EXPERT EXPOSURE · FRACTIONAL CMO & SHOPIFY GROWTH ADVISORY

Ecommerce Growth & Conversion Audit

For $1M–$15M Shopify & DTC Brands

WHO IT'S FOR

Spend up, MER down
Ad spend keeps rising while blended marketing efficiency slips.

Finger-pointing
Agencies and channels each claim credit, and nobody owns the full picture.

Traffic that won't convert
Visitors arrive, but the store isn't turning them into profitable orders.

WHAT'S COVERED IN 2 WEEKS

1. **Shopify Store & CRO Teardown**
   Homepage, collection, PDP, cart and checkout friction, plus mobile UX, offers, and trust signals.
2. **GA4 & Attribution / Tracking Audit**
   Verify conversion tracking, find double-counted revenue, and set MER, new-customer CAC, and margin as the source of truth.
3. **Google & Meta Ads Efficiency Review**
   Account structure, Performance Max, bidding, wasted spend, and creative, judged against blended results and real profit.
4. **AI Workflow Quick Wins**
   Practical automations for copy, creative testing, customer service, and reporting that give your team hours back each week.
5. **Prioritized 90-Day Growth Roadmap**
   Ranked by impact and effort, with clear owners, so your team knows exactly what to do first.

INVESTMENT & TERMS

$1,500–$3,000 flat fee

- 2-week turnaround
- 60-minute executive readout
- **100% credited toward Month 1** if you retain me as Fractional CMO

NEXT STEP · FRACTIONAL CMO

$5,000–$8,500 / month

- 1–2 days per week of senior ownership
- Ads, CRO, tracking, and team leadership
- 3-month minimum

DM on LinkedIn or email to book a 20-min fit call → Jeff.Fatherree@icloud.com

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