

We build DTC stores that *actually* compound.

The accounts we run, the systems behind them, and the numbers they produce. Every figure here is pulled from live Shopify and Meta Ads reporting.

\$83.2K

REVENUE BUILT
FROM ZERO • 7 MO

6.36×

BLENDED RETURN
ON \$2,000 SPEND

4

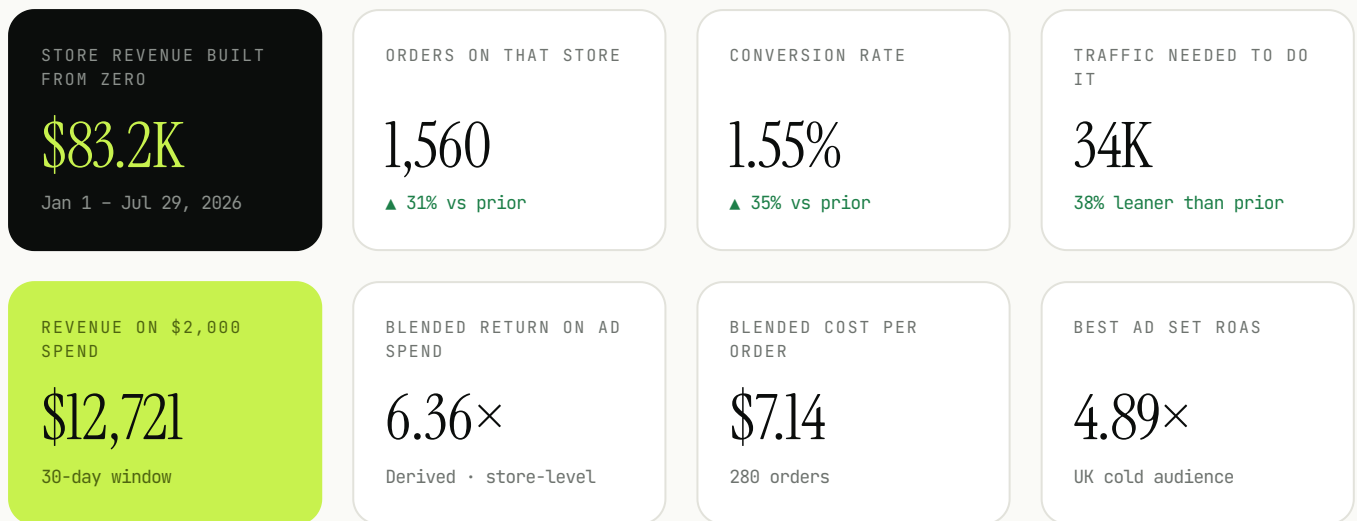
MARKETS SCALED
CONCURRENTLY

1,840

ORDERS DRIVEN
ACROSS ACCOUNTS

The short version, before the detail.

Two stores, four active markets, one operating method. Every figure below comes from a live dashboard.



One store grew revenue **+32%** on **38%** less traffic. The gain came from conversion rather than from buying a bigger audience.

We raise what each click is worth before buying more of them, which keeps growth on the margin side of the business rather than the spend side.

Zero-to-revenue builds

Both stores here were launched and scaled from no revenue history, no inherited pixel and no warm list.

Multi-market from day one

US, UK, Australia and Canada tested in parallel so budget follows evidence, not assumption.

Full-funnel accountability

We report on landing page views, adds to cart, checkouts and purchases, not just top-line ROAS.

Every figure in this document is sourced from live platform reporting. Shopify Analytics and Meta Ads Manager, captured 29 July to 5 August 2026. Reported metrics appear exactly as the platforms state them. Derived metrics are labelled as derived.

— 02 / WHAT WE DO

A growth partner for health & wellness DTC.

Ecombuild builds and scales direct-to-consumer stores end to end: offer, storefront, creative and the media buying that connects them. We work in supplements, diagnostics and functional health, where trust has to be earned before a card is entered.

01 / STORE & OFFER

Conversion-first storefronts

Landing pages, bundle architecture and guarantee framing built around a single job: turn expensive traffic into orders. Every page ships with a measurement plan attached.

02 / CREATIVE

Volume creative testing

New concepts shipped continuously against control. Winners scale and the rest are cut within days, so the account never runs on stale material.

03 / MEDIA BUYING

Meta acquisition systems

Structured cold-audience testing across geographies, highest-volume bidding, 7-day click and 1-day view attribution, with budget reallocated on evidence.

04 / ANALYTICS

Funnel-level reporting

We instrument every step from impression to purchase, so when a number moves we can say which stage caused it and what the fix costs.

— HOW AN ENGAGEMENT RUNS

01 Audit and instrumentation, week 1

Tracking verified end to end, baseline metrics recorded, offer and margin structure stress-tested before a dollar is spent.

02 Structured market testing, weeks 2 to 4

Parallel cold-audience ad sets across target geographies at controlled budgets, run to produce reliable readings before scale.

03 Consolidation, weeks 4 to 8

Budget concentrated into proven market and creative pairs. Underperforming geographies are paused.

04 Scale and defend, ongoing

Spend increased against a defended efficiency floor, with fresh creative entering the account continuously to hold CPMs and fatigue in check.

Who we have worked with.

Health and wellness brands we have partnered with. Different price points and markets, the same underlying problem: acquiring customers profitably in a sceptical category.

B

Beekeeper's Naturals

beekeepersnaturals.com

Clean, science-backed wellness products built on propolis and other hive-derived ingredients. A recognised name in the functional wellness aisle.

SUPPLEMENTS

DTC

NORTH AMERICA

P

Peptiques

trypeptiques.com

Ayurvedic single-ingredient supplements sold on a bundle and subscription model, backed by a 90-day guarantee and 20,000+ reviews.

SUPPLEMENTS

SUBSCRIPTION

US

L

Lola Health

lolahealth.com

At-home blood testing and biological age diagnostics through UKAS-accredited labs with doctor-reviewed results. High consideration, high ticket.

DIAGNOSTICS

HIGH TICKET

UK

H

Heart & Soil

heartandsoil.co

Grass-fed, whole-food organ supplements with a strong founder-led brand and a highly engaged ancestral-health audience.

SUPPLEMENTS

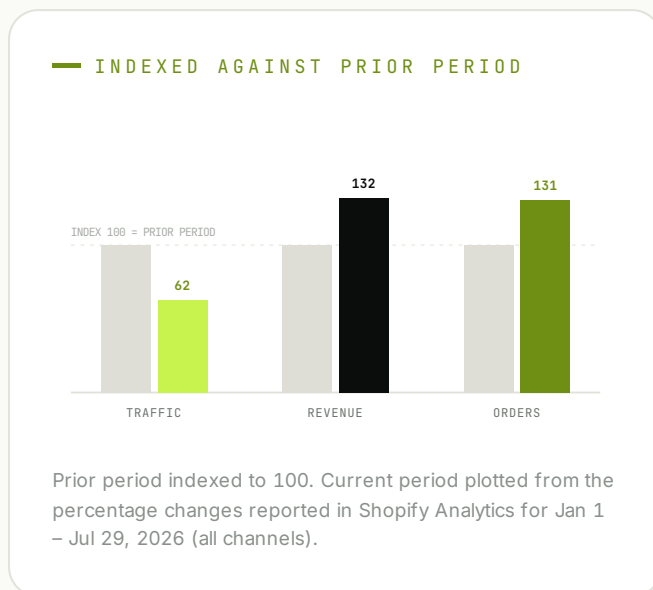
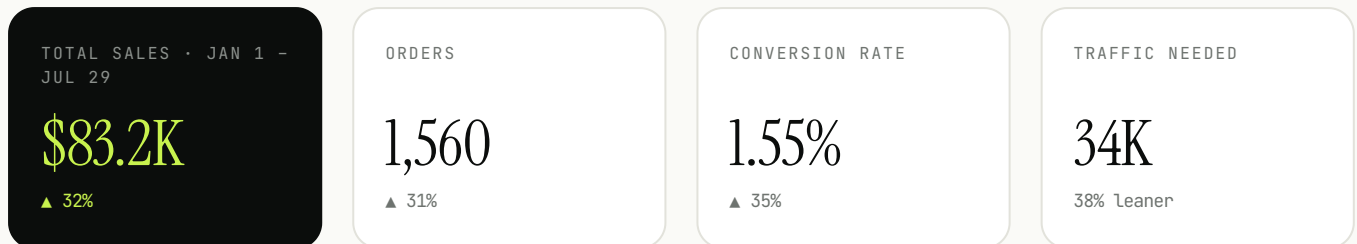
FOUNDER-LED

US

Why the category matters. Health and wellness is one of the most heavily policed environments in paid social. Compliance limits what creative can say, CPMs run high, and the purchase is genuinely considered. Performance earned under those conditions holds up in easier categories.

Zero to \$83.2K in seven months.

A health and wellness store taken from no revenue history to a consistent, order-generating business across the first seven months of 2026, on less traffic than the period before.



What the shape of this tells you

Revenue and orders rose by roughly a third while sessions fell by more than a third. Those two figures together are the case study.

Average order value (derived)	\$53.33
Revenue per session (current)	\$2.45
Revenue per session (prior, derived)	\$1.15
Improvement in value per visit	+113%

Prior-period figures derived from the reported percentage changes. Conversion rate as reported by Shopify.

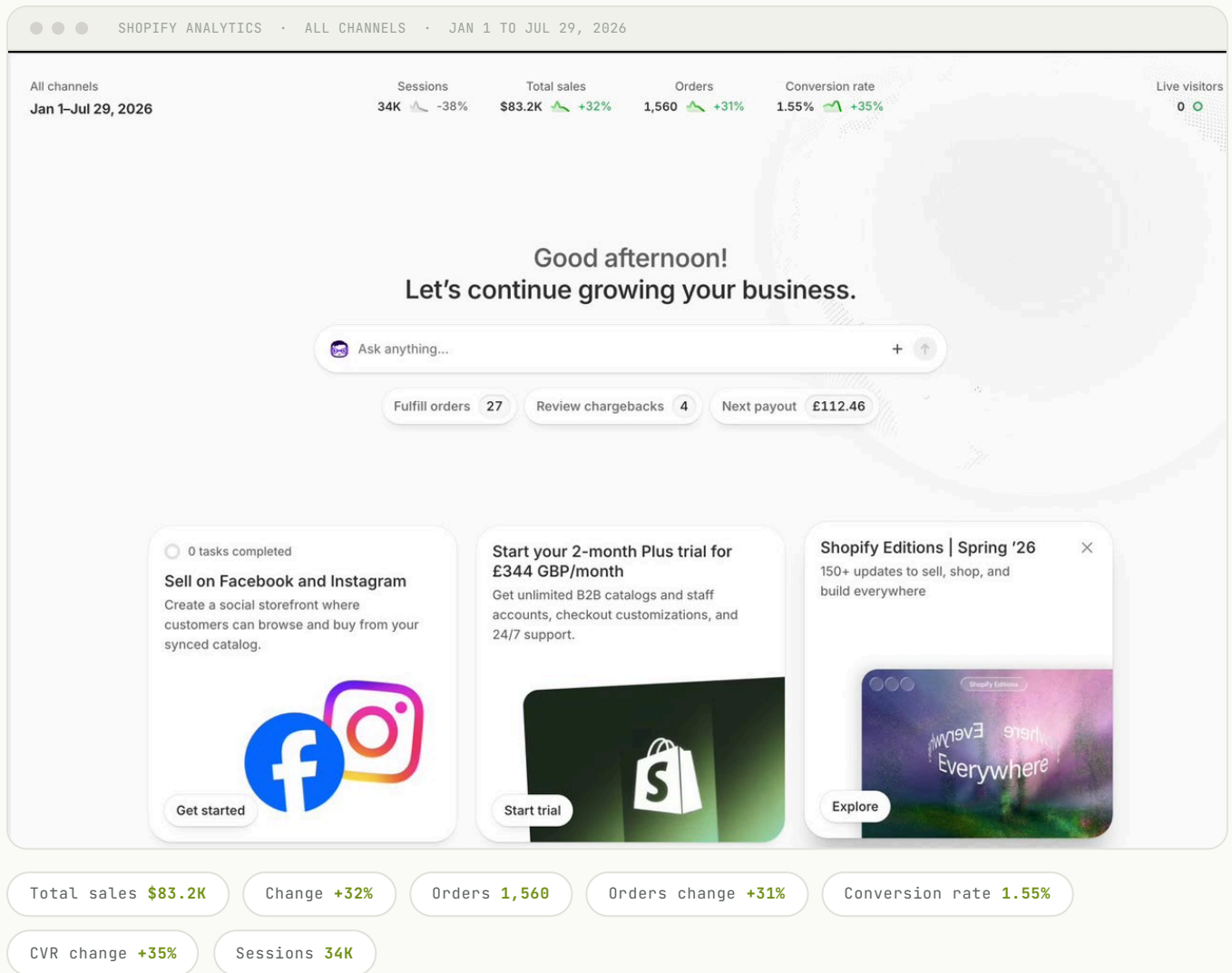
Every visit to this store became worth **more than twice** what it was worth before we took it over.

Value per session sets the price you can afford to pay for traffic. When it doubles, spend that was previously unprofitable clears, and the ceiling on the account moves up with it.

— SOURCE EVIDENCE / CASE STUDY 01

The dashboard behind the \$83.2K.

Unedited capture from the store's Shopify Analytics overview. The figures used on the previous page appear in the top bar exactly as shown here.

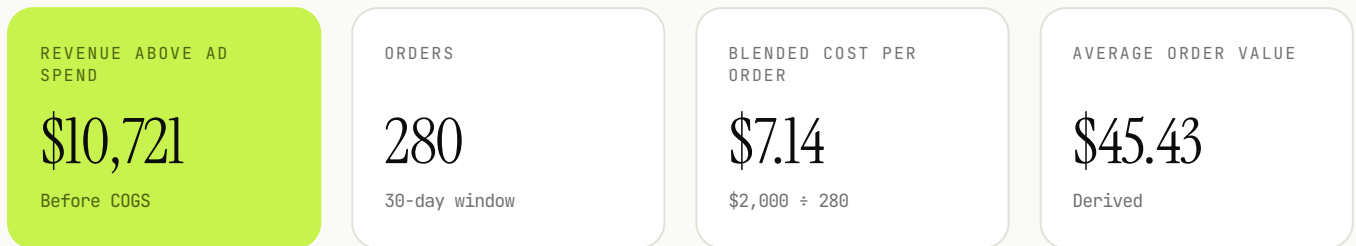
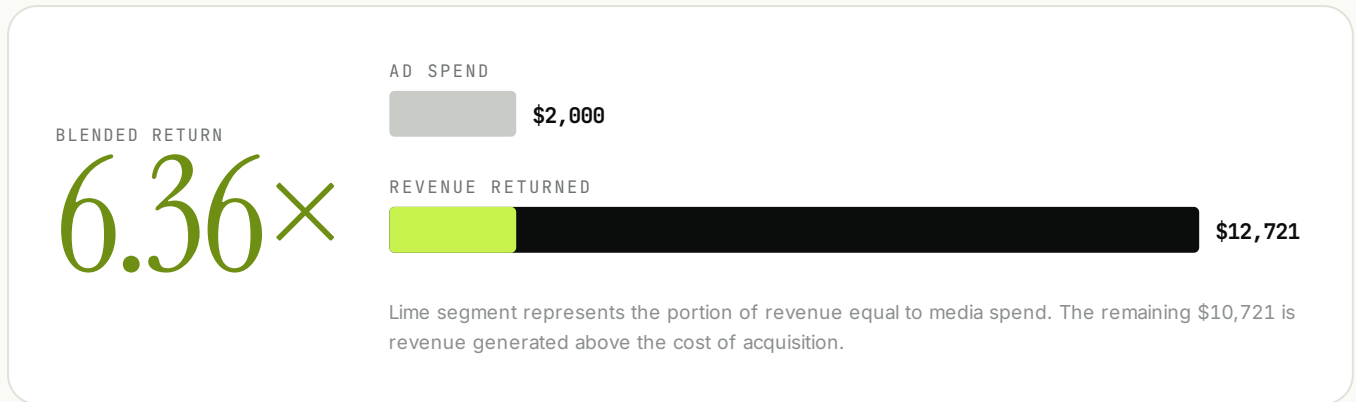


Captured 29 July 2026. No cropping of the metric bar, no adjustment to the reported values. Store identity is withheld for commercial confidentiality and can be verified on request.

UNEDITED SCREEN CAPTURE

\$2,000 in. \$12,721 out.

A single 30-day trading window on a store we built from zero. Two thousand dollars of media spend returned \$12,721 in tracked Shopify revenue across 280 orders.



Reported store metrics for the window

Total sales	\$12,721
Orders	280
Sessions	7,005
Conversion rate	1.6%
Payouts processing (day of capture)	\$37.10
Orders awaiting fulfilment	37

A number you can forecast against

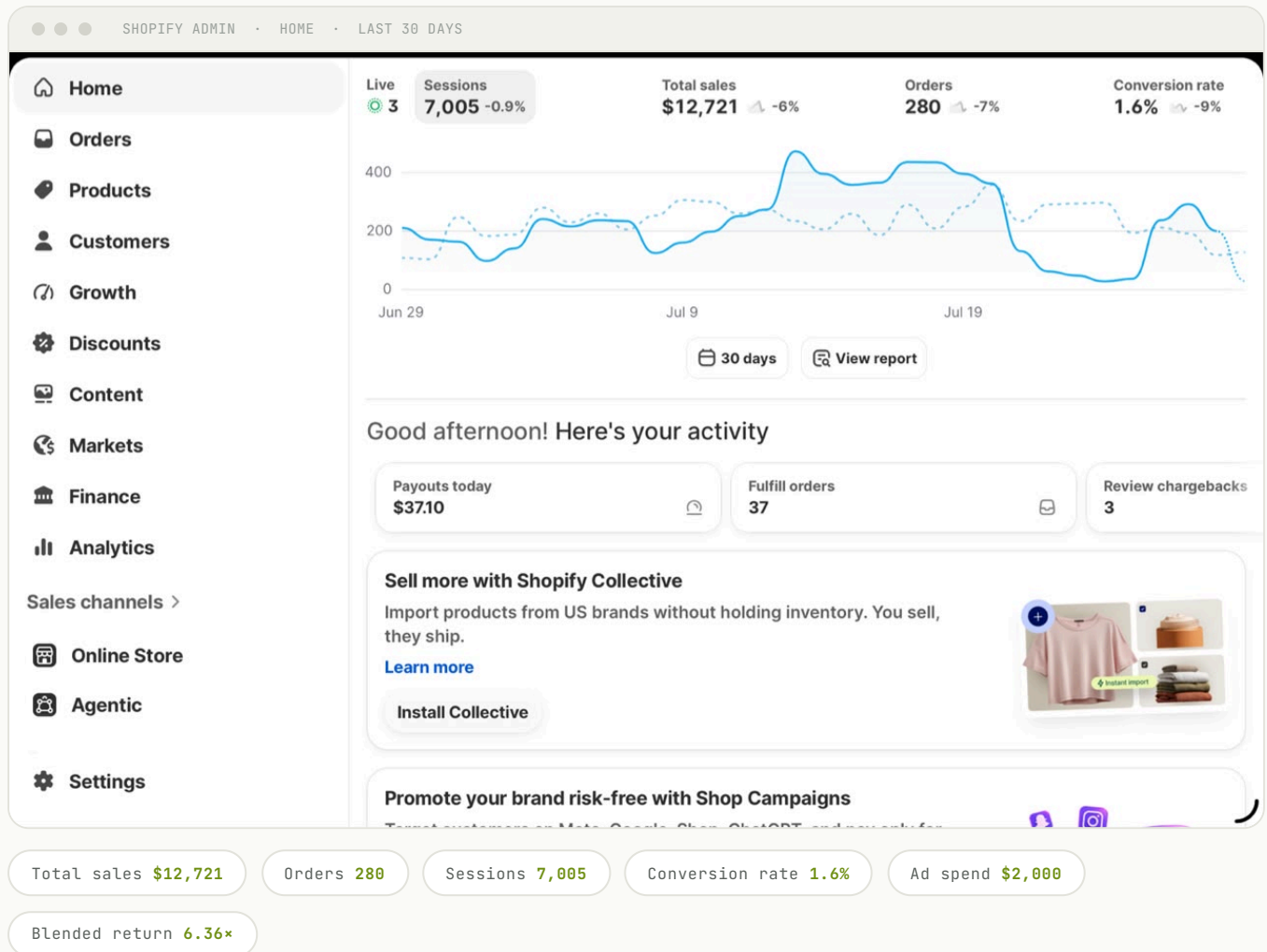
This window sits in line with the one before it. The account produced a comparable result two months running, on the same budget, without a viral moment carrying it.

A 6.36x return that holds steady month to month gives the business a floor it can forecast against, hire against and buy inventory against. Holding that floor steady is most of the work.

Method note. Media spend of \$2,000 is the figure confirmed by the account owner for this window. Revenue, orders, sessions and conversion rate are read directly from Shopify Analytics. ROAS, cost per order and AOV are arithmetic derivations of those two inputs and are labelled as such throughout this report. Nothing here is modelled or projected.

The dashboard behind the \$12,721.

Unedited capture from the same store's 30 - day view. This is the window that returned 6.36× on \$2,000 of media spend.



Captured 29 July 2026. Ad spend of \$2,000 is confirmed separately by the account owner; the 6.36× figure is that spend divided into the total sales shown above.

UNEDITED SCREEN CAPTURE

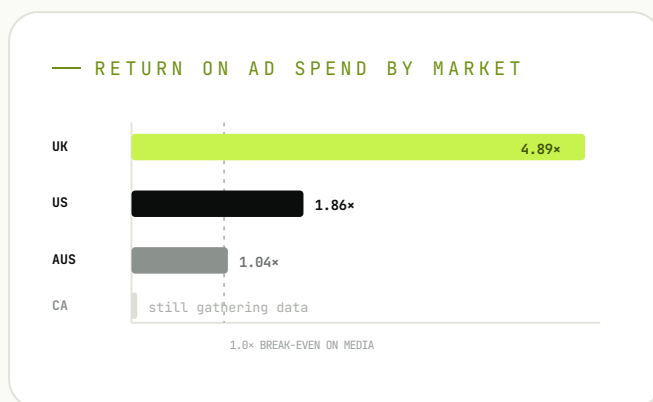
— 06 / META ADS · 29 JUL - 4 AUG 2026

Four markets, tested in parallel.

A seven-day cold-acquisition window running four geographies simultaneously against the same offer. Highest-volume bidding, website purchase optimisation, 7-day click and 1-day view attribution.

AD SET	CPM	UNIQUE LINK CLICKS	LANDING PAGE VIEWS	COST / LPV	CHECKOUTS	PURCHASES	ROAS
US NT 1 acq new	\$72.83	369	334	\$1.82	10	20	1.86×
AUS NT 2	\$53.91	253	221	\$2.36	14	9	1.04×
UK NT 3	\$34.18	10	1	\$6.70	—	1	4.89×
CA NT 4 acq new	\$20.63	5	2	\$1.65	—	—	—
Account total	\$62.00	636	558	\$2.04	24	30	1.50×

Figures as reported in Meta Ads Manager for 29 July to 4 August 2026, four ad sets, one campaign. Adds of payment info: 3. Account-total ROAS is the weighted figure reported by the platform.



Reading this table properly

The US is the engine. 20 of the 30 purchases at 1.86×, carrying the highest CPM in the account at \$72.83. It returns a profit against the most expensive auction in the set.

The UK is the signal. 4.89× on a deliberately small budget, which is the reading that tells us where the next tranche of budget belongs.

Australia is the next unlock. 14 checkouts initiated is the highest intent volume in the account, so the demand is there and already paid for. Converting more of it runs on levers we control directly: shipping terms, price framing and checkout flow.

What a live test week produces. Cold traffic across four geographies at once: one market printing 4.89×, one carrying volume at the toughest CPM in the account, and two still building data. Every number in the table points to a specific next action.

— 07 / META ADS • DAILY SNAPSHOT, 5 AUG 2026

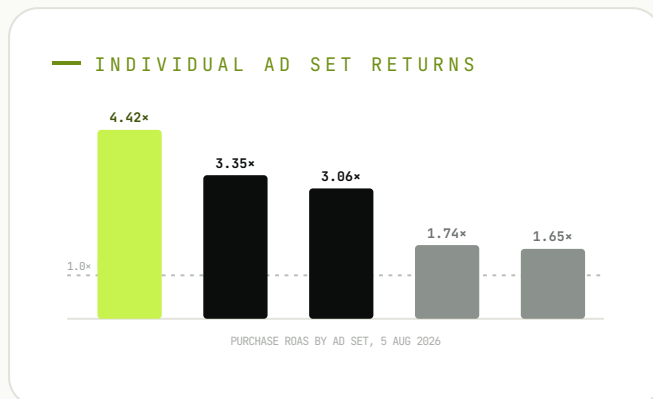
Ten ad sets. One clean funnel.

A single trading day across a ten-ad-set campaign, shown stage by stage. This is the resolution we manage accounts at: daily, at the ad set level, on the events that predict revenue.

UNIQUE LINK CLICKS 62 Cost / LPV \$2.43	LANDING PAGE VIEWS 88 1.42 views per clicker	ADDS TO CART 21 23.9% of page views	CHECKOUTS INITIATED 6 28.6% of carts
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Meta Ads Manager, ad set view, 5 August 2026, ten ad sets in one campaign. Unique link clicks are deduplicated per person and landing page views are not, which is why views exceed clicks.

PURCHASE ROAS (ACCOUNT) 2.60× As reported	RESULTS ROAS 2.01× Value, purchase	CPM \$58.92 Per 1,000 impressions	TOP AD SET ROAS 4.42× Of ten ad sets
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Every ad set above break-even

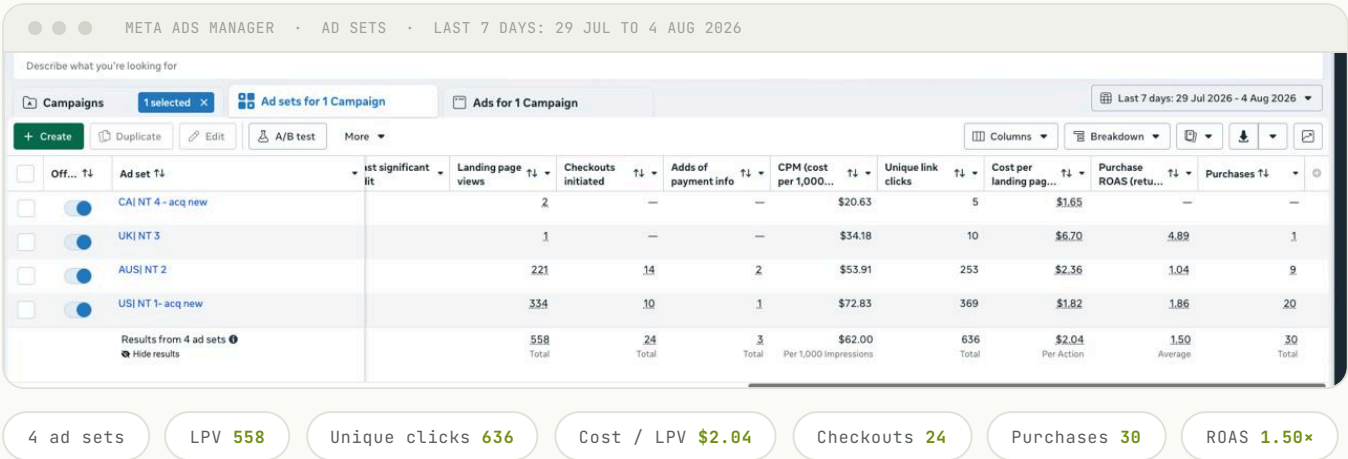
Of the ad sets reporting purchase data on this day, the weakest returned 1.65× and the strongest 4.42×. No budget sits in ad sets failing to clear break-even, and the spread between them is where the next scaling decision comes from.

The 24% add-to-cart rate is the real headline

Roughly one in four people who reach the page adds a product. On cold traffic in a regulated category, that says the ad and the landing page are telling the same story, which is what makes higher spend safe to deploy.

The seven-day window, uncropped.

Meta Ads Manager, four ad sets, one campaign. Every figure in the multi-market table earlier in this report reads directly off the row totals below.



Captured 5 August 2026. Date range selector visible top right, results row visible at the foot of the table.

Where each claim comes from

US ad set purchases	20
US ad set CPM	\$72.83
UK ad set ROAS	4.89x
AUS checkouts initiated	14
Account total ROAS	1.50x

Reading the row totals

The bottom row of the capture aggregates all four ad sets: 558 landing page views, 636 unique link clicks, \$62.00 CPM, \$2.04 per landing page view and 30 purchases. Those totals are reproduced without adjustment in the table on the earlier page.

UNEDITED SCREEN CAPTURE

— SOURCE EVIDENCE / META ADS

The daily snapshot, uncropped.

The same campaign at ad set level for a single trading day, shown in two captures because the table scrolls horizontally.

Off...	Ad set	Ends	Attribution setting	Bid strategy	Last significant edit	Checkouts initiated	Adds to cart	Results ROAS	Landing page views	Purchase ROAS (retu...)
☒	EU1 Nt acq - 5 aug existing post Health and w...	Ongoing	7-day click, 1-...	Highest volu...	Website purchases	—	—	—	—	—
☒	EU1 Nt acq - 5 aug	Ongoing	7-day click, 1-...	Highest volume	Website purchases	—	—	—	—	—
☒	Big 4J Nt 2 acq -new videos aug 4	Ongoing	7-day click, 1-...	Highest volume	5 Aug 2026, 05:35	3	9	—	23	1.65
☒	Big 4J Nt 2 acq - 50+ men	Ongoing	7-day click, 1-...	Highest volume	4 Aug 2026, 21:59	1	3	—	17	3.35
☒	Big 4J Nt acq -	Ongoing	7-day click, 1-...	Highest volume	Website purchases	1	2	—	21	—
☒	Big 4J Nt 2 acq	Ongoing	7-day click, 1-...	Highest volume	1 Aug 2026, 05:39	1	2	—	26	3.06
☒	Big 4J Nt 2 acq - Engaged shoppers	Ongoing	7-day click, 1-...	Highest volume	Website purchases	—	—	—	—	—
☒	UK1 netherlandsireland1 Nt acq -	Ongoing	7-day click, 1-...	Highest volume	1 Aug 2026, 05:39	—	—	—	—	—
☒	Big 4J Nt acq - 3	Ongoing	7-day click, 1-...	Highest volume	1 Aug 2026, 05:39	—	—	—	—	—
☒	Big 4J Nt acq	Ongoing	7-day click, 1-...	Highest volume	1 Aug 2026, 05:39	—	—	—	1	—
Results from 10 ad sets						6	21	2.01	88	2.01
						Total	Total	Value, purchase	Total	2.01

10 ad sets

LPV 88

Adds to cart 21

Checkouts 6

Results ROAS 2.01

Ad set ROAS 3.35x / 3.06x / 1.65x

Ten ad sets in one campaign. Per ad set purchase ROAS is visible in the right-hand column.

CPM (cost per 1,000...)	Unique link clicks	Cost per landing pag...	Purchase ROAS (retu...)	Purchase ROAS (retu...)
\$31.43	—	—	—	—
\$10.00	—	—	—	—
\$56.63	39	\$2.78	1.74	—
\$64.86	23	\$1.91	4.42	—
\$58.92	62	\$2.43	2.60	—
Per 1,000 Impressions	Total	Per Action	Average	—

The same table, scrolled right

Meta's ad set table extends beyond one screen width. This second capture shows the cost and return columns for the same ten ad sets on the same day.

CPM \$58.92

Unique clicks 62

Cost / LPV \$2.43

Purchase ROAS 2.60x

Top ad set 4.42x

Source for the CPM, cost per landing page view and purchase ROAS figures quoted on the funnel page.

UNEDITED SCREEN CAPTURES

Five conclusions a buyer should draw.

What we read out of the data in this report, and what it means for an account we would run next.

01 The efficiency curve is bending the right way

Revenue up 32% on 38% fewer sessions means value per visit more than doubled. Growth from conversion is cheaper to sustain than growth from volume, because it does not require buying progressively more expensive audiences.

02 A 6.36× blended return leaves real room for margin

At \$12,721 on \$2,000, \$10,721 remains before cost of goods and overhead. At most supplement and wellness price points that is a profitable account with room to absorb higher spend.

03 The account is geographically diversified, deliberately

US, UK, Australia and Canada run concurrently, so no single auction controls the business. When US CPMs rise, and at \$72.83 they are the most expensive in the account, budget has an evidenced place to go.

04 The cost of traffic stays controlled at every stage

\$2.04 per landing page view and a \$62.00 blended CPM while running four geographies simultaneously. Holding acquisition costs flat during parallel testing is what lets budget move fast the moment a market proves out, as the UK did at 4.89×.

05 Results are repeatable, which matters more than any single figure

A steady 6.36× month, a full week of multi-market data and a daily snapshot with every reporting ad set above break-even describe the same account behaving consistently at three time horizons.

A 6.36× trading month, a full week of multi-market data, and a daily snapshot with every ad set above break-even. Same account, three time horizons, same answer.

The operating system behind the results.

Four disciplines, applied in the same order, on every account, every month.

DISCIPLINE 01

Buy information before buying scale

Early budget is spent to produce reliable readings. Small parallel geographic tests show where efficiency sits, as the UK's 4.89x on minimal spend did, before significant money is committed.

DISCIPLINE 02

Optimise value per session, not click volume

Store-side conversion work compounds in a way media spend does not. Doubling revenue per session permanently raises the price we can afford to pay for every future click.

DISCIPLINE 03

Diagnose at the stage, not the total

ROAS only tells you that something moved. We track clicks, landing page views, adds to cart and checkouts separately so the stage responsible is identifiable within a day.

DISCIPLINE 04

Cut fast, defend the floor

Ad sets that cannot clear break-even are paused early. Scaling happens against a defended efficiency floor, which is why the returns in this report hold steady month to month.

Weekly performance reporting

The same funnel-level detail shown in this document, on your account, every week.

Creative pipeline

A continuous stream of new concepts tested against control, so the account never runs on fatigued material.

Store-side conversion work

Landing pages, bundles and offer structure treated as part of the media buy.

Sources. Every figure in this report is taken from Shopify Analytics and Meta Ads Manager, captured between 29 July and 5 August 2026. Reported metrics are stated as shown by the platforms. Derived metrics (ROAS, cost per order, average order value and revenue per session) are simple arithmetic on those reported figures and are labelled throughout. Media spend of \$2,000 for the 30-day window is confirmed by the account owner. Client store identities are withheld for commercial confidentiality and can be verified on request.

— NEXT STEP

Let's find out what your account is *actually* capable of.

Every engagement starts with a full audit of tracking, offer structure and account history, before any spend recommendation is made. You get the findings whether or not you work with us.

AUDIT COVERS

Pixel and event integrity,
attribution setup, campaign
structure

YOU RECEIVE

Stage-by-stage funnel
diagnosis with prioritised fixes

TIMELINE

Delivered within five working
days of account access

GET IN TOUCH

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