Porter Metrics

Oct 24 – Nov 22, 2026 · compared to Sep 24 – Oct 23, 2026

OVERVIEW · HIGHLIGHTS

PROFITABILITY · NET PROFIT

$36,293
▲ 175.9%

65%
35%

Sales	Ad spend	Real ROAS
$83,898	$4,034	20.80x
▲ 23.3%	▼ 74.3%	▲ 379.7%

BUDGET PACING

Meta
$1,823 / $5,855

Google
$886 / $3,210

$10K
$8.0K
$6.0K
$4.0K
$2.0K
$0.00
Nov 1
Nov 15
Nov 30

TOP CREATIVES · ROAS

evnroll.com · TESTING
Evnroll Putters | Official Evnroll Site | Shop Premium Putters
Shop Evnroll's award-winning putters with SweetFace™ Technology designed to roll pure.
Evnroll Putters 49.3x
Spend $128

evnroll.com · STEADY
Evnroll Zero Torque | Zero Torque Putters | Eliminate Face Rotation
Shop Evnroll's award-winning putters with SweetFace™ Technology designed to roll pure.
Evnroll Zero Torque 22.2x
Spend $116

******* . *****·pni40 12.5x
Spend $78

evnroll.com/collections/v-series · LOSING
Evnroll V-Series Putters | Custom Putter Configuration | Tungsten…
Customizable putters with multiple hosel options and adjustable tungsten weights.
Evnroll V-Series Put… 12.3x
Spend $305

******** . *****·8gduu 11.8x
Spend $52

********** . *****:z… 9.3x
Spend $29

******
Spend $47

KPI TRACKER · WEEKLY

Daily | Weekly | Monthly

METRIC	WK OCT 19	WK OCT 26	WK NOV 2	WK NOV 9	WK NOV 16	TOTAL	CHANGE	TREND
STORE								
Total sales	$6,851	$25,673	$21,811	$15,327	$14,236	$83,898	▲ +23.3%	
Orders	8	69	84	90	87	338	▲ +4.0%	
Average order value	$856	$372	$260	$170	$164	$248	▲ +18.5%	
New customers	10	51	59	63	72	255	▼ -20.3%	
Gross profit	$2,437	$9,550	$10,916	$9,577	$7,847	$40,327	▲ +39.8%	
COGS	$17.18	$206	$275	$189	$107	$794	▼ -25.8%	
COGS % of net sales	0.79%	2.31%	2.74%	1.75%	0.63%	1.62%	▼ -3.7%	
WEBSITE								
Sessions	765	4,412	8,580	11,409	11,872	37,038	▲ +11.8%	
Engaged sessions	1,773	5,902	2,243	1,552	1,844	13,314	▼ -52.1%	
Conversion rate	1.05%	1.56%	0.98%	0.79%	0.73%	0.91%	▼ -7.0%	
BLENDED (STORE CURRENCY)								
Blended ad spend	$188	$1,090	$1,828	$929	$0.00	$4,034	▼ -74.3%	
Blended ROAS	36.52x	23.56x	11.93x	16.50x	—	20.80x	▲ +379.7%	
Blended ACOS	2.74%	4.24%	8.38%	6.06%	0.00%	4.81%	▼ -79.2%	
Blended CAC	$18.76	$21.36	$30.98	$14.74	$0.00	$15.82	▼ -67.8%	
ROI	1199.10%	776.55%	497.22%	931.13%	—	899.76%	▲ +973.6%	
ADS BY PLATFORM								
Meta Ads spend	$102	$673	$1,237	$597	$0.00	$2,610	▼ -77.0%	
Meta Ads impressions	3,417	27,529	58,871	23,567	0	113,384	▼ -86.8%	
Meta Ads link clicks	144	735	1,202	430	0	2,511	▼ -69.4%	
Meta Ads purchases	5	24	23	11	2	65	▼ -36.3%	
Google Ads spend	$85.47	$416	$590	$331	$0.00	$1,424	▼ -67.3%	
Google Ads impressions	12,275	62,401	63,010	25,581	0	163,267	▼ -47.9%	
Google Ads clicks	194	847	1,206	618	0	2,865	▼ -56.6%	
Google Ads conversions	4	27	32	13	0	77	▼ -4.6%	
EMAIL								
Emails received	36	119	91	83	106	435	▼ -62.3%	
Emails opened	59	195	238	260	354	1,106	▼ -80.4%	
Emails clicked	5	28	45	22	15	115	▼ -43.3%	
Orders from email	1	10	5	6	5	27	▲ +200.0%	
SOCIAL								
Instagram new followers	15	33	31	55	61	195	—	
Instagram engagement	29	75	16	22	0	142	—	

OVERVIEW · KPI TRACKER

KPI TRACKER · WEEKLY

Daily | Weekly | Monthly

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SOCIAL								
Instagram new followers	15	33	31	55	61	195	—	
Instagram engagement	29	75	16	22	0	142	—	

OVERVIEW · OVERVIEW

SALES

$83,898
▲ 23.3%

Conversion rate	Traffic	AOV
0.91%	37,038	$248
▼ 7.0%	▲ 11.8%	▲ 18.5%

ROI

899.76%
▲ 973.6%

Blended ROAS	Gross profit	Blended CAC	Blended ACOS
20.80x	$40,327	$15.82	4.81%
▲ 379.7%	▲ 39.8%	▼ 67.8%	▼ 79.2%

STORE

Customers	Orders	COGS
355	338	$794
▼ 10.4%	▲ 4.0%	▼ 25.8%

First-time 58.6%
Returning 41.4%

CUSTOMER TYPE	TOTAL SALES	CUSTOMERS	ORDERS
Returning	$21,266	127	156
First-time	$24,463	180	211

AD SPEND

Blended ad spend
$4,034
▼ 74.3%

Meta Ads 64.7%
Google Ads 35.3%

CHANNEL	AD SPEND	% Δ
Meta Ads	$2,610	▼ 77.0%
Google Ads	$1,424	▼ 67.3%
TikTok Ads · no data	—	—
Blended (USD)	$4,034	▼ 74.3%

OVERVIEW · SUMMARY

SHOPIFY ACQUISITION

UTM MEDIUM	UTM SOURCE	SALES ↓	ORDERS	AOV	CUSTOMERS	NEW CUSTOMERS
(not set)	direct	$30,360	91	$334	96	45
(not set)	Google	$17,585	85	$207	91	40
(not set)	(not set)	$4,768	53	$89.97	57	36
(not set)	https://www.expertvoice.com/	$4,010	16	$251	18	9
product_sync	Google	$3,577	23	$156	25	14
(not set)	Bing	$2,907	7	$415	7	4
paid	direct	$2,336	5	$467	5	4
paid	https://facebook.com/	$1,956	3	$652	3	2
Total		$83,761	337	$249	358	185

WEBSITE

Sessions
37,038
▲ 11.8%

(not set) 42.5%
(direct) 26.8%
google 25.2%
facebook 3.4%
fb 1.1%
bing 1.1%

PAGE TITLE	SESSIONS
Evnroll Putters - Precisely Milled & Handcrafted, Made in USA	9,054
2026 Best Putters – Premium Milled, Made in USA - Evnroll	3,823
EZPZ — Putters - Evnroll	3,784
Best Mallet Putters - 100% Premium Milled, Made In USA - Evnroll	1,677
Evnroll V Series Putters: The Best Custom Putters in Golf	1,427
Evnroll EZPZ	1,228

ADS

Blended ad spend
$4,034
▼ 74.3%

Meta Ads 64.7%
Google Ads 35.3%

CHANNEL	AD SPEND	% Δ	CLICKS	% Δ	IMPRESSIONS	% Δ
Meta Ads	$2,610	▼ 77.0%	2,511	▼ 69.4%	113,384	▼ 86.8%
Google Ads	$1,424	▼ 67.3%	2,865	▼ 56.6%	163,267	▼ 47.9%
TikTok Ads · no data	—	—	—	—	—	—
Blended (USD)	$4,034	▼ 74.3%	5,376	▼ 63.7%	276,651	▼ 76.4%

EMAIL MARKETING

CAMPAIGN	OPENED ↓	CLICKED	ORDERED
**********·hf49y	49	0	0
**********:*****·8gfzr	8	0	0
**********:*****·j10wt	2	0	0
Total	59	0	0

SOCIAL MEDIA

Total followers
74,404

Instagram 100.0%

CHANNEL	FOLLOWERS	NEW FOLLOWERS	ENGAGEMENT
Instagram	74,404	195	142

CHANNELS · STORE

ACQUISITION · DAILY

Daily | Weekly | Monthly

(not set) · paid · email · product_sync · referral · Other

$12K
$10K
$8.0K
$6.0K
$4.0K
$2.0K
$0.00
Oct 24
Nov 7
Nov 22

PRODUCT

PRODUCT	SALES ↓	ORDERS	AOV
EZPZ	$15,228	18	$846
Custom EZPZ	$10,158	10	$1,016
(no name)	$7,760	8	$970
38 TourSpec EZPZ	$4,150	6	$692
Custom 38 Tour Spec EZPZ	$3,595	5	$719
Custom ZERO Z2s Blade Putter - Satin	$3,479	4	$870
Total	$81,160	300	$271

NEW VS REPEAT CUSTOMERS

307
CUSTOMERS

First-time 180 58.6%
Returning 127 41.4%

CUSTOMERS

CUSTOMER EMAIL	SALES ↓	ORDERS	AOV
**********·wrmm5	$1,583	2	$791
**********·ip893	$1,221	1	$1,221
**********·gnf41	$1,153	1	$1,153
**********·ndmwk	$888	1	$888
**********·nj85w	$885	2	$443
**********·0d4e7	$827	1	$827
Total, top 300	$74,329	313	$237

LANDING PAGES

LANDING PAGE URL	SALES ↓
https://www.evnroll.com/	$19,910
https://www.evnroll.com/collections/ezpz-stock-putter	$9,565
https://www.evnroll.com/collections/black-friday-cyber-monday	$3,782
https://www.evnroll.com/products/ezpz	$3,781
https://www.evnroll.com/cart	$2,933
https://www.evnroll.com/collections/v-series	$1,866
https://www.evnroll.com/collections/putters	$1,815
https://www.evnroll.com/products/evnroll-custom-ezpz	$1,510
Total	$73,604

CHANNELS · ADS

MONTH TO DATE · NOV 1 – NOV 22

SPEND, MONTH TO DATE	PROJECTED MONTH-END SPEND	BUDGET FOR THE MONTH	BUDGET TO DATE	SPEND VS. BUDGET TO DATE
$2,709	$3,694	$9,065	$6,648	41%

SPEND VS BUDGET

Spend | Pace

Spend to date · Projected · Budget

$10K
$8.0K
$6.0K
$4.0K
$2.0K
$0.00
Nov 1
Nov 15
Nov 30

PACE BY PLATFORM

PLATFORM	SPEND MTD	DAILY BUDGET	BUDGET FOR THE MONTH	BUDGET TO DATE	SPEND VS. BUDGET	PROJECTED MONTH-END
Meta Ads USD	$1,823	$195	$5,855	$4,294	42%	$2,486
Google Ads USD	$886	$107	$3,210	$2,354	38%	$1,208

TikTok Ads –	0.00	—	—	—	—	—

PACE BY CAMPAIGN

Platform All platforms

PLATFORM	CAMPAIGN	BUDGET	DAILY BUDGET	SPEND MTD ↓	BUDGET TO DATE	SPEND VS. BUDGET	PROJECTED MONTH-END
Meta Ads	******* | *** | **********·5cbl2	Daily	$48.00	$998	$1,056	95%	$1,362
Meta Ads	*** / ****** / **** / *******·1j3mh	Daily	$120	$683	$2,644	26%	$932
Google Ads	**********·xhy47	Daily	$46.00	$516	$1,012	51%	$703
Google Ads	*****·9vrme	Daily	$61.00	$370	$1,342	28%	$505
Meta Ads	******* | *** | **** | **********·4vcs1	Daily	$27.00	$141	$594	24%	$192

CHANNEL PERFORMANCE

CHANNEL	AD SPEND	% Δ	CLICKS	% Δ	IMPRESSIONS	% Δ
Meta Ads	$2,610	▼ 77.0%	2,511	▼ 69.4%	113,384	▼ 86.8%
Google Ads	$1,424	▼ 67.3%	2,865	▼ 56.6%	163,267	▼ 47.9%
TikTok Ads · no data	—	—	—	—	—	—
Blended (USD)	**$4,034**	▼ 74.3%	**5,376**	▼ 63.7%	**276,651**	▼ 76.4%

SPEND BY PLATFORM

SUMMARY

DATE	BLENDED AD SPEND	META ADS SPEND	META ADS PURCHASES	GOOGLE ADS SPEND	GOOGLE ADS CONVERSIONS	TIKTOK ADS SPEND	TIKTOK ADS CONVERSIONS
Nov 22	$0.00	$0.00	0	$0.00	0	0.00	0
Nov 21	$0.00	$0.00	0	$0.00	0	0.00	0
Nov 20	$0.00	$0.00	0	$0.00	0	0.00	0
Nov 19	$0.00	$0.00	0	$0.00	0	0.00	0
Nov 18	$0.00	$0.00	0	$0.00	0	0.00	0
Nov 17	$0.00	$0.00	1	$0.00	0	0.00	0
Nov 16	$0.00	$0.00	1	$0.00	0	0.00	0
Nov 15	$0.00	$0.00	0	$0.00	0	0.00	0
Nov 14	$0.00	$0.00	0	$0.00	0	0.00	0
Nov 13	$0.00	$0.00	0	$0.00	0	0.00	0
Total	**$4,034**	**$2,610**	**65**	**$1,424**	**77**	**0.00**	**0**

CHANNELS · CREATIVE ANALYTICS

META ADS

Spend ROAS CTR

#	Creative	Type	Status	Spend	ROAS	CTR	Thumbstop	Hold
#1	******* . ********** . ********** . ****...	IMAGE	LOSING	$480	2.29x	3.9%		
#2	******* . *****·xl64l	VIDEO	WINNING	$473	8.86x	3.6%	85.2%	72.0%
#3	******* . *****·o6m8n	IMAGE	LOSING	$177	2.71x	1.6%		
#4	********** . *****·izp7f	VIDEO	WINNING	$148	6.39x	2.2%	77.0%	32.2%
#5	*** . ********** . **********·6l3zm	IMAGE	WINNING	$116	7.19x	1.7%		
#6	******* . *****·p6lk0	VIDEO		$107	5.16x		94.1%	41.6%

GOOGLE ADS

Spend ROAS CTR

#	Headline	Description	Status	Campaign	Spend	ROAS	CTR
#1	Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights	Customizable putters with multiple hosel options and adjustable tungsten weights.	LOSING	Evnroll V-Series Putters	$305	12.26x	12.4%
#2	Evnroll Putters | Official Evnroll Site | Shop Premium Putters	Shop Evnroll's award-winning putters with SweetFace™ Technology designed to roll pure.	TESTING	Evnroll Putters	$128	49.29x	58.1%
#3	Evnroll Zero Torque | Zero Torque Putters | Eliminate Face Rotation	Shop Evnroll's award-winning putters with SweetFace™ Technology designed to roll pure.	STEADY	Evnroll Zero Torque	$116	22.22x	16.4%

VIDEO PLAYS BY WATCH STAGE

3-second plays	Plays at 25%	Plays at 50%	Plays at 75%	Plays at 95%	Plays at 100%
17,578	6,075	22,094	7,495	2,920	9,089
100.0%	34.6%	100.0%	42.6%	16.6%	51.7%

RETENTION FUNNEL BY VIDEO AD

#	Creative	3s	25%	50%	75%	95%	100%	Hook rate	Hold rate
#1	******* . *****·xl64l	6,628	2,046	9,725	3,044	1,256	3,897	95.6%	60.4%
#2	******* . *****·p6lk0	4,068	1,543	5,667	2,108	940	2,740	59.7%	65.5%
#3	******* . *****·xl64l	1,530	821	3,480	1,173	298	1,198	66.6%	84.9%
#4	********** . *****·izp7f	1,467	397	864	279	106	433	63.7%	23.4%
#5	********** . *****·izp7f	1,385	562	935	470	147	356	47.9%	28.7%
#6	******* . *****·8knp8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	39.9%	27.7%

CTR AND ROAS BY AD

CTR ROAS

FUNNEL METRICS BY AD

		******* . ********** . *...	*** . ********** . *****...	********** . *****·2jb63	******** . *****·o6m8n	******* . *****·xl64l	******* . *****·p6lk0	******* . *****·pni40	******* . ********** . *...	Total
VISIBILITY	Amount spent	$396	$210	$171	$141	$138	$119	$90	$77	$1,991
	Impressions	4,264	6,852	1,988	1,549	6,932	6,812	1,076	2,439	53,579
	CPM	$93	$31	$86	$91	$20	$17	$84	$32	$37
ATTENTION	3-second plays	0	0	0	0	6,628	4,068	0	0	17,578
	Plays at 25%	0	0	0	0	2,046	1,543	0	0	6,075
	Plays at 50%	0	0	0	0	9,725	5,667	0	0	22,094
	Plays at 75%	0	0	0	0	3,044	2,108	0	0	7,495
	Plays at 100%	0	0	0	0	3,897	2,740	0	0	9,089
	Hook rate	0.0%	0.0%	0.0%	0.0%	95.6%	59.7%	0.0%	0.0%	32.8%
ENGAGEMENT	Link clicks	217	121	79	65	114	91	58	70	1,180

CHANNELS · EMAIL

PERFORMANCE OVER TIME

CAMPAIGN

CAMPAIGN	OPENED ↓	CLICKED
**********·hf49y	49	0