Harbor Linen Co. harborlinenco.com

Revenue by source September 2026

September brought $136K in revenue, 9% more than August.

Paid search brought the most (41%). Shopping all products was the top campaign at $16.4K. Ad spend of $36.6K returned 2.2x in ad-click revenue.

harborlinenco.com WPForms + WooCommerce 842 orders 30 days

- **WooCommerce** 842 orders
- **Google Ads** $23.2K spend
- **Meta Ads** $11.8K spend
- **Microsoft Ads** $1,600 spend
- **Sample data** fictional business

Revenue WooCommerce	Orders	Average order value	Refunds	Return on ad spend
$136K	808	$168	$6,733	2.2x
▲ +9% vs August	▲ +10% vs August	• Flat vs August	▲ +46% vs August	
$124K in August	732 in August		34 orders, 4.0% of orders	$81.5K ad-click revenue on $36.6K spend

The takeaway

Paid search earned $55.4K, 41% of revenue.

It took 326 orders at an average of $170.

Paid social followed with $26.1K (19%).

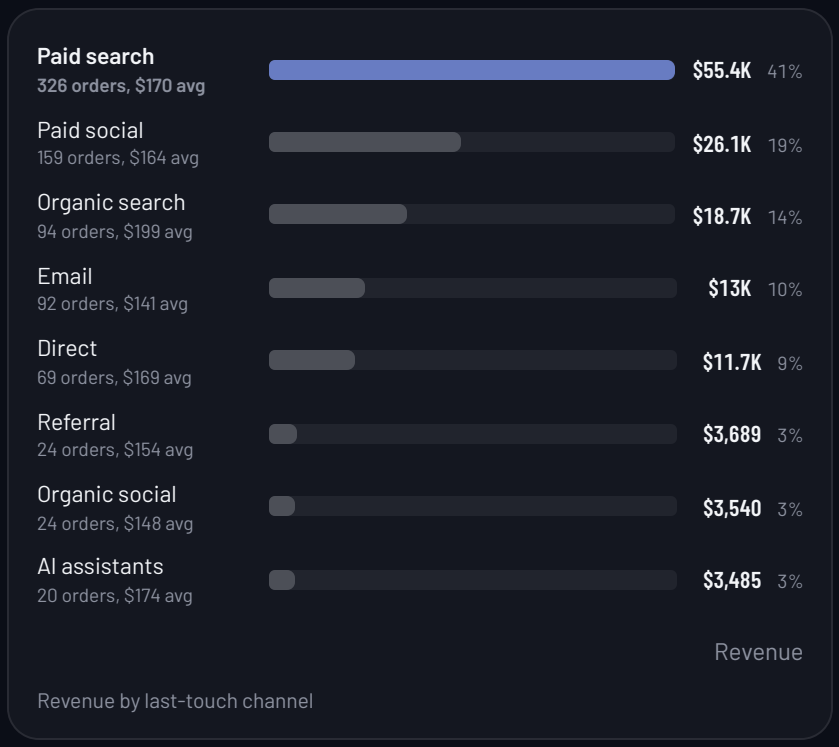
$44.3K (33%) came from orders with no campaign tag.

01

By channel

Where the revenue comes from.

Each order credited to the channel of the visit that bought.



Revenue by last-touch channel

Order value

Organic search buyers spend the most: $199 per order.

That is against $168 across all orders.

Paid search brought the most revenue overall: $55.4K.

02

By campaign

The campaigns that sold.

Revenue by campaign

#	Campaign	utm_campaign	Revenue	Orders	Avg value	Share	vs August
1	Shopping all products	shopping_all_products	$16.4K	95	$172	12%	▼ −13%
2	Pmax home essentials	pmax_home_essentials	$12.4K	79	$157	9%	▲ +17%
3	Retargeting cart abandoners	retargeting_cart_abandoners	$9,000	56	$161	7%	▲ +19%
4	Brand harbor linen	brand_harbor_linen	$8,914	58	$154	7%	▲ +18%
5	Weekly newsletter	weekly_newsletter	$7,631	46	$166	6%	▼ −21%

#	Campaign	utm_campaign	Revenue	Orders	Avg value	Share	vs August
6	Catalog dynamic products	catalog_dynamic_products	$7,248	50	$145	5%	▲ +80%
7	Prospecting broad home	prospecting_broad_home	$6,888	39	$177	5%	Flat
8	Search linen bedding	search_linen_bedding	$6,683	28	$239	5%	▼ −17%

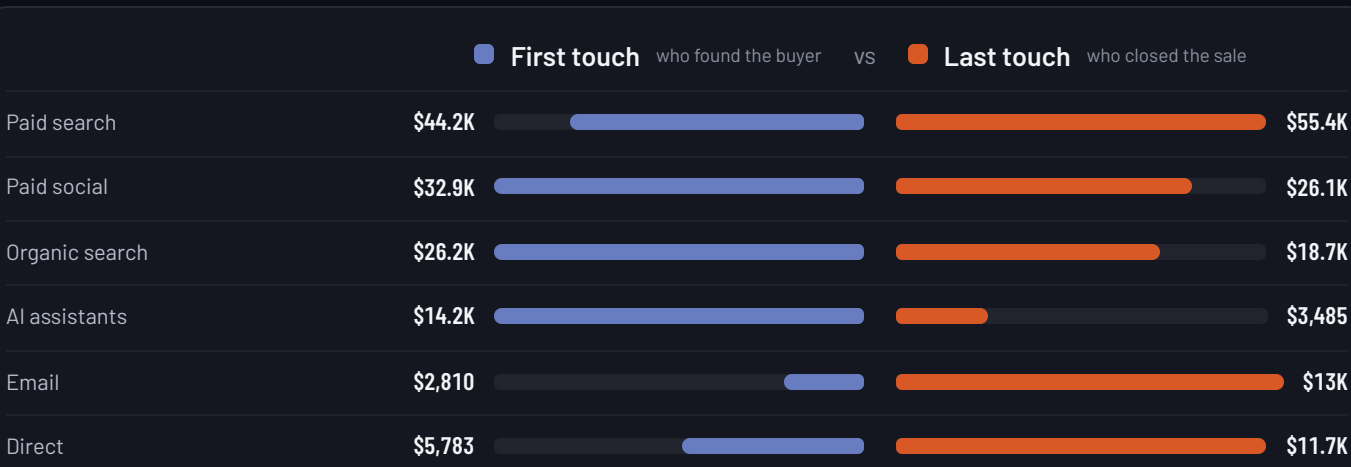
$44.3K (33%) came from orders with no campaign tag.

03

First vs last touch

AI assistants find buyers that other channels close.

The same revenue credited to the buyer's first visit (left) and to the visit that bought (right).



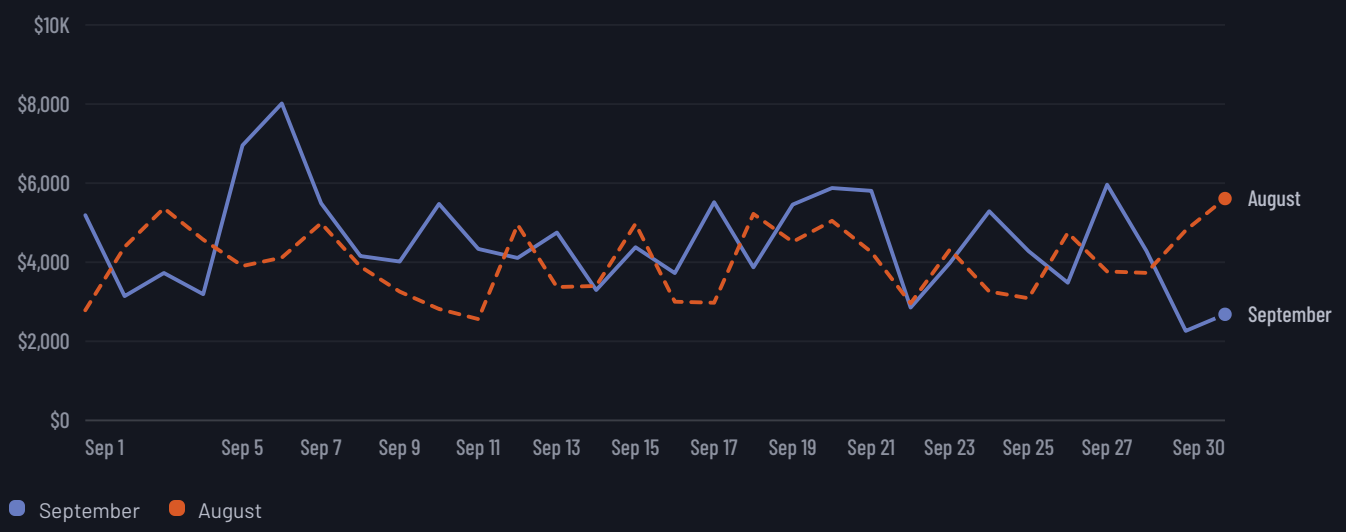
$136K of 808 orders with first-touch data. AI assistants: $14.2K by first touch, $3,485 by last touch.

04

Day by day

Revenue day by day.

Revenue per day



Peak of $8,016 on Sep 6. Average $4,519 a day. Dashed: August, day for day.

05

Products

What each channel sells.

Products from the orders each channel brought in. Email sells Rattan Storage Basket 1.8x as often as your store overall.

Top product per channel

Channel	Orders	Top product	Orders with it	Sells more of
Paid search	326	Linen Pillowcase Pair	71 orders, 22%	Turkish Hand Towels (2), 1.3x
Paid social	159	Stonewashed Linen Duvet Cover	34 orders, 21%	Ceramic Pour-Over Set, 1.8x
Organic search	94	Stonewashed Linen Duvet Cover	25 orders, 27%	Waffle Knit Blanket, 1.6x
Email	92	Linen Sheet Set	19 orders, 21%	Rattan Storage Basket, 1.8x
Direct	69	Linen Sheet Set	13 orders, 19%	Waffle Bath Towel Set, 1.5x
Organic social	24	Cotton Bath Mat	5 orders, 21%	Cotton Bath Mat, 2.2x

Top product: in the most of that channel's orders. Sells more of: the product whose share of the channel's orders is highest against its share of all orders (5+ orders).

06

Next steps

Where the next dollar should go.

01

This month

Put more behind Catalog dynamic products

It earned $7,248 from 50 orders, up from $4,016 in August.

High impact · Medium effort

02

Reporting

Credit AI assistants for the buyers they find

By first visit they found $14.2K of revenue; last click gives them only $3,485. Report both numbers before you cut their budget.

Medium impact · Low effort

03

This week

Tag the links behind untagged orders

$44.3K (33%) of revenue carried no campaign tag, so no campaign gets credit for it.

Medium impact · Low effort

04

This month

Look into refunds

34 orders were refunded (4.0% of orders), worth $6,733. Linen Sheet Set appears in 8 of them.

Medium impact · Low effort

How we built this report

- Revenue: order totals of completed and processing WooCommerce orders. Refunded orders are left out of revenue and shown under Refunds; cancelled, failed and pending orders are left out.
- Channel and campaign come from the UTM Grabber fields saved on each order: last touch is the visit that bought, first touch the person's first visit.
- Return on ad spend: revenue from orders whose last click was an ad on Google Ads, Meta Ads, Microsoft Ads, divided by $36.6K spend (September 2026).
- Changes compare with August: $124K from 732 orders.

Revenue in one line

Next: put more behind Catalog dynamic products. It earned $7,248, up from $4,016.

Revenue	Orders	Average value	Return on ad spend
$136K	808	$168	2.2x

- Busiest day: Sep 6 with $8,016.
- Top campaign: Shopping all products with $16.4K.
- Top product: Linen Pillowcase Pair, in 152 orders.

Data: WooCommerce, Google Ads, Meta Ads, Microsoft Ads, Sample data for harborlinenco.com

Prepared with UTM Grabber, v2.0.0, Oct 5, 2026