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

| *$136K* | *808* | *$168* | *$6,733* | *2.2x* |
|---|---|---|---|---|
| REVENUE ▲ +9% | ORDERS ▲ +10% | AVERAGE ORDER VALUE – | REFUNDS ▲ +46% | RETURN ON AD SPEND |

THE TAKEAWAY

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

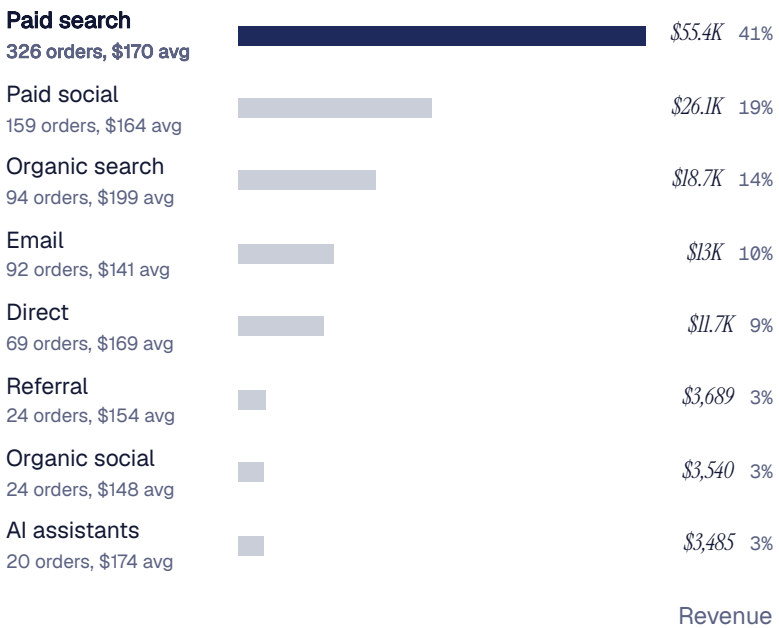
It took 326 orders at an average of $170.

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.




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*

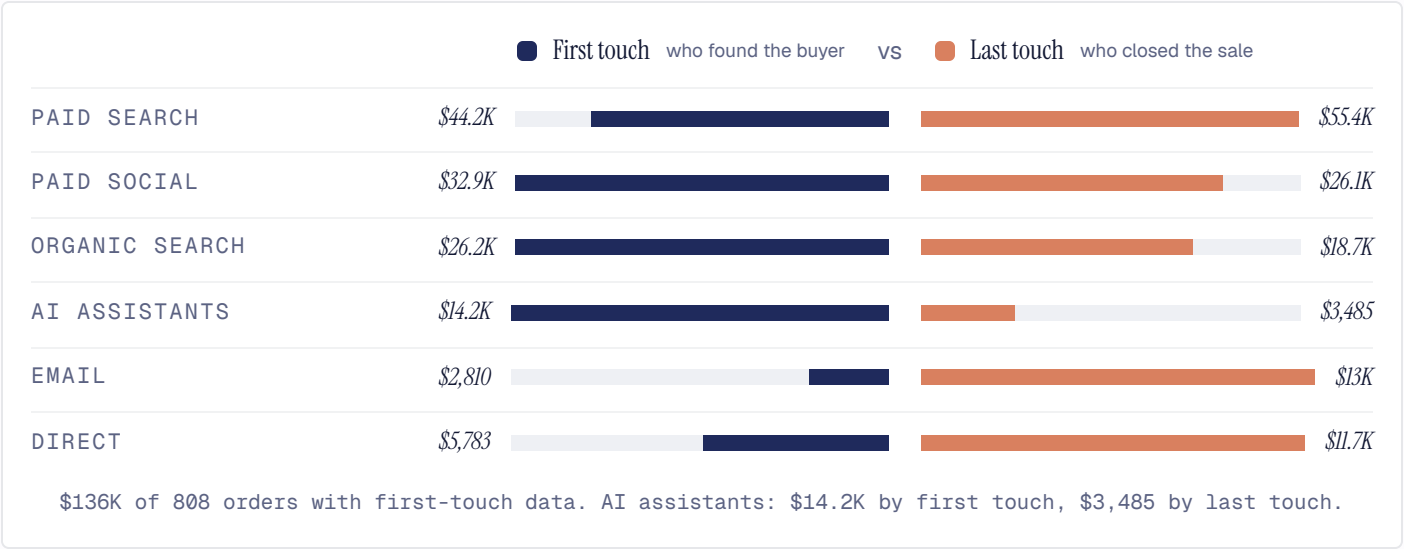
| # | CAMPAIGN | UTM_CAMPAIGN | REVENUE | ORDERS | AVG VALUE | SHARE | VS AUGUST |
|---|---|---|---|---|---|---|---|
| 1 | Shopping all products | shopping_all_products | $16.4K | 95 | $172 | 12% | ▼ -13% |
| 2 | Pmax home essentials | pmax_home_essentials | $12.4K | 79 | $157 | 9% | ▲ +17% |
| 3 | Retargeting 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.

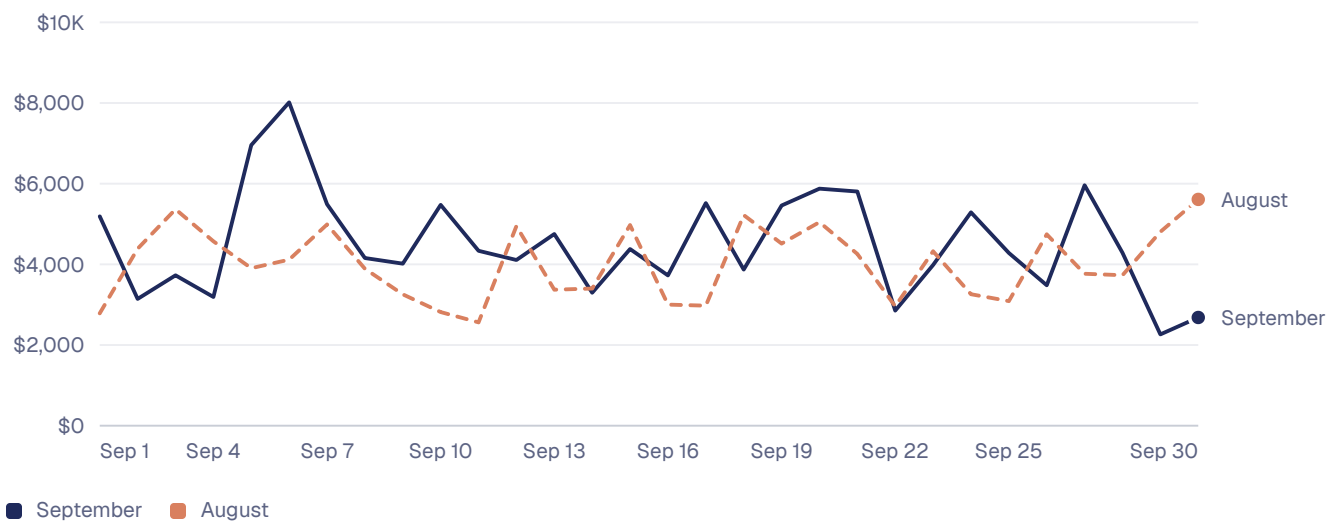



$136K of 808 orders with first-touch data. AI assistants: $14.2K by first touch, $3,485 by last touch.

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.

### 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).

# Where the next *dollar* should go.

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

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

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

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.

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

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

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