

CASE STUDY

Furniture store: +83% sales in 5 weeks.

same product, different system

A Lithuanian furniture ecommerce store (Shopify) was losing sales before we started. In the first 36 days of our work, orders almost doubled.

CLIENT

Furniture store, Shopify

PERIOD

2026-08-10 - 2026-10-20

PREPARED BY

Cofactor

cofactor.

What we found.

sales were falling, the reasons were visible

In early September we audited the store, its ads and its tracking. The main problems:

- 01 **Sales were shrinking.** In the 90 days before the audit, gross sales were 12% lower than in the previous period.
- 02 **Tracking was incomplete.** Meta Conversions API and Google Ads conversions were not fully set up, so the ads were learning from incomplete data.
- 03 **Advertising was fragmented.** The budget was split across several small campaigns at €3–8 per day, each with a different offer. None of them got enough data.
- 04 **Checkout was losing buyers.** In 90 days, 260 people reached checkout and 64 completed it. Shipping cost only appeared at the last step, and the cart had an unnecessary consent checkbox.
- 05 **No email automation, no SEO basics.** Nobody reminded shoppers about abandoned carts, an outdated discount wheel popped up on the site, and categories had no search titles or descriptions.

Before and after.

36 days before, 36 days after

€18,281

was ~€9,990
+83%
net sales (after returns)

58

was 30
+93%
orders

~€7

per €1 of additional ad spend
+€8,291 in sales
additional ad spend ~€1,160

NET SALES IN 36 DAYS



METRIC	BEFORE	AFTER	CHANGE
Net sales	~€9,990	€18,281	+83%
Orders	30	58	+93%
Hero product (bed) sales	~€2,300	~€10,400	+341%
Average order value more buyers chose the cheaper hero product	~€377	€343	-9%
Google Ads purchases Google Ads data	5	13	+160%
Google search clicks (28 days) Search Console, avg. position 10.9 → 7.5	169	286	+69%
Ad spend (Meta + Google)	~€330	~€1,486	+€1,156

What we did.

foundations, ads, checkout, email

2026-08-24 - 09-14

Foundations

- + Fixed tracking: GA4, Meta Pixel and Conversions API, Google Ads conversions
- + Product feed in Google Merchant Center
- + Removed the outdated discount wheel and unused apps

2026-10-14 - 10-16

Checkout and product page

- + Cart drawer with one clear button
- + Removed the unnecessary consent checkbox
- + Shipping cost shown upfront
- + Next to the buy button: stock, delivery time and store rating

FROM 2026-09-15

Advertising

- + Rebuilt Meta ads into one broad conversion campaign
- + Static creatives with clear test rules: winners get budget, weak ads are switched off
- + One clear offer: bed and mattress as a bundle
- + Optimised Google Search, launched Shopping for the full catalogue

2026-10-15 - 10-20

Email and SEO

- + Automated emails: abandoned checkout, abandoned cart, browse abandonment, welcome
- + Newsletter popup without a discount
- + Search titles and descriptions for 13 categories, copy for 5

What it means.

- 01 **Sales almost doubled.** In 36 days the store got 58 orders instead of 30, and net sales grew 83%.
- 02 **Growth came from advertising we can measure.** An extra ~€1,160 in ads brought €8,291 more in sales, about €7 for every additional euro. Fixed tracking let the ads learn from real purchases.
- 03 **One clear offer worked best.** Our ads showed one offer: the bed and mattress as a bundle. Sales of the hero bed grew about 4.5 times.
- 04 **Average order value fell 9%.** More people bought the cheaper hero product. That is why the next step is bed add-ons and larger bundles.
- 05 **Some of the work is only starting to pay off.** The checkout, email and SEO changes were made in mid-October. We will measure their impact next month.

How we measured. Shopify net sales and orders: 2026-08-10 - 09-14 (before) and 2026-09-15 - 10-20 (after), 36 days each. We do not compare sessions or conversion rate, because Shopify changed how sessions are counted on 2026-09-21. Ad spend comes from the Meta and Google Ads accounts, Google purchases use Google Ads attribution. Seasonality also affects the results.