NetElixir × LXR INSIGHTS

ISSUE 01 · NOVEMBER 2026

[THE INNER CIRCLE] THE GROWTH NEWSLETTER

Events, product news, ideas and client wins from the NetElixir team, plus the free sessions, workshops and tools that help you plan your next stage of growth.

01	02	03	04	05
Office Hours	Client highlight	Team news	AI Suite updates	Workshops, tools & meetings

01 · OFFICE HOURS · UP NEXT



Test Smarter on Google Ads

Not every Google Ads experiment is worth running. Join Michelle Tomasian and Rob Graham for a 30-minute, Q&A-style Office Hours session on how our team picks tests, what to prioritize, and what results to expect.

Thu, November 12
1 PM ET · Virtual

Michelle Tomasian & Rob Graham
Your hosts

Register now →

WATCH PAST SESSIONS

OFFICE HOURS · 23 OCT 2026

Find the Ad Spend That Truly Grows Your Business

Rabeeha Khan on incrementality testing, why it matters, and the 3 experiments to run first as you plan for 2027.

Watch full session →

ON-DEMAND WEBINAR · AI SEARCH & GEO

Winning AI Discoverability: How Brands Show Up in AI Search

Will and Silas explore how ChatGPT, Perplexity, and Google AI Overviews are reshaping brand discovery.

Watch full webinar →

02 · CLIENT HIGHLIGHT

Turning seasonality to scale



Kansas City Steaks

With key moments like Thanksgiving and December peak shopping, the stage was set for accelerated growth for Kansas City Steaks, if supported by a high-performing and scalable advertising strategy. The result? A **5.8X improvement in ROAS year over year.**

Learn how →

5.8X
ROAS IMPROVEMENT Y/Y

03 · TEAM NEWS



A big moment for Team NetElixir

We are proud to have been named a finalist in the Artificial Intelligence category at the 2026 MediaPost OMMA Awards. Being among the final three is a wonderful recognition of the team and all the work that has gone into building LXRInsights.

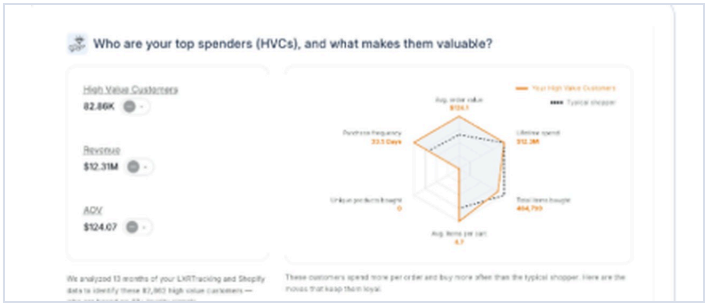
OMMA

Finalist · Artificial Intelligence
2026 MediaPost OMMA Awards, for LXRInsights

Read the story →

04 · OUR AI SUITE UPDATES

What's new in LXRInsights and LXRSense

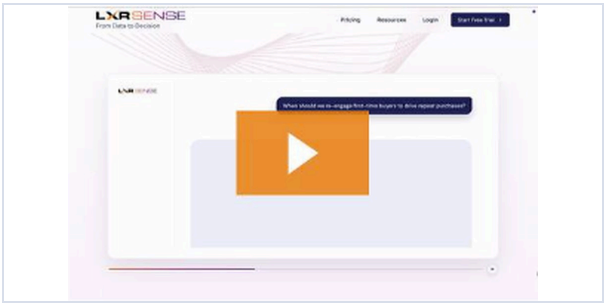


LXRINSIGHTS · HVC REPORT

Who are your top spenders, and what makes them valuable?

A page from the High Value Customers report: the segment's size, revenue and AOV, with a spider chart comparing these customers to the typical shopper.

Explore lxrinsights.ai →



NEW · LXRSENSE

Revamped user sign-up flow

A revamped sign-up and onboarding experience that reduces friction for new users while making it easier to understand the value and capabilities of LXRSense.

Start your LXRSense trial →

05 · 1:1 VIRTUAL WORKSHOP

Your team + our team for 35 minutes

A complimentary 1:1 virtual workshop on the topic you choose, led by 22+ years of eCommerce expertise.

- ☑ Live session with a NetElixir expert
- ☑ A focused look at your numbers and channels
- ☑ Two or three growth levers you can act on
- ☑ A written recap for your team

Book a workshop →

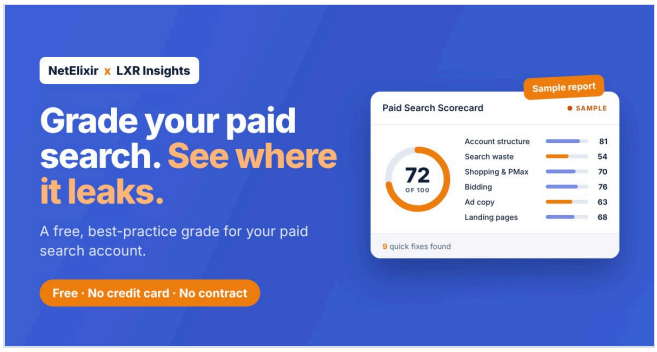
PICK A TOPIC

01 Find Your Next High-Value Customers
02 Get Discovered in ChatGPT, Google AI & Beyond
03 Turn Your Data Into Smarter Growth Decisions
04 Unlock More ROI From Your Amazon Ads
05 Turn More Website Visitors Into Customers

06 · FREE RESOURCES

Free tools to boost your eCommerce success

See where you stand and where the money is hiding, in minutes and at no cost.



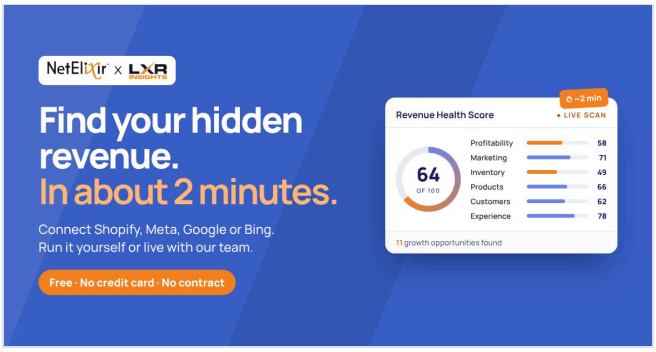
FREE TOOL

Paid Search Scorecard

Grade your paid search program against best practices and see exactly where performance is leaking.

- An overall score for your account
- Your biggest gaps, ranked
- Clear fixes to start with

Get your free scorecard →



FREE TOOL

Hidden Revenue Finder

Connect your Shopify store and ad channels to uncover the revenue your campaigns are leaving on the table.

- Works across Google, Microsoft Bing and Meta
- Spots wasted spend and untapped audiences
- A dollar estimate of your hidden revenue

Find your hidden revenue →

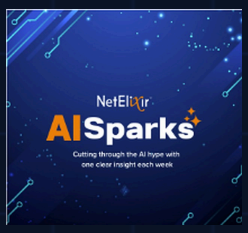
07 · BOOK A MEETING

See what we could build for your brand

Hear how our growth solutions fit your goals, channels and budget, and what results to expect.

- Search, Shopping and Performance Max built for retail
- Amazon, retail media and marketplaces
- Paid social and first-party audience activation
- LXRInsights AI analytics and experimentation

Talk to our team →



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Quick, bite-sized AI updates for eCommerce marketers, every single week. One clear insight, no hype.

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marketing@netelixir.com

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