

■ Your own store

Orders · Traffic · Marketing

For the store / you run yourself.

A direct-to-consumer store owns three things a marketplace never gives you: the customer, the traffic and the price. Trim Tab D2C Suite is built around those three. It tells you whether sales moved because more people came, because more of them bought, or because they bought more, and whether the money spent to bring them in comes back.

It runs on your store's own order record, with web analytics, search ads and email and SMS laid alongside. Marketplace sales stay in Trim Tab Commerce and Amazon advertising in Trim Tab Advertising Suite; this suite covers the store you run yourself.

I Six questions, one view each

The suite is organised around the questions a store owner asks on a Monday morning, not around the systems the data comes from.

The question	What the suite shows
Are we ahead of last year?	Year-to-date net sales by month and by week, against the same stretch last year and against your plan where you have one
Why did sales move?	A bridge that splits the change into more or fewer orders, basket size, price per unit and conversion, so a good month driven by one discount looks different from a good month driven by new visitors
Which traffic actually buys?	Website conversion by channel (purchases ÷ sessions), shown only for channels with enough visits to mean something

The question	What the suite shows
What is a new customer worth?	Customers grouped by the month of their first order, with what each group has spent to date, so you see how long it takes a customer to pay back what it cost to win them
What does a marketing dollar bring back?	Store revenue after product cost against money spent on ads, email and agencies, month by month and against the same month last year
Which products carry the store?	Top products, product groups and each product's stage (launch, growth, maturity, decline), with how much of revenue depends on the top few

II One order record, many claims

Ad platforms and email tools each report the revenue they believe they caused, and added together those claims usually come to more than the store sold. The suite keeps your store's orders as the single figure for revenue and shows each channel's own claim next to it, never on top of it. When email starts claiming a larger share of a flat month, that is visible.

- **Search ads.** Spend by campaign type, the campaigns that take most of the budget, and search terms worth excluding, with your own brand terms left out of that list. Monthly platform-reported sales sit beside store sales.
- **Email and SMS.** Campaigns and automated flows kept apart, flows ranked by revenue, and email revenue as a share of the store total over the last twelve months.
- **Site traffic.** Visits and conversion by channel, the landing pages people arrive on, and for content and blog pages, where readers come from and where they go next.

III Context on the charts

A number without its context gets misread. Sales, launches and promotions you enter appear as bands on the revenue charts in every view, and email sends and new ad campaigns are marked automatically. A short list of what changed sits at the top, each item marked high, medium or low, so a dip that lines up with the end of a sale is read as the end of a sale.

IV Agreed before the first number

A few definitions decide what the suite reports. We agree them with you in the first week and write them down where your team can see them.

- **What counts as net sales:** how discounts, refunds and shipping are treated.

- **Product cost per item**, so revenue can be read after product cost and not only at the till.
- **Product groups and launch dates**, which drive the group views and each product's stage.
- **Your fiscal year**, alongside rolling 7-, 30- and 90-day periods; each period is set against the one before it.
- **Your brand terms**, kept out of search-term exclusions.
- **Which stores and brands** are shown, together or one at a time, each in its own currency.

V Read it the way you read

People take in numbers differently, so most tables can be switched to other views without changing the data: ranked bars, trends, mix over time, growth contribution, and revenue concentration across products. Each section exports to Excel or CSV on its own. Text size can be set for the meeting-room screen.

VI Next to the other Trim Tab suites

Suite	The business it reads
Trim Tab Commerce	Marketplace sales, stock and operations
Trim Tab Advertising Suite	Amazon advertising spend and what it returns
Trim Tab D2C Suite	Your own store: its visitors, customers and marketing

The suites can run alone or together. Run together, each keeps its own figures; store and marketplace revenue sit side by side rather than in one blended total.

VII Getting started

The suite reads your data through read-only connectors and changes nothing in your store or your ad and email accounts. To begin we need read access to your store platform, web analytics, search ads and email and SMS tool, plus product costs and one person who owns the numbers. The first build is checked against your store's own order reports before your team starts working from it. Channels can be added one at a time: the store comes first, and analytics, ads and email follow as they are connected.

See it on / your own data.

A walkthrough of the cockpit built around
your accounts, your plan and your definitions.

[Book a walkthrough](#)

TRIM/TAB