

Digital Market Update

June 25

Based on annual data across Shopify, Google, Meta and SEO



E-Com Landscape	1.0
Strategic Recommendations	2.0
Paid Performance Insights	3.0
Platform Updates	4.0
SEO Landscape	5.0
PH Insights Hub	6.0
Paid Metrics Index – Key Acronyms	7.0
Our Services	8.0
Our Client Goals & Process	9.0

E-com Landscape

1.0

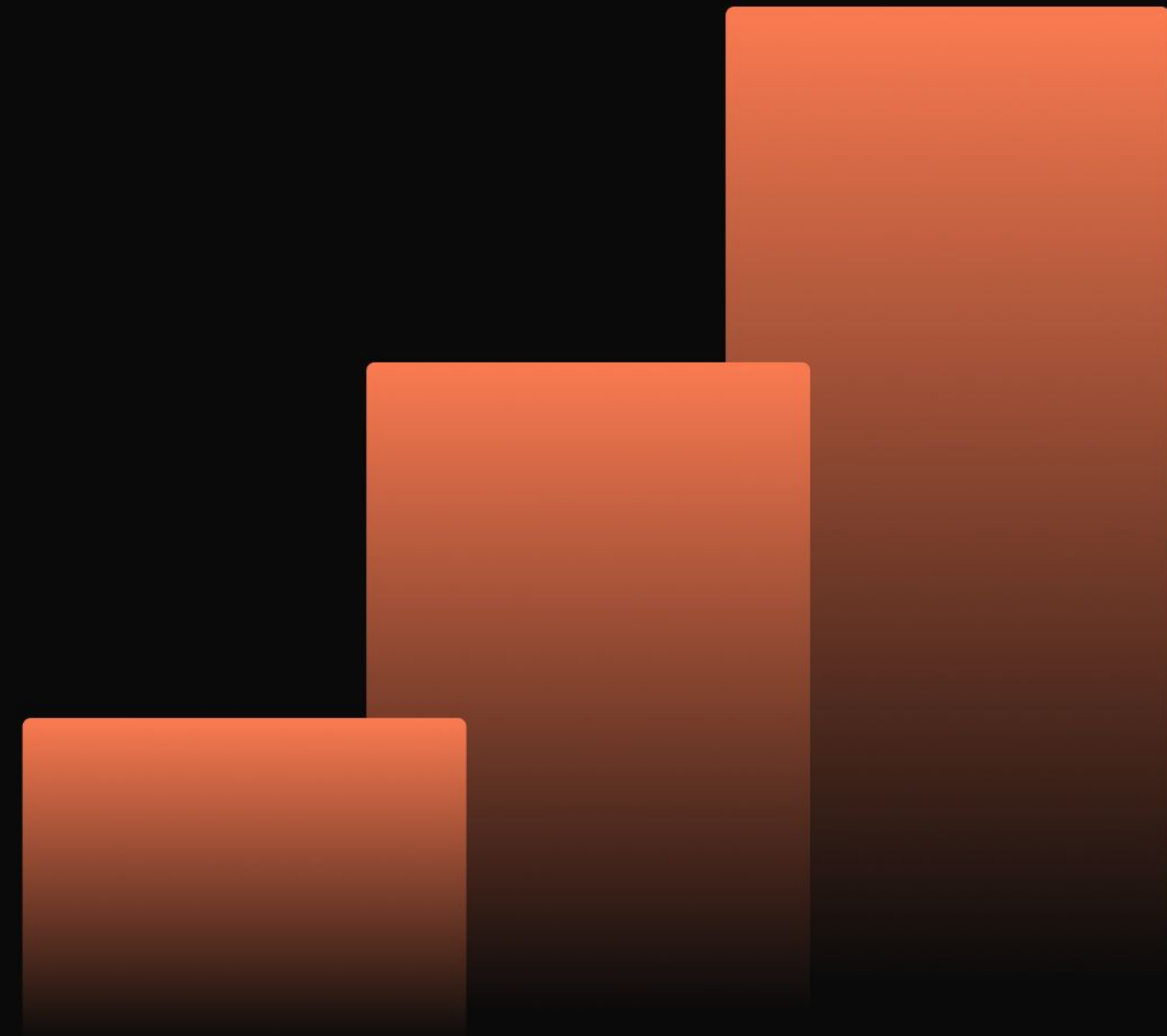
June E-com Wrap Up.

Quarterly results are in – and they're the strongest we've seen all year.

Year-on-Year: Q2 revenue surged 26%, with a 13% lift in order volume – clear evidence that consumer spending is not only back, but growing steadily. Cart sizes and conversion rates are improving, while returns rose just 7% YoY – a marked improvement on May's spike.

Month-on-Month: Sales dipped slightly (-2%), reflecting stabilisation after May's peak rather than any slowdown. AOV also eased (-3%) and order volume softened (-1.7%), but customer count grew 2.4% and returns dropped sharply (-34%), pointing to healthier acquisition and better purchase confidence.

Key Takeaways: June caps off a standout quarter for e-com. The MoM dip simply marks a recalibration after May's high, not a loss of momentum. With confidence, intent and quality all trending upward, the focus for Q3 is on margin improvement and converting new customers into long-term value.

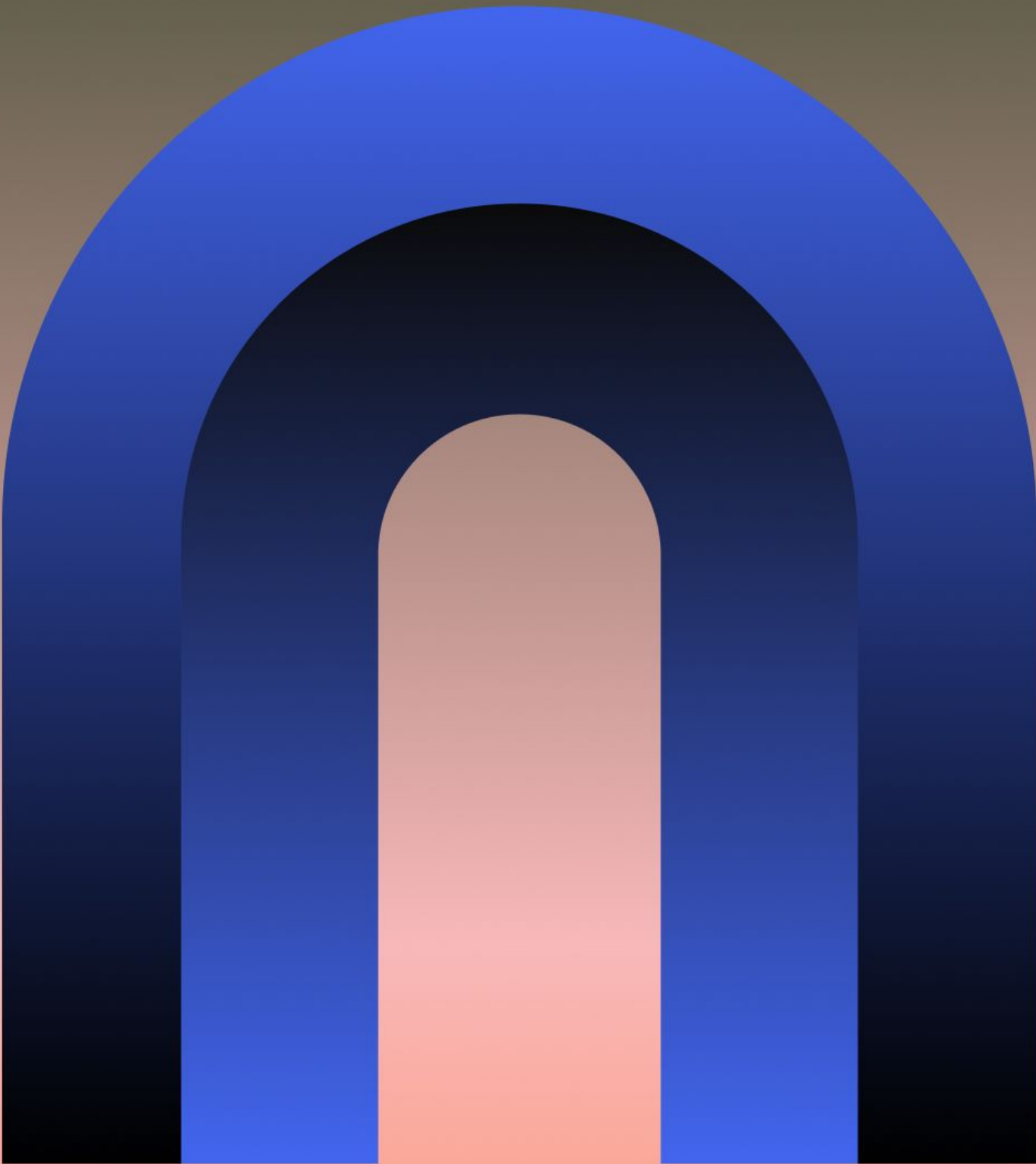


Spotlight on Sales

Each month, we aggregate anonymised performance data to provide a benchmark of what's happening right now across our portfolio.

Month-on-Month Trends (June 2025 vs. May 2025)

Metric	Change	Strategic Insight
Revenue	-1.96%	Post-May correction. Maintain campaign momentum with evergreen and product-led content.
Orders	-1.72%	Slight dip suggests stabilisation. Review offer timing and audience targeting.
Customer Count	+2.40%	Positive sign – prospecting efforts are working. Double down on welcome strategies.
Discounts	+9.44%	Reliance on promos is creeping up. Revisit perceived value and test bundle pricing.
Shipping Costs	+5.8%	Higher fulfilment volumes. Optimise packaging and carrier choice to protect margin.
Average Order Value	-3.05%	Suggests increased basket building at lower price points. Cross-sell premium SKUs.
Returns	-34.3%	Big win. Indicates better fit, CX improvements, and healthier buying decisions.



Year-on-Year Trends (June 2025 vs. June 2024)

Average sales performance across PH Digital clients.

Metric	Change	Strategic Insight
Revenue	+15.99%	Healthy YoY growth shows buyers are returning. Signals more confident spending.
Orders	+9.86%	Volumes are rising steadily – a clear sign of recovery and funnel effectiveness.
Customer Count	+30.64%	Huge win. Now’s the time to nurture loyalty and reduce first-time buyer churn.
Discounts	+20.02%	Aggressive promo activity. Time to reframe value beyond price slashing.
Shipping & Returns	+19.11% / +7.22%	Increased volumes are expected, but continued focus on logistics and CX is essential.
Average Order Value	+4.99%	Modest lift suggests good product value perception. Reinforce this in marketing.

Key Takeaways: Across the board, this quarter delivered strong YoY results – up 26% in sales, 13% in orders, and a massive 30% in customer count. Shoppers are officially back.

The challenge now is to balance acquisition gains with smarter strategies that boost profit per order. Our recommendation? Prioritise retention, ease off discounting, and refine your conversion ecosystem. We’re here to help optimise every touchpoint, from offer to delivery.

Strategic Recommendations

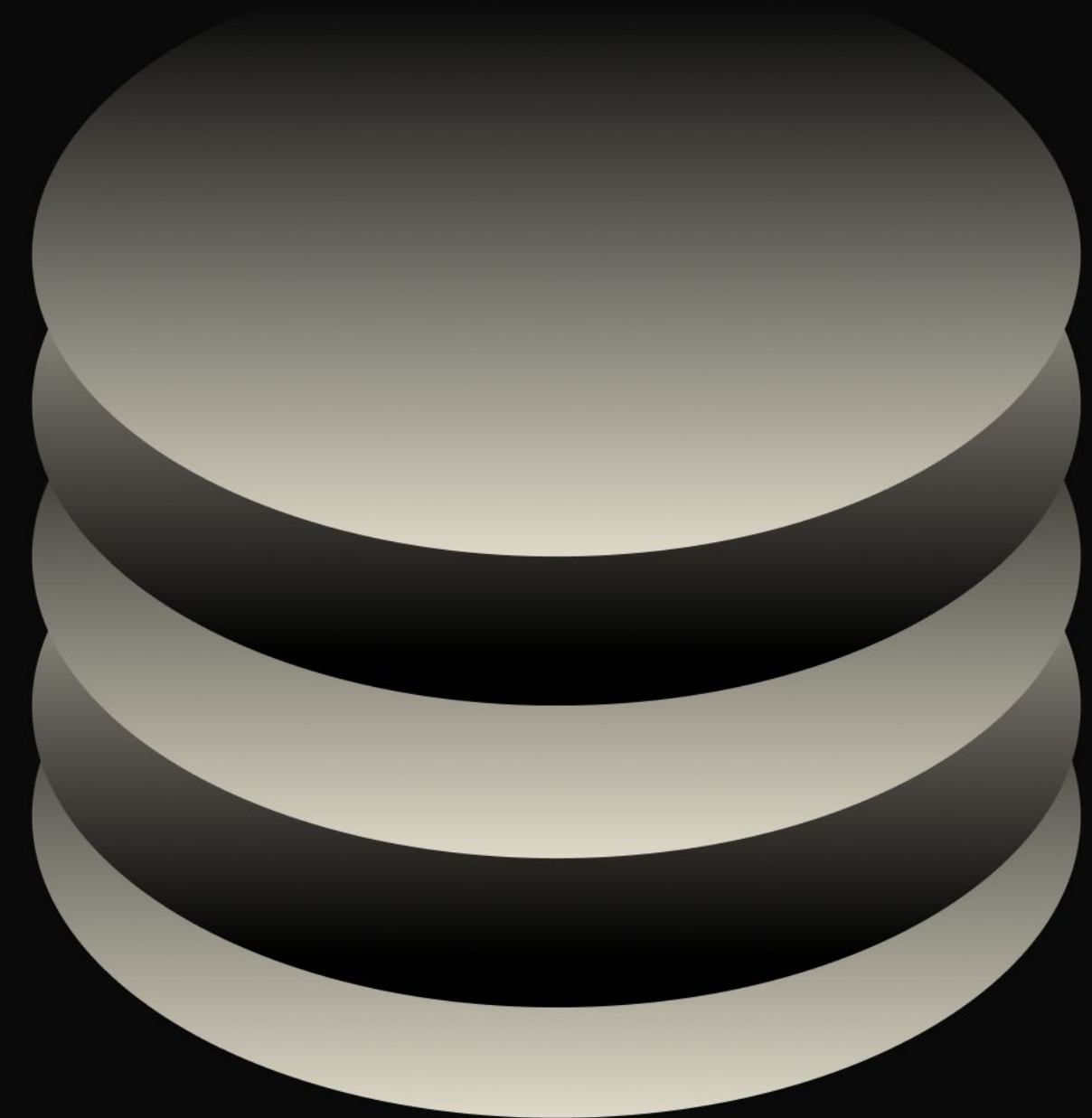
2.0

Your Digital To-Do List.

June wrapped up a standout quarter, with sales and orders climbing YoY and customer confidence up. Here's how to fine-tune for profit and performance:

- **Interrogate your margins:** Are your promos actually profitable? Review discount structures, shipping thresholds and bundling strategies to protect margin while maintaining perceived value.
- **Elevate the product experience:** With AOV holding strong, customers are still willing to spend – but only when it feels worth it. Look at product page visuals, copy, reviews and value cues. Is it clear why they should buy now?
- **Convert the curious:** It's time to optimise how you welcome and convert window shoppers. Test homepage hierarchy, site navigation and your top-of-funnel offer. Don't just attract traffic – convert it with intent.

The momentum is real, and yours to build on. Sharpen your value story, improve your on-site experience, and concentrate on conversion to turn a strong Q2 into sustained growth.



How PH Digital is Helping.

This month, we're focused on value, clarity, and conversion confidence. With AOVs high and traffic strong, our job is to ensure that momentum converts to meaningful growth. Here's where our team is focused:

- Optimising PDPs and collections to communicate value and reduce bounce.
- Testing price presentation, urgency drivers and new offer formats.
- Tightening post-click journeys across Meta, Google and EDM to minimise drop-off and improve retention.

Top Tip: Your funnel needs to flex.

Order volume is up 13% YoY, and traffic is growing. But if your returns are rising too, something's misaligned. We help brands strike the right balance between speed and certainty – so new visitors don't just buy, they stay.

Whether your brand is scaling or stabilising, our goal stays the same: reduce friction, increase trust, and build sustainable, margin-positive growth.



Paid Performance Insights

3.0

June Google Ads Performance.

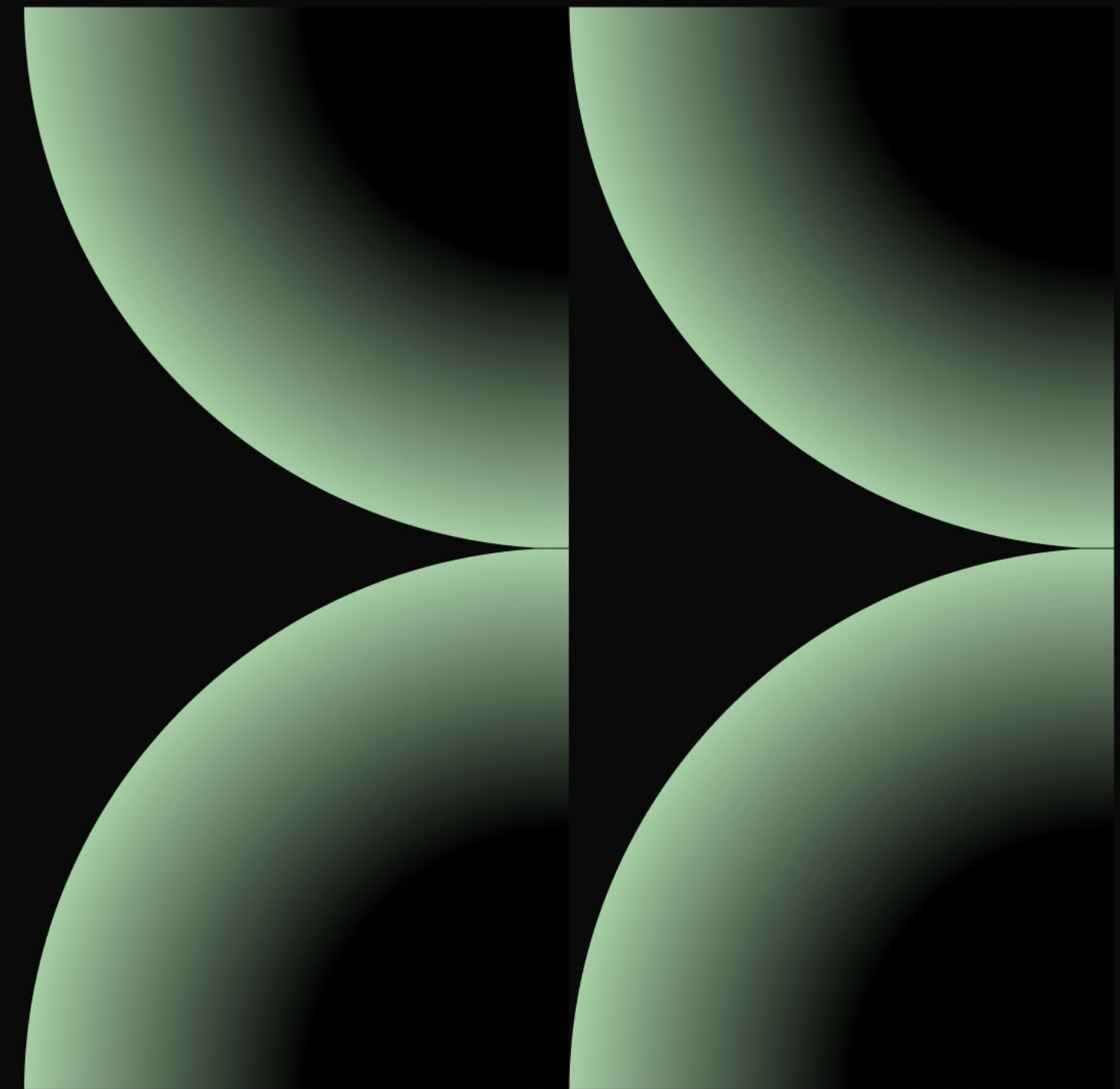
Smart Growth, Smarter Signals:

June saw healthy returns, with stronger revenue generated from marginal increases in spend. Efficiency is improving, and strategic adjustments are starting to pay off.

Month-on-Month: Spend dipped slightly (-4%), but revenue lifted 7% – an indicator that current optimisations are working, even in a mixed-demand market.

Year-on-Year: Revenue rose 23% from +20% spend. PMAX continues to outperform Standard Shopping, underscoring the value of automation when guided by the right inputs. Brand campaigns told a more nuanced story: despite a 42% increase in spend, revenue held flat. This suggests consumers are still browsing and comparing through brand terms, but may be purchasing via other routes.

Key Takeaway: With well-structured campaigns delivering more for less, we're helping clients lean into PMAX where it performs, refine Brand campaigns, and make smarter spend decisions across formats to protect efficiency and unlock growth.



June Paid Social Performance.

Investing to Win – and it's Working:

June's Meta performance delivered promising growth both month-on-month and year-on-year, signalling that strategic investment and compelling creative continue to drive returns – even in a rising-cost environment.

Month-on-Month: Ad spend increased 13% and revenue rose 12% – a far stronger result than May, where increased spend delivered flat returns. Rising CPCs and CPMs signal growing competition, reinforcing the importance of impactful creative and well-aligned offers.

Year-on-Year: Revenue grew 46% despite a 57% increase in ad costs, proving that when strategy, creative, and customer experience align, Meta still delivers meaningful ROI.

Key Takeaways: Strong creative and smart funnel strategy are delivering solid returns despite rising ad costs. Next focus: optimise creative, content, and onsite experience to increase conversions and offset higher CPCs.



Making Every Click Count.

With ad costs rising and attention harder to earn, content is your most crucial asset. From scroll-stopping visuals to seamless CX, the goal is less bounce, more buy.

- **Creative:** Great ad creative doesn't just win the click, it lowers costs across the board. Remember, cut-through comes from relevance, not noise. Native-feel, hook-driven ads lower CPCs and boost CTR.
- **Copy:** Traffic won't convert if your product pages don't persuade. Product pages must scan fast and sell hard. Lead with benefits, answer objections, and support decision-making.
- **CX:** Even the best sale needs follow-through. That means smart email flows and segmented CX that keeps customers coming back. Better retention = fewer returns, and more revenue per click.

Bottom line: Consumer confidence is lifting, and with NZ economists forecasting an additional \$45m spend by Christmas, brands that invest in content now will be better placed to capture peak demand.

Read more about what a scroll-stopping strategy looks like at ph.digital/insights.



Platform Updates

4.0

Paid Platform Updates.

This month's most newsworthy insights and need-to-know updates across **Google, Meta and TikTok**, and how you can take action.

1. Platform: Google Ads

What's New: Google has rolled out faster Gemini 2.5 models for content creation, plus Project Mariner – an AI tool that automates web browsing tasks. Search is shifting towards full-sentence prompts and voice queries, reflecting a broader move toward more intuitive digital interactions.

→ **Take Action:** As users start searching in more natural language, your ad copy needs to match. Align messaging with question-based phrasing or problem/solution formats to drive stronger engagement and potentially lower CPCs.

2. Platform: Instagram

What's New: From 10 July, professional accounts can opt into having posts indexed by Google, meaning Instagram content will become searchable and visible outside the app. This transforms Instagram from a closed network into an open web presence, with SEO now playing a bigger role.

→ **Take Action:** Boost the performance of both paid and organic posts by using clear, keyword-rich captions, hashtags and metadata. Strong SEO signals will now amplify discoverability well beyond the feed.

3. Platform: TikTok

What's New: TikTok's updated Branded Content Policy will soon require all paid partnerships to use the commercial disclosure toggle. This adds transparency, ensuring compliance with ad regulations and reducing risk of post removal or account issues.

→ **Take Action:** Review your influencer and creator posts to ensure the commercial toggle is used correctly. Staying compliant will protect campaign reach and avoid disruption during key brand moments.

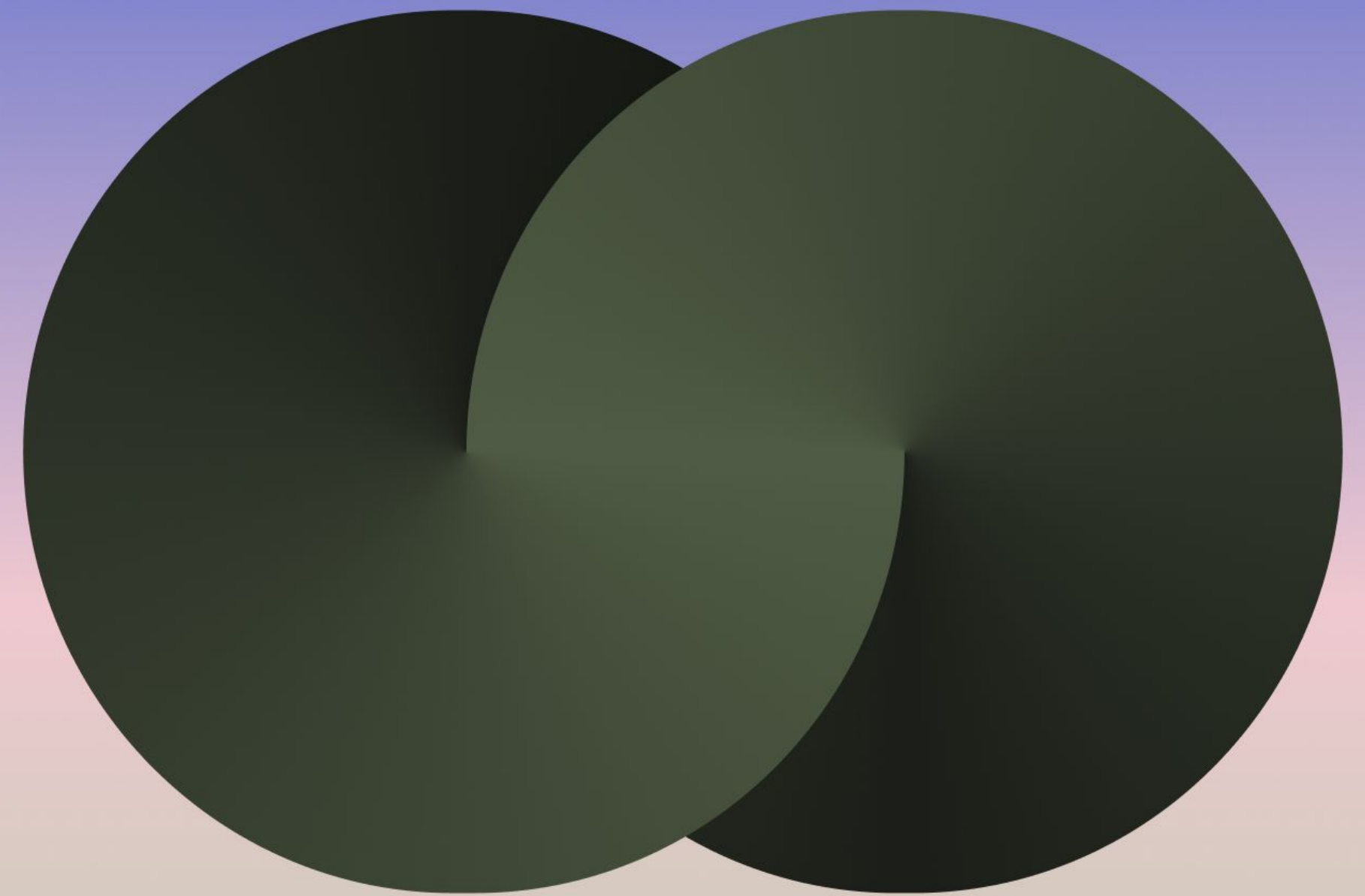
Email Marketing Updates.

Klaviyo Report: Email vs SMS vs WhatsApp.

In June, Klaviyo dug into the distinct strengths of its top three CRM channels, and revealed why the best-performing e-commerce brands aren't picking just one.

- **Email:** Still best for delivering value-rich content – think welcome journeys, loyalty campaigns, product education and post-purchase flows. It's cost-effective, easy to personalise, and works hard at scale.
- **SMS:** With higher open and click rates, it's perfect for time-sensitive messages like sale launches, abandoned cart nudges or delivery alerts – but only when used sparingly and intentionally.
- **WhatsApp:** As a two-way channel, ideal for transactional comms or customer service updates. Richer features like product carousels are becoming more accessible, and it's still underused, which makes now a good time to test.

→ **Take Action:** If you're already seeing strong results from email, [talk to us](#) about layering in SMS or WhatsApp to drive urgency and real-time engagement – especially around sales, drops or seasonal campaigns.



SEO Landscape

5.0

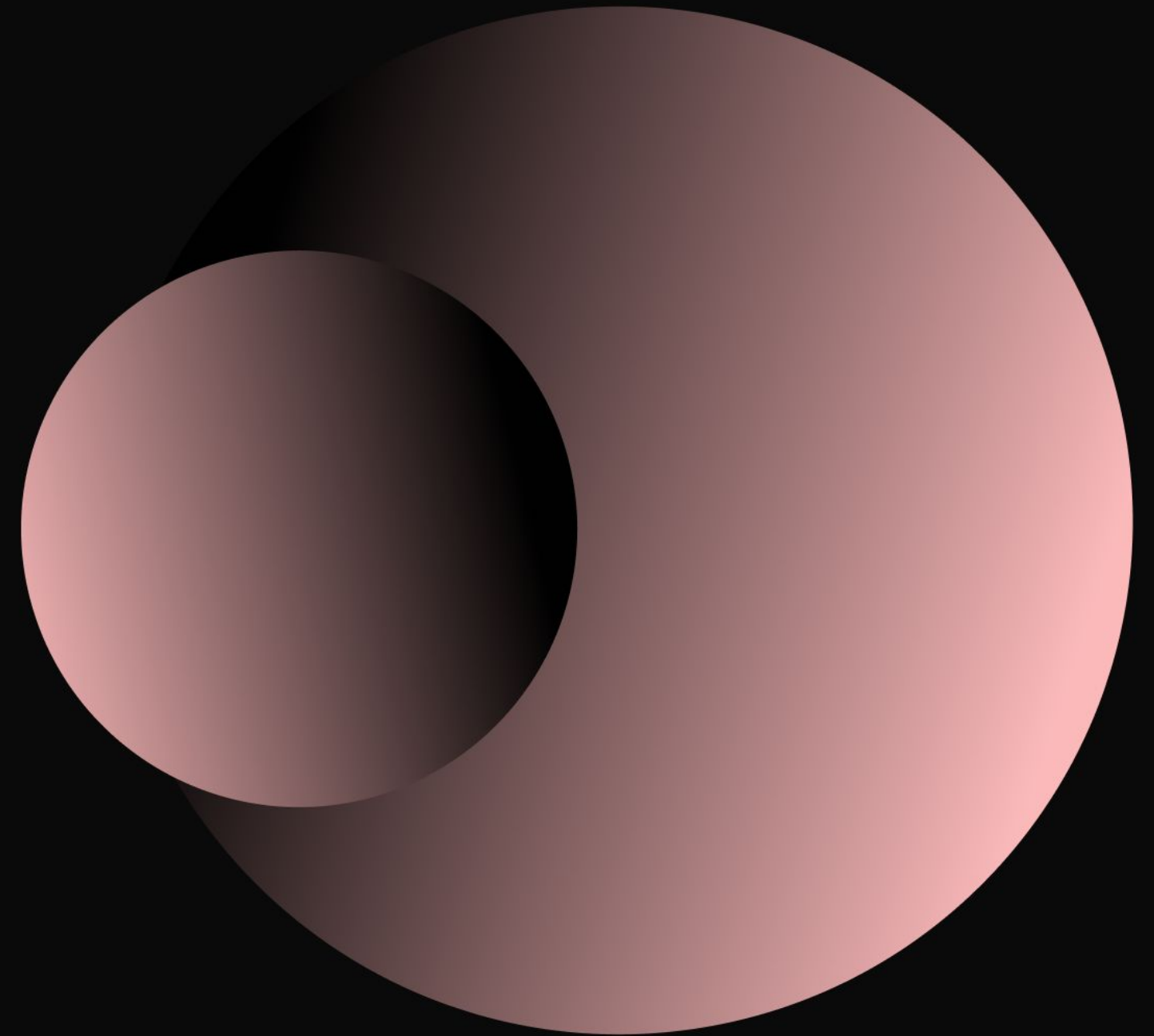
Important SEO Updates.

What's new: Google has expanded AI Overviews to include food-related searches with implied recipe intent – even when the word “recipe” isn’t used. Users are now served ingredients and instructions directly in search results, potentially reducing clicks to publisher sites.

Why it matters: This update doesn’t just affect foodies. If your content relies on how-to traffic, you’ll need to rethink structure and value. Optimising for featured AI inclusions means making content clearer, better formatted, and rich in schema markup – especially around E-E-A-T factors.

What's new: A large-scale study of 25,000 queries confirms that high-ranking pages still dominate AI Overviews and power tools like ChatGPT and Perplexity. Top-10 positions – especially #1 – are most likely to be cited.

Why it matters: Ranking still rules in the AI era. With strong SEO essential to being surfaced, we’re helping clients shore up on structured content that answers questions fast and thoroughly, whilst removing anything they’ll be penalised for: think thin content or spammy affiliate pages.



Your SEO To-Do List.

With AI Mode now live and the June Core Update rolling out, visibility hinges on relevance, clarity, and quality. Here's what you can do this month to hold your rankings – and gain ground:

- **Surface real answers fast:** AI Overviews prioritise pages that clearly answer user questions. Scan top URLs and tighten headings, intros, and product copy to hit intent directly.
- **Stay structured:** Google and AI tools love clean structure. Use schema markup (FAQ, How-To, Product), refine your H1–H3 hierarchy, and avoid keyword clutter.
- **Think like a searcher:** “Chicken cordon bleu” now triggers a recipe – even without the word. Apply that logic to your offering: what implied intent might your customers have? Mirror it in your metadata and on-page content.
- **Hold your nerve:** June's update rolls out over 3 weeks. If performance shifts, track in GSC, but resist knee-jerk changes. Focus on quality, not quick fixes.

Good SEO is earned, not guessed. [PH can help](#) with smart strategy, clear content, and technical foundations that turn algorithm shifts into a springboard for success.

Client Case-Study.

The client: A regional retailer with strong local brand recognition, seeking national growth through organic channels.

The win: An **84% increase in organic traffic** and a **69% lift in organic revenue**, driven by Shopify-specific SEO fixes and local visibility improvements.

The play: Platform-savvy, technically focused SEO.

The strategy: We addressed Shopify's technical quirks, fixed duplicate content and improved metadata across key pages. Local SEO was boosted via Google My Business updates and product feed integration. Internal links, 404s and robots.txt were also cleaned up to enhance crawlability and UX.

The results: The site saw major gains in visibility and conversion, with stronger indexing, higher engagement, and consistent growth in search-led revenue.

The takeaway: On platforms like Shopify, success starts with a strong technical foundation and builds from there. Never underestimate the power of clean structure, clear metadata, and local presence.

PH Insights Hub

6.0

PH Digital Lab Report.

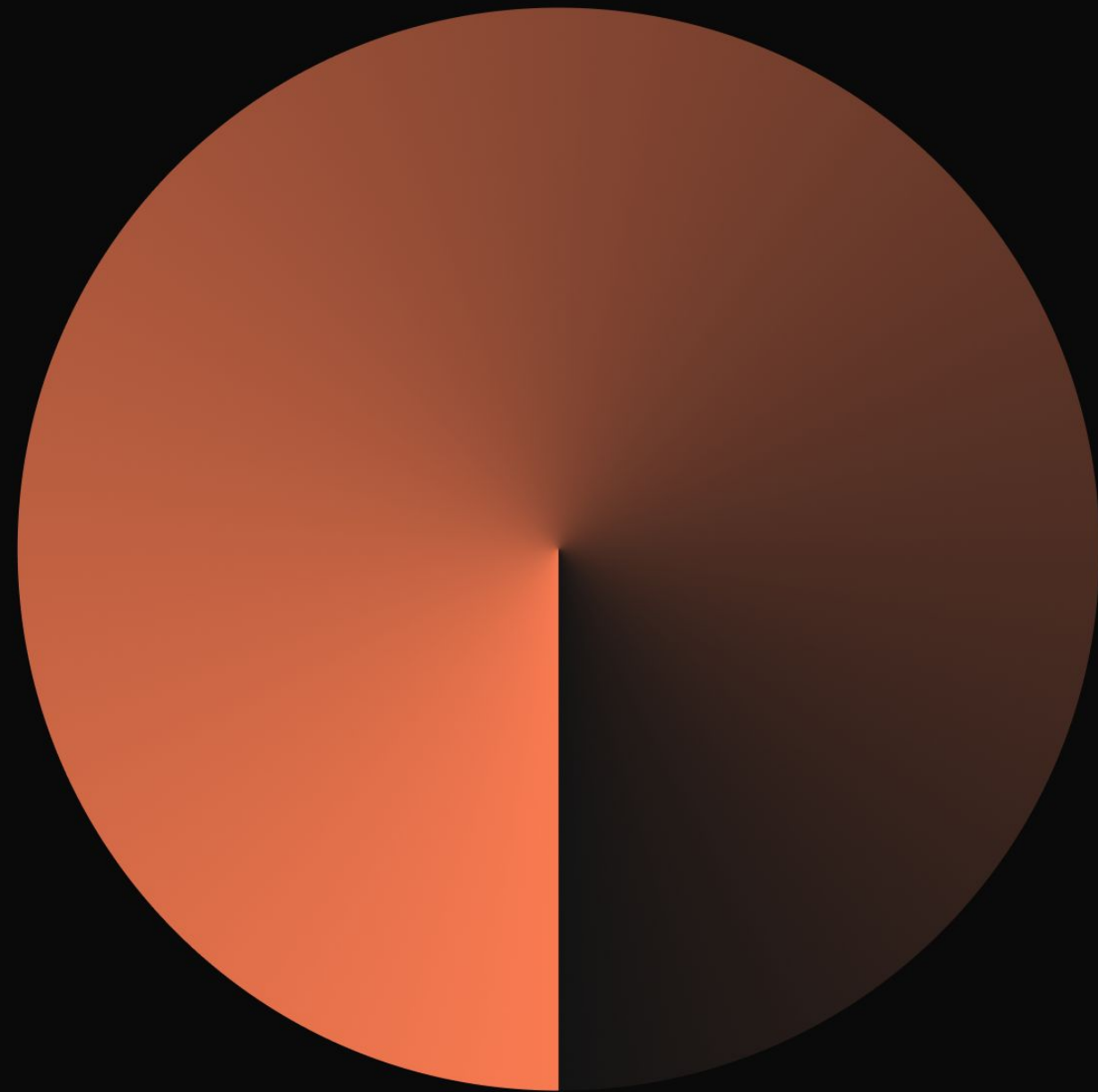
In this monthly digest of the digital updates making waves across the web, we share the TLDR version (that's *too long, didn't read*), and our expert team's top takeaways.

1. Door to Dior: Ahead of his debut Dior collection, Jonathan Anderson leaned into the paradox of 'digital intimacy' by dropping pre-show teasers via the brand's Instagram Close Friends. The same content was soon posted to main, but for a moment being in *that* inner-circle was fashion's biggest flex.

Our Take: A masterstroke in modern luxury marketing. Loyal customers were rewarded while the digital format ensured stories would still be screenshotted and shared across the web immediately. The result? A campaign that gave VIP *and* viral.

2. Toy Story: From gimmicky figurine to global fixation, Labubu has emerged as the must-have talisman of 2025. Collectors are queuing for hours. Resale prices are out the gate. And yet the appeal isn't scarcity alone, it's sentiment.

Our Take: Labubu's popularity is a case study in emotionally intelligent design. In an anxious world, people crave objects that blend function and form with feeling. Pocket-sized isn't a prerequisite. Create a product customers can connect to, and that ordinary item becomes someone's emotional-support necessity.



3. **Sitch Perfect:** Dating app Sitch is ditching the swipe in favour of something deeper: AI-trained matchmaking powered by real human insight. Co-founded by Nandini Mullaji, whose matchmaking roots run three generations deep, Sitch uses LLMs and 50-question onboarding to deliver curated connections, not just profiles.

Our Take: Sitch taps into a broader shift in consumer appetite: quality over quantity, intimacy over instant gratification. As AI scales, the winners will be the brands that humanise it – creating trust, not just efficiency. Connection, it turns out, is a data problem. And Sitch may be one of the first to solve it right.

4. **What Shoppers Want:** *Business of Fashion*'s new e-commerce report confirms that today's customers aren't chasing trends, they're chasing trust. Across the EU5, functional purchase-drivers like clear fit, free returns and a seamless UX far outweighed trendiness or sustainability as key motivators.

Our Take: The shift from hype-ful to helpful is reshaping the fashion funnel, with convenience, confidence and consistency now mattering more than novelty. To be expected when budgets are tighter and baskets more considered, brands that get the basics right are the ones winning at checkout.

5. **Flash Forward:** Polaroid's latest billboards are swapping digital dazzle for analog appeal, combining outdoor placements with unpolished creative and provocative taglines like "Real stories. Not stories & reels" and "AI can't generate sand between your toes" to take aim at AI-generated content, and widespread phone fatigue.

Our Take: Polaroid's play isn't anti-tech – it's pro-emotion. It's also a lesson in effective media placement. We know mobile video content is essential for reach. But static creative with a strong point of view can sometimes be more disruptive than the full digital spectacle.

Seven things ecommerce brands are getting wrong in 2025 (and how to fix them)

June 17, 2025 Christine Kearney



PH Digital CEO Christine Kearney shares seven things ecommerce brands are getting wrong in 2025 and how to fix them.

1. **Vanity metrics ≠ growth:** Retargeting existing customers inflates ROAS but doesn't build your base. Align paid media to business outcomes. If ROAS is high but revenue is flat, this is why.
2. **ROAS over scale:** High ROAS often means low growth. New customer acquisition is more expensive – and worth it. Back your strategy now to lead when the market rebounds.
3. **No retention plan:** Retention isn't passive. Without it, you're burning cash. Build post-purchase journeys, automated comms and loyalty strategies to increase lifetime value.
4. **No AOV strategy:** Upselling, cross-selling and bundling lift average order value. Smart retention strategies grow revenue per customer and boost ROI.
5. **Neglecting brand:** Brand drives trust and long-term conversion. Don't separate brand and performance – build them together. It reduces CAC and strengthens every stage of the funnel.
6. **Cutting spend too early:** Pulling back on marketing kills momentum. Visibility now = growth later. Don't cut the engine that keeps your business moving.
7. **Weak creative:** Creative drives performance. It should grab attention, solve problems and differentiate. Test often. Build assets that sell and stories that stick.

Read the full article [here](#).

Paid Metrics Index

7.0

Paid Metrics Index – Key Acronyms.

SEO - Search Engine Optimisation: The practice of optimising a website to improve its visibility and ranking in search engine results pages.

SEM - Search Engine Marketing: A form of digital marketing that promotes websites by increasing their visibility in search engine results pages through paid advertising.

CPC - Cost per click: CPC refers to the price you pay for each ad click.

CTR - Click-Through Rate: The percentage of people who click on a specific link or ad out of the total number of impressions it receives.

ROAS - Return on Ad Spend: This metric measures the effectiveness of a marketing campaign by calculating the revenue generated in relation to the cost of the advertising. The equation is simply revenue divided by cost, so \$1 spent for \$5 revenue = 5 x ROAS.

MER - Media Efficiency Ratio: A financial metric that compares the marketing expenses of a company to its revenue or sales.

CPA - Cost Per Acquisition: A metric that calculates the average cost incurred to acquire or achieve a specific action, such as a conversion or lead.

CTA - Call to Action: A prompt or instruction that encourages users to take a specific action, such as "Buy Now" or "Subscribe."

UX - User Experience: The overall experience a user has when interacting with a website, application, or other digital product. It encompasses design, usability, conversion potential and accessibility.

LTV - Lifetime Value: The predicted revenue a business can expect to make from a customer over the course of their relationship.

Our Services

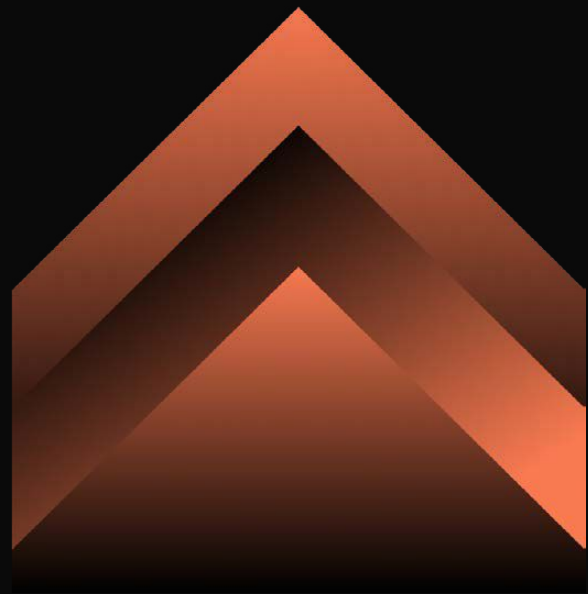
8.0

Initial Digital Audit	01
Digital Brand Strategy	02
Social Advertising	03
Paid Google Search	04
Search Engine Optimisation	05
User Experience Auditing	06
Conversion Rate Optimisation	07

Our Client Goals & Process

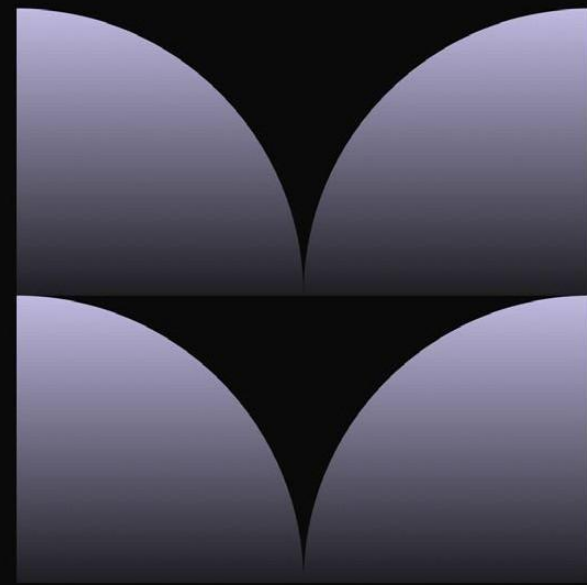
9.0

(01)



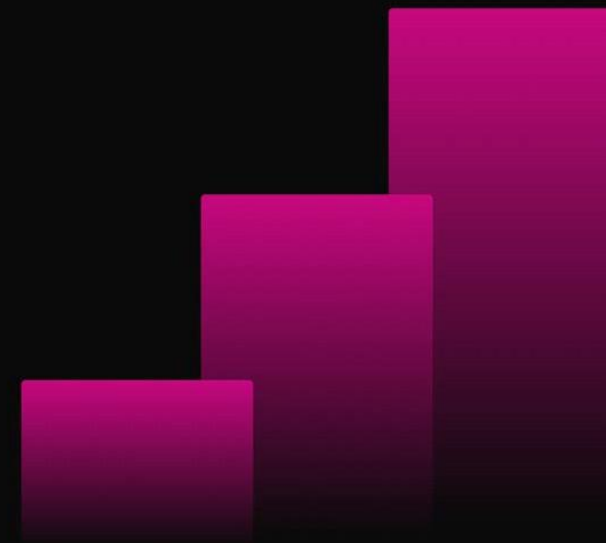
Increase customer acquisition in a scalable way.

(02)



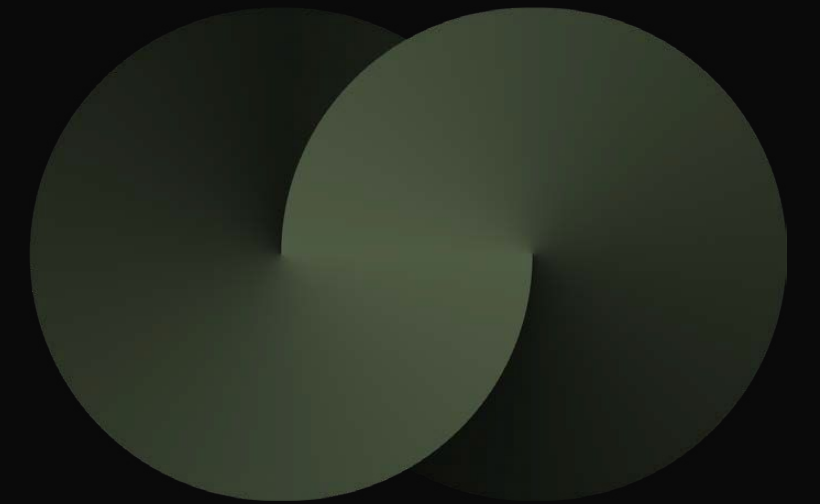
Optimise platform to maximise conversion.

(03)



Increase lifetime customer value to max retention.

(04)



Increase brand awareness nationwide.

(01)

Initial Digital Audit

Review of your current digital assets including ad copy, creative, landing pages, and entire customer experience. We'll review real-time data of customer behaviour, and identify the leaks and barriers to conversion.

(02)

Expert Analysis

Research your market, competitors and ability to scale to find you the best return for your budget We'll provide the best pathway forward for both short-term and longer-term results.

(03)

Strategy Formulation

Where our service is differentiated. Your campaign gets multi -level input from both director level and from our technology strategists. We then tailor your strategy to get you there responsibly.

(04)

Seamless Execution

We make sure your ads and website are optimised for user experience and conversion. We work on your campaigns, aiming to grow your customer base, increase your brand equity and achieve long-term, sustainable revenue growth.

We provide a Digital Strategy Roadmap when clients come on board. This is a tailored 6 step framework to drive e-commerce sales growth.

■ PHASE 1	■ PHASE 2	■ PHASE 3	■ PHASE 4	■ PHASE 5	■ PHASE 6
Customer avatar definition and competitor analysis (current data analysis)	Optimise for conversions (UX audit)	Find and convert more highly-qualified paid traffic (email automation strategy, paid social content strategy, search strategy, influencer strategy)	Retention strategy (Increase AOV, understand Customer Lifetime Value (CLTV) and order frequency, database segmentation, customer loyalty program)	Grow organic traffic (SEO audit and strategy)	Optimise and scale (spend scaling plan and conversion rate optimisation plan)

Ready for Digital Chemistry?
Get started with our
complimentary digital audit.



Digital Chemistry

hello@ph.digital
0800 797 473

Unit B, 24 Mackelvie St,
Auckland 1021, New Zealand

[ph.digital](#)

PH