

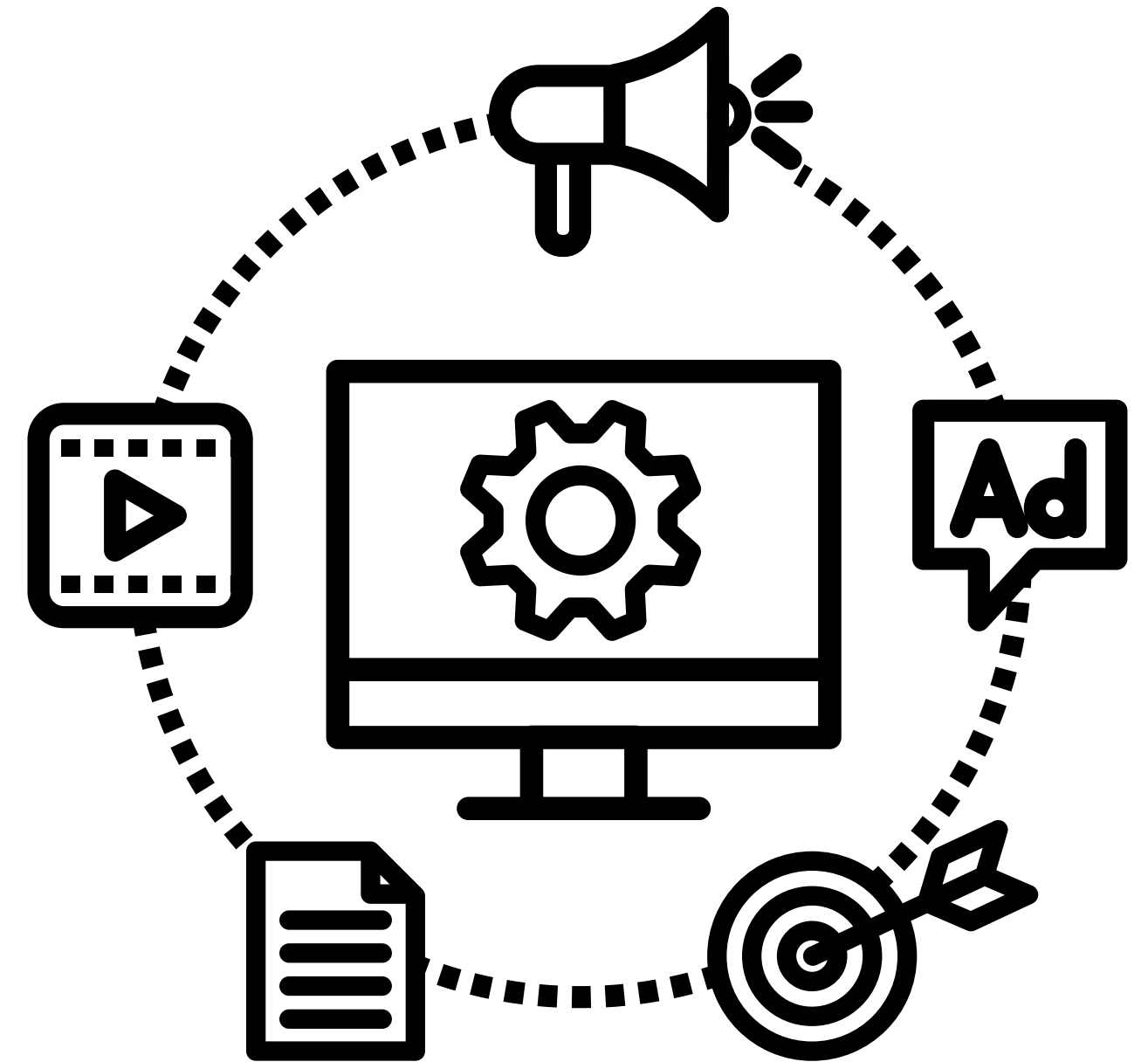


Case Study: *Multi-Year Shopify Sales Growth*

Consistent revenue growth driven by
effective marketing strategies

Executive Summary

Since launching the store in 2021, total sales and average order value (AOV) have consistently increased (44% revenue growth over 3 years), driven by effective marketing strategies across email and social media. These efforts have both strengthened customer loyalty and expanded the customer base.



Key Growth Metrics

Year	Total Sales	Returning Customer Rate	AOV	Growth v Prior Year	Notes
2021	\$311,117	67%	-	-	Baseline year
2022	\$377,243	68%	\$204	21%	Launch of consistent marketing efforts
2023	\$397,858	75%	\$211	5%	Improved retention via nurture campaigns
2024	\$448,334	78%	\$220	13%	Peak loyalty and sales synergy
2025 (YTD)	\$365,517	69%	\$226	TBD	Year in progress; projected \$487,000 by EOY

Performance Insights

Average Order Value (AOV) Growth

- AOV has grown from \$204 → \$226 (+11%) since 2022.
- Reflects strategic upsells, improved bundling, and targeted education that encourages customers to invest in higher-value purchases.
- A higher AOV, paired with strong retention, shows sustainable revenue growth that isn't dependent on volume alone.

Returning Customer Strength

- Returning customer rate rose from 67% in 2021 → 78% in 2024, showing strong loyalty and satisfaction.
- Returning customers generate the most reliable and profitable revenue. This metric validates that email and social retention strategies are working.
- The slight dip to 69% in 2025 is not a concern and in fact, it's valuable. It indicates that new customers are now joining the community, expanding the customer base while AOV continues to rise.



Performance Insights Continued

Total Revenue Growth

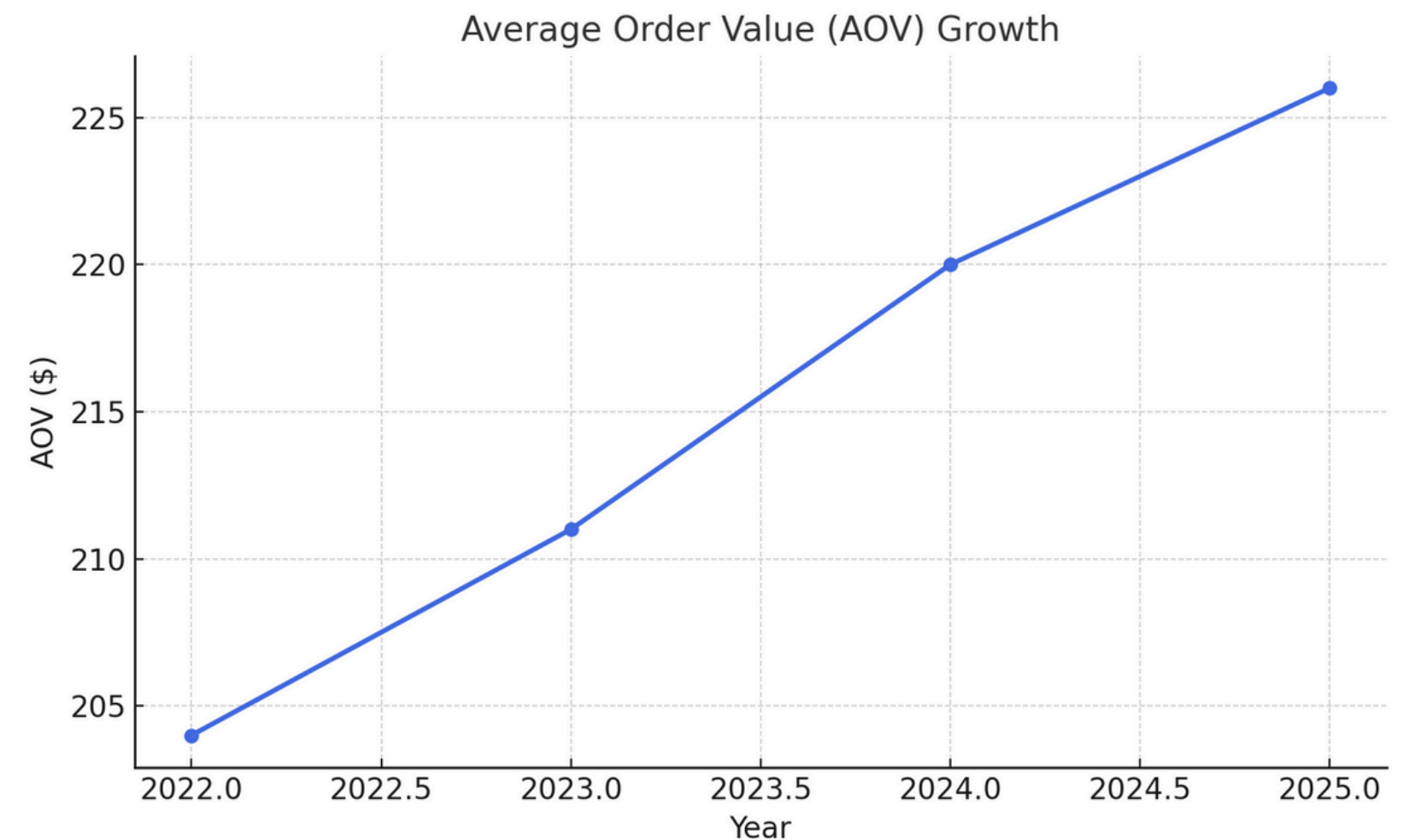
- From 2021 to projected 2025, total sales are expected to increase from \$311K → \$487K (+56%).
- Even in a growing clinical practice environment, marketing has maintained sales growth and improved efficiency per transaction.

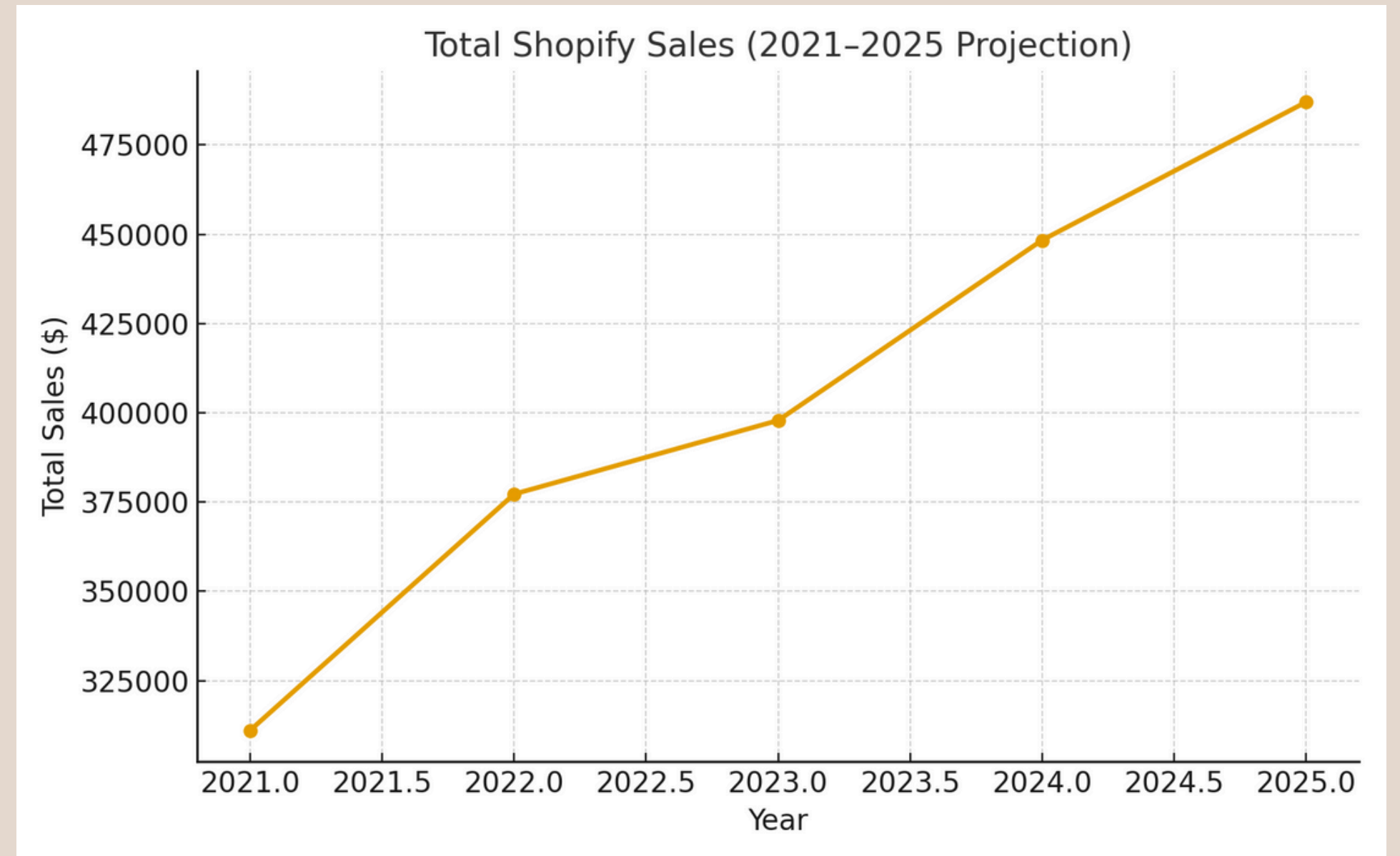
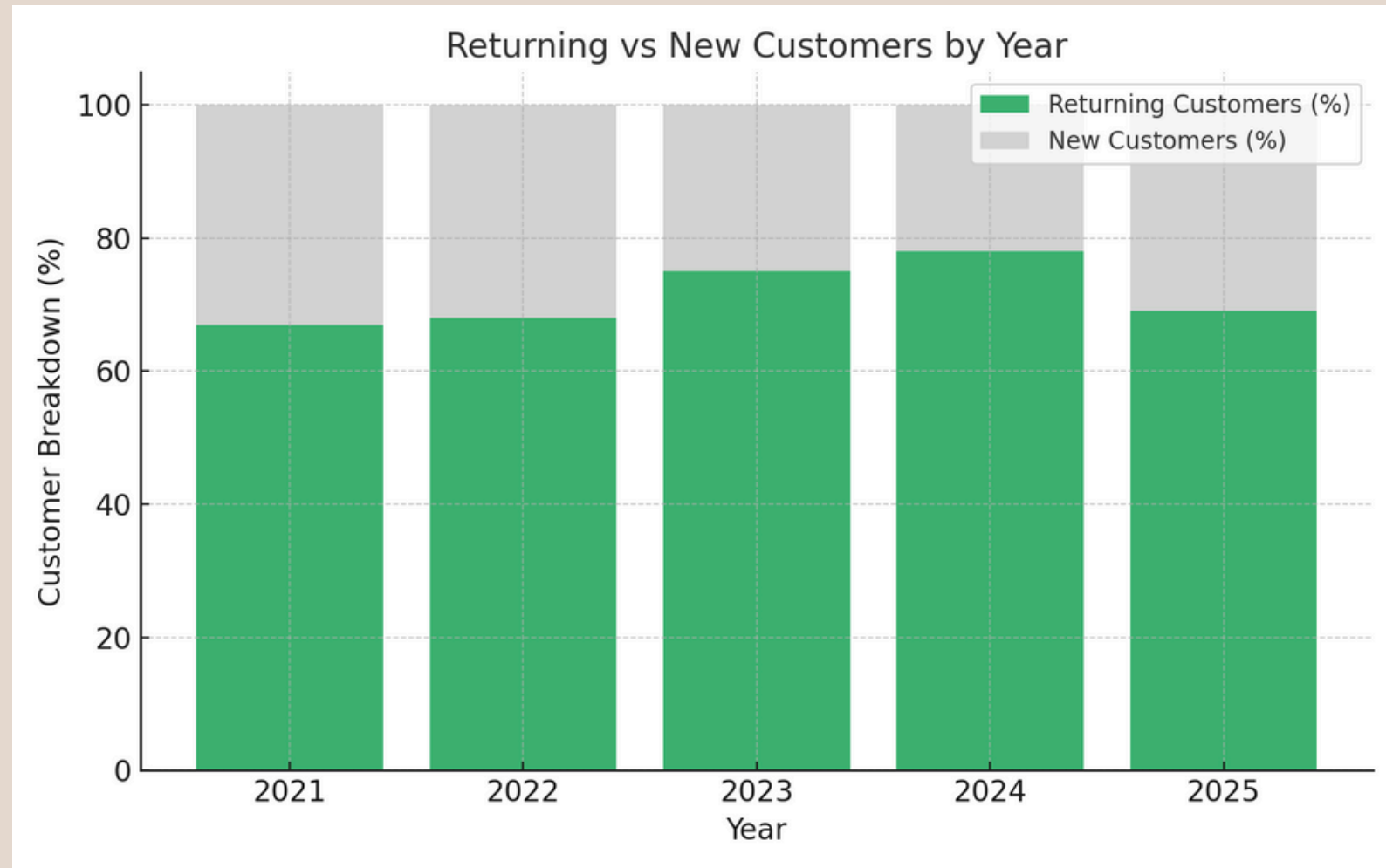


Marketing Attribution Summary

Email & Social Media Highlights:

- Email: Lifecycle campaigns and educational content boosted retention and purchase frequency among returning customers.
- Social Media: Consistent storytelling, product education, and testimonials attracted new buyers, contributing to the lower returning customer % – which is actually a marker of audience expansion.
- Combined, these channels have raised the average customer spend, broadened the buyer base, and reinforced brand loyalty.







Let's Talk *Strategy*

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