Blindspot

CPG GROWTH DIAGNOSTIC · MINI AUDIT

Northpine Foods
May 1 - Jul 31, 2026
Prepared Aug 4, 2026 · Sample

HEADLINE FINDING

Northpine pays $61 to win a $23 first-order customer.

New-customer cost is $61.20 against $23.40 of first-order margin, a payback ratio of 0.38. Every acquisition bets that repeat buying closes the gap, and the repeat basket is both smaller and costlier to serve than the first one.

TOTAL OPPORTUNITY IDENTIFIED
$8K - $15K /mo
$96K - $180K per year at current run rate · 5 ranked patterns, overlap netted out

HIGHEST-CONFIDENCE · P01
$2 - 4K /mo
margin repair, no traffic change needed · 30 day timeline

OPPORTUNITY BY LAYER · WHERE THE TOTAL SITS · MIDPOINT BASIS

ECONOMICS	ACQ	CVR / AOV	RETENTION	WASTE
$3.1K	$2.8K	$2.1K	$2.0K	$1.5K

WHAT THE AUDIT FLAGS · FOUR LENSES

1 PROBLEM PATTERN · THE BLINDSPOT — **$2-4K**/mo

The subscription mix sits in the wrong products

MATH Puffed packs carry 31-42% product cost, crisps 22-24%. Subscriptions concentrate in puffed, so recurring orders run 38.6% product cost against 23.9% on the web store.

TEST Move the default subscription build toward crisps and multi-packs, or reprice puffed packs. Judge on contribution per subscription order.

2 MEDIA EFFICIENCY · META — **$2-4K**/mo

Cost-per-order spread inside the same account

MATH Five ads past the fair-shot spend floor ran a $61.10 cost per order while the winning set ran $48.20, same account, same window. That spread covers 910 orders.

TEST Cut or rebuild the five ads above $59 per order and move that budget behind the proven sub-$50 set. Hold spend flat.

3 BENCHMARK GAP · FIRST-ORDER VALUE — **$1-3K**/mo

Paid traffic buys the cheapest pack in the catalogue

MATH New-customer order value is $37.65 against a $54.90 crisps-line comparable. Trial packs lead the first-order mix and the top ad line routes to a trial landing page.

TEST Split the top spend line between the trial route and the crisps six-bag route. Judge on margin per new customer, not cost per order.

4 RETENTION · SUBSCRIPTION — **$1-3K**/mo

The repeat engine has been flat since May

MATH Take rate sits near a tenth of new customers and the base has not grown since May, so adds only replace churn. Repeat order value of $33.90 sits below the $37.58 first order.

TEST Push take rate on crisps and multi-packs, and attack cadence rather than price on the highest-value cancelling cohort.

ALSO FLAGGED · UNLOCK THE FULL RECOVERY

The four above are the largest. **Non-converting media, refund drag on mature cohorts, and a checkout measurement break** are ranked and sized, held back here. The paid audit unlocks the full stack with the math and the fix sequence for each.

$5,000 UNLOCKS **$8-15K**/mo identified recovery, sequenced to capture

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