Metric Bridge

Monthly Performance Report

CLIENT	PERIOD	DELIVERED	REPORT ID
Loom & Linen Co.	April 2026 01 Apr – 30 Apr	03 May 2026	MB-T1-LLC-202604

Executive summary · April 2026

THE MOVE THIS MONTH

Cut Meta ad spend by 30% in May and redirect $4,200 into your email retention flows, ROAS on Meta has fallen to 1.8× while email revenue per send is up 22%.

The month in three lines

Revenue: $287,420, up 12.4% versus March.

Gross margin: 54.1%, down 2.6 pp versus March.

The one thing that moved the result: a 19% drop in returning-customer orders masked by strong new-customer acquisition.

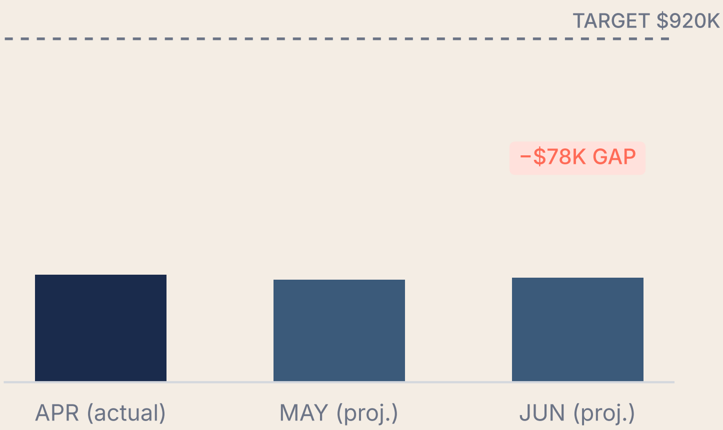
Trajectory: where this puts the quarter

At current pace, Q2 lands at $842,000 revenue / 53.2% margin.

Target: $920,000 / 55.0% margin.

Gap: −$78,000 / −1.8 pp margin.

Closing the gap requires an 11% lift in returning-customer revenue, which Priority 1 is engineered to deliver.



Q2 lands $78K short without the budget shift.

What's working, what's not, what's next

WORKING

Email drove 28% of revenue on 7% of marketing spend, 3.2× the efficiency of paid social.

NOT WORKING

Meta Ads consumed $14,000 and returned $25,200, a 1.8× ROAS against a 2.2× break-even. Every dollar is losing margin.

NEXT

Redirect Meta budget into the dormant winback and cart-recovery flows by 31 May. Details in Priority 1.

Performance scorecard

E-commerce / DTC pack · 8 key metrics · benchmarked against Shopify 2025 AU DTC and Metric Bridge client aggregate (N=42).

REVENUE	$287,420	▲ 12.4% vs. Mar ▲ 8.1% YoY	Category median YoY: 6.2%
GROSS MARGIN	54.1%	▼ 2.6 pp vs. Mar	Category median: 52%
BLENDED CAC	$48	▲ 14.3% vs. Mar	Healthy range: $36–$54
LTV:CAC (90D)	3.4×	▼ 0.4× vs. Mar	Healthy ≥ 3.0×
REPEAT PURCHASE RATE	24.1%	▼ 3.2 pp vs. Mar	Category median: 27%
AOV	$112	▲ 1.8% vs. Mar	Category median: $98
BLENDED ROAS · HEADLINE	1.8×	▼ 0.5× vs. Mar	Break-even: 2.2×
SITE CONVERSION	2.1%	▲ 0.1 pp vs. Mar	Category median: 2.4%

Benchmarks sourced from IBISWorld Australia (April 2026), Shopify 2025 AU DTC Merchant Report, and internal Metric Bridge client aggregate. Full source list in §8.

MONEY ON THE TABLE THIS MONTH

$42,000/ yr

Fixing your abandoned-cart email recovery is worth an estimated $42,000 in additional annual revenue at current traffic.

CONFIDENCE: MEDIUM

How we got to the number

Where we looked: Shopify checkout data + Klaviyo flow performance, last 90 days.

What we found: 68% of initiated checkouts don't complete, and your current abandoned-cart flow recovers 3.1%, against a category median of 8–12%.

Abandoned checkouts / month	1,420
Current recovery rate	3.1%
Reasonable target	8.0%
Incremental recovered orders / mo	70
AOV	$112
Monthly upside	$7,840
Annualised net at current margin	**$42,000**

What it would take

01 Rebuild the abandoned-cart flow from 1 email to 3 over 72 hours.
~4 hours of work in Klaviyo.

02 Add a dynamic product block pulling the abandoned item.
~2 hours.

03 Add a 5% incentive on email #3 only, triggered if the first two go unopened.
~1 hour.

WHY WE'RE FLAGGING IT THIS MONTH

Follows directly from Insight 01 (email is outperforming paid). This is the logical next expansion.

What the data is telling us

INSIGHT 01

Your email list is subsidising your ad account.

The finding. Email drove 28% of revenue on 7% of marketing spend. Meta drove 31% on 64% of spend.

The evidence. Email revenue per recipient: $0.84. Meta revenue per $1 spent: $1.80.

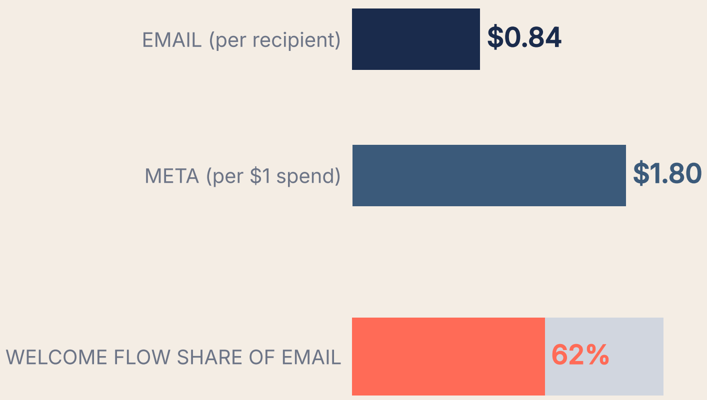
Email unsubscribe rate: 0.18% (healthy). Meta ad frequency: 4.1 (saturated at >3.0).

62% of email revenue came from the "Welcome" flow, which hasn't been updated since January.

The mechanism. Meta's auction has tightened across AU home-goods this quarter (CPM up 18% YoY). Your email list has grown 14% and still converts returning buyers at 3.2× the site average. Every dollar moved from one to the other compounds.

The implication. Reallocating $4,200 of Meta budget into email flow expansion recovers approximately $6,800 in monthly revenue at zero additional ad cost.

REVENUE PER $1 OF ATTENTION



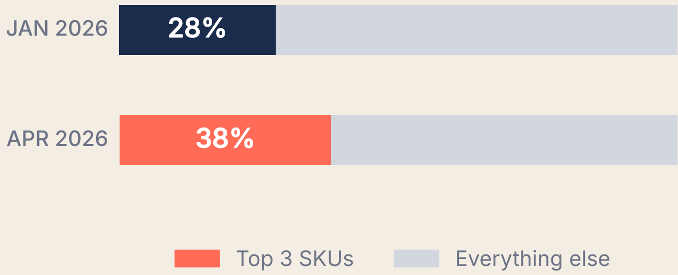
One stale flow is doing most of the work.

INSIGHT 02

Your top 3 SKUs are carrying the brand, and it's a risk.

The finding.	38% of April revenue came from 3 SKUs, up from 28% in January.
The evidence.	Top SKU (Linen Sheet Set, Sand) share: 19% of revenue, up from 11%. Supplier lead time for that SKU: 11 weeks. Current stock-on-hand: 6 weeks. Tier 2 SKU margin is 4.2 pp higher than the hero SKU.
The mechanism.	Paid creative has leaned on the hero SKU since February. The algorithm has learned that audience, which has concentrated both revenue and risk.
The implication.	Split creative across 2 SKUs in May, expect headline ROAS to dip ~8% short-term, but the P&L de-risks against any supply delay. Worth the tradeoff.

REVENUE CONCENTRATION (TOP 3 SKUS)



Three SKUs now carry 10 pp more revenue than in January.

INSIGHT 03

New-customer orders are healthy, repeat orders are bleeding.

The finding. New-customer revenue rose 18% month-over-month while repeat-customer revenue fell 19%.

The evidence. New vs. returning revenue split: 71 / 29, was 62 / 38 in Q1.

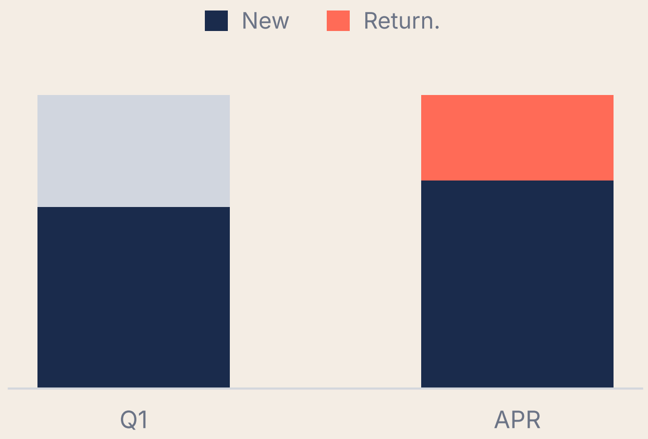
90-day repeat rate: 24.1%, down from 27.3%.

Post-purchase flow: open rate drifted from 42% to 31%. Winback flow last updated November 2025.

The mechanism. The retention engine hasn't been touched in 5 months. Returning buyers aren't getting the nudges they used to.

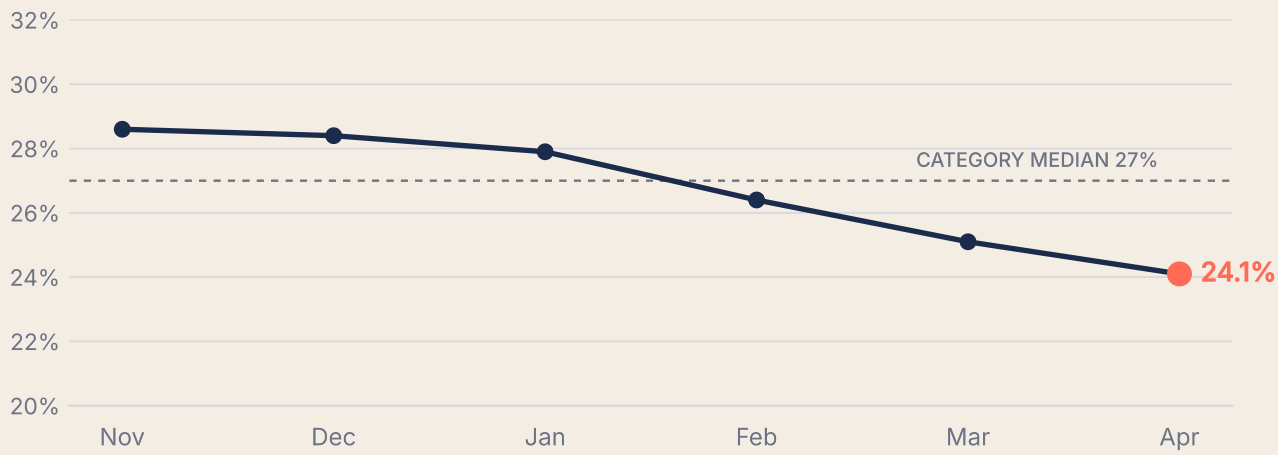
The implication. Rebuilding post-purchase and winback flows (~8 hours of work) is the highest-ROI action available this quarter. At current volume, a 2 pp repeat-rate lift is worth $6,800/month.

REVENUE SPLIT · NEW VS. RETURNING



Returning revenue has quietly shrunk while new customers mask the gap.

Repeat purchase rate · last 6 months



Repeat rate has slipped 3.2 pp below category median over two quarters.

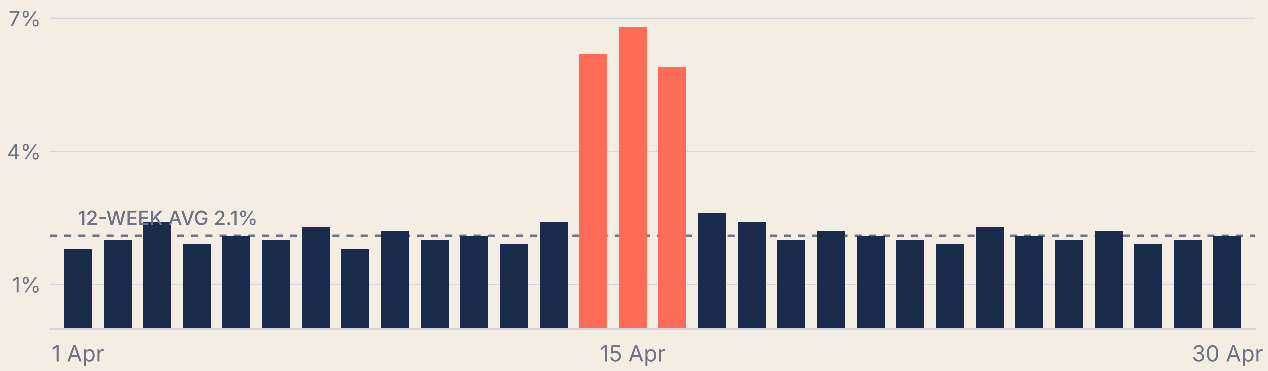
What we noticed

ANOMALY

A 3-day refund spike we haven't seen before.

What we spotted.	Refund rate spiked from a 12-week average of 2.1% to 6.4% between 14–16 April, a 3× lift.
Why it's unusual.	This is the largest 3-day deviation on record for the account. Prior high was 3.8% in December, attributable to a known carrier issue.
What we think.	Likely: A bad batch of the Linen Sheet Set (Sand), 14 of 19 refunds cite "fabric feels different." Possible: A sizing misprint on the product page updated 10 April. Needs confirming: Pull refund reasons + batch numbers by Friday this week.
What to do now.	Run the Shopify refund report filtered to 14–16 April. Check batch numbers. If >60% of refunds are single-batch, escalate to the supplier this week. If not, treat as a product-page issue, roll back the 10 April change and retest.

DAILY REFUND RATE · APRIL



The 14–16 April spike is 3× baseline and isolated to a 72-hour window.

Low-confidence signals, watch but don't act yet

- Monday–Tuesday conversion is 0.4 pp below the weekend average across 5 consecutive weeks. Possible dayparting issue. Too early to call.
- Organic search traffic is flat while branded search is up 11%. Early signal that paid is starting to cannibalise organic. Watching next month.

Next steps

Three priorities. Ordered by impact. If you can only do one, do Priority 1.

PRIORITY 1 · CORAL

Rebuild retention flows and redirect Meta budget.

THE MOVE	Redirect $4,200 of Meta budget into email retention flow rebuild by 31 May.
THE REASON	Insight 01 + the Opportunity page. Email is returning 3.2× Meta's efficiency and half of it flows through a stale "Welcome" sequence.
EXPECTED OUTCOME	+$6,800 monthly revenue within 4–6 weeks. Repeat rate lifts 1.5–2.0 pp.
TRADEOFF	~15% drop in top-of-funnel reach on Meta in May, expect new-visitor sessions to fall 10–12%. Offset by email gains by mid-June.
OWNER & DEADLINE	Sarah by 31 May 2026.

PRIORITY 2

Split paid creative across 2 SKUs.

THE MOVE	Run Linen Sheet Set (Sand) and the #2 SKU at a 60/40 weight in Meta creative through June.
THE REASON	Insight 02, revenue concentration is approaching a single-SKU dependency with an 11-week supplier lead time.
EXPECTED OUTCOME	De-risk supply exposure. Absolute revenue within ±3% of current. Tier-2 SKU margin lift of ~2 pp blended.
TRADEOFF	Headline Meta ROAS likely dips 6–8% short-term as the algorithm relearns. Transient.
OWNER & DEADLINE	Sarah + agency by 14 June 2026.

PRIORITY 3

Run the April refund investigation.

THE MOVE	Pull refund reasons and batch numbers for 14–16 April. Confirm cause by 10 May.
THE REASON	Anomaly flag, 3× refund spike requires resolution before it recurs.
EXPECTED OUTCOME	Root cause identified. If supplier-side, negotiate replacement/credit worth est. $2,100.
TRADEOFF	1–2 hours of operator time.
OWNER & DEADLINE	Sarah by 10 May 2026.

Owner’s Checklist · April 2026

Client: Loom & Linen Co.

THIS MONTH'S ONE THING

Redirect $4,200 from Meta into email retention flows by 31 May.

- [ ] PRIORITY 1
  Redirect Meta budget + rebuild email flows.
  Deadline: 31 May 2026. Owner: Sarah.

- [ ] PRIORITY 2
  Split Meta creative across 2 SKUs.
  Deadline: 14 June 2026. Owner: Sarah + agency.

- [ ] PRIORITY 3
  Complete refund root-cause investigation.
  Deadline: 10 May 2026. Owner: Sarah.

Watch for

- Repeat purchase rate lifting above 25.5%, confirms Priority 1 is working.
- Refund rate returning to ≤ 2.5% by 20 May, signals Priority 3 resolved the issue.

Next report: 3 June 2026.

If the work stalls or a number moves unexpectedly before then, reply to our delivery email. We'll look at it.

- VJ, Metric Bridge

What we’ll check next month

METRIC 01 · RETENTION

24.1% current · target > 25.5%

Repeat purchase rate. We expect it above 25.5% if Priority 1 is executed. If it doesn't move, the assumption behind Insight 01 needs revisiting.

METRIC 02 · PAID EFFICIENCY

1.8× current · break-even 2.2×

Meta blended ROAS. Watching for a return to break-even (2.2×) after the budget shift. Below 1.8× next month would escalate to a full paid-channel review.

METRIC 03 · SUPPLY RISK

19% current · escalate > 22%

Top-SKU revenue share. A sustained move above 22% would trigger a supply-risk escalation regardless of Priority 2 execution.

How we got these numbers

Data sources this period

Shopify (revenue + orders + inventory), Meta Ads Manager (paid spend + reported ROAS), Google Analytics 4 (traffic + channel attribution), Klaviyo (email flow + campaign performance), Xero (margin calculations).

Reporting windows

Current: 1–30 April 2026.

Prior: 1–31 March 2026.

YoY: 1–30 April 2025.

Benchmark sources

IBISWorld Australia Home Furnishings Retail Report (April 2026, accessed via institutional license).

Shopify 2025 AU DTC Merchant Report (public).

Metric Bridge internal aggregate.

Known data limitations

GA4 iOS conversion attribution underreports by an estimated 8–12% across AU DTC. Figures above use Shopify as the source of truth for revenue, GA4 for traffic attribution only.

Trajectory methodology

Q2 forecast uses the last 6 weeks of trend rather than YoY comparables. Backtested accuracy ±7% on this client over the last 4 quarters.

Glossary

CAC

Marketing spend ÷ new customers acquired.

LTV:CAC

Lifetime value of a customer ÷ cost to acquire them. ≥3× healthy; ≥4× growth-ready.

ROAS

Revenue attributed to an ad ÷ cost of that ad. Break-even ROAS depends on margin, yours is 2.2×.

BLENDED VS. PLATFORM-REPORTED

Platform-reported figures often double-count. Blended uses your actual sales as the anchor.

GROSS MARGIN

Revenue minus direct cost of goods, expressed as a percentage.

REPEAT PURCHASE RATE

Share of customers placing a second order within the period.

All figures AUD unless noted.

Appendix · detail tables

Reference tables for any number in the report. No commentary, use §1–7 for analysis.

A1 · Revenue by channel · monthly, last 6 months shown

CHANNEL	APR 26	MAR 26	FEB 26	JAN 26	DEC 25	NOV 25	YOY %
Direct / Organic	$82,450	$74,100	$68,300	$71,200	$88,400	$69,900	+6.2%
Paid Social (Meta)	$89,240	$92,800	$84,500	$81,100	$104,200	$76,500	+2.1%
Email (Klaviyo)	$80,480	$65,900	$60,200	$63,400	$78,100	$58,600	+22.0%
Paid Search	$24,160	$22,100	$21,400	$22,800	$26,900	$20,300	+8.5%
Affiliate / Referral	$11,090	$10,600	$9,800	$10,100	$12,400	$9,200	+4.7%

A2 · Revenue by SKU / category · April 2026

SKU	REVENUE	UNITS	% OF TOTAL	MARGIN %	YOY %
Linen Sheet Set, Sand	$54,610	318	19.0%	51.2%	+34.1%
Waffle Throw, Ivory	$31,620	264	11.0%	55.4%	+12.8%
Linen Duvet, Clay	$22,990	128	8.0%	53.1%	+9.2%
Percale Pillow Pair	$17,250	406	6.0%	58.7%	+6.1%
All other SKUs (24)	$160,950	1,892	56.0%	54.6%	+4.3%

A3 · Paid channel detail

PLATFORM	SPEND	REVENUE	ROAS
Meta	$14,000	$25,200	1.8×
Google (Search)	$6,400	$24,160	3.8×
TikTok	$1,500	$2,100	1.4×

A4 · Email performance

FLOW / CAMPAIGN	SENDS	REVENUE	$/REC.
Welcome Flow	18,240	$49,900	$2.73
Abandoned Cart	5,680	$4,940	$0.87
Newsletter · Apr	42,110	$18,320	$0.44
Winback	3,420	$7,320	$2.14

A5 · Full KPI table

KPI	APR 2026	MAR 2026	APR 2025	% VS. PRIOR	% YOY	BENCHMARK
Revenue	$287,420	$255,710	$265,900	+12.4%	+8.1%	+6.2%
Gross margin	54.1%	56.7%	55.8%	−2.6 pp	−1.7 pp	52.0%
Blended CAC	$48	$42	$39	+14.3%	+23.1%	$36–$54
LTV:CAC (90d)	3.4×	3.8×	3.6×	−0.4×	−0.2×	≥ 3.0×
Repeat purchase rate	24.1%	27.3%	26.4%	−3.2 pp	−2.3 pp	27.0%
AOV	$112	$110	$104	+1.8%	+7.7%	$98
Blended ROAS	1.8×	2.3×	2.4×	−0.5×	−0.6×	≥ 2.2×
Site conversion	2.1%	2.0%	2.2%	+0.1 pp	−0.1 pp	2.4%
Sessions	138,420	127,900	120,810	+8.2%	+14.6%	-
New customers	2,142	1,814	1,908	+18.1%	+12.3%	-

End of appendix. Any figure not represented here can be supplied on request within 24 hours of report delivery.