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of 100

Northline Snow Co.: At risk

6 things to look at. The largest single estimate is about **$4,779** a month on ads for products you can’t sell; estimates can cover the same ads, so they aren’t added together.

Last 30 days: 391 Shopify orders, $252,958 revenue, $65,245 ad spend.

Do these first

1. Ads running on 2 sold-out or nearly sold-out products — **$4,779** a month

Pause the listed ads in Ads Manager now.

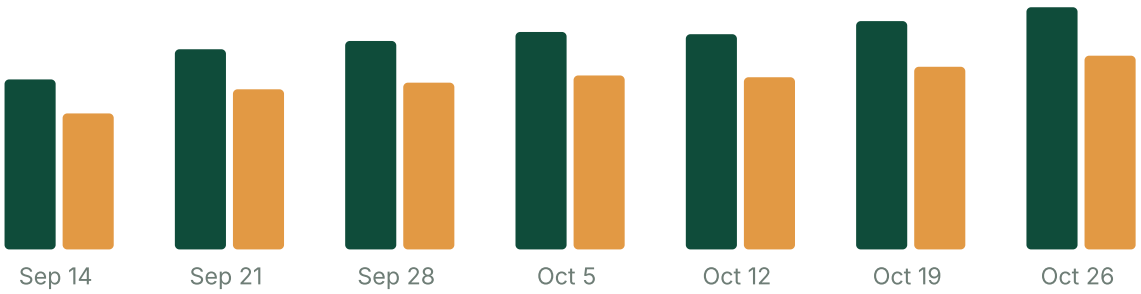
2. Google saw far fewer conversions than your store had

In Google Ads: Goals → Conversions → check the Purchase conversion is “Recording” and saw orders in the last 24 hours.

3. 3 products may sell out before Cyber Monday

Reorder the listed products now.

What the ads really sold



Black Friday is in 22 days

Nov 23 – Dec 1

A standard Xynra plan from $2,175 a day: about **$28,817** across the sale week, against $19,574 on a normal 9 days.

Mon Nov 23	**$2,501**
Tue Nov 24	**$2,610**
Wed Nov 25	**$2,827**
Thanksgiving Nov 26	**$3,262**
Black Friday Nov 27	**$4,350**
Sat Nov 28	**$3,480**
Sun Nov 29	**$3,480**
Cyber Monday Nov 30	**$3,915**
Tue Dec 1	**$2,392**

Products that may run out

Ridgeline All-Mountain 23 left, about 6.1 a day · ads running	**Out Nov 8** before the sale · need 183 more
Northline Freestyle 41 left, about 3.9 a day · ads running	**Out Nov 15** before the sale · need 92 more
Carve Pro 0 left, about 2 a day	**Sold out now** need 68 more

What Xynra does: one approved plan sets each day's budget on Meta and Google, pauses ads the moment a product sells out, and puts budgets back after Cyber Monday.

What Xynra would have done

Checked every hour; nothing was changed.

Nov 1: would have alerted you that Google saw far fewer conversions than your store had

That day: 41 Shopify orders, Google reported 0 conversions; about 9 were expected. The tracking alarm checks this every hour.

Fri, Oct 30, 2:14 AM: Carve Pro sold out	**$186**

Xynra would have paused 2 ads within minutes (Rider photo · carousel, Gift guide · static) and asked before turning them back on.

Would have flagged Prospecting · Advantage+ · Broad US on Oct 28 **$312**

It spent $312 with no purchases, against about $104 a day before. The spend guardrail flags this the same hour, and pauses at the limit you set.

Would have flagged Prospecting · Advantage+ · Broad US on Oct 22 **$228**

It spent $228 with no purchases, against about $96 a day before.

Fix first Clear

$4,779

a month on ads for products you can't sell

$1,115 spent on these ads in the last 7 days, scaled to 30 days

Ads running on 2 sold-out or nearly sold-out products

These ads keep spending while the product page can't take the order.

- Ridgeline All-Mountain: $1,115 spent in the last 7 days
- Northline Freestyle: $0 spent in the last 7 days

Fix it yourself

1. Pause the listed ads in Ads Manager now.
2. Turn them back on when the product is restocked.

Why it comes back: Stockouts happen at night and on weekends, and ads keep spending until someone notices.
What Xynra does: Stock guardrail: pauses those ads the moment a product sells out and asks before turning them back on

Fix first Clear

Google saw far fewer conversions than your store had

Yesterday: 41 Shopify orders, Google reported 0 conversions. Over the 14 days before, Google reported about 22% of your orders, so about 9 were expected. A tracking break (pixel, tag, consent banner, checkout change) is the usual cause.

- Google saw far fewer conversions than your store had

Fix it yourself

1. In Google Ads: Goals → Conversions → check the Purchase conversion is "Recording" and saw orders in the last 24 hours.
2. Place a test order and confirm Meta and Google both record it.

Why it comes back: Theme updates, apps and checkout changes break tracking without any warning.
What Xynra does: Hourly tracking alarm: compares store orders with what Meta and Google report, and checks the pixel is firing

Fix first Worth a look

3 products may sell out before Cyber Monday

At your current sales pace, with typical Black Friday demand.

- Ridgeline All-Mountain: 23 left, about 6.1/day, ads running
- Northline Freestyle: 41 left, about 3.9/day, ads running
- Carve Pro: 0 left, about 2/day

Fix it yourself

1. Reorder the listed products now.
2. Plan daily budgets for the sale week and lower ads for products low on stock.

Why it comes back: Every sale period brings sell-outs and budget decisions under pressure.
What Xynra does: Black Friday prep: sell-out forecast, a day-by-day budget plan you approve once, and competitor sale watch

Worth fixing Likely

$89
a month on placements with signs of accidental clicks
$42 spent on those placements in 14 days, scaled to 30 days

1 Meta ad getting accidental clicks

49% of this ad's link clicks came from Audience Network, at 12.9% click rate with only 9% reaching the page. They make the ad's click rate look 1.8× better than it is: 1.9% overall, 1.04% without Audience Network.

- Ride the whole mountain: 49% of clicks from Audience Network, $42 there in 14 days

Fix it yourself

1. In Ads Manager, open each ad set → Placements → Manual placements.
2. Untick Audience Network and save. Repeat for every new ad set.

Why it comes back: Every new ad set with automatic placements turns Audience Network back on.
What Xynra does: One-click placement fix, and new ads that leave Audience Network out by default

Worth fixing Worth a look

2 ads slipping this week

Click-through fell or cost per purchase rose against the week before. Xynra checked wear-out, tracking, store sales and stock for each.

- Back for the season: Possibly a store-wide slowdown, not this ad
- Built for first chair to last: Possibly a store-wide slowdown, not this ad

Fix it yourself

1. Write 2–3 new headlines and primary texts for each slipping ad.
2. Add them to the same ad set and pause the worn version once the new one has results.

Why it comes back: Every ad wears out; winners need fresh variations every few weeks.
What Xynra does: Fresh copy in your brand's voice, swapped into the same ad set after you approve it

Good to know Worth a look

$20,962
in 30 days of sales your ad reports never saw
Total of these orders over the last 30 days (not a cost)

Discount codes are bringing sales your ads can't see

$49,309 of orders used a code; $20,962 of that came with no Meta or Google click.

- BFCM25: 23 orders, $16,807, 0% with no ad click
- SNOWTALK15: 22 orders, $14,474, 73% with no ad click
- MAYA20: 17 orders, $10,312, 94% with no ad click
- WELCOME10: 15 orders, $7,716, 0% with no ad click

Fix it yourself

1. Export orders with discount codes from Shopify each month and total them by code.

Why it comes back: Every new creator, podcast and code adds sales ad reports can't see.
What Xynra does: Sales by discount code and a one-tap "How did you hear about us?" on your thank-you page

Fresh ad copy for Ridgeline All-Mountain

Primary text	Our best seller, tuned for hardpack and powder days. Free shipping over $75.

Headline	Built for first chair to last
Description	Tested in Colorado.

What’s working

Still thinking it over?: $26 per purchase
390 purchases on $9,978 in 30 days, against $38 across your Meta ads.

Back for the season: $37 per purchase
274 purchases on $10,130 in 30 days, against $38 across your Meta ads.

Three waxes, one tune-up: $39 per purchase
244 purchases on $9,482 in 30 days, against $38 across your Meta ads.

Ridgeline All-Mountain: $108,702 in 30 days
198 sold. It has ads running.

Northline Freestyle: $73,852 in 30 days
148 sold. It has ads running.

3.9× real return on ad spend
Store revenue per ad dollar over 30 days is healthy for most Shopify brands.

Sample report from Xynra for Northline Snow Co., a demo store with made-up data. Real audits use your store’s own Shopify orders and the spend Meta and Google report.