

Detailing World

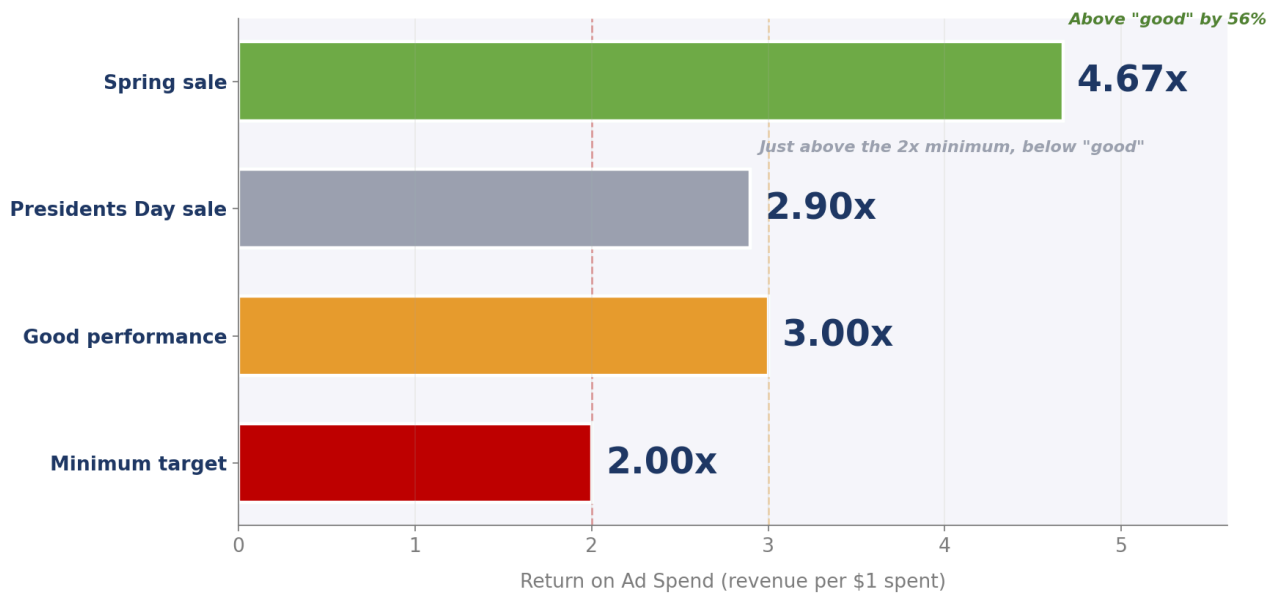
Spring Sale Ad Performance

April 15 to April 26, 2026

Headline

The standard direct-to-consumer ROAS benchmark is 2x at minimum and 3x is considered good by what I've been told since I took over meta ads in January 2025. The Spring Sale produced a blended ROAS of 4.67x. That is 56% above the "good" benchmark, more than double the minimum, and 61% above what the Presidents Day sale returned.

Spring Sale ROAS vs. Presidents Day vs. Targets

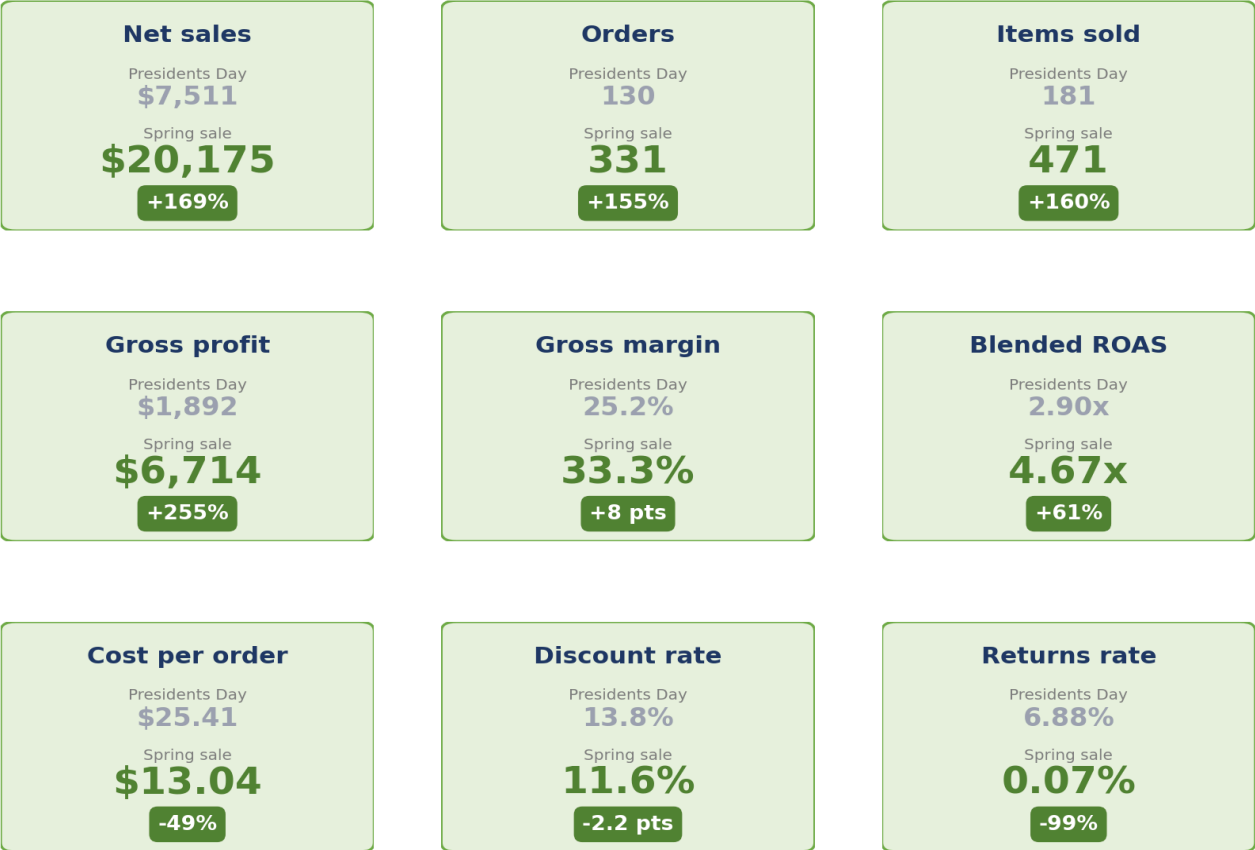


- \$4,316.24 spent on Google and Meta ads.
- \$20,175.11 in net sales generated.
- Every \$1 in ad spend returned \$4.67 in revenue.

Spring Outperformed on Every Measured Metric

Nine independent measures, each calculated directly from Shopify and ad-platform data. Spring won every category. The result is not driven by a single favorable metric.

Spring Sale vs Presidents Day *Spring outperformed on every measured metric*



The Math

Every \$1 in Ad Spend Returned \$4.67 in Sales



Spend by channel

Channel	Spend	% of total
Google Ads (search and shopping)	\$2,637.83	61.1%
Meta Ads (Facebook and Instagram)	\$1,678.41	38.9%
Total ad spend	\$4,316.24	100.0%

How both platforms reported their own performance

Each platform tracks conversions using its own attribution model. Both confirm the spend was efficient:

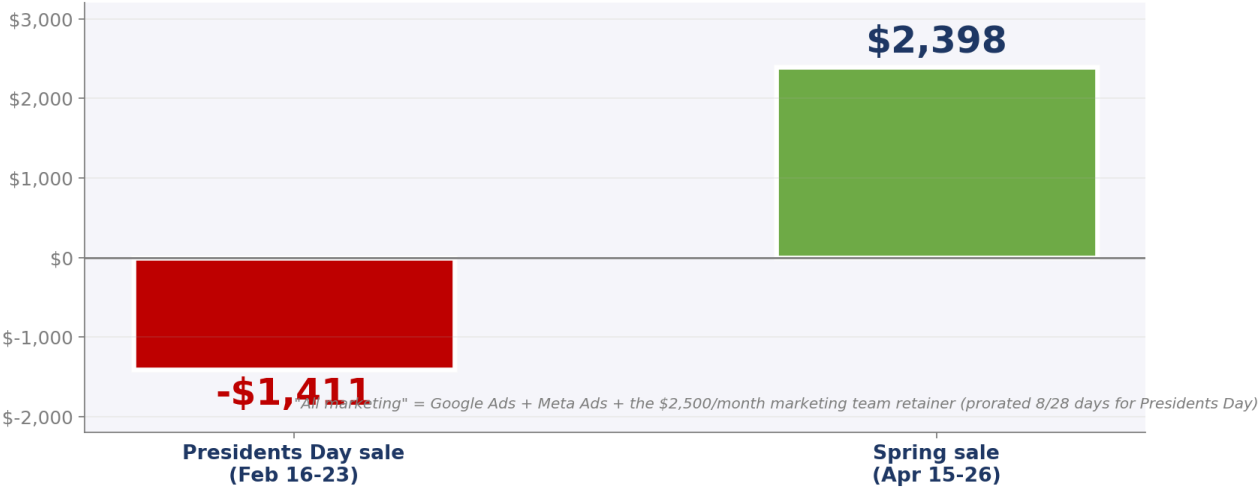
- Google Ads reported \$26,553 in conversion value against \$2,638 in spend (Google's own attribution shows roughly 10x return).
- Meta reported 33 attributed website purchases at \$50.86 cost per purchase — within Meta's normal performance range for retail.

The 4.67x figure used in this report is the conservative blended view: total Shopify net sales divided by total ad spend across both platforms. Each platform's own attribution is higher.

Compared to Our Last Sale (Presidents Day)

The Presidents Day sale ran February 16-23, 2026 (8 days). The Spring Sale ran April 15-26 (12 days). The Presidents Day sale was run by an external marketing team on a \$2,500/month retainer while the Spring Sale was run in-house with no agency cost.

Profit After All Marketing Costs: Presidents Day vs. Spring



After paying for both ad spend and the marketing team retainer that ran the previous sale, Presidents Day was net negative by \$1,411. The Spring Sale was net positive by \$2,398 that's a **\$3,809 swing**.

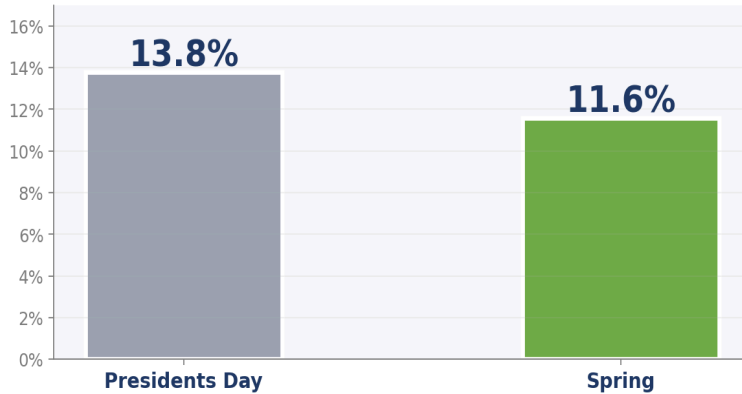
Metric	Presidents Day	Spring
Days	8	12
Net sales	\$7,511.27	\$20,175.11
Net sales per day	\$938.91	\$1,681.26
Orders	130	331
Items sold	181	471
Average order value	\$57.78	\$60.95
Items per order	1.39	1.42
Cost of goods sold	\$4,383.97	\$13,460.75
Gross profit	\$1,892.42	\$6,714.36
Gross margin	25.2%	33.3%
Discount rate (lower is better)	13.8%	11.6%
Returns rate (lower is better)	6.88%	0.07%
Google Ads spend	\$558.09	\$2,637.83
Meta Ads spend	\$2,031.15	\$1,678.41
Total ad spend	\$2,589.24	\$4,316.24
Marketing team retainer (prorated 8/28 days)	\$714.29	\$0.00
Total marketing cost	\$3,303.53	\$4,316.24
Marketing per day	\$412.94	\$359.69
Cost per order (CAC)	\$25.41	\$13.04
Profit after all marketing	-\$1,411.11	\$2,398.12
Blended ROAS (ads only)	2.90x	4.67x

Why Spring's Numbers Reflect Real Demand, Not Just Volume

A reasonable question is whether Spring's higher revenue came from harder discounting, more bundling, or weaker customer commitment that would later show up as returns. The data answers each of those concerns directly.

Spring sold more revenue at a lower discount rate

Discount Rate: Spring Sold More While Discounting Less



Discount rate = total discounts / gross sales. Spring produced 2.7x more revenue at a lower discount rate, indicating real demand rather than discount-driven volume.

Spring produced 2.7x more gross revenue while applying a lower percentage discount to that revenue. Customers were buying because they wanted the products, not because they were being deeper-discounted into purchase.

Spring acquired customers at half the cost

Cost Per Order: Spring Acquired Customers at Half the Cost



Cost per order = total marketing cost / orders. Includes ad spend plus the prorated marketing team retainer for Presidents Day.

Total marketing cost divided by orders gives the per-order acquisition cost. Spring's \$13.04 vs. Presidents Day's \$25.41 reflects more efficient channel mix and conversion, **not higher spending**.

Other consistency checks

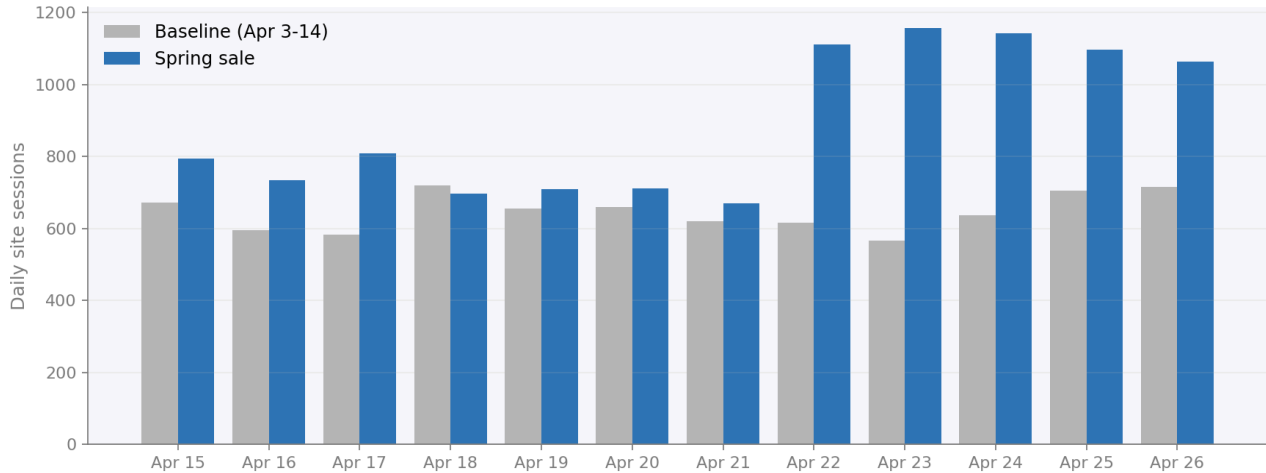
- Average order value was steady (\$60.95 vs. \$57.78). Spring did not inflate revenue with bigger orders, it added more orders.
- Items per order was steady (1.42 vs. 1.39). Spring did not inflate revenue with bundling.

- Returns rate was 0.07% on Spring vs. 6.88% on Presidents Day. Spring's revenue was kept; the previous sale lost nearly 7% of net sales to returns.
- **Daily marketing cost was actually lower on Spring (\$359.69/day vs. \$412.94/day for Presidents Day, including the team retainer). Spring spent less per day on marketing and produced more per day on every metric.**

What the Spend Bought Beyond Direct Sales

ROAS captures direct revenue. The same spend also delivered measurable lift in store traffic and brand awareness during the window.

Daily Site Traffic: Spring Sale vs. Prior 12-Day Baseline (+38.1%)



Online sessions	Lift vs baseline	Meta unique reach	Total ad impressions
10,695	+38.1%	45,401	399,939

- Online store traffic ran 38% higher than the prior 12-day baseline (10,695 vs. 7,746 sessions) - an additional 2,949 site sessions.
- Meta ad creative reached 45,401 unique people with an average frequency of 2.71 impressions per person.
- Combined Google and Meta delivered approximately 400,000 ad impressions of brand exposure during the window.
- Google search drove 5,184 site sessions and converted at 2.53% - the strongest channel in the funnel.

Bottom Line

- **4.67x blended ROAS, 56% above the 3x "good" benchmark and 61% above our last sale's 2.90x.**
- **\$2,398 in profit after all marketing, versus a \$1,411 loss on the previous sale - a \$3,809 swing.**
- **Spring's daily marketing cost was actually \$53/day lower than Presidents Day once the team retainer is included.**
- Spring sold 2.7x more revenue at a lower discount rate, with effectively zero returns and steady AOV - the volume came from real demand, not promotional gimmicks.
- Cost per order was halved (\$13.04 vs. \$25.41).
- **By every standard ROAS benchmark, by direct comparison to our most recent prior sale, and by every consistency check, the ad spend on this sale was efficient.**

Methodology and Sources

Data sources

- Net sales, gross sales, discounts, returns, COGS, gross profit, orders, items: Shopify Analytics > Sales report, exported with cost-per-item populated. Spring window: April 15-26, 2026. Presidents Day window: February 16-23, 2026.
- Sessions and visitor counts: Shopify Analytics > Online store sessions report. Baseline period (April 3-14) is the 12 calendar days immediately preceding the Spring Sale.
- Google Ads: spend, impressions, clicks, conversions, conversion value from the Google Ads daily time-series export for each window.
- Meta Ads: spend, reach, impressions, website purchases, cost per purchase from the Meta Ads Performance dashboard for each window.

Definitions

- Blended ROAS = total Shopify net sales / total ad spend (Google + Meta). This is the conservative measure; each platform's own attribution model reports a higher number.
- Profit after all marketing = gross profit minus total ad spend minus the prorated marketing team retainer where applicable.
- Marketing team retainer (Presidents Day only) = \$2,500/month prorated for 8 sale days out of 28 February days = \$714.29.
- Cost per order = total marketing cost / orders. Includes the prorated retainer for Presidents Day.
- Discount rate = total discounts / gross sales.
- Returns rate = total returns / net sales.

ROAS benchmark (2x minimum, 3x good)

These benchmarks are widely cited across ecommerce industry literature for direct-to-consumer retail. The 2x level is generally considered break-even after typical product cost; 3x indicates real profit after COGS in most retail margin profiles; 4x and above is considered strong campaign performance. Specific guidance on these thresholds appears in published ecommerce benchmarks from Shopify, Google Ads documentation, and standard ecommerce performance reporting (WordStream and similar industry sources).

Notes

- All figures are net of returns and discounts where applicable. Taxes are excluded from net sales (per Shopify's reporting convention).
- Salary for in-house staff is not loaded into either sale's P&L. Salaries are fixed costs that exist regardless of whether a sale ran. The marketing team retainer is included on Presidents Day because it was an external, sale-attributable contract.
- Payment processing fees (~2.9% + \$0.30 per order) are not yet captured in this report. Including them would slightly compress both sales' final profit numbers but would not change the relative comparison.

Source files retained on file: Shopify sales reports (CSV), Shopify session analytics (CSV), Google Ads time-series exports (CSV), Meta Ads Performance dashboard screenshots.