

September Report · Verified

📅 Sep 1 – Sep 30, 2026

Revenue credited to Meta ads · verified against Shopify order-by-order

\$82,124

▲ 275 orders

on \$685.67 of ad spend — a 120× return

\$685.67

Ad spend

100,350

Impressions

✓ Meta vs Shopify — cross-checked

265 of Meta's 268 claimed purchases matched a real Shopify order exactly (by dollar amount and date; one \$287.55 duplicate between the mitt ad sets removed). On top of Meta's attribution, every mitt order since the mitt ads launched Sep 23 is credited to the ads — 10 orders (\$3,920) Meta's attribution window missed.

Boat Blinds

August Ad Set · High performing

Spend \$596.23 · 229 verified orders · \$70,122 · 118× ROAS

Blind products bought by ad-credited customers

18 orders

\$14,336

Rest of the \$70,122 = parts & other gear

211 orders

Handle Warmer Mitts

New ad sets · Sep 23

Spend \$89.44 · 46 credited orders · \$12,002 · 134× ROAS

Mitts sold since the ads launched — credited to ads

19 mitts · 17 orders · Sep 23–30

\$1,805

Full value of those mitt orders (incl. other gear in cart)

Counted in the \$12,002 above

\$5,276

▲ Mitts sold 0.59/day before the ads → 2.38/day after — 4× faster. September total: 32 mitts, \$3,040 (13 sold pre-launch). The rest of the \$12,002 is other gear bought by customers the mitt ads reached.

Total ad spend

\$685.67

Credited revenue

\$82,124

Cost per order

\$2.49

Overall ROAS

120×

Sources: Meta Ads Manager per-ad-set daily breakdown (Sep 1–30) cross-referenced against the Shopify order export · paid orders only, refunds excluded

Meta attribution: 7-day click / 1-day view, verified order-by-order · Mitt credit basis: all 17 mitt orders placed after the Sep 23 ad launch are counted as ad-driven