BeProfit

The Impact of BeProfit on eCommerce Brands

A Data-Backed Report

In this report, we wanted to examine the impact of our eCommerce profit analysis and optimization solution on brands with at least 2 million yearly GMV, aiming to see how our tool affects stores that have already established themselves in the market and are looking to grow.

The Goal of This Report

Examine the change in profitability these shops experienced in two main aspects: overall store profits and POAS (Profit On Ad Spend).

What We Looked At

We sampled 50 brands from various industries around the globe, each with a GMV exceeding $2M. We made sure to include only shops with complete, valid data, avoiding any missing details or extreme outliers. Our analysis considered factors such as the timing of the last visit, the percentage of marketing expenditure, Cost of Goods Sold (COGS), the range of POAS, and Gross Margin.

What We Compared

We compared the Profit On Ad Spend (POAS) and Gross Margin for the first 30 days, 30–60 days, and 60–90 days after installing BeProfit against the average POAS and Gross Margin for the 90 days before installation.

The Calculations

We calculated the average change in POAS and Gross Margin by determining the nominal change per merchant for each period. We then averaged these nominal changes across all merchants and divided this figure by the average POAS and Gross Margin before installing BeProfit.

Assumptions

Based on our understanding of eCommerce dynamics

We assumed that using a comprehensive profit analysis solution would empower brands to focus on profitable growth and optimizations that would yield improvements in business profitability.

We anticipated that gaining visibility into the most and least profitable products, sales platforms, countries, orders, discounts, shipping costs, and understanding the cost breakdown and Lifetime Profit, would enable strategic adjustments and overall optimization.

We expected to see a noticeable growth in profits for brands with such a solution.

The Outcome

Shops Using BeProfit

	Month 1	Month 2	Month 3
POAS	+2%	+13%	+22%
Gross Margin	+5%	+9%	+20%

***All monthly increases in POAS and Gross Margin are cumulative to the previous month**

The Impact of BeProfit on eCommerce Brands

+20%

Contribution Margin

Within 3 Months

+22%

POAS

Within 3 Months

5-10

Weekly Hours

Analysis Time Saved

+1000 Brands

TRUE CLASSIC · WIN · MONOS: · archies · modkat · SUNTOUCHED

"Understanding our profit margins in real-time has been a game-changer for scaling our profitably. BeProfit would be a really smart solution to add to your tech stack."

Ben Yahalom
President, True Classic

TRUE CLASSIC

"Within two months our Gross Profit skyrocketed by +10%." (worth hundreds of thousands of dollars)

Charlie Gilbert
Managing Director, Ransom Spares

Ransom Spares

"BeProfit It's a game-changer. Before, we'd end the month thinking we had a good run, only to find out from finance that we weren't profitable. BeProfit ensures we stay profitable."

Caleb Madsen,
Win Brands Group

WIN

Interested in optimizing your store for more profits?

Start Free Trial | Book a Demo