A WEEKLY
POWER
SERIES

OVERDOSE.

PEAK SEASØN PØWER SERIES

PREPARING
BUSINESSES
FOR PEAK
SEASON

EPISODE #001 : PROFIT IN PEAK

PROFIT FOR PEAK.
AGENDA.

- Getting to know Carla & ProfitPeak
- BFCM 2024 Benchmarks
- Profitable Growth for Retailers
    - What drives profit
    - Plan your merchandising
    - Impact of discounting
- Customer Lifecycle and Retention

Meet Carla.

ProfitPeak

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ABOUT ME

I’m a mum, wife, Co-Founder and second time CEO.

- Successfully exited multiple ecomm brands (it was not easy)
- Managed an inventory base with 25,000 active SKUs in our warehouse
- 70 wholesalers internationally to keep happy
- 90 staff across digital, marketing, customer service,operations and buying

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THE ONLY PROFIT OPTIMISATION PLATFORM

MARKETING

- Multi-touch attribution
- Server side tracking
- Advertising profitability
- Product level attribution

INSTANT ANALYTICS

- Product intelligence
- Retention insights
- Customer lifetime value
- Creative summit
- Unlimited custom reports

ENRICHMENT

- Klaviyo flow enrichment
- Klaviyo dynamic product block enrichment
- Meta CAPI enrichment
- Shopify upselling enrichment
- Dynamic metafield enrichment

FORECASTING

- Revenue forecasting
- Multi-location inventory forecasting
- Multi-market inventory forecasting
- Open to buy recommendations
- Markdown recommendations
- Size curve demand modelling

SHERPA AI

24/7 data analyst building reports, visualisations and making real time business recommendations

BFCM 2024 Benchmarks.

BFCM 2024 Benchmark Data

10-25% OFF

10-25% off discounts outperformed deeper discounting

AOV DECLINE BY 5%

AOV declined by 5% on average

FRIDAY 29TH

was the biggest trading day

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ADVERTISING SPEND & COSTS SOARED

- Google spend increased by 120% MoM
- Meta spend increased by 105% MoM
- TikTok spend increased by 47% MoM
- Google CPC rose 25%
- Meta CPM rose 45%
- TikTok CPM rose 14%

OVERDOSE BFCM 2024 vs 2023 BENCHMARKS

AU ONLY

Spend

- Google spend increased by 22%
- Meta spend increased by 25%
- TikTok spend increased by 60%
- Pinterest spend increased by 50%
- Bing spend increased by 8%

CPC & CPM

- Google CPC rose 18%
- Meta CPM rose 11%
- TikTok CPM rose 12%
- Pinterest CPM rose 45%
- Bing CPC rose by 22%

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ACQUIRE IN AUGUST & OCTOBER

- Aug & Oct new customer cohorts spent the most during November
- The best performing retailers achieved repeat shopping behaviour in Nov & Dec
- 75% of revenue was from new customers
- 16% of BFCM acquired shoppers returned
- Average post-BFCM return time was 70 days

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Profitable Growth for Retailers: ProfitPeak's Framework.

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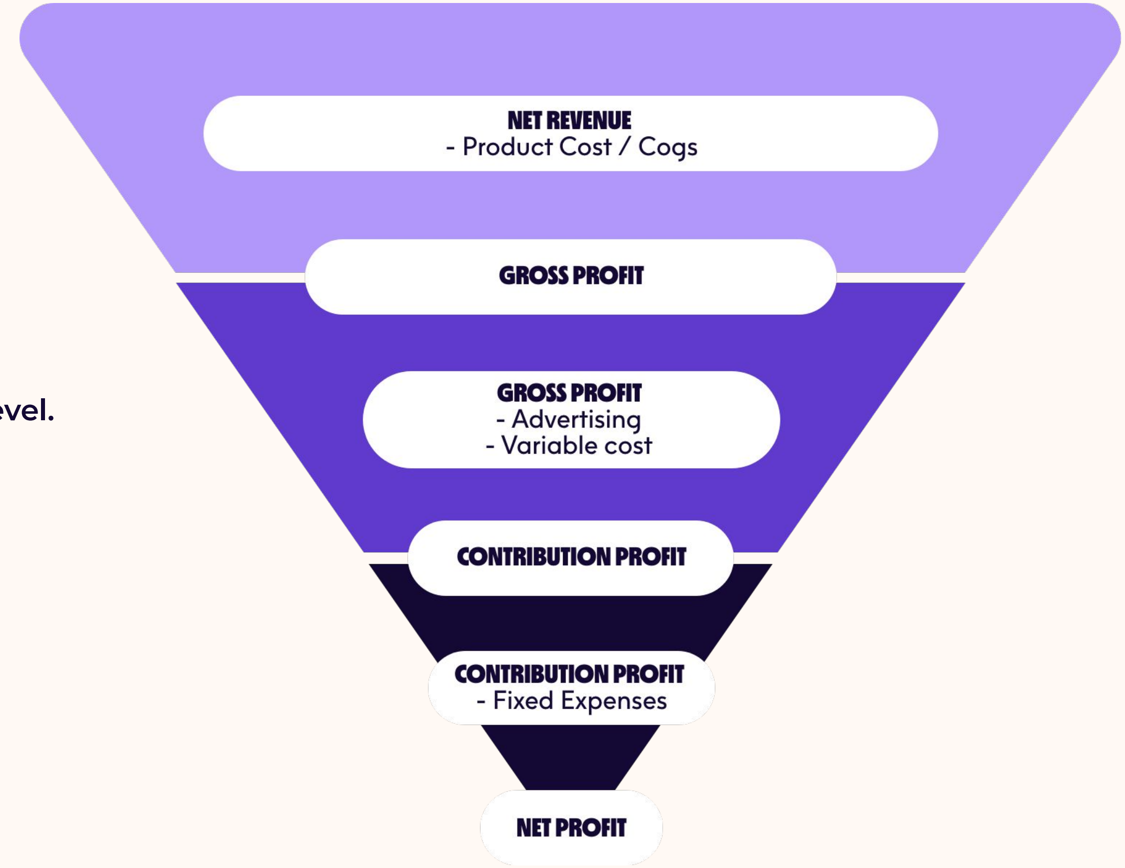
REVENUE GROWTH ISN'T ROI

True profitability lives at contribution profit level.

ROI comes from:

- Higher AOV
- Higher Margins
- Lower COGS
- Lower CAC



DISCOUNTING ISN'T FREE

The more you discount, the lower the CAC you can afford.

RRP $100

$30 COGS

$30 CAC

$15 VARIABLE EXPENSES

10% OFF

$15 PROFIT

20% OFF

$5 PROFIT

30% OFF

-$10 PROFIT

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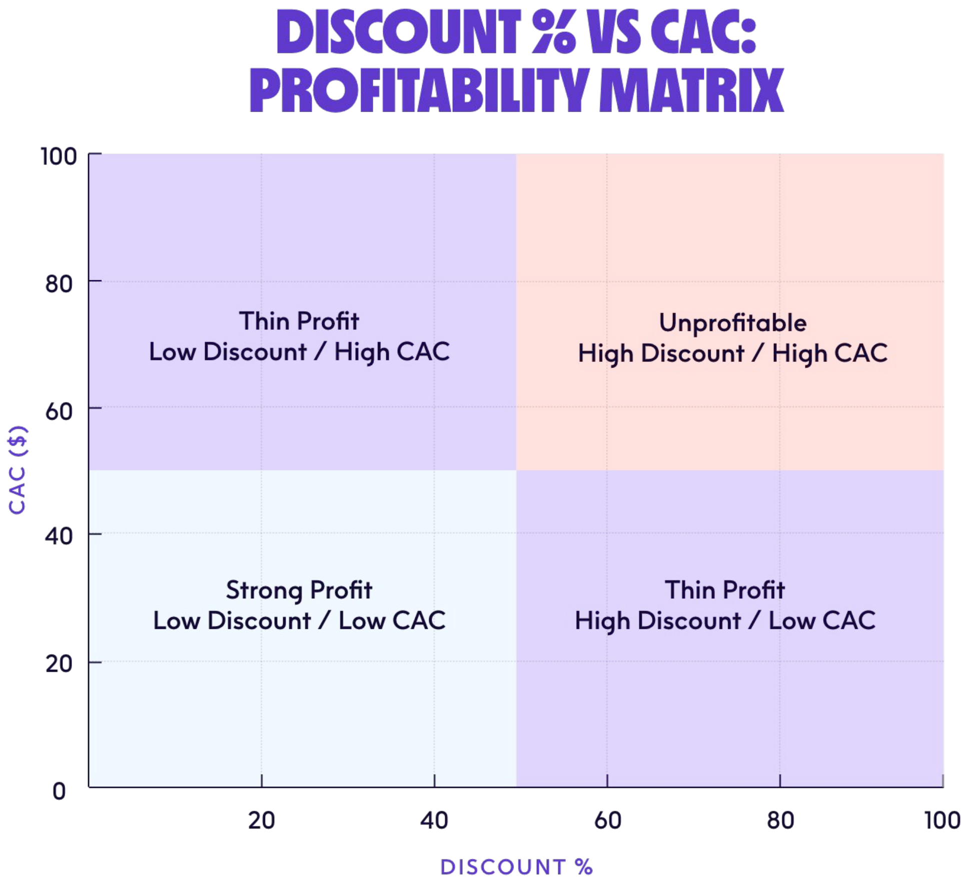
BALANCING DISCOUNT & CAC

Profit per order = net revenue - COGS - shipping cost - merchant fees...

Must be higher than your CAC to be profitable!

TIP: Boosting AOV during a sale can help to protect profitability



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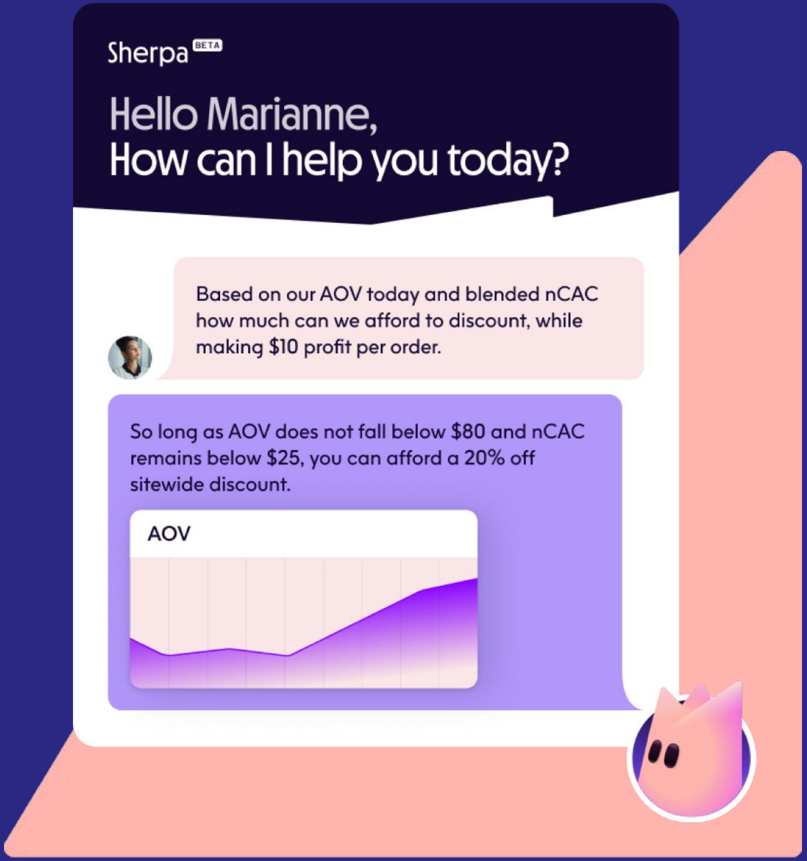
KNOW YOUR CAC CEILING

RRP: $100
↓ -30% Black Friday Discount ($30)
Selling Price: $70

↓ -COGS ($30) ↓ -Shipping ($8) ↓ -MerchantFees ($2.10) ↓ -Pick/Pack/Packaging ($4)Total Variable Costs: $44.10

Contribution Margin: $25.90
Maximum breakeven CAC: $25.90

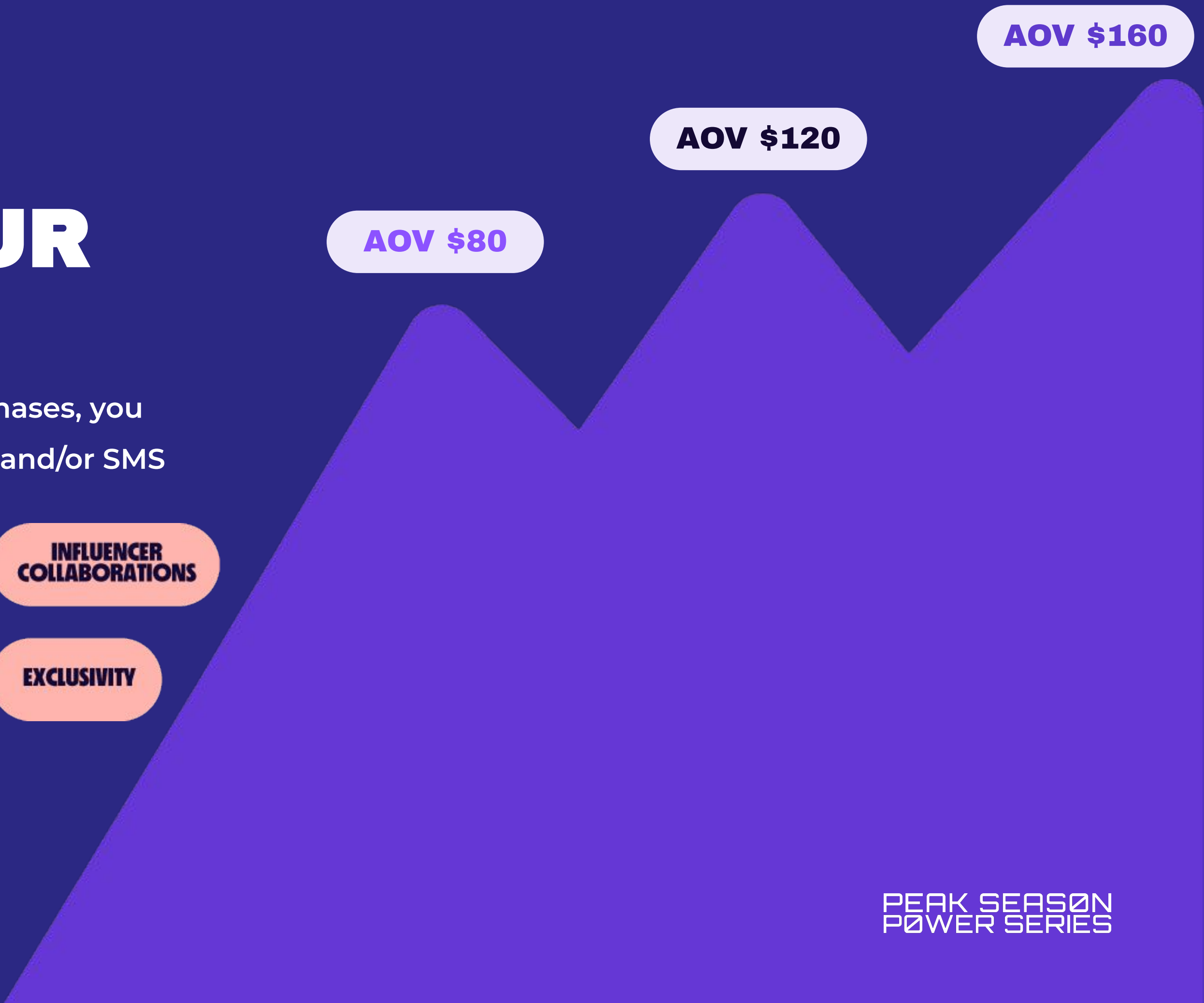
and this is before we talk fixed costs!



CHANGE YOUR OFFER UP

To master inter-November repeat purchases, you have to get them in your CRM to email and/or SMS

- BUNDLES
- GIFT WITH PURCHASE
- PRODUCT EXTENSIONS
- INFLUENCER COLLABORATIONS
- MYSTERY BOXES
- FREE SHIPPING
- LIMITED EDITION
- EXCLUSIVITY



PRIORITISE THE RIGHT PRODUCTS

1. ANCHOR PRODUCTS FOR NEW VS RETURNING CUSTOMERS

- New Customer Anchors → Entry-level, broad appeal, easy to gift, strong first-purchase drivers.
- Returning Customer Anchors → Higher-margin, premium, exclusive lines that deepen loyalty & LTV.

2. HIGH STOCK ON HAND (SOH)

- Prioritise SKUs with depth of inventory to scale without stockouts.
- Avoid wasted spend on low-SOH products that frustrate customers.

3. LOW RETURN RATES

- Focus ad dollars on products with proven fit/quality.
- Every return erodes BFCM profit - cut products with high return friction.

4. HIGH CONVERSION RATES

- Promote products with proven sell-through efficiency.
- Protect ad spend by leaning into SKUs with strong CVR

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MANAGE INVENTORY AND ADS LIKE A PRO

Scale these top performers
Over-index on ad spend
Never go out of stock

A Class = Best Performers

The 20% of products driving 70% of your profitability

Cross-sell and merchandise
Invest in ad spend
Create more stock turns

B Class = Contenders

The 50% of products driving 20% of your profitability.

Segment out of main ad campaigns
Turn into cash ASAP

C & D Class = Holding You Back

The 30% of products driving 10% of your profitability.

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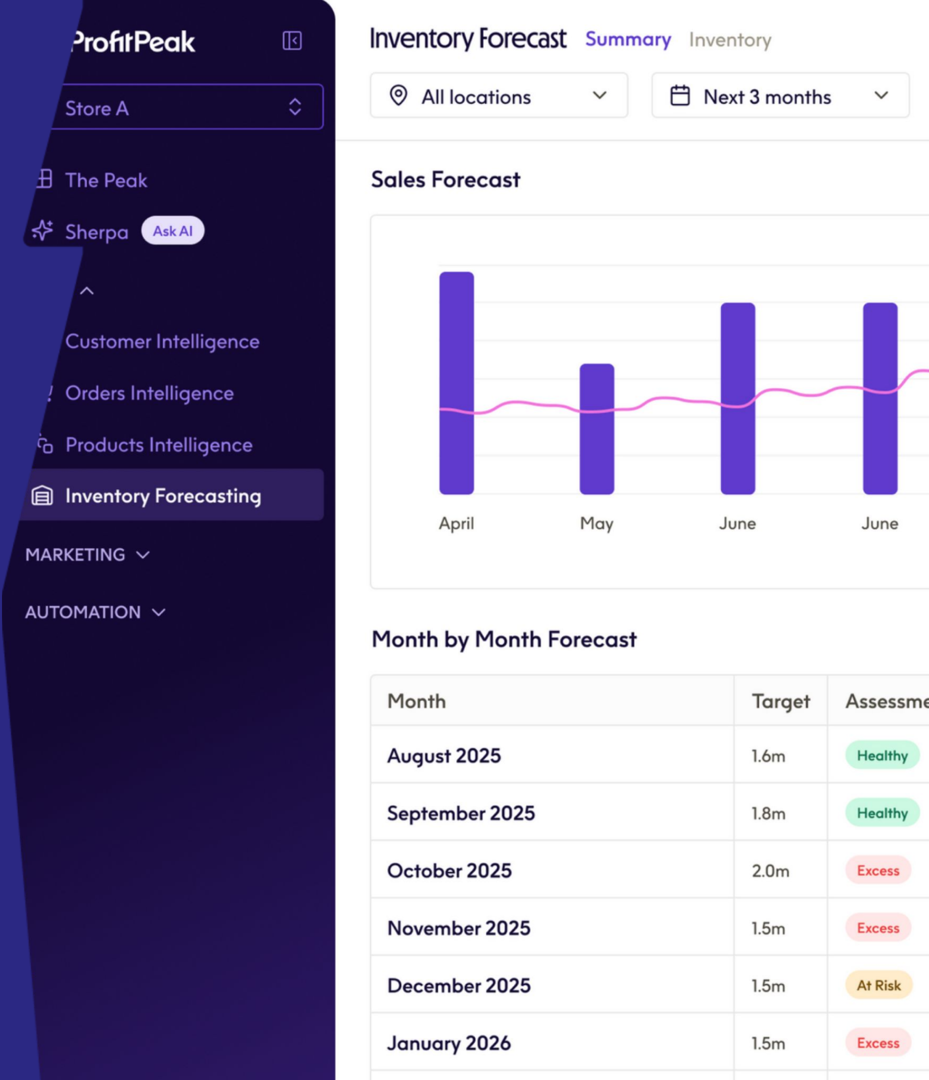
REAL-TIME DATA DRIVEN DECISION MAKING

- Know your daily advertising budget, revenue target, CAC ceiling and contribution profit target
- Track how you are pacing intra-day
- Add fuel to the fire when needed by changing creatives or offers
- Don’t panic if you need to re-set expectations



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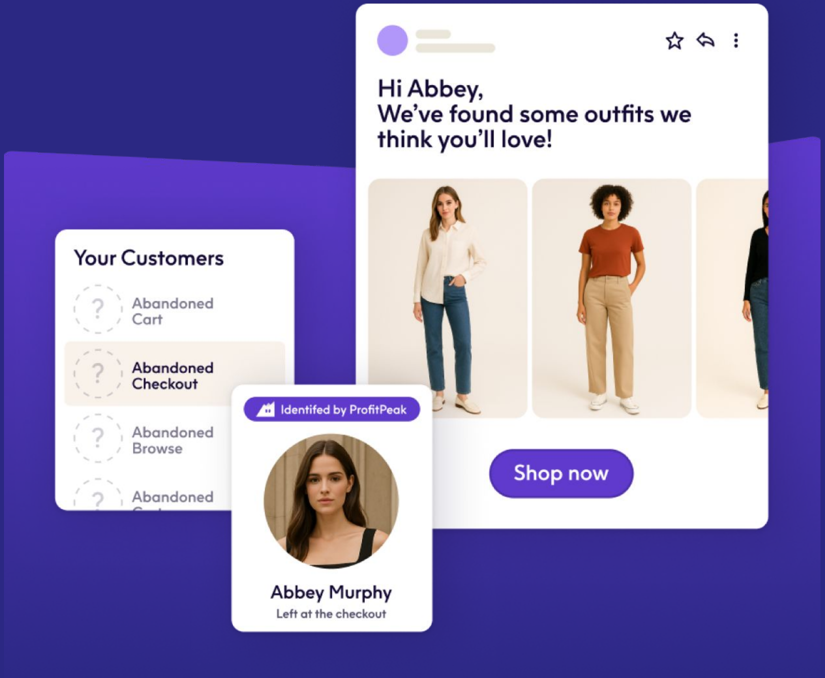
PLAN FOR RETENTION UPFRONT

- 🎯Segment new vs. returning buyers: build flows for each immediately after purchase.
- ✉️ Post-purchase journeys: thank-you, education,product usage tips, cross-sell.
- 🔄 First-to-second purchase programs: incentives within 30–60 days to lock in repeat orders.
- 📊 Measure beyond BFCM: track 90-day LTV,repeat purchase rate, subscription sign-ups.
- 💡 Shift mindset: BFCM is the starting line for customer lifetime value, not the finish line.



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REMEMBER

- Profitability = measured at contribution margin
- Discount + CAC = two sides of same coin
- Growth can be profitable with structure: 5-step framework
- Retention = ultimate lever to stop the BFCM hangover

THANK YOU.
DON'T BE A STRANGER.

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