS 2 findings · \$119,000	BIG BETS 3 findings · \$77,600	FILL INS 18 findings · \$26,500	DEPRIORITIZE None. Every small leak here is also a small fix.
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Sequence: the quick wins go first; the big bets start in week 2 because each needs a build or a test; 11 of the 18 fill ins ride along in week one, where the same owner is already in the account.

DIAGNOSIS · CAPABILITY MATURITY

Five of six capabilities sit at level 2, which is why the leaks lasted

EXHIBIT 5 Capability maturity now and after the 90 day plan

Media buying carries the most value, \$133,400 a year, and moves from level 2 to 4

CAPABILITY	LEVEL NOW • AND AFTER THE PLAN ○	NOW	TARGET	FINDINGS THAT MOVE IT	ANNUAL IMPACT
Measurement discipline	1 2 3 4 5	2	4	05, 14, 23	\$21,250
Media buying	1 2 3 4 5	2	4	01, 02, 06, 07, 09, 10, 16, 18, 19	\$133,400
Checkout experience	1 2 3 4 5	2	3	03, 11, 21	\$39,100
Lifecycle marketing	1 2 3 4 5	2	4	04, 15, 17	\$22,700
Discount discipline	1 2 3 4 5	3	4	08, 13	\$4,200
Account hygiene	1 2 3 4 5	2	4	12, 20, 22	\$2,450

Source: Auditor assessment against the rubric below, illustrative **Note:** Scored per capability on the evidence behind the findings. Each finding moves one capability, so the six add up to \$223,100, the three reasons on page 5. Media buying, \$133,400, is the first reason, \$134,350, less findings 20 and 22 (\$950) under account hygiene.

THE RUBRIC Five levels, scored on evidence

- Ad hoc**
No shared numbers; decisions follow the platform dashboards.
- Reactive**
Numbers exist but are not reconciled; fixes follow problems.
- Defined**
One source of truth and written rules; checked monthly.
- Managed**
Targets, owners and tests; leaks caught within weeks.
- Optimized**
Continuous testing and incrementality measurement drive budget.



Why level 4 and not 5. Level 5 needs incrementality tests running all the time. The plan starts them (the geo holdout in finding 05), but they take two quarters to become routine.

What moves fastest. Media buying goes from 2 to 4 inside the first month: nine of its findings are week one changes in the ad accounts.

Incrementality: the orders ads cause, not only the ones they claim · Holdout: a region kept from ads to measure what they cause

DIAGNOSIS · SCORECARD BY AREA

Efficiency is the weak spot: paid search and paid social hold \$128,700 of the leak

EXHIBIT 6 Scorecard: each area rated on four dimensions

Areas rated weak on efficiency hold \$128,700 a year, more than the other three dimensions together

AREA	TRACKING	EFFICIENCY	STRUCTURE	MARGIN	FINDINGS	ANNUAL IMPACT
Paid search	3 · Sound	1 · Weak	2 · Gaps	2 · Gaps	3	\$65,200
Paid social	3 · Sound	1 · Weak	2 · Gaps	2 · Gaps	5	\$63,500
Storefront	3 · Sound	3 · Sound	2 · Gaps	1 · Weak	3	\$37,650
Email and SMS	3 · Sound	3 · Sound	1 · Weak	2 · Gaps	3	\$22,700
Attribution	1 · Weak	3 · Sound	3 · Sound	2 · Gaps	2	\$20,900
Promotions	3 · Sound	3 · Sound	3 · Sound	2 · Gaps	2	\$4,700
Shopping	4 · Strong	3 · Sound	3 · Sound	3 · Sound	1	\$4,200
Tools	4 · Strong	4 · Strong	3 · Sound	4 · Strong	1	\$1,500
Creators	3 · Sound	3 · Sound	3 · Sound	3 · Sound	1	\$1,300
Display	4 · Strong	3 · Sound	4 · Strong	4 · Strong	1	\$850
Video	4 · Strong	3 · Sound	4 · Strong	4 · Strong	1	\$600
Impact where rated 1, weak	\$20,900	\$128,700	\$22,700	\$37,650		

Source: Auditor assessment per area, illustrative **Note:** The total row counts an area once per dimension where it scores 1. Paid search and paid social, \$128,700, are the first reason on page 5, \$134,350, less \$5,650 in shopping, display and video; the eleven areas add up to all three, \$223,100.

Tracking

The data can be trusted

Efficiency

Spend turns into orders

Structure

The account or flow is built to be managed

Margin

Decisions use margin, not revenue

Why efficiency scores 1. Both large paid channels score 1 on it: broad matching, frequency with no cap and prospecting that reaches existing customers.

What is working. Rated strong: shopping on tracking; tools on tracking, efficiency and margin; display and video on tracking, structure and margin. Together they hold 3.2% of the leak.

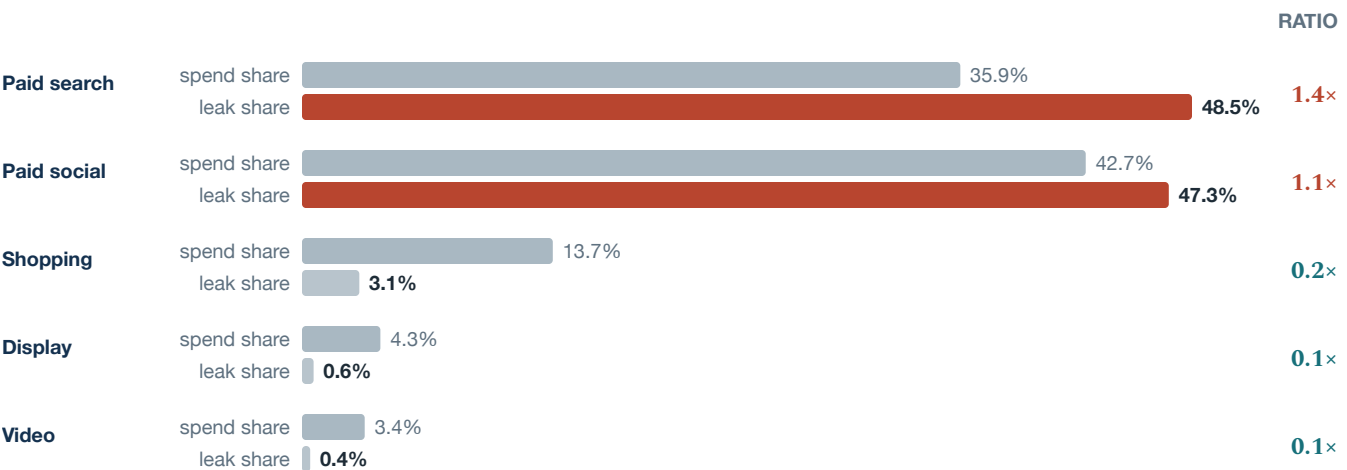


DIAGNOSIS · SPEND AGAINST LEAK

Paid search is 36% of paid spend but 49% of the paid media leak

EXHIBIT 7 Share of paid spend against share of the paid media leak, by channel

Paid search and paid social leak more than their weight in spend; every other channel leaks less

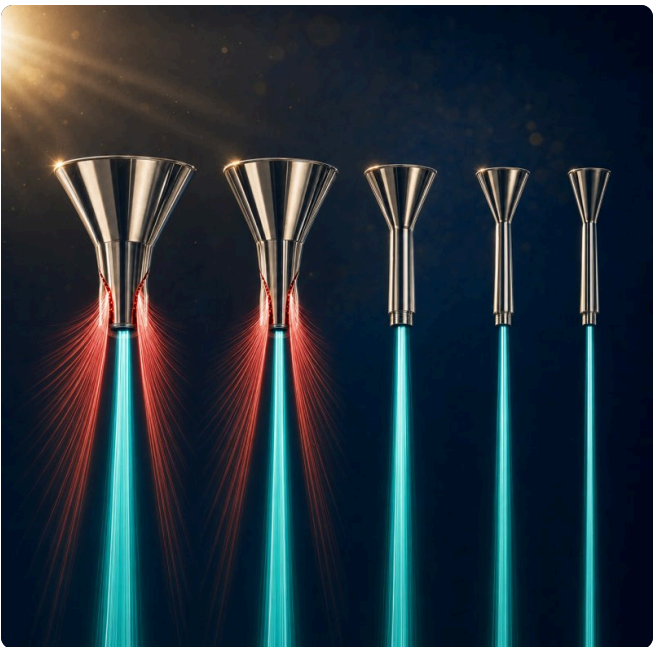


Source: Ad platform spend exports, \$702,000 a year across five paid channels **Note:** Ratio is leak share divided by spend share; above 1.0 the channel leaks more than its weight. The leak shares are of \$134,350, the first reason on page 5.

WHERE IT SITS The findings behind the two largest channels

Paid search, \$65,200 a year. 3 findings: 01, 07, 22.
The largest is finding 01, irrelevant queries, at \$61,200.

Paid social, \$63,500 a year. 5 findings: 02, 09, 10, 18, 20. The largest is finding 02, ad fatigue, at \$57,800.



Email and SMS is left out of the channel exhibits: its \$22,700 is margin lost to missing flows, not wasted spend. It is in the scorecard on page 8 and in findings 04, 15 and 17.

Wasted spend: the spend findings, money that buys no margin

DIAGNOSIS · FINDINGS REGISTER · 1 OF 2

All 23 findings ranked by value: \$130,250 of it is high confidence

EXHIBIT 8 Findings register, all 23 findings

13 of the 23 start in week 1, and every range widens as confidence falls

NO.	FINDING	REASON	BASE	RANGE	SEVERITY	EFFORT	START WK	CONF.
01 p19	Broad match keywords bleeding spend into irrelevant queries	Ads	\$61,200	\$55,100 to \$67,300	CRITICAL	4 hours	1	High
02 p22	Retargeting frequency 3× above the efficient range, audience fatigue	Ads	\$57,800	\$52,000 to \$63,600	CRITICAL	2 hours	1	High
03 p25	Checkout drop off at the shipping step	Orders	\$36,800	\$27,600 to \$42,300	HIGH	1 week	2	Medium
04 p28	Email flows missing a post purchase sequence	Orders	\$21,000	\$15,800 to \$24,100	HIGH	3 days	2	Medium
05 p31	Attribution double counting inflating reported ROAS by about 22%	Reporting	\$19,800	\$14,900 to \$22,800	MEDIUM	2 days	2	Medium
06 p34	Shopping ads still spending on out of stock products	Ads	\$4,200	\$3,800 to \$4,600	MEDIUM	1 hour	1	High
07 p34	Brand search bidding with no competitor in the auction	Ads	\$3,600	\$2,700 to \$4,100	MEDIUM	1 hour	1	Medium
08 p34	First order discount code leaking to coupon sites	Orders	\$2,900	\$2,600 to \$3,200	MEDIUM	2 hours	2	High
09 p34	Prospecting audiences overlapping the customer list	Ads	\$2,400	\$1,800 to \$2,800	MEDIUM	1 hour	1	Medium
10 p34	Paid social running overnight with almost no purchases	Ads	\$2,100	\$1,600 to \$2,400	MEDIUM	1 hour	1	Medium
11 p34	Free shipping threshold set below the average order value	Orders	\$1,800	\$1,400 to \$2,100	MEDIUM	1 hour	3	Medium
12 p34	Two reporting tools paid for the same dashboards	Reporting	\$1,500	\$1,400 to \$1,700	MEDIUM	1 hour	1	High

Source: Illustrative sample data, Northwind Goods, the most recent 90 days **Note:** Reason is one of the three reasons on page 5; owners are on page 13. Range bars share one scale per band: \$0 to \$67.3k above \$10k, \$0 to \$5k below.

Confidence, by value. High: 9 findings, \$130,250. Medium: 13 findings, \$92,500. Low: 1 finding, \$350. The levels and the range each one sets are on page 37.



DIAGNOSIS · FINDINGS REGISTER · 2 OF 2

Four observations stay out of the \$223,100 until they can be sized honestly

EXHIBIT 8, CONTINUED Findings register, all 23 findings

NO.	FINDING	REASON	BASE	RANGE	SEVERITY	EFFORT	START WK	CONF.
13 p34	Creator codes paying commission on repeat customers	Orders	\$1,300	\$980 to \$1,500	MEDIUM	2 hours	3	Medium
14 p34	Returns on one product family left out of channel ROAS	Orders	\$1,100	\$830 to \$1,300	MEDIUM	2 hours	4	Medium
15 p35	Cart reminders sent to shoppers who had already ordered	Orders	\$950	\$860 to \$1,000	MEDIUM	1 hour	2	High
16 p35	Display ads serving on low quality app placements	Ads	\$850	\$640 to \$980	MEDIUM	1 hour	1	Medium
17 p35	SMS discounts sent to full price buyers	Orders	\$750	\$560 to \$860	MEDIUM	1 hour	3	Medium
18 p35	Spend reaching regions the brand does not ship to	Ads	\$650	\$590 to \$720	MEDIUM	30 min	1	High
19 p35	Video campaign kept running at a low view rate	Ads	\$600	\$450 to \$690	MEDIUM	30 min	1	Medium
20 p35	A test campaign that was never switched off	Ads	\$550	\$500 to \$610	MEDIUM	15 min	1	High
21 p35	Landing page promo banner pointing to an expired code	Orders	\$500	\$450 to \$550	MEDIUM	30 min	1	High
22 p35	Bid adjustments left from a past sale	Ads	\$400	\$300 to \$460	MEDIUM	30 min	1	Medium
23 p35	Duplicate tracking scripts slowing the checkout	Orders	\$350	\$210 to \$390	MEDIUM	1 hour	2	Low
All 23 findings			\$223,100	\$187,100 to \$250,100				

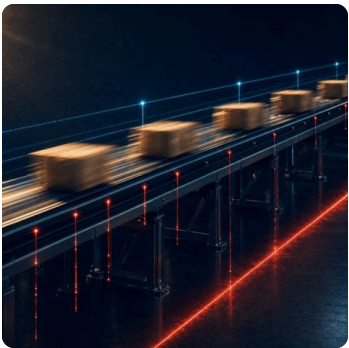
NOT PRICED What each observation needs before it can be priced

Creative testing has no written hypothesis or stopping rule
Hard to size until tests run; the fix is a one page test brief.

Product page reviews load after the fold on mobile
A likely conversion drag; needs a split test before it can be priced.

No single owner for the promo calendar
Promotions overlap between email, SMS and paid social; a process fix, not a spend leak.

Customer service tags do not flag delivery complaints
Blocks sizing of delivery related churn; add two tags and review in 60 days.

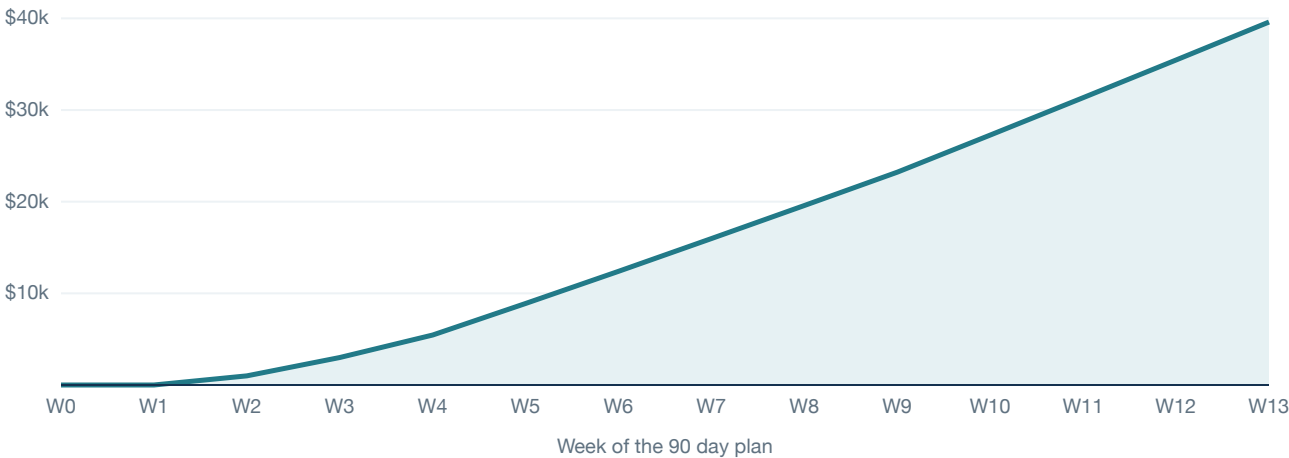


DIAGNOSIS · RECOVERY AND THE COST OF WAITING

A quarter's delay would cost \$55,000 of first year margin

EXHIBIT 9 Cumulative margin recovered, weeks 0 to 13 of the plan

Recovery gathers pace from week 3, once 20 of the 23 fixes go live in the first four weeks



Source: Plan start weeks and base values from the findings register **Note:** Each fix counts from the end of its last plan week and ramps to full effect where its fix page says it takes time: 01 by plan day 30, 02 by plan day 14 and 04 by plan day 118. What the curve assumes is on page 17. Of the 13 fixes made in week one, finding 07 counts as live once its 2 week run ends.

EXHIBIT 10 The cost of a late start: first year recovery by start date

Each month of delay costs about \$18,300 of first year margin

Start now		\$206.8k
Start in 30 days		\$188.5k, \$18.3k less
Start in 60 days		\$170.2k, \$36.6k less
Start in 90 days		\$151.8k, \$55k less

Source: The recovery model above, with every plan week moved back

Note: The run rate catches up after a late start; the lost margin does not.

From week 10 every fix is live, and by plan day 118 each is at full effect, about \$4,290 a week. The tracker on page 15 checks each fix against store orders at its first check and on plan day 90.



\$39,000

recovered in the first 90 days

\$174,100

recovered in the first year at the low end of every range

\$8,840

the cost to achieve it: 104 hours of the team's hands on time at \$85 an hour

THE PLAN · THE 90 DAY PLAN

All 23 fixes are live by week 9

EXHIBIT 11 All 23 fixes by owner and plan week

No owner carries more than 44.5 hours of work, so the plan needs no new headcount, tools or spend

Plan day 90 check ◆

PAID SEARCH LEAD · 6 FIXES · \$70,850

01 Add negatives, move 6 ad groups to phrase match	\$61.2k
06 Pause out of stock items in the Shopping feed	\$4.2k
07 Lower brand bids when no competitor is present	\$3.6k
16 Exclude low quality app placements	\$850
19 Pause the low view rate video campaign	\$600
22 Remove the old sale bid adjustments	\$400

PAID SOCIAL LEAD · 5 FIXES · \$63,500

02 Cap retargeting at 4 per 7 days, exclude buyers	\$57.8k
09 Exclude customers from prospecting audiences	\$2.4k
10 Schedule paid social to buying hours	\$2.1k
18 Limit targeting to shippable regions	\$650
20 Switch off the forgotten test campaign	\$550

ECOMMERCE MANAGER · 5 FIXES · \$42,350

21 Remove the expired promo banner	\$500
03 Show shipping costs before checkout	\$36.8k
08 Replace the leaked code with single use codes	\$2.9k
23 Remove the duplicate tracking script	\$350
11 Test a \$65 free shipping threshold	\$1.8k

RETENTION LEAD · 3 FIXES · \$22,700

04 Build a four email post purchase sequence	\$21k
15 Check for an order before each cart reminder	\$950
17 Hold SMS discounts back from full price buyers	\$750

HEAD OF GROWTH · 3 FIXES · \$22,400

12 Cancel the duplicate reporting tool	\$1.5k
05 Report on store orders, decide on a 7 day click window	\$19.8k
14 Net returns out of channel ROAS	\$1.1k

PARTNERSHIPS LEAD · 1 FIX · \$1,300

13 Pay creators on new customer orders only	\$1.3k
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W1 W2 W3 W4 W5 W6 W7 W8 W9 W10 W11 W12 W13

Critical High Medium The figure at the end of each bar is its annual value.

Source: The findings register, start weeks and durations **Note:** Plan day 1 is the day after delivery; the audit before it runs on audit days 0 to 7. Bars run from the start week to the week the fix is live.

THE PLAN · TEAM BRIEFS AND WEEK ONE

Week one is 13 changes worth \$136,350 a year

EXHIBIT 12 Team briefs: one card per owner, to hand over as is

The paid search lead carries 31.8% of the value in 8 hours of work

Paid search lead \$70,850 FIXES 01, 06, 07, 16, 19, 22 WORK 8 hours, from week 1 WATCH Zero intent share of search spend, 31% to under 10% CHECK Plan day 21	Paid social lead \$63,500 FIXES 02, 09, 10, 18, 20 WORK 4.8 hours, from week 1 WATCH Retargeting frequency per 7 days, 11.4 to 4 or under CHECK Plan day 21	Ecommerce manager \$42,350 FIXES 03, 08, 11, 21, 23 WORK 44.5 hours, from week 1 WATCH Shipping step exits on carts under \$45, 58% to 45% CHECK Plan day 42
Retention lead \$22,700 FIXES 04, 15, 17 WORK 26 hours, from week 2 WATCH Repurchase in 90 days, first time buyers, 14% to 19% CHECK Plan day 42	Head of growth \$22,400 FIXES 05, 12, 14 WORK 19 hours, from week 1 WATCH Share of orders claimed, 122% to under 105% CHECK Plan day 56, holdout readout	Partnerships lead \$1,300 FIXES 13 WORK 2 hours, from week 3 WATCH Creator commission on repeat customers CHECK Plan day 35

Source: The findings register and the measurement tracker on page 15 Note: Values are a year; hours are hands on effort, not elapsed time.

EXHIBIT 13 The week one checklist: tick each change as it is made

Eleven of the 13 take an hour or less of hands on time

DONE	CHANGE	OWNER	EFFORT	ANNUAL VALUE
☐	01 · Add negatives, move 6 ad groups to phrase match	Paid search lead	4 hours	\$61,200
☐	02 · Cap retargeting at 4 per 7 days, exclude buyers	Paid social lead	2 hours	\$57,800
☐	06 · Pause out of stock items in the Shopping feed	Paid search lead	1 hour	\$4,200
☐	07 · Lower brand bids when no competitor is present	Paid search lead	1 hour	\$3,600
☐	09 · Exclude customers from prospecting audiences	Paid social lead	1 hour	\$2,400
☐	10 · Schedule paid social to buying hours	Paid social lead	1 hour	\$2,100
☐	12 · Cancel the duplicate reporting tool	Head of growth	1 hour	\$1,500
☐	16 · Exclude low quality app placements	Paid search lead	1 hour	\$850
☐	18 · Limit targeting to shippable regions	Paid social lead	30 min	\$650
☐	19 · Pause the low view rate video campaign	Paid search lead	30 min	\$600
☐	20 · Switch off the forgotten test campaign	Paid social lead	15 min	\$550
☐	21 · Remove the expired promo banner	Ecommerce manager	30 min	\$500
☐	22 · Remove the old sale bid adjustments	Paid search lead	30 min	\$400
13 changes			14.3 hours	\$136,350

Source: The findings register, fixes that start in week 1 and take two weeks or less

Zero intent: a search with no sign of wanting to buy

THE PLAN · MEASURING THE FIXES

One number per fix, read on plan days 30 and 90

EXHIBIT 14 The measurement tracker: fill in the last two columns at each check

Twelve numbers are first read on plan day 21, two weeks after their fix's last plan week

NO.	WHAT TO MEASURE	LEAK TODAY, A MONTH	FIRST CHECK	PLAN DAY 30	PLAN DAY 90
01	Zero intent share of search spend, 31% to under 10%	\$5,100	plan day 21		
02	Retargeting frequency per 7 days, 11.4 to 4 or under	\$4,817	plan day 21		
03	Shipping step exits on carts under \$45, 58% to 45%	\$3,067	plan day 42	not yet	
04	Repurchase in 90 days, first time buyers, 14% to 19%	\$1,750	plan day 42	not yet	
05	Share of orders claimed, 122% to under 105%	\$1,650	plan day 56, holdout readout	not yet	
06	Shopping spend on out of stock products	\$350	plan day 21		
07	Brand search spend with no competitor bidding	\$300	plan day 28		
08	Orders using the leaked first order code	\$242	plan day 35	not yet	
09	Prospecting reach into existing customers	\$200	plan day 21		
10	Paid social spend from 1am to 6am	\$175	plan day 21		
11	Share of orders under the free shipping threshold	\$150	plan day 56	not yet	
12	Reporting tool subscriptions	\$125	plan day 21		
13	Creator commission on repeat customers	\$108	plan day 35	not yet	
14	Channel ROAS net of returns	\$92	plan day 49	not yet	
15	Cart reminders sent after an order	\$79	plan day 28		
16	Display spend on low quality app placements	\$71	plan day 21		
17	SMS discounts sent to full price buyers	\$62	plan day 35	not yet	
18	Spend in regions the brand does not ship to	\$54	plan day 21		
19	Spend on the low view rate video campaign	\$50	plan day 21		
20	Spend on the forgotten test campaign	\$46	plan day 21		
21	Visits to the expired promo banner	\$42	plan day 21		
22	Spend under old sale bid adjustments	\$33	plan day 21		
23	Checkout load time with one tracking script	\$29	plan day 28		
All 23		\$18,592			

Source: The findings register and each finding's KPI **Note:** Monthly figures are rounded to the dollar so the column adds up.

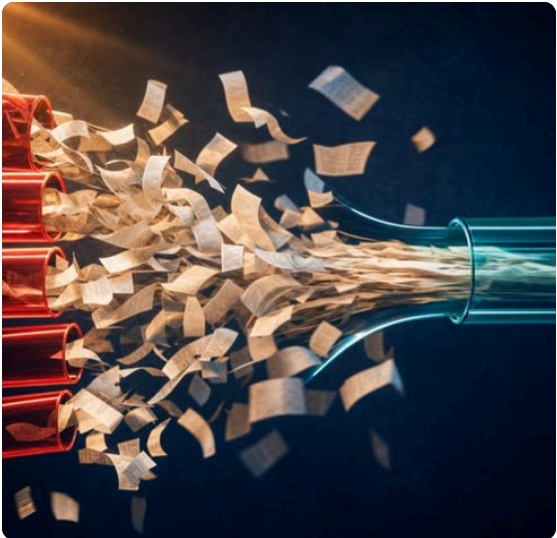
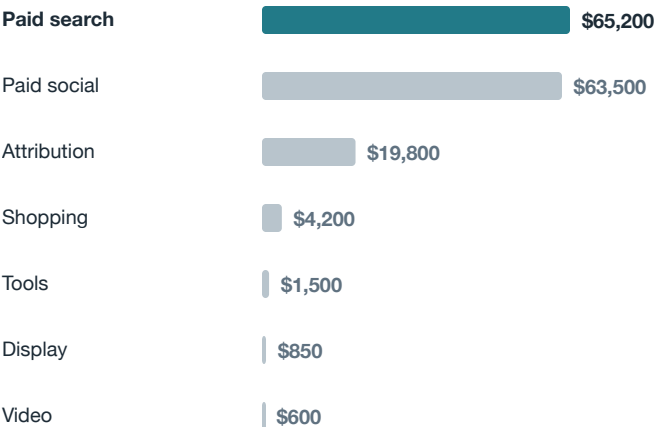
Both checks read the tracker against store orders, the source of truth, with fresh data from the team.

THE PLAN · WHERE THE FREED BUDGET GOES

Spend cuts save \$155,650 net; the freed budget stays unspent unless a campaign clears break even

EXHIBIT 15 Net saving a year from the spend findings, by area

Paid search alone saves \$65,200 of it, 41.9%



Source: The findings register, the 13 spend findings Note: Net of the margin each cut gives up. The 10 margin findings recover margin on orders and cut no spend.

Where the cut budget can go. Leaving it unspent is the base case, and it is what the \$155,650 counts. Moving part of it into Google Shopping, standard, which returns 2.95 on store orders against a 2.55 break even, adds \$0.16 of profit on each \$1 moved; that upside is not counted. Move budget only after the geo holdout in finding 05 reads out, because ROAS here is claimed revenue, not revenue the ads cause. Brand search is left out: finding 07 cuts it.

EXHIBIT 16 After plan day 90: the operating rhythm

Nine numbers keep the leaks closed after plan day 90, each read on a fixed day by one named owner

Every week
30 minutes, Monday

- Share of orders claimed, 122% to under 105%
Head of growth · finding 05
- Retargeting frequency per 7 days, 11.4 to 4 or under
Paid social lead · finding 02
- Zero intent share of search spend, 31% to under 10%
Paid search lead · finding 01

Every month
With the finance close

- Repurchase in 90 days, first time buyers, 14% to 19%
Retention lead · finding 04
- Shipping step exits on carts under \$45, 58% to 45%
Ecommerce manager · finding 03
- Reporting tool subscriptions
Head of growth · finding 12

Every quarter
With quarterly planning

- One geo holdout
Head of growth · finding 05
- Wasted spend against the 18.7% benchmark median
Finance
- The capability scores on page 7, rescored
Head of growth

Source: The fix plans and the measurement tracker on page 15 Note: Each row is one number from the tracker, read on a fixed day by one owner.

Break even: the ROAS where ads pay back their cost

THE PLAN · RISKS AND ASSUMPTIONS

Two findings carry a third of the downside; both are first checked on plan day 21

DEMAND AND PRICES

No growth, price or second order effect is assumed: the year repeats the 90 days.

SEASON

A peak season would lift findings 01 and 02, as pages 20 and 23 show. The total does not count it.

STORE ORDERS

Every figure ties to store orders, so an error in them would move every finding. The sources are in Appendix A, page 38.

TEAM TIME

The owners find the hands on time the plan asks for. The team briefs on page 14 give each owner's hours.



EXHIBIT 17 The risk register: what could make the total smaller, and when it would show
Every risk is first checked by plan day 56, inside the 90 days

THE RISK	FINDINGS	FIRST CHECK	BASE, A YEAR	DOWNSIDE, A YEAR
If cutting the waste also cuts some buyers	Findings 01 and 02	plan day 21	\$119,000	\$11,900
If fewer carts come back once the shipping cost shows	Finding 03	plan day 42	\$36,800	\$9,200
If repeat buying lifts less than the old flow did	Finding 04	plan day 42	\$21,000	\$5,200
If the ads cause more of the claimed orders than the store match shows	Finding 05	plan day 56, holdout readout	\$19,800	\$4,900
If the smaller fixes recover less than counted	Findings 06 to 23	plan day 21	\$26,500	\$4,800
Every finding at its low end	All 23		\$223,100	\$36,000

Source: The findings register and the range rule on page 37 Note: Downside is each finding's base less the low end of its range. Rows are rounded to \$100 so they add to the gap between the total and its low end.

THE PLAN · DECISIONS

The week one list costs the most to delay: \$11,200 for every month it waits

EXHIBIT 18 Three decisions: the options weighed, and what a month's wait costs

Every option that waits loses margin, from \$1,400 to \$33,600

The week one list

Recommended. Make all 13 changes this week, from the checklist on page 14.

Weighed. The two critical ones now, the other 11 a month later. Set aside: those 11 add only 8.3 hours to week one, and the month would cost \$1,400.

Weighed. Wait for next quarter's planning. Set aside: it would cost \$33,600, and nothing on the list needs new spend.

A month's wait costs \$11,200

The checkout build

Recommended. Build it as the plan sets out, page 13.

Weighed. Start three weeks later, once week one settles. Set aside: the ecommerce manager's part of week one is 30 min, and the wait would cost \$2,100.

Weighed. Fold it into a larger checkout project next quarter. Set aside: the cart change stands on its own, and the wait would cost \$9,100.

A month's wait costs \$3,000

Budgets on store orders

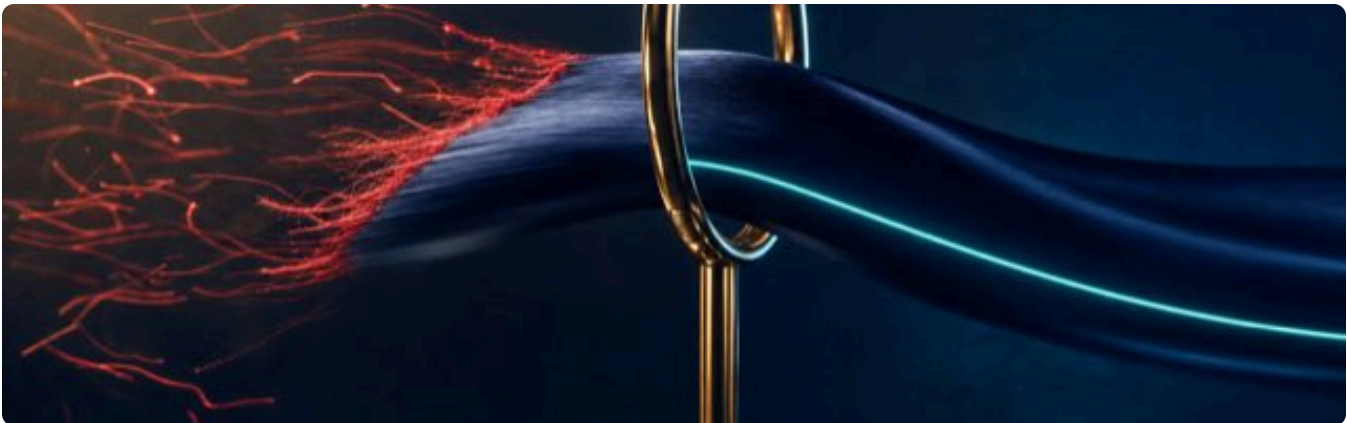
Recommended. Decide budgets on the weekly store order sheet, as finding 05 sets out.

Weighed. Keep the platform numbers, less a fixed share. Set aside: the share would stay fixed for good, where the store order sheet replaces it at the holdout readout.

Weighed. Wait a quarter for an attribution tool. Set aside: it would cost \$4,900 and add spend the plan does not need.

A month's wait costs \$1,600

Source: The recovery model on page 12, applied to each decision's own findings **Note:** A wait moves only that decision's fixes back; the whole plan's cost of delay is on page 12.



DECISION RECORD Filled in at the audit day 7 sprint planning session

DECISION	OPTION CHOSEN	OWNER	AGREED ON	REVIEW ON	INITIALS
The week one list				plan day 21, first check	
The checkout build				plan day 42, first check	
Budgets on store orders				plan day 56, holdout readout	

EVIDENCE · FINDING 01 · 1 OF 3 · WHAT WE FOUND

Queries with zero purchase intent took 31% of search spend: \$61,200 a year

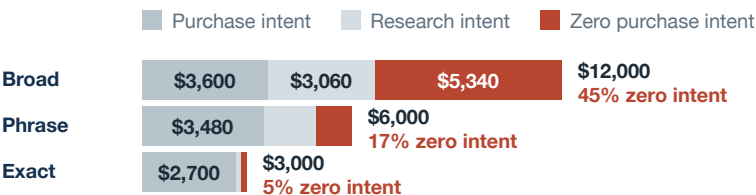
CRITICAL Annual impact **\$61,200** Confidence **High** Reason **Ads**

The standard. Search terms are reviewed at least monthly, and queries with no purchase intent are added as negatives.

Why it happened. In week 5 broad match spread to 6 more ad groups, with only 14 negative keywords.

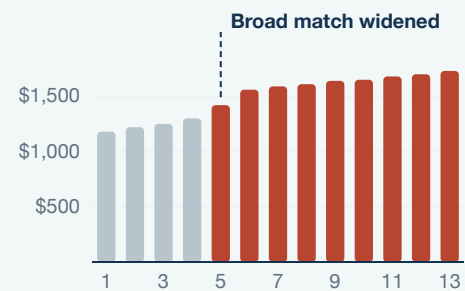
EXHIBIT 19 Search spend by match type and intent

31% of search spend, \$6,510 a month, was zero intent



Source: Search terms export, 90 days, every query coded for intent, monthly averages

Zero intent spend a week, 13 weeks



WORKING PAPER 01.A

SEARCH TERMS, 90 DAYS, BY COST

REVIEWED AT GATE 4

EXHIBIT 20 The twelve most expensive queries in the review window

Eight of the twelve most expensive queries bought nothing in 90 days, and together they cost \$10,240

QUERY AS SEARCHED	CLICKS	SPEND, 90 DAYS	PURCHASES	AUDITOR'S CALL
"free [category] samples"	1,560	\$2,400	0	Zero intent
"[category] subscription box"	1,120	\$2,150	38	Keep
"[competitor] returns policy"	1,076	\$1,800	0	Zero intent
"[category] recipes at home"	784	\$1,515	0	Zero intent
"diy [category] at home"	694	\$1,240	0	Zero intent
"best [category] for sensitive skin"	610	\$1,180	22	Keep
"[category] jobs near me"	540	\$980	0	Zero intent
"what is [category] made of"	505	\$905	0	Zero intent
"[competitor] discount code"	470	\$860	1	Keep
"[category] wholesale bulk"	410	\$790	0	Zero intent
"[brand] login"	380	\$610	0	Zero intent
"cheap [category] dupe"	350	\$580	2	Keep

Source: Search terms export, illustrative **Note:** Names shown as [brand], [category], [competitor]. One purchase in 90 days keeps a query.

Gate 4: the senior auditor recomputes and signs the finding

EVIDENCE · FINDING 01 · 2 OF 3 · WHAT IT COSTS

The base counts only the worst 40 queries, and no input moves it past \$67,200

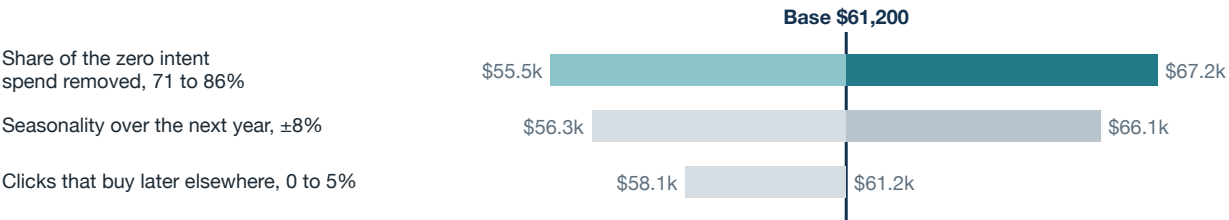
EXHIBIT 21 From the export to the annual figure: each input, its source, and how far it moves the result

Only the worst 40 queries count: the \$1,410 a month tail of zero intent spend stays out of the base



INPUT	VALUE	WHERE IT COMES FROM	HOW IT WAS CHECKED
Paid search spend	\$21,000 a month	Spend export, 90 days ÷ 3	Matches the platform invoices
Zero intent share	31%	Each query coded for intent	Spot checked on raw queries at gate 4
The worst 40	\$15,300 in 90 days	Zero purchase queries sorted by cost	Zero orders in the store export too
Share the fix removes	78%	\$5,100 of \$6,510 a month	The tail is left out of the base

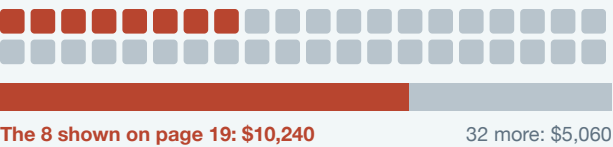
WHAT MOVES THE NUMBER, ONE INPUT AT A TIME



Source: Search terms export and the ad platform spend export, 90 days; each input then moved across its plausible range **Note:** No growth, no price change and no second order effect is assumed.

What would change this number. A peak season lifts it toward \$66,100. Clicks that buy later through another channel lower it toward \$58,100; the store’s order paths show no sign of that. The biggest swing is how much of the tail a negative list can safely remove.

The worst 40 queries and their 90 day spend



GATE 4 · RECOMPUTED AND SIGNED

Range \$55,100 to \$67,300, high confidence rule, page 37
Recomputed and signed by V. Miller · countersigned by C. Bragau

EVIDENCE · FINDING 01 · 3 OF 3 · WHAT TO DO

Phrase match and 172 new negatives cut search spend to about \$15,900 a month

BEFORE

- 6 ad groups on broad match
- 14 negative keywords
- Brand and non brand in one campaign
- **31%** of spend on zero intent queries
- **\$21,000** search spend a month

→

AFTER, BY PLAN DAY 30

- 6 ad groups on phrase match
- 186 negative keywords
- Brand and non brand split, own budgets
- **About 9%**, under 5% by plan day 90
- **About \$15,900** a month, orders unchanged

EXHIBIT 22 The fix plan: the first 30 days

Setup is about three hours in the first three days; the rest is checking

#	STEP AND OWNER	TIME	PLAN DAY	1	7	14	21	30
1	Export 90 days of search terms and flag zero purchase rows Paid search lead	30 min	1	●				
2	Add the 172 supplied negatives as exact match, account level Paid search lead	45 min	1	●				
3	Move the 6 broad ad groups to phrase match, bids unchanged Paid search lead	1 hour	2	●				
4	Split brand and non brand into separate campaigns and budgets Paid search lead	1 hour	3	●				
5	Check orders from search daily against the 90 day baseline Head of growth	10 min a day	4 to 17					
6	Review search terms weekly and add new negatives Paid search lead	20 min a week	8 to 29					
7	Plan day 30 readout: zero intent share, spend and orders Head of growth (senior auditor optional)	30 min	30					●

Source: The fix plan, illustrative Note: Teal steps are the change itself; grey steps are checking; the last is the readout.

The KPI. Zero intent share of search spend, from the weekly search terms export. Target under 10% by plan day 30 and under 5% by plan day 90, with orders from search within 3% of the baseline. The \$1,410 a month tail is not counted in the \$61,200.

MANAGEMENT RESPONSE

Agreed at the audit day 7 sprint planning session: the paid search lead owns the fix and starts it in plan week 1.

Saved a month, by plan day

\$5,100 a month

About \$12,000 by plan day 90

EVIDENCE · FINDING 02 · 1 OF 3 · WHAT WE FOUND

Retargeting reached the same people 11.4 times a week: \$57,800 a year

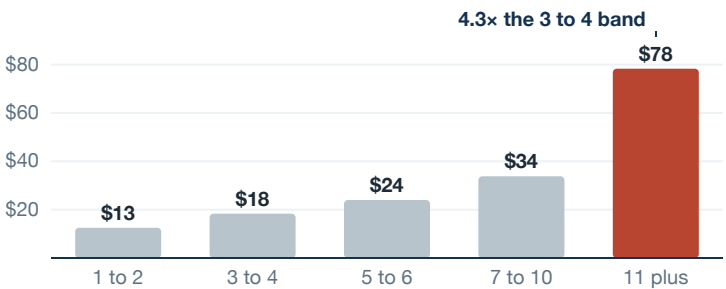
CRITICAL Annual impact **\$57,800** Confidence **High** Reason **Ads**

The standard. Retargeting frequency is capped at 4 or fewer per 7 days, and recent buyers are excluded.

Why it happened. No retargeting ad set carried a frequency cap, and past purchasers from the last 180 days were still in the audience.

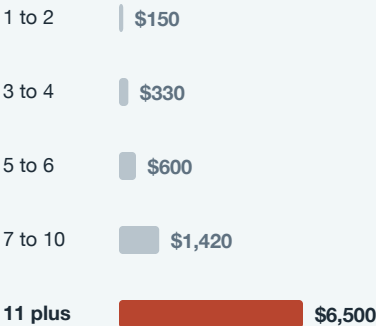
EXHIBIT 23 Cost per purchase by 7 day frequency band

68% of retargeting, \$6,107 a month, bought ads past the 4th a week



Source: Delivery export joined to store orders, 90 days, monthly **Note:** Past the 4th: a band's spend × (its average less 4) ÷ its average.

Spend a month by 7 day frequency band



WORKING PAPER 02.A

RETARGETING AD SETS, 90 DAYS

REVIEWED AT GATE 4

EXHIBIT 24 Every retargeting ad set, with the auditor's call

All five ad sets run past 4 a week; the 180 day buyer set also reaches people who bought last week

AD SET	7 DAY FREQUENCY	SPEND A MONTH	PURCHASES	COST PER PURCHASE	AUDITOR'S CALL
Site visitors, 30 days	14.6	\$3,100	21	\$148	Cap at 4
Cart abandoners, 14 days	10.8	\$2,200	52	\$42	Cap at 4
Past purchasers, 180 days	16.2	\$1,650	9	\$183	Exclude buyers
Video viewers, half watched	9.0	\$1,050	31	\$34	Cap at 4
Product viewers, 7 days	6.4	\$1,000	67	\$15	Cap at 4
All retargeting	11.4	\$9,000	180	\$50	

Source: Ad platform delivery export, illustrative **Note:** Frequency is impressions over people reached, so the total row is weighted by reach.

EVIDENCE · FINDING 02 · 2 OF 3 · WHAT IT COSTS

The base nets out the margin on the 30 purchases the cap could lose

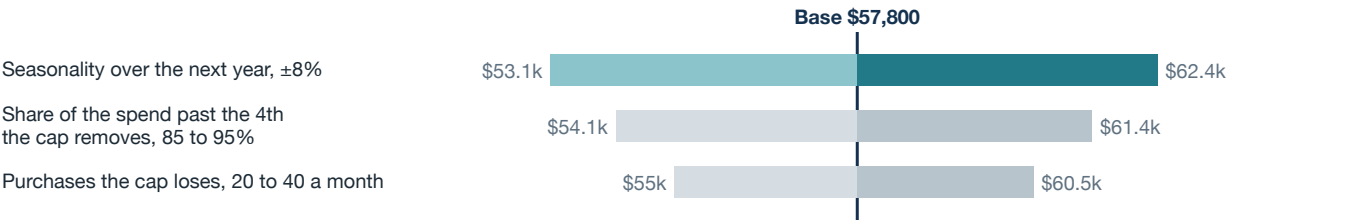
EXHIBIT 25 From the export to the annual figure: each input, its source, and how far it moves the result

The 30 purchases made after the 4th ad are counted as lost, which takes \$683 a month off what the cap saves



INPUT	VALUE	WHERE IT COMES FROM	HOW IT WAS CHECKED
Retargeting spend	\$9,000 a month	Delivery export, 90 days ÷ 3	Matches the platform invoices
Spend past the 4th ad	\$6,107, 68%	Each band past a frequency of 4	Rebuilt from the export at gate 4
Purchases after the 4th	30 of 180 a month	The export joined to store orders	Each matched to a store order
Margin per order	\$22.75	The unit block, Appendix C	One figure for every finding
Share kept	10%	Spend that shifts under the cap	An assumption; row 2 below

WHAT MOVES THE NUMBER, ONE INPUT AT A TIME



Source: Delivery export, store orders and the unit block, 90 days; each input then moved across its plausible range Note: Every purchase made after the 4th ad is counted as lost, at \$22.75 each (Appendix C). No growth assumed.

What would change this number. A peak season lifts it toward \$62,400. If the cap loses 40 purchases a month rather than the 30 made after the 4th ad, it falls toward \$55,000. The biggest swing is the season.

Spend past the 4th ad a month, by band

5 to 6	\$163
7 to 10	\$744
11 plus	\$5,200

EVIDENCE · FINDING 02 · 3 OF 3 · WHAT TO DO

A weekly cap of four ads cuts cost per purchase from \$50 toward \$23

BEFORE

- Average frequency **11.4** a week, no cap
- Buyers from last week still targeted
- One creative set for the whole window
- **\$9,000** retargeting a month
- **\$50** per purchase

→

AFTER, BY PLAN DAY 14

- Frequency 4 or under per 7 days
- Buyers from the last 30 days excluded
- Three creative sets on a 14 day cycle
- **About \$3,500** a month
- **About \$23** per purchase, on 150 purchases

EXHIBIT 26 The fix plan: the first 30 days

Setup is about two hours on plan days 1 and 2; the cap is at full effect by plan day 14

#	STEP AND OWNER	TIME	PLAN DAY	1	7	14	21	30
1	Set a frequency cap of 4 per 7 days on every retargeting ad set Paid social lead	30 min	1	●				
2	Exclude buyers from the last 30 days, synced daily from the store Paid social lead	45 min	1	●				
3	Pause the 180 day past purchaser ad set Paid social lead	15 min	1	●				
4	Load three creative sets that rotate every 14 days Paid social lead	30 min	2	●				
5	Check frequency, cost per purchase and store orders daily Head of growth	10 min a day	3 to 16	████████████████████				
6	Swap to the second creative set Paid social lead	15 min	15			●		
7	Plan day 30 readout: frequency, cost per purchase, orders Head of growth (senior auditor optional)	30 min	30					●

Source: The fix plan, illustrative Note: Teal steps are the change itself; grey steps are checking; the last is the readout.

The KPI. Average 7 day retargeting frequency, from the delivery export, weekly. Target 4 or under from plan week 1, and cost per retargeting purchase under \$30 by plan day 30 with store orders within 3% of the baseline.

MANAGEMENT RESPONSE

Agreed at the audit day 7 sprint planning session: the paid social lead owns the fix and starts it in plan week 1.

Ads a person a week, today

Week	Frequency
Week 1	10.5
Week 13	12.3

EVIDENCE · FINDING 03 · 1 OF 3 · WHAT WE FOUND

41% of checkouts ended at the shipping step: \$36,800 a year

HIGH Annual impact **\$36,800** Confidence **Medium** Reason **Orders**

The standard. Shoppers see the shipping cost and the free shipping gap before they start checkout.

Why it happened. The cart shows no shipping cost, so carts under \$45 first meet the charge at the shipping step.

EXHIBIT 27 The checkout funnel, and the exit rate at shipping by cart value

Carts under \$45 left at shipping at 2.6× the rate of larger carts

Checkout started	18,190	CART VALUE	CHECKOUTS	LEFT AT SHIPPING	EXIT RATE
Left at shipping	7,458	Under \$45	9,600	5,568	58%
Reached payment	10,732	\$45 or more	8,590	1,890	22%
Ordered	8,800	All checkouts	18,190	7,458	41%

Source: Analytics checkout funnel export, split by cart value, 90 days **Note:** 7,458 sessions left at shipping, 3.9× the 1,932 that left at payment.

WORKING PAPER 03.A

200 SESSION RECORDINGS, SHIPPING STEP EXITS

REVIEWED AT GATE 4

EXHIBIT 28 Why shoppers left at the shipping step, coded from recordings

46% of exits came the moment the shipping cost first showed, 3× the next reason

Shipping cost seen for the first time	92 of 200 · 46%
Delivery date later than expected	31 of 200 · 16%
Left to compare prices	24 of 200 · 12%
Looking for a discount code field	21 of 200 · 11%
Asked to create an account	18 of 200 · 9%
Unclear from the recording	14 of 200 · 7%

Source: Session recordings, a random sample of 200 shipping step exits **Note:** One reason per recording, the first one visible.

THREE EXITS AS THE AUDITOR LOGGED THEM

Recording 014 · mobile · cart \$38
Reaches shipping, sees \$7.95, scrolls back to the cart, adds nothing and leaves after 41 seconds.

Recording 057 · desktop · cart \$42
Opens a new tab on the shipping policy page, returns, and closes checkout at the same step.

Recording 133 · mobile · cart \$29
Taps the shipping options twice looking for a free one, then abandons with the keyboard still open.

EVIDENCE · FINDING 03 · 2 OF 3 · WHAT IT COSTS

The base assumes less than half the gap to larger carts closes

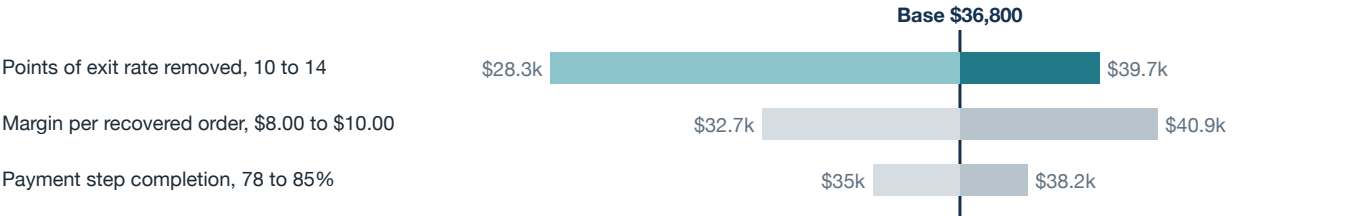
EXHIBIT 29 From the export to the annual figure: each input, its source, and how far it moves the result

A 13 point cut on 9,600 small carts, against the 22% larger carts already reach, recovers 1,023 orders a quarter



INPUT	VALUE	WHERE IT COMES FROM	HOW IT WAS CHECKED
Small cart checkouts	9,600 in 90 days	Funnel, carts under \$45	Matches the store’s order split
Exit rate today	58%	Left at the shipping step	200 recordings reviewed at gate 4
Exit rate after	45%, 13 points	An assumption, far short of 22%	The widest swing; row 1 below
Margin per small order	\$9.00	The unit block at a \$33 cart	Appendix C, one source

WHAT MOVES THE NUMBER, ONE INPUT AT A TIME



Source: Analytics funnel, store orders and finance costs, 90 days; each input then moved across its plausible range Note: The flat rate test in step 5 is not counted until it reads out.

What would change this number. The main unknown is how far exits fall once shipping shows in the cart: a 10 point cut gives \$28,300, 14 points \$39,700. A cheaper flat rate under the threshold would add to it, but it is not counted until the test reads out.

Where the shipping exits come from

Checkouts	53%	47%
Left at shipping	75%	25%

Under \$45 \$45 or more

EVIDENCE · FINDING 03 · 3 OF 3 · WHAT TO DO

Showing shipping costs in the cart aims to cut small cart exits from 58% to 45%

BEFORE AND AFTER The same small cart, today and after the fix

TODAY

🛒 Your cart

\$33.00

Shipping

Next step

The charge first shows after the address; 58% leave there

Checkout

→

AFTER, BY PLAN DAY 28

🛒 Your cart

\$33.00

Free shipping over \$45

\$12 away

Cost and delivery date shown in the cart

Checkout

Source: Generic, unbranded cart at the \$33 small cart value (Appendix C) **Note:** Target 45% exits on carts under \$45, about 1,023 more orders a quarter.

EXHIBIT 30 The fix plan: three weeks, from plan week 2

About a week of ecommerce time across the three weeks

#	STEP AND OWNER	TIME	PLAN DAY	8	14	21	28
1	Show the shipping cost and the gap to free shipping in the cart Ecommerce manager	1 day	8 to 10				
2	Add a delivery date estimate to product and cart pages Ecommerce manager	1 day	10 to 13				
3	Test on mobile and desktop, then release Ecommerce manager	Half a day	14 to 15				
4	Check shipping step exits daily, by cart value Head of growth	10 min a day	16 to 27				
5	Test a flat shipping rate under the threshold against today Ecommerce manager	1 day to set up	16 to 27				
6	Read the test and keep the winner Ecommerce manager (senior auditor optional)	1 hour	28				

Source: The fix plan, illustrative **Note:** Teal steps are the change itself; grey steps are checking; the last is the readout.

The KPI. Exit rate at the shipping step on carts under \$45, from the analytics funnel, weekly. Target 45% or lower by the end of plan week 4, with the flat rate test read on plan day 28.

MANAGEMENT RESPONSE

Agreed at the audit day 7 sprint planning session: the ecommerce manager owns the fix and starts it in plan week 2.

ILLUSTRATIVE SAMPLE

Finding 03, the fix · MF SAMPLE 2026

Page 27 of 43

EVIDENCE · FINDING 04 · 1 OF 3 · WHAT WE FOUND

Repurchase fell to 14% once the onboarding emails stopped: \$21,000 a year

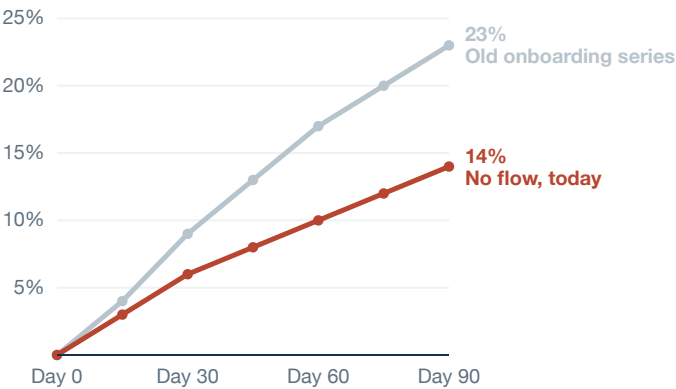
HIGH Annual impact **\$21,000** Confidence **Medium** Reason **Orders**

The standard. A post purchase flow runs between the first order and the day 120 win back, with no discount in it.

Why it happened. The post purchase onboarding series has been off since a platform migration, and the replenishment reminder and review request were never built.

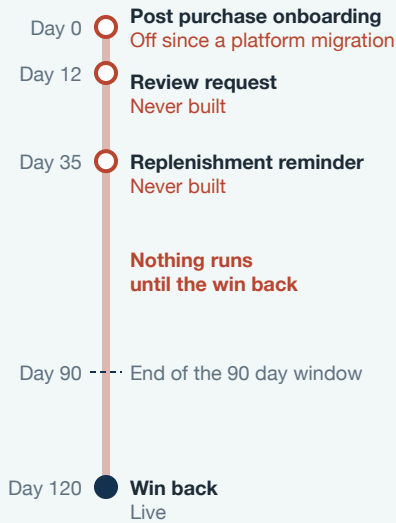
EXHIBIT 31 First time buyers ordering again, by day

The gap widens all quarter: 3 points at 30 days, 9 at 90 days



Source: Store order export by first order cohort **Note:** The cohorts are the 90 days either side of the day the series was switched off.

Messages after a first order



WORKING PAPER 04.A

EMAIL AND SMS FLOW INVENTORY

REVIEWED AT GATE 4

EXHIBIT 32 Every automated flow, and what it covers

Nothing runs between the order confirmation and the day 120 win back

FLOW	TRIGGER	STATUS	MESSAGES
Welcome series	Email signup	Live	3
Abandoned cart	Cart left for 1 hour	Live	3
Browse abandonment	Product viewed twice	Live	2
Post purchase onboarding	First order	Off since a platform migration	0
Replenishment reminder	Day 35 after an order	Never built	0
Review request	7 days after delivery	Never built	0
Win back	Day 120 with no order	Live	2

Source: Email and SMS platform flow report, illustrative

Cohort: buyers grouped by when they first ordered

EVIDENCE · FINDING 04 · 2 OF 3 · WHAT IT COSTS

The base claims only 5 of the 9 lost points of repurchase

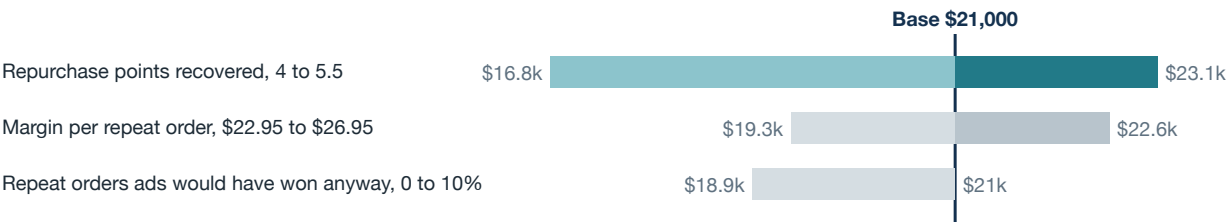
EXHIBIT 33 From the export to the annual figure: each input, its source, and how far it moves the result

The old cohort bought in a stronger season, so just over half of the gap is counted



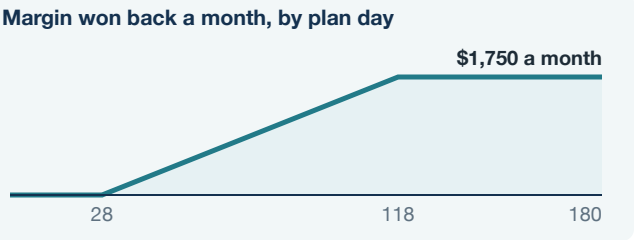
INPUT	VALUE	WHERE IT COMES FROM	HOW IT WAS CHECKED
First time buyers	4,200 a quarter	Store export, first orders	Matches new customer counts
Repurchase gap	9 points	Cohorts either side of the switch off	Rebuilt from orders at gate 4
Points counted	5 of 9	Just over half the gap	Season effect; row 1 below
Margin per repeat order	\$24.95	The unit block at a \$62 order	Appendix C, one source

WHAT MOVES THE NUMBER, ONE INPUT AT A TIME



Source: Store order export and finance costs, 90 day cohorts; each input then moved across its plausible range **Note:** Only repeat orders inside 90 days are counted; later lifetime value is not. The 10% holdout runs for the first cohort only. The orders arrive over 90 days, so the recovery model ramps this fix from plan day 28, the end of its plan weeks, to full effect by plan day 118.

What would change this number. If most of the old lift was season, the value falls toward \$16,800. If the new flow earns the full 9 points the old one did, it would be about \$37,700; the base counts 5.



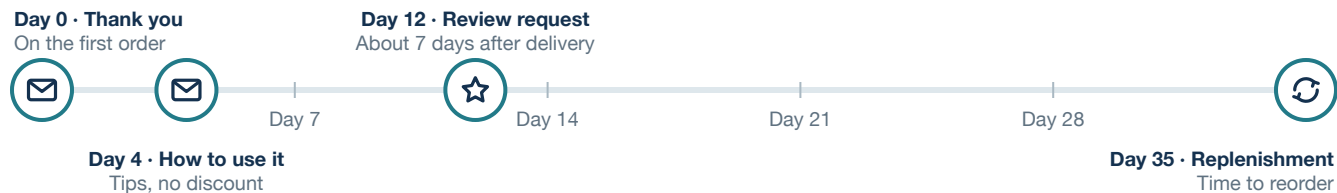
GATE 4 · RECOMPUTED AND SIGNED

Range **\$15,800 to \$24,100**, medium confidence rule, page 37
Recomputed and signed by **V. Miller** · countersigned by **C. Bragau**

EVIDENCE · FINDING 04 · 3 OF 3 · WHAT TO DO

A four email sequence aims to lift repurchase from 14% to 19%

BEFORE AND AFTER The four email sequence, from the first order



Source: The fix plan below **Note:** No discount anywhere in the sequence. Target 19% repurchase in 90 days, about 210 more repeat orders a quarter.

EXHIBIT 34 The fix plan: the first 30 days of the flow

About three days of retention time, on plan days 8 to 15

#	STEP AND OWNER	TIME	PLAN DAY	8	14	21	28	37
1	Write the four emails: thank you, how to use it, review request, replenishment Retention lead	1 day	8 to 10					
2	Build the flow on first order, with discounts suppressed Retention lead	1 day	11 to 13					
3	Test sends, then switch it on Retention lead	Half a day	14 to 15					
4	Hold out 10% of first time buyers to measure the lift Retention lead	30 min	14					
5	Track opens, clicks and repeat orders weekly Head of growth	15 min a week	16 to 36					
6	Readout on the first cohort Retention lead (senior auditor optional)	30 min	37					

Source: The fix plan, illustrative **Note:** Teal steps are the change itself; grey steps are checking; the last is the readout.

The KPI. Repurchase within 90 days of a first order, from the store order export, monthly by cohort and against the 10% holdout. Target 19%, 5 points above today.

MANAGEMENT RESPONSE

Agreed at the audit day 7 sprint planning session: the retention lead owns the fix and starts it in plan week 2.

Repeat buyers in 90 days

Today 588
Target 798
Of 4,200 first time buyers

Ad platforms claimed 122% of store orders, which hid \$19,800 a year of losses

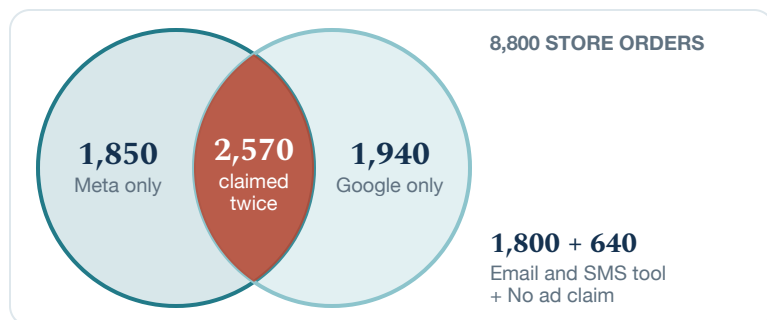
MEDIUMAnnual impact **\$19,800** Confidence **Medium** Reason **Reporting**

The standard. Budget decisions use store orders, not the sum of what each ad platform claims.

Why it happened. Budgets follow each platform's own report on its default window, and those claims were never checked against store orders.

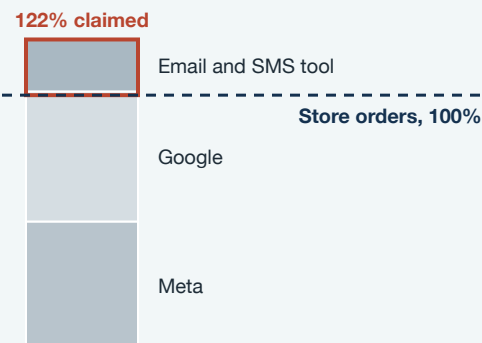
EXHIBIT 35 Who claims each store order, 90 days

29.2% of store orders are claimed by both Meta and Google, so each platform reports them as its own



Source: Order by order match of the platform conversion exports to the store export **Note:** Default windows: 7 day click and 1 day view. Meta claims 4,420, Google claims 4,510, Email and SMS tool claims 1,800, 10,730 in all against 8,800 store orders, 122%.

Claims as a share of store orders

**WORKING PAPER 05.A**

THE SIX LARGEST CAMPAIGNS, 90 DAYS

REVIEWED AT GATE 4

EXHIBIT 36 Return on ad spend as reported and on store orders

On store orders, three campaigns spending \$11,000 a month fall under break even

CAMPAIGN	SPEND A MONTH	PLATFORM ROAS	ON STORE ORDERS	AUDITOR'S CALL
Meta prospecting, lookalikes	\$4,200	2.65	2.17	Below break even
Google Performance Max	\$3,800	2.60	2.13	Below break even
Meta catalog sales	\$3,000	2.66	2.18	Below break even
Google Shopping, standard	\$8,000	3.60	2.95	Clears it
Google brand search	\$3,000	8.10	6.64	Clears it
Meta retargeting	\$9,000	1.42	1.16	See finding 02
All six	\$31,000	3.06	2.51	

Source: Platform reports and the reconciliation above, illustrative **Note:** Break even is a ROAS of 2.55 at a 39.2% contribution margin (Appendix C). Store order ROAS divides each campaign by one blended 1.22 until the geo holdout measures each campaign.

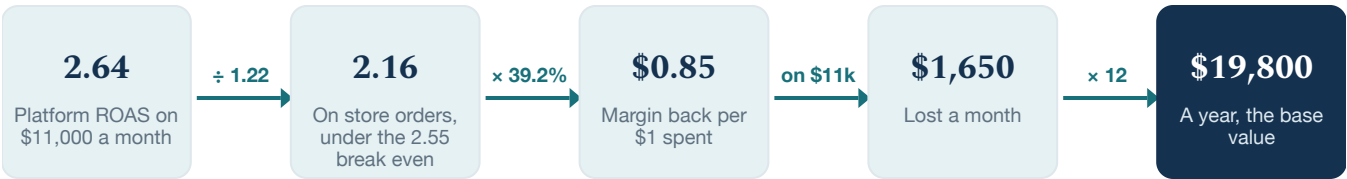
Contribution margin: an order's revenue less product, fulfillment and returns

EVIDENCE · FINDING 05 · 2 OF 3 · WHAT IT COSTS

\$11,000 a month clears break even on platform numbers but not on store orders

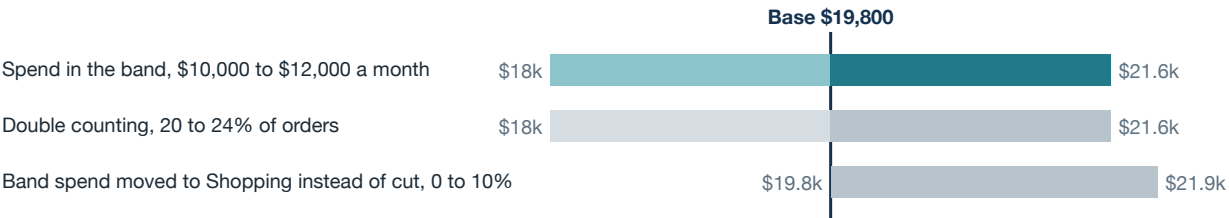
EXHIBIT 37 From the export to the annual figure: each input, its source, and how far it moves the result

Divided by the 1.22 double count, the band's 2.64 ROAS falls under the 2.55 break even, so each \$1 returns \$0.85



INPUT	VALUE	WHERE IT COMES FROM	HOW IT WAS CHECKED
Store orders	8,800 in 90 days	Store order export	The source of truth
Platform claims	10,730, 122%	Meta, Google and the email tool	Matched order by order at gate 4
Spend in the band	\$11,000 a month	Platform ROAS between 2.55 and 3.11	Working paper 05.A
Contribution margin	39.2%	The unit block, Appendix C	Sets break even at 2.55

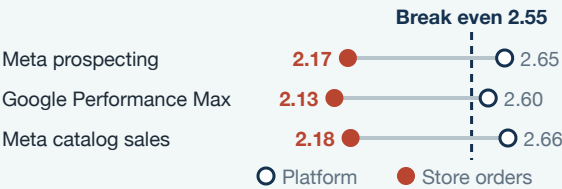
WHAT MOVES THE NUMBER, ONE INPUT AT A TIME



Source: Platform reports, store orders and finance costs, 90 days; each input then moved across its plausible range Note: The 15.2% loss is rounded to 15%.

What would change this number. Double counting drives it: at 20% of orders the value falls toward \$18,000. Moving part of the band into Shopping, which clears break even, would add to it, up to \$21,900; the base counts only the cut. The geo holdout in step 4 replaces the blended ratio with a measured figure for each campaign.

ROAS of the three band campaigns



EVIDENCE · FINDING 05 · 3 OF 3 · WHAT TO DO

Setting budgets on store orders moves \$11,000 a month out of losing campaigns

BEFORE

- Budget set on each platform’s own ROAS
- Default windows, 7 day click and 1 day view
- Platforms claim **122%** of orders
- **\$11,000** a month below break even, unseen
- No incrementality test

→

AFTER, BY PLAN WEEK 9

- Budget set on store orders, reconciled weekly
- One 7 day click window for decisions
- Claims within 5% of store orders
- The band cut or moved to campaigns above break even
- One geo holdout a quarter

EXHIBIT 38 The fix plan: eight weeks, from plan week 2

About two days of work; the band is cut only once the holdout reads out

#	STEP AND OWNER	TIME	PLAN DAY	8	21	35	49	63
1	Build the weekly store order reconciliation sheet Head of growth	1 day	8 to 9					
2	Switch budget decisions to a 7 day click window Head of growth	1 hour	10					
3	Report store orders and platform claims side by side, weekly Head of growth	30 min a week	11 to 63					
4	Run a geo holdout on the three campaigns under break even, one test region each Head of growth (senior auditor optional)	2 hours to set up	22 to 49					
5	Holdout readout, then cut or move the three campaigns under break even Finance, paid media leads (senior auditor optional)	3 hours	56 to 57					

Source: The fix plan, illustrative Note: Teal steps set up the change; grey steps are checking; the last is the readout, where the band is cut or moved.

The KPI. Platform claimed conversions as a share of store orders, weekly. Target under 105% at the holdout readout, plan day 56, and no campaign above its budget unless it clears a ROAS of 2.55 on store orders.

MANAGEMENT RESPONSE

Agreed at the audit day 7 sprint planning session: the head of growth owns the fix and starts it in plan week 2.

Spend a month, the six largest campaigns

Below break even		\$11,000
Clears break even		\$11,000
Retargeting, finding 02		\$9,000

EVIDENCE · SMALLER FINDINGS · 1 OF 2

Nine smaller findings add \$20,900 a year, and six of them take an hour or less

06 Shopping ads still spending on out of stock products

MEDIUM \$4,200 a year week 1

Found. On 19 of 90 days, products with zero stock in the store kept serving in Shopping campaigns because the feed refreshed once a day.

Fix. Refresh the feed every 4 hours and add an availability rule that pauses items below 3 units.

07 Brand search bidding with no competitor in the auction

MEDIUM \$3,600 a year week 1

Found. Brand terms held the top organic position throughout, and auction insights showed no competitor on 71% of days, yet brand spend ran at the same level every day.

Fix. Lower brand bids on days with no competitor present and track brand orders against a two week test.

08 First order discount code leaking to coupon sites

MEDIUM \$2,900 a year week 2

Found. The welcome code appeared on four coupon sites and was used on 12% of orders from returning customers, who were not its target.

Fix. Replace the shared code with single use codes issued at sign up.

09 Prospecting audiences overlapping the customer list

MEDIUM \$2,400 a year week 1

Found. Existing customers were not excluded from prospecting, so 9% of prospecting reach went to people who had already bought.

Fix. Exclude the customer list and recent site purchasers from every prospecting ad set.

10 Paid social running overnight with almost no purchases

MEDIUM \$2,100 a year week 1

Found. Between 1am and 6am local time, campaigns spent 7% of the budget and returned 1% of purchases.

Fix. Apply a day part schedule to prospecting and retargeting campaigns and review it monthly.

11 Free shipping threshold set below the average order value

MEDIUM \$1,800 a year week 3

Found. The threshold sat at \$45 while the average order was \$58, so it rarely changed basket size and gave shipping away on most orders.

Fix. Test a threshold of \$65 for four weeks and measure orders, average order value and margin together.

12 Two reporting tools paid for the same dashboards

MEDIUM \$1,500 a year week 1

Found. Two paid reporting subscriptions produced the same weekly channel dashboard; one had no logins in 60 days.

Fix. Cancel the unused subscription at its renewal date.

13 Creator codes paying commission on repeat customers

MEDIUM \$1,300 a year week 3

Found. 31% of orders with creator codes came from customers who had bought before the creator's post.

Fix. Pay commission on new customer orders only and state it in the creator terms.

14 Returns on one product family left out of channel ROAS

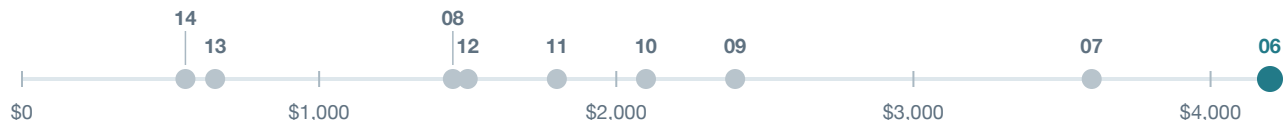
MEDIUM \$1,100 a year week 4

Found. One product family returned at 19%, but channel reports counted its orders at full value.

Fix. Net returns out of revenue in the weekly channel report.

EXHIBIT 39 Value per hour of work, the nine findings on this page, \$20,900 a year

Finding 06 returns \$4,200 a year for each hour of work; the lowest of the nine still returns \$550



Source: The findings register: annual value divided by the effort estimate **Note:** Effort is the owner's hands on time, not elapsed time.

EVIDENCE · SMALLER FINDINGS · 2 OF 2

Nine more findings add \$5,600 a year, and all nine take an hour or less

15

Cart reminders sent to shoppers who had already ordered

MEDIUM\$950 a year week 2

Found. A sync delay of up to 3 hours sent cart reminders, some with a discount, to people who had already checked out.

Fix. Add an order check before each reminder and delay the first send to 4 hours.

16

Display ads serving on low quality app placements

MEDIUM\$850 a year week 1

Found. Mobile game apps took 22% of display impressions with a click through rate under 0.05% and no purchases.

Fix. Exclude the app category and review placements monthly.

17

SMS discounts sent to full price buyers

MEDIUM\$750 a year week 3

Found. Subscribers who had only ever bought at full price received the same 15% SMS offer as everyone else.

Fix. Segment SMS offers by purchase history and hold discounts back from full price buyers.

18

Spend reaching regions the brand does not ship to

MEDIUM\$650 a year week 1

Found. Location targeting used people interested in the country rather than people living there, so ads reached places with no delivery.

Fix. Target people living in shippable regions only.

19

Video campaign kept running at a low view rate

MEDIUM\$600 a year week 1

Found. One video campaign held a view rate under 8% for the whole window and drove no measurable site visits.

Fix. Pause it and move the budget to the best performing video.

20

A test campaign that was never switched off

MEDIUM\$550 a year week 1

Found. A creative test from before the review window was still live at a small daily budget with no purchases.

Fix. Turn it off and add an end date to every test campaign.

21

Landing page promo banner pointing to an expired code

MEDIUM\$500 a year week 1

Found. The banner promised a code that no longer worked, and sessions that tried it abandoned at twice the usual rate.

Fix. Remove the banner and add promo expiry to the launch checklist.

22

Bid adjustments left from a past sale

MEDIUM\$400 a year week 1

Found. Device and schedule bid increases from a past sale week were still active eight weeks later.

Fix. Remove the old adjustments and date every temporary change.

23

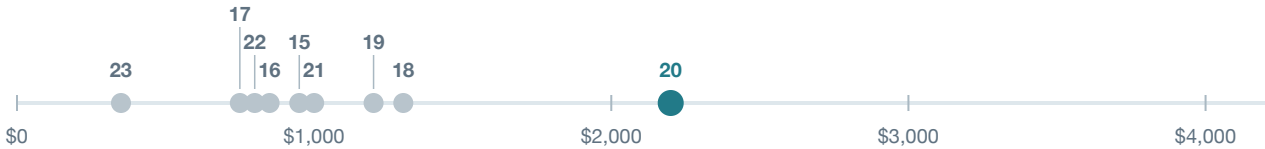
Duplicate tracking scripts slowing the checkout

MEDIUM\$350 a year week 2

Found. Two copies of the same analytics script loaded on checkout pages and added about 300 ms on mobile.

Fix. Remove the duplicate and load the remaining tags after the page is interactive.

EXHIBIT 39, CONTINUED Value per hour of work, the nine findings on this page, \$5,600 a year



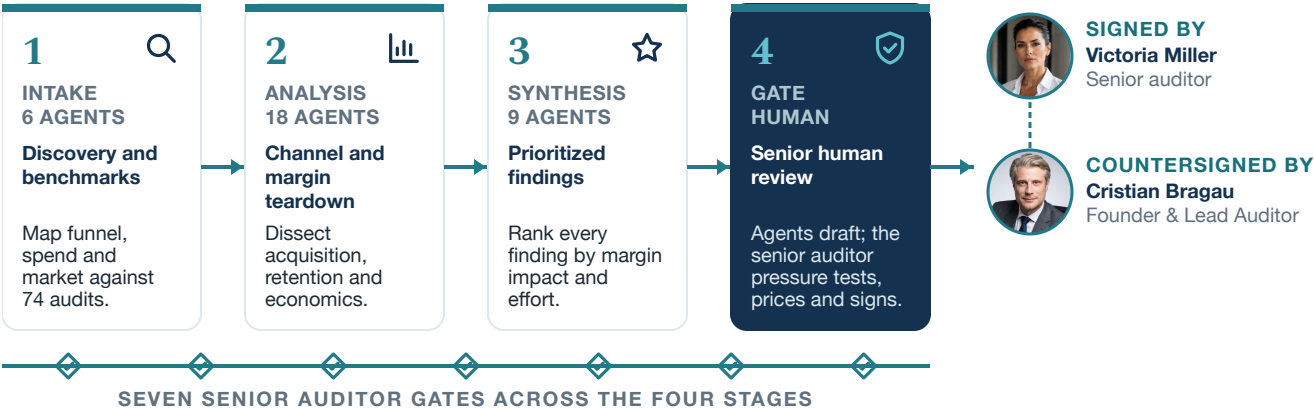
Together these nine take about 6.3 hours of work. Small leaks stay in the report because each one repays its fixing time, at \$85 an hour, within 3 months.

METHOD · STAGES AND GATES

Seven human gates across four stages, and nothing reaches the report unsigned

EXHIBIT 40 Four stages, seven senior auditor gates, two signatures

Agents draft at speed; a senior auditor signs it at the gates, then the founder verifies and countersigns it



Source: The MarginFix audit process, as published at marginfix.ai **Note:** The seven gates fall across the four stages.

EXHIBIT 41 What we netted out, so no dollar is counted twice

Six adjustments take \$10,850 out before anything is counted

NO.	WHAT IS NETTED OUT	BEFORE	NETTED	COUNTED
02	Margin on the 30 purchases a month made after the 4th ad	\$66,000	\$8,200	\$57,800
07 vs 01	Brand bids the finding 01 brand split already trims	\$4,500	\$900	\$3,600
09 vs 05	Customer reach inside the campaigns finding 05 cuts	\$2,900	\$500	\$2,400
10 vs 02	Overnight retargeting ads the finding 02 cap removes	\$2,600	\$500	\$2,100
11 vs 03	Carts of \$45 to \$65 the finding 03 cart line already moves	\$2,400	\$600	\$1,800
18 vs 05	Out of area reach inside the finding 05 campaigns	\$800	\$150	\$650
6 rows		\$79,200	\$10,850	\$68,350

Source: The findings register and each finding's calculation **Note:** Before is what the finding would claim on its own; counted is what enters the total.

What a gate means. Seven times in each audit, the senior auditor checks the results and their reading against the client's discussions and briefs. Gate 4 reprices each finding from the raw exports: the signed line on pages **20** to **32**. Nothing advances unsigned.

METHOD · RULES

Three severity bands, three range rules and one source of truth set every number

SEVERITY

BAND	ANNUAL IMPACT	LATEST SLOT	HERE
CRITICAL	\$40k a year and above	Act this week	2
HIGH	\$20k to \$40k a year	This month	2
MEDIUM	under \$20k a year	This quarter	19

CONSERVATISM

- Tails are left out: finding 01 counts the worst 40 queries, not all zero intent spend.
- Gaps are discounted: finding 04 counts 5 of 9 points.
- Overlaps are netted out, in exhibit 41, and the 4 observations on page 11 stay unpriced.

EXHIBIT 42 Confidence and the range rule, applied to this report

Even at the low end of every range, the 23 findings add up to \$187,100 a year

CONFIDENCE	WHAT IT MEANS	RANGE AROUND THE BASE	FINDINGS	LOW END	BASE	HIGH END
High	Measured directly; a predictable fix.	10% below, 10% above	9	\$117,300	\$130,250	\$143,300
Medium	Measured directly; effect estimated.	25% below, 15% above	13	\$69,600	\$92,500	\$106,400
Low	Partly inferred; needs a test first.	40% below, 10% above	1	\$200	\$350	\$400
All 23 findings			23	\$187,100	\$223,100	\$250,100

Source: MarginFix audit method; findings register, pages 10 and 11 Note: Rows are rounded to \$100 so they add to the headline range.



METHOD · APPENDICES

Every figure traces to six read only sources and one margin rule

APPENDIX A Data sources, every one read only

SOURCE	WHAT WAS READ
Ad platforms	Search, shopping, social and video accounts: 90 days of delivery, search terms and auctions
Store	Order export with product, discount code, returns and customer flags
Analytics	Funnel and checkout step data, device and hour of day splits
Email and SMS	Flow and campaign reports, send logs, subscriber segments
Finance	Product cost, shipping cost and returns cost per order
Contracts	Creator terms and tool subscriptions

Each source was reconciled to store orders before any finding was drafted.

APPENDIX B Glossary

Annual impact	The yearly margin a fix recovers, from 90 days.
Base value	The recomputed figure a range is built around.
ROAS	Return on ad spend: ad revenue ÷ ad spend.
Break even ROAS	1 ÷ contribution margin; above it, ads pay.
Frequency	Times one person saw an ad in a period.
Match type	How closely a search must match a keyword.
Holdout	A group kept out of a campaign to measure it.
Source of truth	The one record every figure ties to: store orders.



APPENDIX C Unit economics: margin on an order = its value × 55% less \$8.70 and \$0.45 of returns

ORDER	VALUE	MARGIN ON IT	SHARE	USED IN
The average order	\$58.00	\$22.75	39.2%	Findings 02 and 05; the 39.2% sets break even
A cart under the free shipping line	\$33.00	\$9.00	27.3%	Finding 03
A repeat order	\$62.00	\$24.95	40.2%	Finding 04

55% is price less product and payment costs; \$8.70 is pick, pack and shipping; \$0.45 is returns, 5% of orders at \$9 each. Order values are net of refunds.

WORKING WITH MARGINFIX · SCORE YOUR OWN ACCOUNT

Ten checks in ten minutes, and every No points to a leak this report prices

EXHIBIT 43 The self check: answer for your own accounts, then read the page shown for each No
Northwind Goods answered No to all ten, and in the sample they are worth \$206,450 a year

#	THE CHECK	YES	NO	FINDING · PROOF	IN THE SAMPLE
1	Search terms are reviewed at least monthly, and queries with no purchase intent are added as negatives.	☐	☐	01 · page 19	\$61,200
2	Retargeting frequency is capped at 4 or fewer per 7 days, and recent buyers are excluded.	☐	☐	02 · page 22	\$57,800
3	Shoppers see the shipping cost and the free shipping gap before they start checkout.	☐	☐	03 · page 25	\$36,800
4	A post purchase flow runs between the first order and the day 120 win back, with no discount in it.	☐	☐	04 · page 28	\$21,000
5	Budget decisions use store orders, not the sum of what each ad platform claims.	☐	☐	05 · page 31	\$19,800
6	Out of stock products drop out of shopping ads automatically.	☐	☐	06 · page 34	\$4,200
7	Existing customers are excluded from prospecting audiences.	☐	☐	09 · page 34	\$2,400
8	The free shipping threshold sits above the average order value.	☐	☐	11 · page 34	\$1,800
9	No test campaigns or old sale bid adjustments are still running.	☐	☐	20, 22 · page 35	\$950
10	Every promo banner and landing page code still works.	☐	☐	21 · page 35	\$500
Ten checks, 11 findings					\$206,450

Source: MarginFix audit checks; the column at right is the illustrative sample

The cost of waiting, for your account

A	Monthly marketing spend	\$
B	$A \times 12 \times 18.7\%$ (median), wasted a year	\$
C	$B \div 52$, each week of waiting	\$

Northwind Goods's audited wasted spend is about \$2,990 a week.

EXHIBIT 44 A week of waiting, by spend From \$650 to \$10,790 a week

\$15k a month	\$650 a week
\$30k a month	\$1,290 a week
\$60k a month	\$2,590 a week
\$100k a month	\$4,320 a week
\$250k a month	\$10,790 a week

Source: MarginFix benchmark, 74 audits, median 18.7% Note: A median, not a forecast; half the audits found less.

Two or more No answers usually means the leak is worth sizing.

WORKING WITH MARGINFIX · BENCHMARKS

At 21.6% of spend wasted, Northwind Goods sits above the 18.7% benchmark median

74

published audits in the benchmark

9

industries covered

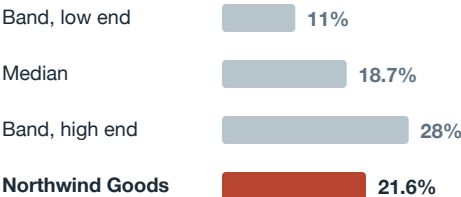
\$58k

median recoverable per audit

\$4.5M

identified across all 74

EXHIBIT 45 Share of marketing spend wasted
2.9 points over the median, inside the band



Source: MarginFix benchmark, 74 audits

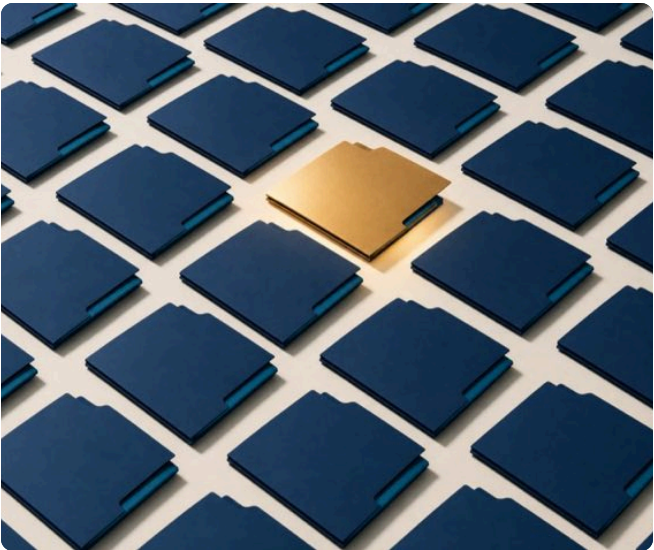
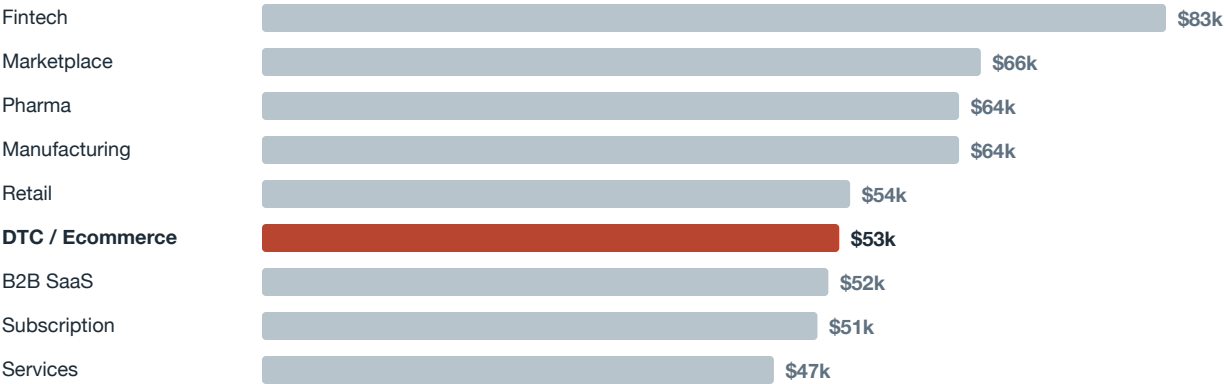


EXHIBIT 46 Median recoverable per audit, by industry
DTC / Ecommerce audits recover a \$53k median, sixth of 9 industries



Source: MarginFix benchmark, 74 audits across 9 industries **Note:** Medians, not forecasts; half of the audits in each industry found less.

In dollars, Northwind Goods's \$223,100 sits well above that median: dollars scale with spend, and the total also counts \$67,450 of margin on orders, which is not spend. That is why the share of spend wasted is the comparison that travels.

WORKING WITH MARGINFIX · IN THEIR OWN WORDS

The leaks four clients describe turn up in 33% to 68% of audits

“Revenue grew and cash didn’t. Victoria rebuilt margin per order after shipping, returns and payment fees, and our two biggest prospecting campaigns were losing money on every sale. We stopped scaling them.”

FOUNDER & CEO · DTC · BEAUTY & PERSONAL CARE

“The more our bestsellers sold, the flatter profit looked. Victoria rebuilt landed cost from the supplier invoice up, and our three top SKUs were priced below cost after freight and packaging. We repriced in stages and volume held.”

FOUNDER & CEO · ECOMMERCE · PET

“Our best customers had learned to wait for a code. Victoria showed that a large share of discounted orders would have happened at full price anyway. We moved to a tiered structure for new customers and bigger baskets, and volume held.”

CMO · DTC · FOOD & BEVERAGE

“ACoS looked efficient while our hero ASINs lost money. Victoria rebuilt contribution per ASIN with FBA fees, storage, referral fees and returns loaded in. We repriced and repacked the affected lines.”

HEAD OF MARKETPLACE OPERATIONS · ECOMMERCE · AMAZON SELLER

EXHIBIT 47 How often each leak turns up across the 74 audits

Two of the 5 leaks turn up in at least half of the audits



Source: Share of the 74 audits where the leak was found **Note:** Teal bars are the leaks the four quotes describe.

Quoted word for word from the client statements published at marginfix.ai, attributed by role and industry under NDA. They describe their own audits, not this sample; Victoria is Victoria Miller, senior auditor at MarginFix. Results vary: the median audit found 18.7% of spend leaking, and the band runs 11 to 28%.

WORKING WITH MARGINFIX · THE TOOLKIT

Ten tools you can use this week, with or without an audit

01 The ten check self score

Page 39. Ten yes or no checks, each pointing to the page that proves it.

02 The marketing audit checklist

The full list of checks behind this report, free to use.

marginfix.ai/marketing-audit-checklist

03 Negative keyword starters

Non product words that rarely buy: free, diy, recipe, returns policy, jobs, login, wholesale, what is. Check each against 90 days of purchases before adding it.

04 Retargeting settings

A cap of 4 per 7 days, buyers from the last 30 days excluded, three creative sets on a 14 day cycle.

05 A post purchase sequence

Thank you on day 0, how to use it on day 4, a review request 7 days after delivery, a replenishment reminder on day 35. No discount.

06 A reconciliation sheet

One row per order: date, store revenue, and a column per platform that claims it. Claims above 105% of orders mean double counting.

07 A break even line

Break even ROAS is 1 divided by your contribution margin: at 39.2% it is 2.55. Check each campaign against it on store orders, as page 32 does.

08 A geo holdout

Keep one region out of a campaign for four weeks and compare its store orders with the regions that saw it. The gap is what the campaign adds. Finding 05, page 33.

09 The leak estimator

Your own monthly spend against the benchmark, in two minutes.

marginfix.ai/estimator

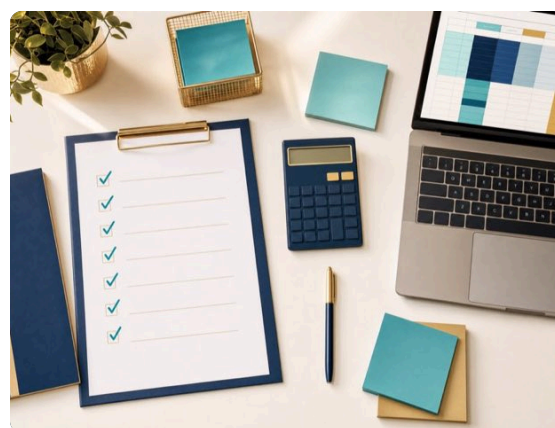
10 The benchmark

74 audits across 9 industries, with the method and the data.

marginfix.ai/benchmark

START HERE

If you do one thing this week, start with tools 03, 04, 05 and 06: each is the first step of one of the largest fixes in this report.



WORKING WITH MARGINFIX · PRICE AND NEXT STEPS

A Strategic Audit starts with a 15 minute fit call, before any payment

WHAT TO BRING TO THE FIT CALL

- Your monthly spend by channel, roughly.
- Your answers to the ten checks on page 39.
- The one number in your reporting you trust least.

What the fee returns. At the base figures, the margin the plan recovers covers the \$2,950 fee by plan day 21. The one return multiple, 56 times, is first year recovery at the low end of every range, \$174,100, less 104 staff hours at \$85 an hour, against the \$2,950 fee.

Not in the fee. The optional senior auditor sessions in the plan are part of the 90 day implementation, a separate fixed fee.



STRATEGIC AUDIT

\$2,950 one fixed fee

- Executive summary, one page, boardroom ready
- Every finding with evidence, dollar impact and the fix
- 90 day action plan, sequenced by return and effort
- Benchmarks against your industry and spend band
- A 60 minute readout call with a senior auditor

THE GUARANTEE

We'll identify \$25,000, or you pay nothing

Book the 15 minute fit call

Estimate your own leak first

EXHIBIT 48 The audit week, day by day

After the day 1 kickoff, your calendar holds one 30 minute call until the day 7 readout

WHEN	WHAT HAPPENS	YOUR SIDE
Day 0	Access, not homework	Sign the NDA and grant read only access from the checklist. That is the whole ask.
Day 1	Brief and discovery	Join the kickoff. Your CEO and your marketing team each sit a 1:1 pain point session. You never fill a form.
Days 2 and 3	Diagnostic analysis	One 30 minute interim findings call on day 3. Nothing else on your calendar.
Days 4 and 5	Synthesis and roadmap	Nothing scheduled. The audit runs.
Day 6	Human gate review: the senior auditor pressure tests and prices every finding	Nothing scheduled.
Day 7	Delivery and sprint plan	The live executive readout, then a sprint planning session with your team.

Source: The MarginFix audit process, as published at marginfix.ai **Note:** A Strategic Audit carries 10 senior auditor hours.