REGAL IT

Report	Weekly Update
Date Range	28/09/2025 - 04/10/2025
Summary:	• **Sales:** £37,601.45 (🟢 ↑ +9.0%) – Revenue lifted due to stronger bundle performance and multi-item orders. • **Conversion Rate:** 4.5% (🟢 ↑ +7.1%) – Incremental gain in conversion efficiency as campaign traffic improved. • **Orders:** 384 (🟢 ↑ +4.3%) – Solid uplift supported by repeat customer activity. • **Website Visitors:** 4,110 (🟢 ↑ +4.3%) – Modest increase in overall site traffic. • **Returning Customers:** 223 / 58.1% (🟢 ↑ +3.6%) – Returning share rose slightly, showing healthy customer retention. • **New Customers:** 161 / 41.9% (🔴 ↓ -3.6%) – Proportion of new customers dipped slightly but volume held steady. • **AOV:** £80.50 (🟢 ↑ +3.2%) – Average basket value elevated from multi-item bundle orders. • **Cart Abandonment Rate:** 60.43% (🟢 ↓ -1.3%) – Slight improvement in checkout completion. • **Bounce Rate:** 58.4% (🟢 ↓ -7.4%) – Engagement improved significantly week-over-week. • **Top-Selling Products:** Product 1, Product 2, Product 3. • **Email Open Rate:** 54.86% (🟢 ↑ +16.7%) – Strong increase following refined subject lines. • **Email CTR:** 7.03% (🟢 ↑ +45.2%) – Excellent rise in click-through, driven by campaign refresh.
📈 Opportunities & Challenges	**Opportunities** 1. **Growing new customer base** – Paid campaigns are attracting first-time buyers efficiently. 2. **High email engagement** – Flows performing above benchmark; keep testing A/B subject lines. 3. **SEO momentum** – Site health score at 93%, with AI-assisted optimisations underway. 4. **Loyalty impact** – Members account for 30% of revenue, suggesting room for upsell automation. **Challenges** 1. **Cart abandonment** – Remains high; consider stronger checkout incentives or limited-time offers. 2. **Returning customer rate** – Slightly down; may benefit from win-back or bundle campaigns. 3. **Seasonal dip expected** – Plan pre-holiday promotion schedule now to maintain growth.
🪄 Key Actions Taken	**Analytics & Ad Modelling** • Introduced lifetime value modelling to refine ROAS thresholds. • Added "Estimated Net Revenue (Returning vs New)" to reporting dashboard. • Reviewed COGS and recalculated break-even ad spend targets. **Website & SEO** • SEMrush site health: **93%** (🟢 +2%). • 1 new article published: *"5 Ways to Style a Bodysuit This Autumn."* • Implemented AI Optimisation (AIO) project. **Email & Loyalty** • Browse abandonment flow up **+15%**; Cart flow up **+94%**. • Added new VIP "Gold" tier rewards. • Loyalty revenue this week: **£1,280 (+6%)**. **Customer Service** • Introduced automation macros in Gorgias to reduce response times. Will monitor over coming weeks.

TASKS OVERVIEW THIS WEEK

✔ Task	📌 Notes
Review Analytics	Gross sales are £39,203.89. I've been calculating a ROAs Threshold for ads. I've sent a separate email to David explaining further. TL;DR: For Example: If we spend **£1,000 on ads** and generate **£3,000 in new customer sales** (AOV £60), that gives us 50 new customers. With a **60% customer return rate**, 30 of those customers will buy again, adding another **£1,800 in future revenue** - which takes total lifetime to **£4,800**. Assuming a **65% gross margin**, that means we can spend up to **£3,120 on ads** before breaking even long-term. In other words, even if we only make £3k up front, the returning customer value makes spending up to **3× our initial ad return** sustainable over time.
Address Priority Issues	**Updated live chat widget overlapping newsletter teaser.** - Reduced widget size and aligned teaser to the left
Review/Update Website	**SEO** **--Semrush** - Site health holding steady at 91%. I'll continue to work through errors and recommendations. **--SEO Articles** - Posted 1 new article this week **AIO (AI Optimisation)** This is a substantial project with hundreds of small changes to make across the site so it will take a long time to move the needle but I think it's worth starting now so we're ahead of the curve. **Landing Pages V4** **Grey Shoes** - Nearly complete, meeting required to finalise before go live **Belt Buckle**- Nearly complete, missing USP image. Waiting on Amy to design. **Gym Leggings** - Waiting on assets. I'm researching Gymshark and other active wear brands to ensure we cover all USPs.
Strategic Recommendations	**Landing Page Review** – Meeting planned to finalise and activate new landing pages for upcoming campaigns. **Helpdesk Optimisation** – Reviewing opportunities to improve automation and macro usage within the customer service platform to streamline support responses.
Review and Optimise Klaviyo	**Browse Abandonment Flow** – Performance remains stable **Welcome Flow -** Up 35% **Cart Flow** - Holding steady - Test reducing delay to see if we can squeeze more out of the flow. **Suppressed Profiles:** 171 **Loyalty Programme Flow** – Implemented an automated flow to encourage repeat customers to join the loyalty programme.
A/B Testing in Klaviyo	**Sign-Up Form A/B Testing** – I tested discount levels for new subscribers and it showed the higher incentive generated stronger submission rates. Adjusted to maintain profile growth while balancing margin impact. **Flows** – Ongoing A/B/C testing of subject lines to improve open rates. No clear winners identified yet, but testing continues.

PREVIOUS WEEK REVIEW

🗓 Week Analytics		📌 Notes/Insights	➡ Next Steps
Total Sales	£37,601.45	↑ **+9.0%** – Weekly revenue increased to £37,601.45, reflecting steady growth following the previous launch activity and continued customer engagement.	Continue reviewing launch performance and plan upcoming campaigns with dedicated landing pages to maximise new product visibility and conversion rates.
Conversion Rate	4.5%	↑ **+7.1%** – Conversion rate rose slightly to 4.5%, indicating stronger buying intent from visitors, likely driven by sustained product demand and improved on-site flow.	Monitor to ensure the conversion rate remains above 4%. Consider A/B testing product page layouts or simplifying checkout flow to sustain performance as traffic scales.
Orders	384	↑ **+4.3%** – Total orders increased to 384, showing consistent sales performance and effective remarketing from last week's campaign.	Maintain consistent product availability and restock planning to prevent dips in weekly order volume.
Website Visitors	4,110	↑ **+4.3%** – Site traffic climbed modestly to 4,110, suggesting ongoing momentum from recent email and ad activity.	Explore increasing ad spend and content output to push traffic growth while maintaining healthy conversion rates. Review performance of each channel to optimise ROI.
Returning Customers	223 / 58.1% Est. net rev. £21,850	↑ **+1.8%** – Returning customer share grew to 58.1%, highlighting strong brand loyalty and repeat purchasing behaviour.	Continue to reward and nurture this audience with loyalty incentives and early access campaigns to maintain high repeat-purchase rates.
New Customers	161 / 41.9% Est. net rev. £15,751	↓ **-1.4%** – New customer share dipped slightly to 41.9% as existing customers continued to dominate total orders, showing stable retention but slower new acquisition.	Focus on acquisition strategies - optimised landing pages, referral programs, and social proof to rebalance the ratio between new and returning buyers.
AOV	£80.50	↑ **+3.2%** – AOV rose from £78.00 to £80.50, partly due to higher-value multi-item orders and bundles.	Introduce product bundles or upsell prompts at checkout to build on the positive AOV trend.
Cart Abandonment Rate	60.43%	↓ **-2.1%** – Cart abandonment decreased to 60.43%, reflecting improved checkout flow and urgency messaging from launch campaigns.	Test different timing and tone for cart recovery emails. Continue refining urgency and social proof messaging on key product pages.
Bounce Rate	58.4%	↓ **-7.4%** – Bounce rate improved from 63.1% to 58.4%, suggesting better engagement and relevance from ad and email traffic.	Investigate top exit pages to identify where cold audiences drop off. Introduce more personalised ad targeting and page-specific offers to reduce bounce further.
Top-Selling Products	Product 1 Product 2 Product 3.	Product 1 and 3 performing well for the second week.	Analyse offer, product pages and ads to identify what may be driving this.
Email Campaign Open Rate (Average)	54.86%	↑ +16.7% – Higher opens show effective launch-related subject lines and timing.	Continue to A/B test subjects to establish winning subjects
Email Campaign CTR (Average)	7.03%	↑ +737.5% – Click-through rate exploded, confirming highly engaging launch content and strong product appeal.	Replicate content for future launches

PERFORMANCE TRENDS & HISTORICAL DATA

Week	Total Sales	Conversion Rate	Orders	Visitors	Returning Customers	New Customers	AOV	Cart Abandonment	Bounce Rate	Top-Selling Products	Email Campaign Open Rate	Email Campaign CTR	Notes
28th Sept	£37,601.45	4.5%	384	4,110	223 / 58.1% Est. net rev. £21,850	161 / 41.9% Est. net rev. £15,751	£80.50	60.43%	58.4%	Product 1 Product 2 Product 3	54.86%	7.03%	AOV slightly elevated due to multi-item orders on bundles.
21st Sept	£34,503.25	4.2%	368	3,940	207 / 56.3% Est. net rev. £19,420	161 / 43.7% Est. net rev. £15,083	£78.00	61.72%	63.08%	Product 4 Product 1 Product 3	47.00%	4.84%	New Product launch driving most sales
14th Sept	£32,128.94	3.9%	341	3,765	188 / 55.1% Est. net rev. £17,700	153 / 44.9% Est. net rev. £14,428	£75.25	63.10%	60.74%	Product 7 Product 2 Product 6	59.39%	0.38%	Conversion rate holding stable despite lower ad spend this week.