

Halden Goods

Operational Intelligence Briefing

APRIL 1, 2026 · GT · OB · Q12026 · V7 · 9CFDC3

Halden Goods's growth is currently constrained by paid acquisition efficiency — the best-ROAS Meta ad set is funneling a low-LTV cohort.

The account reads as constrained at paid acquisition. Top-of-funnel spend and impression volume are healthy; the bottleneck is mix. Blended CAC has drifted up over the trailing quarter while blended ROAS has held — a pattern that hides a quality-of-traffic problem under an aggregate metric that still looks acceptable.

Cross-referencing Meta ad-set attribution against Stripe lifetime revenue shows the highest-ROAS ad set is sourcing the lowest-LTV cohort. The ad set converts cheaply at first purchase, then those customers churn or fail to repeat at roughly half the portfolio rate. Ads Manager cannot surface this on its own — it requires joining Meta cohort data to Stripe revenue, which the engine does at sync time.

Resolving this constraint is presently projected to add +\$17K per month, roughly +\$198K per year if conditions persist, with a break-even window of 9 days.

— *The forecast reflects this condition directly.*

Resolves toward +\$17K per month under the present constraint.

Range: conservative +\$9K · aggressive +\$24K · per month

Under the current constraint, the next 90 days resolve toward this trajectory as a base-case interpretation of the next ninety days. It is not a guarantee, and the moves below are how the interpretation becomes operational.

COUNTERFACTUAL READING

Base case. The base reading currently resolves toward +\$17K per month of incremental revenue under the constraint as diagnosed.

If conditions soften. The conservative counterfactual reads as +\$9K per month — operational uptake slower than presently observed.

If conditions accelerate. The aggressive counterfactual reads as +\$24K per month — uptake faster than presently observed.

Range reflects 90-day cohort LTV variance across the four ad sets currently in scope.

If the constraint is left in place: Blended CAC continues to drift up while blended ROAS masks the deterioration. By Q3 the low-LTV cohort dominates the customer file and the brand's contribution margin compresses materially.

— *The evidence underlying this interpretation:*

SECTION III — Evidence & Calibration

The data substrate reads as high — all five revenue and acquisition integration points active and current.

Holding above the brand's 3.0x floor — which is why the constraint has gone unnoticed. The aggregate hides a meaningful spread across ad sets and across customer lifetime, not just first-order revenue.

BLENDING META ROAS - 3.2X

The ad set with the strongest blended ROAS is sourcing a cohort whose 90-day LTV runs roughly 40 percent below the portfolio average of \$71. First-order economics look healthy; lifetime economics do not.

90-DAY COHORT LTV (BEST-ROAS AD SET) - \$42

Up from \$44 in October. The drift is gradual and would not flag in any Ads Manager view; it surfaces here because the engine watches CAC against the trailing Stripe revenue base, not against first-order revenue alone.

BLENDING CAC (TRAILING 30 DAYS) - \$58

Revenue is still growing quarter-over-quarter, but the rate of growth has slowed for three consecutive months. The slowdown tracks the mix shift toward the low-LTV ad set, not a top-of-funnel volume issue.

ROLLING 90-DAY REVENUE - \$222,600

— *These conditions carry operational implications.*

SECTION IV — Strategic Moves

The following are the operational consequences of the interpretation above. They are sequenced by leverage against the diagnosed constraint, not by ease of execution.

MOVE 01 **Pause the ad set "Lookalike 1% — Cart Abandoners" (the high-ROAS, low-LTV source)**

PAID ACQUISITION · WEEK 1

This is the single largest unlocked dollar. Pausing this ad set removes the cohort whose 90-day LTV runs 40 percent below portfolio average. Confidence is high because the LTV gap is consistent across the last three monthly cohorts, not a single noisy month. Reversible from the engine in one click if next-week revenue surprises to the downside.

Operational lift: +\$9.2K/mo.

MOVE 02 **Reallocate freed budget to "Interest — Sustainable Home" at the same daily cap**

PAID ACQUISITION · WEEK 1

Same blended CAC band as the paused ad set, but a 90-day cohort LTV roughly 1.8x higher. The reallocation is dollar-for-dollar so total spend stays flat — the gain comes from mix, not scale.

Operational lift: +\$5.4K/mo.

MOVE 03 **Raise daily budget on "Retargeting — 30d viewers" from \$40 to \$90**

PAID ACQUISITION · WEEK 2

Impression-share data indicates this ad set is leaving incremental conversions on the table at the current cap. The LTV profile of this cohort is the strongest in the account, so additional spend here compounds rather than dilutes.

Operational lift: +\$1.9K/mo.

— *What we track against this interpretation:*

SECTION V — Verification & Calibration

FORECAST ACCURACY

86 / 100

PERIOD REVIEWED

Feb 2026

FORECAST

\$60,000

ACTUAL OUTCOME

\$62,400

VARIANCE

+\$2,400 (+4%)

CALIBRATION READING

Supportive of the operational interpretation above. The forecast landed within observable range. This calibration record informs the confidence basis for the current briefing.

SECTION VI — Operational Continuity

DATA SOURCES

Stripe — fresh as of 2026-03-01. Meta Ads — fresh as of 2026-03-01. Shopify — fresh as of 2026-03-01. Google Analytics 4 — fresh as of 2026-02-28. QuickBooks — fresh as of 2026-02-27. All 5 revenue integration points active and current.

OPERATING ASSUMPTIONS

Meta auction dynamics remain comparable to the trailing 60 days. Site-side conversion rate holds within its trailing standard deviation.

RISK FLAGS

Cohort LTV is observed over a 90-day window; the true terminal LTV may differ if repeat-purchase behavior shifts beyond that window.

WHAT THIS BRIEFING DOES NOT CLAIM

This is a fictional demonstration briefing. All business names, figures, and operational data are illustrative. Growth Terminal LLC.

GT · OB · Q12026 · V7 · 9CFDC3 · END OF BRIEFING