

Cali — Ads & Conversion Review

WEBSITE SHARE	COST PER AD ORDER	INSTALMENTS USED	CHECKOUT COMPLETION
8%	AED 1,674	0 of 112	32%
of revenue since Jun 2024	vs AED 455 average order	web orders via Tabby / Tamara	6 of 19 started checkouts

BOTTOM LINE

The ads lost money for more reasons than the slow site. The budget was spread too thin, there was no retargeting and no offer, the checkout had friction, and the report only counts website sales. Most of Cali's sales come through Instagram DMs and WhatsApp.

1. **The website is a small channel.** Since June 2024 it took 112 orders (AED 59.5k). Manual orders (DM, WhatsApp, wholesale) took 212 orders (AED 675k), about 92% of revenue. The agency report judges the ads on website sales only.
2. **The ad maths could not work at this budget.** About AED 10,000 spent for 6–9 web orders is AED 1,100–1,700 per order, against an average web order of AED 455.
3. **The agency is right about speed, socks and catalog ads.** The site was slow on mobile; that was fixed on 16 Oct. Socks are the entry product, and catalog ads sold best.
4. **Checkout friction was never checked.** Tabby and Tamara show at checkout, yet none of 112 web orders has been paid with them. Shopify Payments is not active. Delivery (AED 25) first appears at checkout, and leggings and bras are what get abandoned there.
5. **Next step: a small, clean 4-week test on Instagram,** after the checkout checks below, with retargeting, the 10% first-order offer, and DM orders tracked as ad sales.

WHAT SHOPIFY'S ORDER DATA SHOWS

15 Jul – 12 Oct 2026, from Shopify orders, cancelled orders excluded. In the ad period, manual orders brought in about as much as the website, and only 6 web orders can be traced to an ad click.

MEASURE	VALUE	NOTE
Ad spend (Meta + Google)	AED 10,045	From the agency report
Real web orders	12 • AED 5,457	Average AED 455; 7 of 12 were socks only
Web orders tagged as paid ads	6 • AED 2,788	Last click from Instagram ads (5) or Google Shopping (1)
Agency count of ad purchases	9 • AED 4,021	Platform attribution, includes view-through
Agency test orders	3 • AED 0	Code LATELIERNEW + TESTSHIP, 13 and 24 Aug
Manual orders (DM, WhatsApp, app)	6 • AED 5,260	Not counted anywhere in the report
Cost per ad-tagged order	AED 1,674	AED 1,116 on the agency's 9
Abandoned checkouts with contact details	9	Mostly leggings and sports bras, median AED 205

Over the whole store history (Jun 2024 – Oct 2026), 92% of revenue came from manual orders: 212 orders, AED 675k, including several large wholesale orders. The website took 112 orders, AED 59.5k. Its best years were 2024–2025, before these ads.

WHERE THE AGENCY REPORT IS RIGHT

- **The site was slow on mobile.** Now addressed: the new theme went live on 16 Oct with lighter images, fewer apps on every page and a faster first image. Lab score: mobile 32 → 50, desktop 49 → 62.
- **Socks are the entry product.** 7 of the 12 real web orders in the period were socks only.
- **Catalog ads beat lifestyle reels for sales.** Every ad-tagged order came from catalog or prospecting campaigns, not from the reels.
- **Instagram outperforms Google.** 5 of the 6 ad-tagged orders came from Instagram. Google Search on generic terms like "sports bra" competes with Nike and Adidas.

- **Visits depend on ads.** Google sends about 13 organic clicks a month, so SEO is a slow, long-term channel.

WHAT THE REPORT MISSES

FINDING	WHAT WE SAW	RECOMMENDED FIX	PRIORITY
Only website sales counted	6 manual orders (AED 5,260) in the same weeks; customers order by DM and WhatsApp	Track DM and WhatsApp orders as ad sales, so ads that lead to a DM order stop looking like failures	High
Budget spread too thin	About AED 3,300 a month across Meta and Google, 26 ads, several campaigns	Meta needs ~50 purchases a week per ad set to learn; 9 in three months never leaves learning. Consolidate to one Meta setup	High
No retargeting	All campaigns are prospecting; 45 add-to-carts in September alone	Retarget viewers and add-to-carts from the last 14 days, the cheapest sales available	High
No offer in the ads	10% first order exists (HELLOCALI, used 3 times), but only in the site banner	Put the price and the first-order code on screen in the ads	Medium
Checkout friction not checked	0 of 112 web orders ever paid with Tabby or Tamara; only card payments via Stripe	Test one order with each provider: either buyers never pick them or approval / redirect fails	High
Delivery cost surprise	AED 25 (or 35 same day) first shown at checkout; AED 25 is 23% of a AED 110 sock order	Show delivery cost on the product page and in the cart	High
Bigger items stall	Abandoned checkouts are mostly leggings and bras (AED 205–305)	Instalments, delivery clarity and reviews matter most on these items	Medium
No trust signals	No real reviews or customer photos during the period	Start review request emails so reviews build up before the next campaign	Medium
Test orders in the data	3 AED 0 agency test orders in August	Exclude tests from reports; stop using live discount codes for tests	Low

STORE SETUP CHECKS

CHECK	FINDING	IMPACT
Shopify Payments	Not activated; cards go through a separate Stripe gateway	No Shop Pay; wallet buttons depend on Stripe's setup; verify Apple Pay on a phone
Tabby / Tamara	Both show at checkout, but 0 of 112 web orders were ever paid with either	Either nobody chooses them or attempts fail; test one order with each
Manual orders	91 draft orders since Jun 2025, paid "manual", with no tags or notes	No way to tell which DM or WhatsApp sales came from ads
Delivery rates	UAE AED 25 standard, AED 35 same day; no free-delivery threshold; GCC AED 90	Fee shows for the first time at checkout
Abandoned checkouts, 19 Oct	2 for the same sports bra (AED 205), 30 seconds apart	Looks like a failed payment attempt; test a real card payment on a phone
Shopify plan	Basic	Fine at this size; analytics depth is limited

SET UP AS ADS RESUME

- **Payments:** place a small test order with Tabby and Tamara on a phone, and check each provider's dashboard for declined or abandoned attempts.
- **Wallets:** confirm Apple Pay and Google Pay show at checkout on a phone. Shopify Payments would add Shop Pay and one-tap wallets.
- **Delivery cost upfront:** show "Delivery AED 25 · same day AED 35 (order by 11 AM)" on the product page and in the cart.

- **Abandoned checkout email:** confirm Shopify's automatic reminder is on, ideally with the 10% code.
- **Remove test orders** from reporting, and stop using live discount codes for tests.
- **Tag manual orders by source** ("source: instagram-ad", "source: whatsapp"), so ads get credit for what they sell.
- **Reviews:** start review request emails so real reviews build up before the next campaign.
- **Optional test:** free delivery above AED 400 to push sock buyers to add a second item.

RECOMMENDED PLAN: NEXT 30 DAYS

Restart on Instagram only, with fewer ads, one offer, retargeting and full tracking, and judge results on 4 weeks of clean data.

- Week 1: resume and set up.** Restart Meta while the checklist above is completed.
- Weeks 1–4: one Meta setup, about AED 4,000–5,500 a month in ad spend.** Prospecting (~60%): one Advantage+ catalog campaign, socks first, plus 3–4 product-first creatives with the price and the 10% code on screen. Retargeting (~30%): catalog ads to people who viewed or added to cart in the last 14 days. Click-to-WhatsApp (~10%): sets and leggings, orders tagged.
- Google: Shopping only, small.** Socks and brand terms ("cali activewear", "grip socks dubai"); no generic "sports bra" search.
- Bundles to lift order value:** a 3-pair sock pack and "complete the set" (legging + bra) at a small saving.
- Weekly review** on Shopify orders, web and tagged DM orders together, not platform numbers alone.

Target after 4 weeks	Now (Jul-Sep)	Goal
Web conversion rate	~0.5% (12 orders / ~2,300 visits)	1.0% or more
Cost per order, web + tagged DM	AED 1,100–1,700	AED 250 or less
Average order value	AED 455	AED 550
Return on ad spend (all tagged sales)	0.4–0.6x	2x or more
Checkout started → ordered	6 of 19 (32%)	50% or more

If after 4 weeks cost per order is still above AED 500 with the fixes in place, the issue is offer, price or product-market fit, not the site or the ads. Scale budget step by step while cost per order trends toward AED 250.

DATA NOT SEEN YET

This review uses Shopify's full order history (328 orders, Jun 2024 – Oct 2026), abandoned checkouts and the agency's report. The rest needs read-only access before the next review.

Source	What it would answer	Access to grant
Meta Ads Manager	Campaign setup, audiences, frequency, which ads drove DMs	Partner access (analyst) in Meta Business Settings
Google Ads	Search terms, wasted spend, Shopping feed issues	Read-only user
Google Analytics 4	Visits, funnel, device and source by day	Viewer
Shopify Analytics	Sessions, conversion rate, add-to-cart rate	Staff permission for Analytics and Reports
Shopify Payments settings	Whether Tabby, Tamara, Apple Pay are live	Owner to check, or staff permission for Settings
Microsoft Clarity	Session recordings of where mobile buyers drop off	Viewer

Ali Hanif
 Ecommerce Consultant · UX & Shopify Development
 ali@hanif.pk · +971 58 228 5766

PORTFOLIO ali.hanif.pk