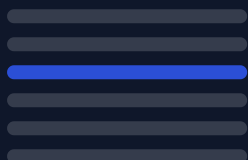


The Ecom Blind Spot Playbook

What growing ecommerce brands
should check before they scale harder.



BEFORE YOU START

Look here first, before you scale harder.

More budget, an extra marketer or yet another tool. When growth stalls, that is often the first reflex. Yet in growing stores the problem is rarely too little. It is usually what you can't see.

This playbook helps you find those spots. These are the questions we ask ourselves when we look at a growing store. You don't need new software, just access to your own accounts.

HOW TO USE THIS PLAYBOOK

1

Read the 7 blind spots

Each chapter is 1 page. What goes wrong, why it costs money, how to check it and 1 question to discuss with your team.

2

Fill in the scorecard

12 numbers you want ready every Monday. Whatever you can't fill in is your first clue.

3

Decide what comes first

Use the decision guide to choose what needs attention now and what can wait.

4

Let your AI help

From page 16 you'll see how to use this playbook in ChatGPT or Claude, with prompts and a ready-made skill.



I built Layer Insights because I ran into this with my own store. Meta, Google and Shopify told 3 different stories, and I didn't know which one was right. This playbook is the checklist I wish I'd had back then.

Mylano Rodriguez · Founder, Layer Insights

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7 blind spots. 1 scorecard.

Each blind spot is a place where money or opportunities slip away, without you seeing it in your dashboards.

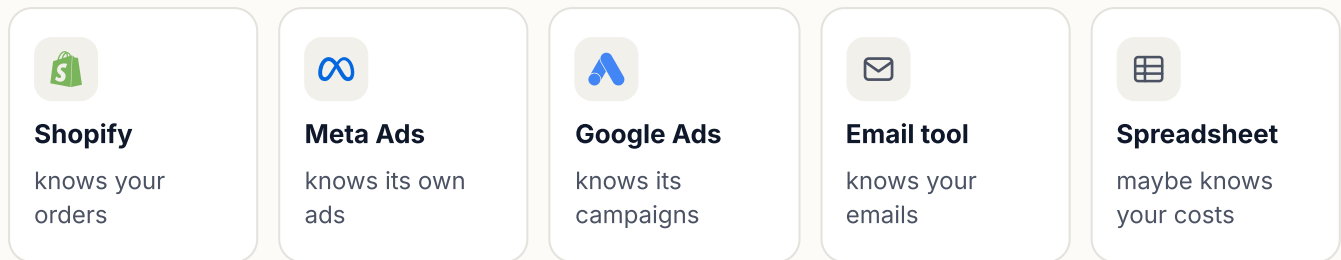
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Short on time? Start with blind spot 01 and the scorecard. If your tracking is off, everything else is off too.

THE PROBLEM

More data. Less clarity.

A growing store quickly runs on 5+ tools. Each system is right about its own piece. The problem sits in between. Nobody notices what goes wrong there, because no single dashboard shows the whole picture.

**WHAT NONE OF THESE TOOLS TELLS YOU**

- ❗ Which sale really came from which channel
- ❗ Which customers are really new
- ❗ Whether your tracking passes everything on
- ❗ What you keep per order
- ❗ Which products make a profit
- ❗ Where visitors drop off and why

Those are blind spots. Places where money or opportunities slip away, without you seeing it in your dashboards.

Another dashboard won't fix that. The right questions will. The next 7 chapters give you, per blind spot, the questions we would ask first and how to answer them yourself.

Read each chapter with your own numbers next to it. Open Shopify, your ad accounts and your email tool. Most checks take less than 15 minutes.

01 TRACKING AND DATA

You are not measuring what you think you are.

WHAT GOES WRONG

At some point someone installed a Meta pixel, a Google tag and maybe a TikTok pixel. Then your store changed. A new theme, a new app, a new cookie banner. Nobody checked whether everything still measures correctly.

You don't notice it straight away. Your dashboards still show numbers. They just aren't quite right anymore.

WHY THIS COSTS MONEY

Meta and Google steer your ads based on what your tracking sends them. If purchases come in twice, half or not at all, your campaigns optimise on the wrong signals. You pay to reach the wrong audience without seeing it.

HOW TO CHECK IT

- ☐ **Count yesterday's purchases**
Check in Meta Events Manager how many purchase events came in yesterday. Compare that with the number of orders in Shopify. Much higher means double counting. Much lower means you are missing signals.
- ☐ **Check the server connection**
Do purchases only come in through the browser, or also through the Conversions API? That is a connection that sends purchases straight from your server. Without it you miss buyers with an ad blocker or without cookies.
- ☐ **Look at your match quality**
Meta shows per event how well it recognises your buyers. The higher that score, the better Meta knows who bought and who to target.
- ☐ **Test your cookie banner**
Reject all cookies and view a product with Google's Tag Assistant, which runs right in your browser. Do marketing tags still fire? Then accept everything. Do they fire now?
- ☐ **Make a list**
Write down every pixel, tag and app that measures something. Who installed it, when and why? Anything nobody can explain is a risk.

QUESTION FOR YOUR TEAM

If Meta says tomorrow that a campaign works, are we confident those numbers are right?

02

ADVERTISING

Everyone claims the same sale.

WHAT GOES WRONG

A customer sees your ad on Instagram, searches for you on Google later and buys after an email. Meta, Google and your email tool all count that one sale as their result.

Add them up and your marketing seems to deliver far more than your till shows.

WORKED EXAMPLE

Meta claims 100 sales, Google 96 and your email tool 80. Together 276. Shopify counted 140 in the same week.

WHY THIS COSTS MONEY

You split budget based on claims. The channel that claims loudest gets more money. That is not always the channel that actually brought the customer in. Retargeting and your own brand name in Google often look great on paper, because they reach people who were going to buy anyway.

HOW TO CHECK IT

- ☐ **Add up the claims**

Take last month. Add up the revenue Meta, Google and your email tool report. Compare it with your net revenue in Shopify. The bigger the gap, the more is counted twice.
- ☐ **Check your attribution windows**

Which window does each platform use? By default Meta counts purchases up to 7 days after a click and 1 day after seeing an ad. Every platform counts generously in its own favour.
- ☐ **Separate your brand name**

In Google, split campaigns on your own brand name from the rest. People who type your brand name already knew you.
- ☐ **Calculate your blended MER**

Divide your total net revenue by all your ad spend combined. Nobody can double count that number. If it drops while the platforms report growth, you are believing the claims too easily.
- ☐ **Run a pause test**

Switch off a campaign that mostly reaches existing customers for 2 weeks, in a quiet period. Does your total revenue barely change? Then that campaign delivered less than it claimed.

QUESTION FOR YOUR TEAM

If we spend 20% less on ads tomorrow, which revenue actually disappears?

03

PROFITABILITY

Revenue is growing. Is your profit growing too?

WHAT GOES WRONG

Rising revenue does not automatically mean a healthier business. So don't just look at revenue and ROAS, the return on your ad spend. Check these 6 things as well.

WORKED EXAMPLE

An order of €60 excluding VAT. Product cost €21, shipping €6, payment fees €1.50, discount €6 and ads €18. Your ROAS is 3.3. You keep €7.50, and your fixed costs still have to come out of that.

WHY THIS COSTS MONEY

Every euro you scale on a product or channel without margin makes your loss bigger. The harder you grow, the faster that happens.

HOW TO CHECK IT

- ☐ **Contribution margin**
What is left after product, shipping and ads. Calculate it per month. Revenue growing but this amount shrinking? Then you are buying your growth.
- ☐ **Cost per new customer**
What you pay to win 1 new customer. Divide your ad spend by the number of new customers.
- ☐ **Returns**
How much revenue comes back. Look per product, not just at the total.
- ☐ **Shipping costs**
What you pay for delivery yourself, including when the customer gets free shipping.
- ☐ **Discounts**
How much margin you give away in promotions. Include discount codes from influencers and affiliates.
- ☐ **Profit per product**
Which products actually earn money, after product cost, shipping, returns and discount.

QUESTION FOR YOUR TEAM

Can we explain within 5 minutes today which products and channels actually add profit?

04

CUSTOMER INSIGHT

Your ads mostly find customers you already had.

WHAT GOES WRONG

Ad platforms look for the easiest purchase. That is often people who already know your brand or have bought before.

Your campaigns look strong, but your customer base hardly grows.

WHY THIS COSTS MONEY

Growth comes from new customers. If your budget mostly reaches existing customers, you are paying for revenue you might have got with an email.

HOW TO CHECK IT

- ☐ **Split your revenue**
In Shopify, put revenue from new and returning customers side by side per month. What share comes from first-time buyers?
- ☐ **Calculate your price per new customer**
Divide your ad spend by the number of new customers in the same month. That is your real price per new customer.
- ☐ **Set the return against it**
What margin does a new customer bring in the first 90 days? If they cost more, they need to come back before you make money.
- ☐ **Limit existing customers**
Check whether your campaigns for new people exclude existing customers. In Meta Advantage+ you can set how much budget may go to existing customers.
- ☐ **Find your best first product**
Which product did customers who later came back 2 or more times start with? That product deserves a place in your ads for new people.

QUESTION FOR YOUR TEAM

How much do we pay for a truly new customer, and when do we earn that back?

05

RETENTION

You are leaving repeat revenue on the table.

WHAT GOES WRONG

Many stores put nearly all their energy into new visitors. People who already showed interest or already bought get a newsletter and not much else.

That is exactly where revenue sits that you don't have to pay for again.

WHY THIS COSTS MONEY

A returning customer costs you no ad money. The more customers buy a 2nd time, the more you can spend per new customer and still make a profit.

HOW TO CHECK IT

- ☐ **Review your automated emails**
Do you have at least a welcome series, an abandoned cart email, a browse abandonment email, a post-purchase email and a win-back email?
- ☐ **Test it yourself**
Sign up with a new email address, view a product and leave your cart. Which emails do you get, and when?
- ☐ **Calculate your repeat rate**
What share of your customers from the last 12 months bought 2 times or more?
- ☐ **Compare your email numbers**
Your email tool often attributes revenue generously, for example to everyone who opened an email and bought later. Compare that with what Shopify sees from email.
- ☐ **Check your timing**
How many days are there on average between the 1st and 2nd purchase? Send your follow-up just before that, not after.

QUESTION FOR YOUR TEAM

What do we do today with someone who bought from us for the first time 60 days ago?

06

GOOGLE AND PRODUCT DATA

Google can't read your products properly.

WHAT GOES WRONG

Your product pages look good to people. Google, Google Shopping and AI search engines read something else. They look for structured information, such as price, stock, brand, delivery time and reviews.

If that information is missing, they show another product.

WHY THIS COSTS MONEY

You don't pay per click for organic traffic. Every product page Google can't read properly is a free opportunity that goes to a competitor.

HOW TO CHECK IT

- ☐ **Test your bestseller**
Paste the link to your best-selling product into Google's Rich Results Test. Does Google see a product with price, stock and reviews?
- ☐ **Open Merchant Center**
How many products are disapproved or have a warning? A disapproved product does not show in Google Shopping.
- ☐ **Check Search Console**
Which pages are shown often but clicked rarely? There your title and description probably don't match what people search for.
- ☐ **Check your categories**
Does every important category have its own page with a short, useful text? Category pages are often found on broader search terms than single products.
- ☐ **Ask an AI search engine**
Ask ChatGPT or Perplexity which stores they recommend in your category. Do you show up? And what do they say about you?

QUESTION FOR YOUR TEAM

If someone searches for exactly our product today, why would Google show us and not a competitor?

07

STORE AND OFFER

Visitors don't get quickly enough why they should buy from you.

WHAT GOES WRONG

You know your product inside out. A new visitor doesn't. They land on a product page from an ad and have a few seconds to understand what it is, who it's for, why it's better and why now.

If that doesn't land, they scroll back to Instagram.

WHY THIS COSTS MONEY

A low conversion rate makes every ad more expensive. If the same visitors buy more often, your cost per customer drops without spending more on ads.

HOW TO CHECK IT

- ☐ **Do the 5-second test**
Let someone who doesn't know your store look at your best-selling product page for 5 seconds, on their phone. Can they then say what you sell and why they should buy from you?
- ☐ **Put ad and page side by side**
Does the promise from your ad come back at the top of the page? If not, the visitor feels they landed in the wrong place.
- ☐ **Count the doubts**
Are delivery time, shipping costs, return policy and payment methods visible near the buy button? Every question the visitor has to look up is a reason to leave.
- ☐ **Look at your reviews**
Are they close to the price? Are they recent and specific?
- ☐ **Follow your funnel**
In Shopify, check how many sessions add to cart, reach checkout and buy. Where does the biggest group drop off? Start there.

QUESTION FOR YOUR TEAM

Which question does our customer service get most often, and is the answer already on the product page?

THE ECOMMERCE OPERATOR SCORECARD

12 numbers you want ready every Monday.

Can you find them quickly and explain them? Then you have clarity.

METRIC	WHAT IT TELLS YOU	HOW TO CALCULATE IT	SOURCE
01 Net revenue	What you actually sold	Revenue minus returns and discounts, excluding VAT	Shopify
02 Contribution margin	What is left for your fixed costs	Net revenue minus product cost, shipping, payment fees and ads	Shopify and costs
03 Blended MER	How efficient all your marketing is together	Net revenue divided by all ad spend	Shopify and platforms
04 New customer CAC	What a new customer costs you	Ad spend divided by the number of new customers	Platforms and Shopify
05 New customer ROAS	What ads return from new customers	Revenue from new customers divided by ad spend	Shopify and platforms
06 New customer rate	Whether your customer base grows	Orders from new customers divided by all orders	Shopify
07 AOV	What an average order brings in	Net revenue divided by the number of orders	Shopify
08 Repeat purchase rate	How many customers come back	Customers with 2 or more orders divided by all customers, over 12 months	Shopify
09 Return rate	How much revenue comes back	Returned revenue divided by gross revenue	Shopify
10 Email contribution	What email really adds	Revenue from email according to Shopify divided by net revenue	Shopify and email tool
11 Product profitability	Which products carry your growth	Per product net revenue minus product cost, shipping, returns and discount	Shopify and costs
12 Revenue versus target	Whether you are on track	Net revenue divided by your target for the same period	Shopify and planning

There is no universal good value for these numbers. Compare them with your own previous period and your targets. Use the same period everywhere and calculate with revenue excluding VAT.

Rather have your AI fill this in? The prompt is on page 17.

TEMPLATE

Your scorecard for this week.

Week _____

Filled in by _____

Time needed _____

METRIC	LAST WEEK	THIS WEEK	CHANGE	TARGET	CAN I EXPLAIN IT?
Net revenue					Yes · No
Contribution margin					Yes · No
Blended MER					Yes · No
New customer CAC					Yes · No
New customer ROAS					Yes · No
New customer rate					Yes · No
AOV					Yes · No
Repeat purchase rate					Yes · No
Return rate					Yes · No
Email contribution					Yes · No
Product profitability					Yes · No
Revenue versus target					Yes · No

What stands out?

What do we do this week?

PRACTICAL CHECKS

Everything on 1 page.

The key checks from this playbook. Print this page, or keep it next to your screen, and tick off what you have done. Whatever you can't tick off goes to the decision guide.

01 Tracking

- ☐ Compared yesterday's purchase events with your Shopify orders
- ☐ Checked whether purchases also come in through the Conversions API
- ☐ Tested your cookie banner with everything rejected and everything accepted

02 Advertising

- ☐ Added up claimed revenue from all platforms and compared it with Shopify
- ☐ Calculated blended MER per week
- ☐ Separated brand campaigns from the rest

03 Profit

- ☐ Calculated contribution margin per month
- ☐ Product cost per product complete and up to date
- ☐ Sorted your top 10 products by margin, not revenue

04 New customers

- ☐ Split revenue from new and returning customers
- ☐ Calculated your price per new customer

05 Retention

- ☐ Signed up yourself and left a cart
- ☐ Calculated repeat purchases over 12 months

06 Google

- ☐ Tested your bestseller in the Rich Results Test
- ☐ Reviewed disapproved products in Merchant Center

07 Store

- ☐ Did a 5-second test with an outsider
- ☐ Delivery time, shipping costs and return policy visible near the buy button

+ Scorecard

- ☐ All 12 numbers filled in for last week
- ☐ Able to explain why each number went up or down

DECISION GUIDE

What comes first, and what can wait?

You now have a list of issues. Not everything has to happen this week. Ask these 3 questions for each issue, in this order.

1. Does it affect the numbers you make decisions on?

Think tracking and attribution.

YES
→

Fix now

As long as this is wrong, every other decision is a guess.

No? Go to the next question.

2. Does it cost money or margin every day?

Think campaigns without profit or products with lots of returns.

YES
→

This month

Every week you wait costs money. Plan it in the next 4 weeks.

No? Go to the next question.

3. Does the opportunity grow as you grow?

Think retention, search visibility and your product pages.

YES
→

This quarter

Not a fire to put out, but a lever. Put it on the plan.

All no?

Then it is not a priority right now.

→

Park it

Write it down and look at it again in 3 months.

IN DOUBT? WORK FROM TOP TO BOTTOM

01 Your tracking is right

02 You know what you keep per order

03 You know what a new customer costs

04 You win customers back

05 Google can read your products

06 Your store convinces new visitors

Each step leans on the one above. Scaling on numbers that are wrong only makes a problem bigger.

THIS PLAYBOOK IN YOUR AI

Take this playbook into ChatGPT or Claude.

You don't have to work through the checks by hand every week. Give your AI this playbook and your own numbers, and let it do the groundwork. Setting it up takes 10 minutes.

1

Put it in a project

Create a project called Blind Spots in ChatGPT or Claude. Upload this PDF to the project files. Every chat in that project then knows the 7 blind spots, the scorecard and the decision guide.

Using Gemini? Create a Gem and add this PDF as knowledge.

2

Install the skill

This playbook comes with a ready-made skill. You'll find it as a zip file in the email that delivered this playbook. Your AI then uses it by itself whenever you ask about your scorecard or your blind spots.

Page 19 shows how to install it.

3

Update your standing instructions

Add the text below to your personal instructions. Your AI then follows it in every chat, also outside the project.

STANDING INSTRUCTIONS

When I ask about my store's numbers, only use data I share or that you can read through a connection. Label every point as Fact, Calculation, Hypothesis or Missing. Shopify is the source for revenue and orders. You only read and never change anything in my accounts.

WHERE TO FIND IT

	PROJECT	SKILL	STANDING INSTRUCTIONS
Claude	Projects	Customize, Skills	Settings, Profile
ChatGPT	Projects	Skills, on Business and Enterprise	Personalization, custom instructions
Gemini	Gems	Use a Gem	Inside your Gem

Menus change often. Can't find a name? Search your AI tool's settings for Projects, Skills or Instructions.

Want your AI to fetch your numbers itself? Connect Shopify, Meta and your email tool. The free Ecommerce AI Analyst Kit shows you how, at layerinsights.io/ai-analyst.

PROMPT · SCORECARD

Your scorecard in 10 minutes, every Monday.

Paste this prompt into your project, together with last week's exports. Or let your AI fetch the numbers itself if Shopify and your ad accounts are connected.

COPY AND PASTE

FILL IN THE BRACKETS

Fill in my Ecommerce Operator Scorecard for the week of [DATE] to [DATE].

Use the data I share or that you can read through a connection. Use the definitions from the Ecom Blind Spot Playbook. Calculate with revenue excluding VAT.

My targets for this week

[PASTE YOUR TARGETS OR WRITE NONE]

Make a table with these columns.

Metric, last week, this week, change in percent, target, status.

Use these 12 metrics in this order.

1. Net revenue
2. Contribution margin
3. Blended MER
4. New customer CAC
5. New customer ROAS
6. New customer rate
7. AOV
8. Repeat purchase rate
9. Return rate
10. Email contribution
11. Product profitability, only the top 5 and bottom 5
12. Revenue versus target

Set status to green, orange or red, based on the change from last week and the target. Can't calculate a metric? Put a dash and name the missing data. Never make up a number.

Finish with the 3 metrics that need the most attention this week, with 1 question per metric that I should ask my team.

Tip. Save your targets in your project. Then you don't have to paste them every week and your AI compares with your target automatically.

PROMPTS · BLIND SPOTS

Work through a blind spot, then decide what comes first.

Use the 1st prompt per chapter. Got a list of issues? Use the 2nd prompt to decide what comes first.

1 · WORK THROUGH 1 BLIND SPOT

PICK 01 TO 07

Let's work through blind spot [NUMBER] from the Ecom Blind Spot Playbook for my store.

Go through the checks in that chapter 1 by 1 with me. For each check, tell me what you need. If you can look it up yourself through a connection, do that. Otherwise ask me for an export or a screenshot.

Give each check a verdict. Healthy, needs attention or unknown. Explain why in 1 sentence.

Finish with the question for my team from that chapter, and your answer to it based on what we found.

2 · DECIDE WHAT COMES FIRST

USES THE DECISION GUIDE

Here is my list of issues from the playbook.
[PASTE YOUR ISSUES]

Use the decision guide from the Ecom Blind Spot Playbook. Ask these 3 questions for each issue, in this order.

1. Does it affect the numbers I make decisions on?
2. Does it cost money or margin every day?
3. Does the opportunity grow as I grow?

Sort each issue into fix now, this month, this quarter or park it. Give the reason in 1 sentence. Then make a plan for the next 4 weeks, with no more than 3 issues per week.

SKILL

Or turn it into a skill.

A skill is a standing way of working that your AI picks up by itself when it fits. You don't have to paste anything. Just ask how your scorecard looks, and your AI knows what to do.

HOW TO INSTALL IT IN CLAUDE

- 1 Download the zip from the email that delivered this playbook. Don't unzip it.
- 2 In Claude, go to Customize and then Skills.
- 3 Upload the zip.
- 4 Claude asks you to turn on code execution? Do that.
- 5 Test it. Ask Claude to work through blind spot 01 with you.

IN CHATGPT

On Business or Enterprise, go to Skills and create a new skill with the text alongside. On other plans, use a project with this PDF.

WHAT'S IN THE ZIP

SKILL.md references/scorecard.md

references/blind-spots.md

references/decision-guide.md

SKILL.MD

```
---
name: ecom-blind-spot-playbook
description: Use for questions about my
store's numbers, growth or blind spots.
Fills in the Operator Scorecard, works
through the 7 blind spots and uses the
decision guide to decide what comes first.
---

# Ecom Blind Spot Playbook

You help me review my store with the Ecom
Blind Spot Playbook by Layer Insights.

## Rules
- Only use data I share or that you can read
through a connection.
- Label every point as Fact, Calculation,
Hypothesis or Missing.
- Shopify is the source for revenue and
orders. Calculate excluding VAT.
- You only read. You never change anything
in my accounts.

## How to work
- When I ask about my scorecard, follow
references/scorecard.md.
- When I ask about a blind spot, follow
references/blind-spots.md.
- When I ask what comes first, follow
references/decision-guide.md.
```

No zip in your inbox? Create a folder called ecom-blind-spot-playbook, put the text alongside in a file called SKILL.md, add this PDF and zip the folder.

NEXT STEP

Want us to fix this for you?

This playbook shows where it leaks. Layer Insights makes it visible and keeps it in order. In a free 30-minute demo we look at your store together.

Book your free demo

- ✓ We go through your numbers and the blind spots from this playbook together.
- ✓ You see how Layer Insights puts your orders, ads, costs and margin into one complete overview.
- ✓ We show you what we would fix first.
- ✓ Go with Layer? We connect your channels, fix your tracking and set up your dashboard for you.

Book your free demo →

layerinsights.io/demo

30 minutes · no credit card · no commitment

- ✓ **Guarantee.** If we find nothing meaningful to improve or investigate after your data is connected, your first month is free, under the terms.

NOT READY FOR A CALL YET?

Run the free Ecom Blind Spot Scan

layerinsights.io/blind-spot-scan

Get the free AI Analyst Kit

layerinsights.io/ai-analyst