



Uncovering Hidden Revenue

in an Industrial Ecommerce Business

A REVENUE GROWTH TRANSFORMATION
BUILT ON IDENTIFYING WHAT WAS ALREADY
WORKING—AND CAPTURING MORE OF IT.

CLIENT

An industrial ecommerce company specializing in CNC replacement parts for Haas machines.

ENGAGEMENT OBJECTIVE

The client engaged me with one primary goal:

Increase revenue by **40%**
within the first 90 days and
double revenue within 12 months.

Rather than immediately recommending more advertising, I conducted a comprehensive revenue growth assessment to identify where the business was already generating demand—and where revenue was being lost before it became sales.

The strategy focused on maximizing existing opportunities before investing additional resources into acquiring more traffic.

KEY INSIGHT

The business wasn't lacking demand. The challenge was capturing more of the demand that already existed.

THE BUSINESS WAS ALREADY GENERATING APPROXIMATELY

\$127,000

IN MONTHLY REVENUE
WITHOUT PAID
ADVERTISING.



What I Discovered



A comprehensive audit across marketing, paid advertising, SEO, website conversion, customer journey, email marketing, checkout, and customer behavior revealed six major revenue leaks—each representing significant untapped revenue opportunity.

THE SIX REVENUE LEAKS

01

INEFFICIENT PAID ADVERTISING

The previous agency was spending on keywords the website was already ranking for organically.

≈\$5,000+

MONTHLY IN WASTED
AD SPEND & FEES

02

ABANDONED CARTS

Customers were adding products to cart but leaving before completing their purchase.

\$49,413

MONTHLY IN
ABANDONED CART
OPPORTUNITY

03

HIGH-INTENT TRAFFIC WITH NO PATH TO BUY

~50,000 monthly organic visitors were landing on informational pages with no clear next step.

50,000+

MONTHLY VISITORS
LEAVING WITHOUT
A BUYING PATH

04

VISITORS LEAVING ANONYMOUSLY

The majority of visitors who weren't ready to buy were leaving without entering any follow-up system.

99%

OF NON-BUYERS
LEFT WITHOUT
BEING CAPTURED

05

CHECKOUT FRICTION

Adding to cart didn't send shoppers directly to the cart, creating unnecessary steps and confusion.

HIGH FRICTION

IMPACTING
CONVERSION RATES

06

LOW CONVERSION RATE

At ~1.4% conversion, the website had significant untapped revenue potential.

1.4%

WEBSITE
CONVERSION RATE

*Demand
was already
strong.*

*Revenue was
escaping at
every stage
of the journey.*



What We Delivered

I built an integrated revenue system designed to capture more of the demand the business already had, improve conversion at every step, and create predictable, scalable growth.

The goal wasn't more marketing. It was a better system built to capture more of the demand already coming in.



THE REVENUE GROWTH SYSTEM

1. STRATEGIC ROADMAP & REVENUE PLAN

Created a comprehensive revenue growth plan with clear 90-day and 12-month targets, prioritizing the highest-impact opportunities first to accelerate results.

2. ABANDONED CART RECOVERY SYSTEM

Developed a targeted email series focused on helping customers confirm fitment, troubleshoot with confidence, and return to complete their purchase.

3. EXIT INTENT LEAD CAPTURE FUNNEL

Created a Haas Emergency Troubleshooting Guide and exit-intent system to capture visitors before they left, turning anonymous traffic into known leads.

4. NURTURE EMAIL SEQUENCE

Built a 10-email nurture sequence that educates, builds trust, and positions the company as the expert, keeping prospects engaged until they are ready to buy.

5. SEO SHOPPING PATHWAYS

Transformed high-traffic Haas alarm and troubleshooting pages into shopping pages with product links, videos (where available), and clear next steps to purchase.

6. CHECKOUT OPTIMIZATION

Removed friction in the checkout experience by updating the cart flow so customers are taken directly to the cart after adding a product.

7. PAID ADVERTISING STRATEGY

Designed a smarter ad plan focused on high-intent keywords, popular products, Haas alarms, machine-down searches, and remarketing—eliminating wasted spend.

8. TRUST & AUTHORITY BUILDING

Rewrote the About page to position the company as a technical authority and trusted partner, not just a parts supplier.

ADDITIONAL SUPPORT DELIVERED

Search performance report

Preliminary product growth report

SEO performance revenue report

Current demand abandoned cart bundle report

New vs. returning customer retention report

Competitor tracking spreadsheet

ALL SYSTEMS DESIGNED TO
*recover lost revenue,
capture more leads,
and convert more
of the demand
already coming in.*

The Revenue Growth Strategy

I developed a comprehensive revenue growth strategy designed to capture more of the demand the business already had and turn it into more revenue.

This strategy is built on a simple principle: maximize what's already working before investing more to get more.

The opportunity wasn't in getting more traffic. It was in capturing more of the demand that was already coming in.



HOW THE STRATEGY WORKS TOGETHER



THE REVENUE ROADMAP

PHASE 1 FOUNDATION (0–30 DAYS)	• Fix leaks and remove friction • Implement abandoned cart recovery • Launch exit intent lead capture system • Build the foundation for conversion improvements
PHASE 2 ACCELERATION (31–90 DAYS)	• Optimize high-intent pages into shopping pathways • Launch nurture email sequence • Improve checkout experience • Refine paid advertising around high-intent keywords
PHASE 3 SCALE (90–365 DAYS)	• Expand SEO reach and authority • Increase email list engagement and conversions • Grow repeat purchases and customer lifetime value • Continuously test, optimize, and scale winning systems

THE STRATEGY IS BUILT ON FOUR CORE PRINCIPLES

- 01 | MAXIMIZE EXISTING DEMAND FIRST**
Capture more of the buyers who are already searching, clicking, and adding to cart.
- 02 | REMOVE FRICTION AT EVERY STEP**
Eliminate confusion, reduce steps, and make it easy for customers to buy with confidence.
- 03 | BUILD TRUST THROUGH EDUCATION**
Provide real value, solve real problems, and earn the right to be who customers buy from.
- 04 | CREATE SCALABLE SYSTEMS**
Build repeatable processes and systems that drive consistent, predictable growth.



The Systems *We Implemented*

I built and integrated a complete revenue growth system that captures more of the demand the business already has, converts more of it into sales, and builds long-term customer relationships that drive repeat purchases and lifetime value.

Each system was designed to work together—creating a seamless customer journey from discovery to purchase and beyond.

**BUILT TO CAPTURE.
DESIGNED TO GROW.**

Every system was designed with one purpose: capture more of the demand the business already had and turn it into measurable revenue.

01. ABANDONED CART RECOVERY SYSTEM

A multi-email recovery sequence designed to bring customers back to complete their purchase. The emails address objections, confirm fitment, provide helpful resources, and make it easy to finish the order.

FOCUS:

Recover lost sales and increase completed orders.

02. EXIT INTENT LEAD CAPTURE SYSTEM

An exit-intent popup featuring a Haas Emergency Troubleshooting Guide that offers immediate value and captures visitors before they leave. This turns anonymous traffic into known leads.

FOCUS:

Capture more leads from high-intent visitors.

03. 10-EMAIL NURTURE SEQUENCE

A strategic email sequence that educates, builds trust, provides troubleshooting insights, shares product knowledge, and positions the company as the expert—so prospects think of them first when they're ready to buy.

FOCUS:

Build trust and stay top of mind until ready to purchase.

04. SEO SHOPPING PATHWAYS

High-traffic informational pages were transformed into shopping pathways with product recommendations, internal links, videos (where available), and clear next steps that guide visitors from diagnosis to purchase.

FOCUS:

Turn high-intent traffic into buyers.

05. CHECKOUT OPTIMIZATION

Removed unnecessary friction by updating the cart flow so customers are taken directly to their cart after adding a product, reducing steps and confusion during checkout.

FOCUS:

Increase conversion rate and improve the buying experience.

06. PAID ADVERTISING STRATEGY

Rebuilt the ad strategy to eliminate wasted spend on keywords the site already ranks for organically and focus on high-intent, machine-down, product specific, and remarketing campaigns.

FOCUS:

Increase ROI and drive more qualified buyers.

07. ABOUT PAGE REPOSITIONING

Rewrote the About page to position the company as a technical expert and trusted partner—building credibility and confidence with both new visitors and potential business customers.

FOCUS:

Build authority and increase trust to drive more sales.

08. REVENUE REPORTS & COMPETITOR ANALYSIS

Created custom reports and dashboards that track key metrics, monitor competitors, and uncover ongoing opportunities for growth and optimization.

FOCUS:

Make data-driven decisions and stay ahead of the competition.

AN INTEGRATED APPROACH

These systems work together to attract, engage, convert, and retain more customers—creating a compounding effect that drives sustainable revenue growth.

ONE GOAL

Capture more of the demand you already have and turn it into more revenue.



Financial Impact

& Revenue Opportunities

By capturing more of the demand the business was already generating and eliminating unnecessary waste, we uncovered significant revenue opportunities and built a foundation for scalable, predictable growth.

These are the key financial opportunities identified and engineered into the growth plan.

*We focused on capturing more of the demand that was already coming in—turning missed opportunities into **measurable revenue**.*

EXISTING MONTHLY REVENUE
WITHOUT PAID ADVERTISING

\$127,000+

Strong existing revenue without ads confirmed that demand was already present—the challenge was capturing more of it.

ABANDONED CART OPPORTUNITY
IDENTIFIED MONTHLY

\$49,413

Customers were adding products to cart but not completing their purchase—representing significant untapped revenue.

POTENTIAL MONTHLY RECOVERY FROM
ABANDONED CARTS (ESTIMATED 30%)

~\$14,700

The recovery system was designed to capture approximately 30% of abandoned cart value through targeted follow-up and support.

ADVERTISING & AGENCY COSTS
ELIMINATED MONTHLY

\$5,000+

Inefficient ad spend and agency fees were eliminated, reallocating budget toward high-impact growth initiatives.

HIGH-INTENT ORGANIC VISITORS
EACH MONTH

50,000+

Thousands of technicians and machine owners were searching for answers. With the right pathways and systems, more of them can become buyers.

WEBSITE CONVERSION RATE (BEFORE OPTIMIZATION)

1.4%

The audit revealed significant room for improvement through reduced friction, better pathways, and stronger guidance.

GROWTH OBJECTIVE
FIRST 90 DAYS

40%

The plan was designed to deliver a 40% increase in revenue within the first 90 days by capturing low-hanging opportunities and improving conversions.

GROWTH OBJECTIVE
12 MONTHS

100%

The 12-month roadmap was designed to double revenue through scalable systems, SEO growth, retention, and ongoing optimization.

THE OUTCOME

By focusing on revenue capture instead of just traffic, we uncovered over \$78,000 in monthly opportunity (without paid ads) and built a system designed to scale that number.

RESULT:

A stronger, more profitable business built on systems—not guesswork.

