

META ADS + EMAIL • RESEARCH-ONLY

Five Months. \$18.1K → \$62.3K.

An anonymized peptide brand partnered with TNL in February 2026 for Meta ad management and email marketing. In the five months since onboarding, the account has scaled from an early ramp-up period into a consistent, high-performing revenue channel — growing total sales from \$18.1K to \$62.3K per month while more than tripling monthly order volume. The account has held a conversion rate consistently above 4.3%, reflecting strong offer-to-audience fit alongside disciplined ad management.

REVENUE GROWTH

+244%

\$18.1K (Feb) → \$62.3K (Jul)

ORDER GROWTH

+352%

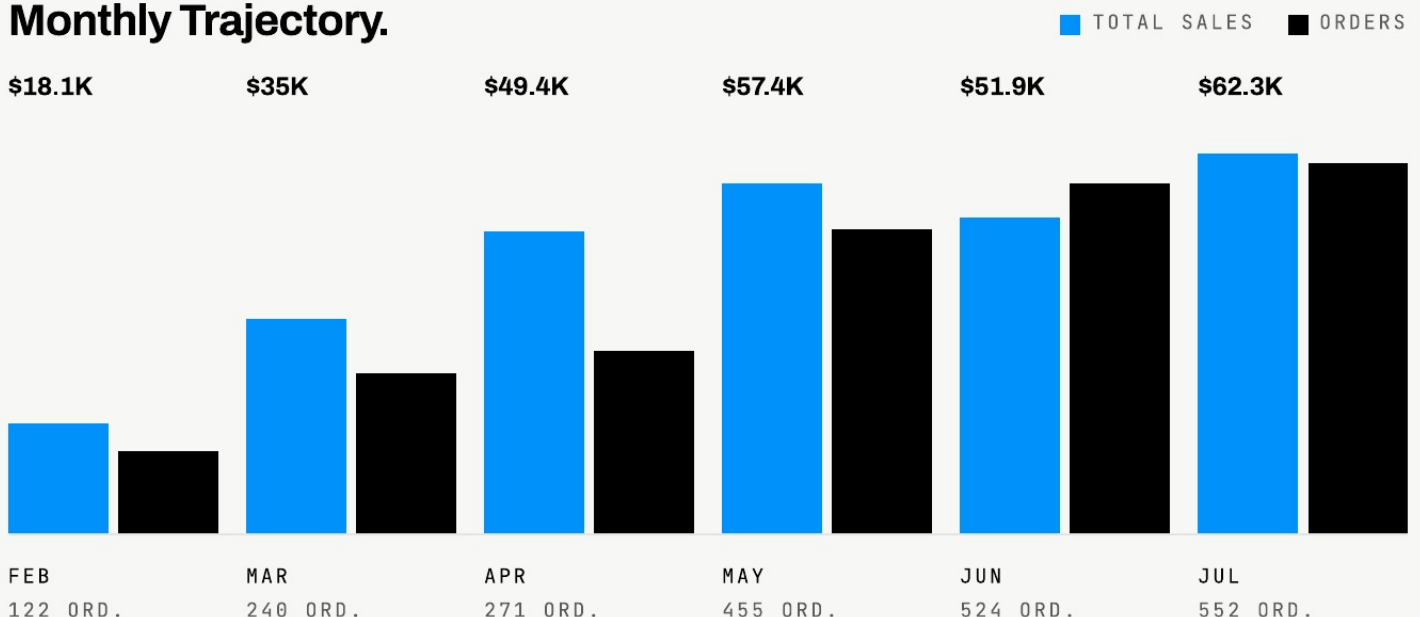
122 orders → 552 orders

TRAFFIC GROWTH

+220%

3,065 → 9,809 sessions

Monthly Trajectory.



Monthly Performance Breakdown.

FEB - JUL 2026

MONTH	SESSIONS	TOTAL SALES	ORDERS	CONV. RATE
February 2026 FEB 1-28	3,065 +625%	\$18.1K	122	4.37%
March 2026 MAR 1-31	4,950 +61%	\$35K +93%	240 +97%	4.9% +13%
April 2026 APR 1-30	5,608 +15%	\$49.4K +44%	271 +15%	4.74% -3%
May 2026 MAY 1-31	8,292 +42%	\$57.4K +12%	455 +61%	5.33% +11%
June 2026 JUN 1-30	7,168 -12%	\$51.9K -6%	524 +19%	5.81% +11%
July 2026 (MTD) JUL 1-29	9,809 +42%	\$62.3K +26%	552 +8%	4.94% -16%

MONTH-BY-MONTH HIGHLIGHTS

- 01 **February** — Onboarding month. Foundational campaign structure and tracking went live; sales reached \$18.1K on 122 orders as the account ramped from a cold start.
- 02 **March** — First full month of optimized Meta ads and email marketing. Sales nearly doubled to \$35K (+93%) and orders grew 97%, with conversion rate climbing to 4.9%.
- 03 **April** — Sales crossed \$49.4K (+44%), continuing the account's steady month-over-month scaling as creative and audience testing matured.
- 04 **May** — Best month to date: \$57.4K in sales, 455 orders (+61%), and conversion rate up to 5.33% — the account's strongest efficiency reading of the period.
- 05 **June** — A modest, expected pullback to \$51.9K as traffic softened seasonally, though order count still grew (+19%) and conversion rate held at a strong 5.81%.
- 06 **July (through the 29th)** — New record month at \$62.3K in sales (+26%) on 552 orders, with sessions up 42% to 9,809 — the account's highest traffic month yet.

KEY TAKEAWAYS

- Revenue has grown **+244%** since the account's first month, from \$18.1K to \$62.3K.
- Order volume has grown **+352%**, from 122 to 552 orders per month.
- Conversion rate has remained healthy throughout, ranging from 4.37% to 5.81% — well above typical e-commerce benchmarks.
- June's dip was a normal seasonal fluctuation and was immediately followed by the account's strongest month yet in July.

LOOKING AHEAD

With traffic and order volume both trending upward heading into August, the focus for the next cycle is protecting the conversion rate gains from May/June while sustaining the session growth seen in July — primarily through continued Meta ad optimization and expanded email/SMS lifecycle campaigns.

Verified in Shopify Analytics.

Untreated captures, all channels, one per reporting month. Every figure in this report is read directly from these screens.

All channels

Feb 1-28, 2026

Sessions

3,065  +625%

Total sales

\$18.1K 

Orders

122 

Conversion rate

4.37% 

All channels

Mar 1-31, 2026

Sessions

4,950  +61%

Total sales

\$35K  +93%

Orders

240  +97%

Conversion rate

4.9%  +13%

All channels

Apr 1-30, 2026

Sessions

5,608  +15%

Total sales

\$49.4K  +44%

Orders

271  +15%

Conversion rate

4.74%  -3%

All channels

May 1-31, 2026

Sessions

8,292  +42%

Total sales

\$57.4K  +12%

Orders

455  +61%

Conversion rate

5.33%  +11%

All channels

Jun 1-30, 2026

Sessions

7,168  -12%

Total sales

\$51.9K  -6%

Orders

524  +19%

Conversion rate

5.81%  +11%

All channels

Jul 1-29, 2026

Sessions

9,809  +42%

Total sales

\$62.3K  +26%

Orders

552  +8%

Conversion rate

4.94%  -16%