

Demand & Revenue

Staple & Oak — home goods, direct to consumer. Prepared by Riley Thompson, July 9, 2025.

ATTRIBUTED
REVENUE

\$1.42M

▲ 18.6% on Q1

RETURN ON
MEDIA SPEND

7.0×

▲ from 6.2×

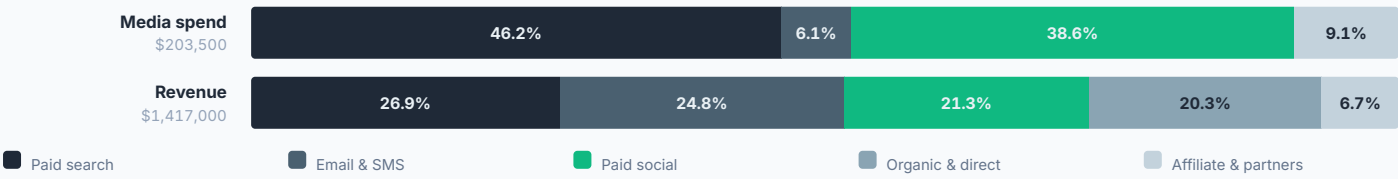
ORDERS
PLACED

9,840

▲ 1,180 on Q1

Where the money went, and where it came back

BOTH BARS ARE 100% OF THEIR OWN TOTAL



Email and SMS is the whole argument. It took 6.1% of media and returned 24.8% of revenue — an index of 4.1× where paid search runs at 0.58×. Organic and direct sit at zero on the spend bar because they carry no media cost, and still returned a fifth of the quarter.

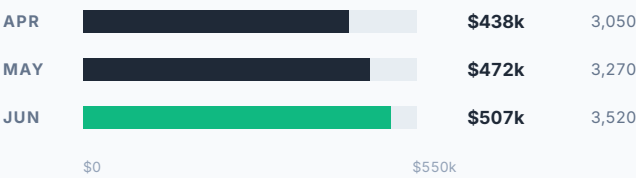
Channel ledger

REVENUE BARS SHARE ONE \$0 – \$400K SCALE

CHANNEL	SPEND	ORDERS	REVENUE	AOV	ROAS
Paid search	\$94,000	2,610	\$381,100	\$146	4.1×
Email & SMS	\$12,400	2,340	\$351,000	\$150	28.3×
Paid social	\$78,500	2,180	\$302,000	\$139	3.8×
Organic & direct	\$0	1,980	\$287,500	\$145	—
Affiliate & partners	\$18,600	730	\$95,400	\$131	5.1×
All channels	\$203,500	9,840	\$1,417,000	\$144	7.0×

The quarter's shape

\$0 – \$550K



Three straight months of growth, +7.8% then +7.4%. June's \$507k is the best month **Staple & Oak** has traded, and it came on 3,520 orders at a \$144 basket.

What worked

Q2

- **Summer Table launch** — email plus paid social, \$146,200 in nine days on \$8,900 of media
- **Back-in-stock SMS flow** — 41,000 sends, 3.9% order rate, now always on
- **Retargeting rebuilt on first-party data** — paid social cost per order fell from \$41 to \$36
- **Two partner drops** — 730 orders and 1,940 new email subscribers

Q3 priorities

OWNER AND DATE AGREED JULY 8

INITIATIVE	OWNER	BY	TARGET
Shift \$18,000 from paid search to lifecycle — brand terms stay funded	Jordan Ellis	Jul 21	Blended ROAS 7.0× to 7.6×
Post-purchase flow for the 62% who buy once — day 14, 30 and 60	Ava Cruz	Aug 8	Repeat rate 38% to 44%
Affiliate roster from 14 partners to 30 — homeware and interiors only	Alex Rivera	Sep 12	1,500 orders in Q3

HOW TO READ THIS REPORT

Attributed revenue is order value credited to a channel on a 7-day click, 1-day view model; totals reconcile to the quarter's gross merchandise value before returns, which ran at 6.2%. **Spend** is working media only — agency retainer and production, \$61,400 in the quarter, sit outside it, so ROAS is a media figure and not a margin figure. **AOV** is revenue ÷ orders. Organic and direct carry no media cost and therefore no ROAS. Share bars are each 100% of their own total; revenue bars in the ledger share one scale. Source: Shopify and the ad platforms, pulled July 3, 2025.