# Peakconix Sample Store Teardown

A redacted example of the 15-minute video teardown you receive when you book an audit.

## Store snapshot

Sample D2C apparel brand. Shopify 2.0 theme, $48K monthly revenue, 1.1% conversion rate, $62 AOV.

## Top 3 revenue leaks

1. Hero confuses the offer. No price anchor, no benefit, generic lifestyle image. First scroll loses 38% of mobile visitors.
2. PDP buries social proof. Reviews live below the fold with no star summary near the buy button. Add-to-cart rate sits at 4.2% versus a 7-9% benchmark.
3. Checkout has no upsell. One-product carts close at $54 AOV. A single post-purchase upsell could lift AOV by 12-18%.

## Recommended fixes

Rewrite the hero with a benefit-led headline, price anchor, and a single primary CTA. Move the star rating and a 2-line review above the add-to-cart button. Install a one-click post-purchase upsell on the bestseller bundle.

## Projected impact (30 days)

Conversion rate 1.1% to 1.55%. AOV $62 to $71. Monthly revenue $48K to $76K at the same traffic level.

## Next step

Book a free 15-minute teardown of your own store at peakconix-growth-hub.lovable.app or email Peakconix@gmail.com.