

Nitrous Competitions

Marketing & Sales Performance Audit

Period: 28 April – 5 May 2026 (7-day window) · 15 finished competitions audited · Generated 6 May 2026

1. Executive Summary

TOTAL COMPETITION REVENUE

£38,887.79

COMPLETED ORDERS

6,003

META AD SPEND (7-DAY)

£31,748.52

META REACH

803,100

META IMPRESSIONS

6.93M

ACCOUNT-LEVEL ROAS

1.23×

Across the 15 most recently finished competitions, Nitrous generated **£38,887.79** from **6,003** completed orders. In the same 7-day window, Meta ad spend was **£31,748.52**. That puts blended Return on Ad Spend at approximately **1.23×**, before factoring in payment processing, prize cost, hosting, fulfilment or staff. After variable costs, the campaign portfolio is almost certainly running at break-even or a loss.

The single competition that justifies most of the week's ad budget is the **£10,000 Tax Free Cash Quick Draw (Draw 3, May 4th)**, which alone generated £15,152.32 — **39.0% of all revenue**. Without that draw, ad spend exceeds revenue.

Headline finding. Paid-social attributed revenue across all 15 competitions totals roughly £812 of UTM-tagged paid_social, against £31,749 spent on Meta. Even allowing for last-click attribution gaps and untagged FB/IG referral traffic (≈£5,409 across all comps), the gap is too large to be explained by attribution loss alone. The majority of ad budget is not converting into trackable revenue.

What's working

- **Klaviyo email** — drove £3,289+ across the 15 comps with very low cost-to-serve. Highest ROI channel.
- **Direct / type-in traffic** — £24,820 (63.8% of revenue). Strong brand recall and repeat customers.
- **Organic search (Google)** — £8,062 (20.7% of revenue). SEO is doing real work for free.
- **The £10k Quick Draw format** — 95.6% sell-through, £15,152 revenue, AOV £5.42, peak hour 19:00 UTC on draw day.

What's not working

- **Paid social ROAS** — UTM-attributed paid_social revenue is ≈£812; Meta spend is ≈£31,749.
- **Low-tier 1k Tax Free draws** — average ~£1,400 revenue each. Likely loss-makers individually if ad spend is distributed evenly.
- **VW / High-Performance Instant Wins (GTI Track Car, Mar 4)** — only 28.7% sell-through. Weak ticket throughput vs prize commitment.
- **Desktop conversion** — 3% of revenue. Desktop placements should be excluded.

- **Cashback issuance** — £7,534 issued (19.4% of gross). Margin-negative unless driving repeat purchase.

2. Per-Competition Performance

Competition	Orders	Revenue	AOV	Sell-through	Peak Hr (UTC)	Peak Day
Draw 3, £10,000 Tax Free Cash Quick Draw (May 4)	2,797	£15,152.32	£5.42	95.6%	19:00	Mon
Cash Quest Prize Every Time Sunday (May 3)	584	£3,153.13	£5.40	—	21:00	Sun
Cash Quest Prize Every Time Saturday (May 2)	419	£3,094.93	£7.39	—	16:00	Fri
Cash Quest Prize Every Time Monday (May 4)	453	£2,505.85	£5.53	—	13:00	Mon
Draw 5, £1,000 Tax Free Cash (May 1)	116	£1,682.04	£14.50	—	17:00	Fri
Draw 6, £1,000 Tax Free Cash (May 1)	207	£1,566.55	£7.57	—	19:00	Fri
Draw 2, £1,000 Tax Free Cash (May 4)	161	£1,437.69	£8.93	86.7%	20:00	Mon
Draw 10, £1,000 Tax Free Cash (May 3)	248	£1,431.11	£5.77	—	19:00	Sun
Draw 7, £1,000 Tax Free Cash (May 2)	94	£1,407.87	£14.98	—	19:00	Sat
Draw 9, £1,000 Tax Free Cash (May 3)	146	£1,405.54	£9.63	—	19:00	Sun
Draw 3, £1,000 Tax Free Cash (Apr 30)	107	£1,347.57	£12.59	—	19:00	Thu
Draw 4, £1,000 Tax Free Cash (Apr 30)	166	£1,223.44	£7.37	—	19:00	Thu
Draw 1, £1,000 Tax Free Cash (May 4)	99	£1,215.06	£12.27	—	10:00	Mon
Cash Quest Prize Every Time Wednesday (Apr 29)	240	£1,133.71	£4.72	—	21:00	Wed
Draw 8, £1,000 Tax Free Cash (May 2)	166	£1,130.98	£6.81	—	20:00	Sat
TOTAL	6,003	£38,887.79	£6.48	—	—	—

3. Lead Source / Attribution

Combined revenue by source type

Source Type	Revenue	Share	What it means
Type-in (direct)	£24,820.32	63.8%	Existing customers + brand recall. Free.
Organic (Google)	£8,061.69	20.7%	SEO. Free, scalable.
Referral	£6,318.74	16.2%	Mostly facebook.com/m.facebook.com — untagged Meta clicks.
UTM (paid + email + SMS)	£4,386.49	11.3%	Of which paid_social is only ~£812.

Note: shares >100% because referral and UTM categories overlap with raw source types.

Combined revenue by UTM medium

UTM Medium	Approx. Revenue	Comment
none / direct	£18,082	Brand-driven. Not attributable to ads.
organic	£8,054	SEO win.
referral (FB/IG/etc)	£6,319	Untagged Meta clicks — could be paid or organic.
sms	£2,213	Strong per-cost return.
email (Klaviyo)	£1,140	Highest-margin channel.
paid_social (Meta)	£812	Against £31,749 of Meta spend.
paid (other)	£218	Marginal.
cpc	£51	Negligible.

Attribution caveat. A meaningful share of "facebook.com" / "m.facebook.com" / "l.facebook.com" referral revenue (≈£5,409 combined) is likely from Meta paid traffic where the click-through tag was stripped or not applied. Even if you generously credit ALL of that to Meta paid, total Meta-attributable revenue rises to ≈£6,221 against £31,749 spend — still a 0.20× ROAS. The conclusion does not change.

4. Best Times to Advertise (Hour-of-Day)

Aggregating completed orders across all 15 competitions by hour-of-day (UTC):

Hour (UTC)	Hour (BST)	Revenue Share	Notes
17:00	18:00	~10–13%	Strong evening commute / dinner window.
18:00	19:00	~13–19%	Highest sustained conversion across most comps.
19:00	20:00	~14–25%	Peak hour. Flagship spending window.
20:00	21:00	~10–18%	Strong continuation; tails off after 21:00.
21:00	22:00	~5–25%	Spikes on draw nights (last-minute ticket buying).

Hour (UTC)	Hour (BST)	Revenue Share	Notes
00:00–06:00	01:00–07:00	<3%	Dead zone. Pull ad spend here.
09:00–11:00	10:00–12:00	~5–8%	Mid-morning bump (commuters).

Recommendation. Concentrate 70–75% of Meta spend between 17:00–22:00 UK time, with extra weight on the final 2 hours before each draw closes. Cut spend entirely between 00:00–06:00 UTC — that window currently produces <3% of revenue across every competition.

Day-of-week patterns

- **Draw day = sales day.** 71–98% of each competition's revenue lands on the draw day itself.
- Weekend Cash Quest format (Sat/Sun) outperforms midweek on absolute revenue per draw.
- Monday £10k Quick Draw (May 4) generated 78.6% of its revenue on Monday alone — pent-up weekend demand converts on Monday.

5. Where Money Is Being Lost

Issue	Impact	Action
Meta spend with weak attributed return	£31,749 spent / £6,221 max attributable → ~£25,500 unaccounted	Run a 7-day Meta blackout test on the £1k draws (keep £10k draw running). Measure delta vs this baseline.
Ads running 00:00–06:00 UTC	~£600/week wasted (estimate)	Set ad-schedule blackout 00:00–06:00 UK on all campaigns.
Untagged FB/IG referral traffic	£5,409 unattributable to specific campaigns	Force UTM tagging on every Meta ad: utm_source=facebook&utm_medium=paid_social&utm_campaign={{campaign.name}}&utm_content={{ad.name}}
Desktop ad placements	Only 3% of revenue but typically 15–20% of impression spend	Exclude desktop placements in Meta. Mobile-only delivery.
Low sell-through on big-ticket prizes (VW GTI: 28.7%)	Heavy prize commitment, thin ticket cover	Raise ticket price, lower ticket cap, or reduce promotion duration.
Cashback issuance £7,534	19.4% of gross revenue paid back as credit	Audit repeat-purchase lift. If <20%, scale program back.

Issue	Impact	Action
Klaviyo under-utilised	£3,289 on minimal effort = 22× ROI but headroom remains	Add 2-hour pre-draw countdown email + draw-closes-tonight SMS at 17:00 UK on draw day.
Merchant balance shortfall	£6,351 vs £8,344 cash position	Top up merchant account (admin notification visible).

6. Channel ROAS Summary

Channel	Revenue (15 comps)	Est. Cost	ROAS	Verdict
Direct / type-in	£24,820	£0	∞	Brand asset. Protect it.
Organic search	£8,062	~£0	∞	Invest in more SEO content.
Klaviyo email	£3,289	~£150	~22×	Highest ROI. Scale send volume.
SMS	£2,213	~£200	~11×	Strong. Investigate further.
Meta paid_social (best case)	£6,221	£31,749	0.20×	Failing. Pause + restructure.
Meta paid_social (UTM only)	£812	£31,749	0.03×	Near-total loss if UTM is reliable.
TikTok	£151	unknown	—	Below noise floor. Pause.

7. Recommended Actions (Prioritised)

- 1. Immediate.** Set Meta ad schedule to 17:00–22:00 UK only on all campaigns. Exclude desktop placements. Force UTM tagging on every active ad creative.
- 2. Immediate.** Pause TikTok and any non-Meta paid social where attributed revenue is <£100/week.
- 3. Within 7 days.** Run Meta blackout test on the £1k Tax Free draws — keep the £10k Quick Draw funded. Measure revenue delta vs this audit baseline.
- 4. Within 14 days.** Restructure Meta campaigns by competition tier (10k / 5k-VW / 1k). Set per-tier daily budget caps. One ad set per draw with unique utm_campaign tag.
- 5. Within 30 days.** Klaviyo build-out — (a) 2-hour pre-draw countdown email, (b) draw-closes-tonight SMS at 17:00 UK draw day, (c) post-draw winner announcement to drive next-comp sign-ups.
- 6. Within 30 days.** Cashback audit — pull repeat-purchase rate of cashback recipients vs non-recipients. If lift <20%, scale back.
- 7. Within 30 days.** Top up merchant account; review prize-cost ratio on next big-ticket VW / car comp.

8. Data Sources & Caveats

- **WooCommerce REST API** — completed orders only, line-item revenue attributed to specific competition products. 28 Apr – 5 May 2026.
- **Meta Business Suite home dashboard** — Spend £31,748.52, Reach 803,100, Impressions 6,929,172 for 29 Apr – 5 May 2026.
- **Klaviyo** — campaign-level performance not pulled; revenue inferred from utm_source=Klaviyo in WooCommerce orders.
- **Per-campaign Meta ROAS** not available; estimates use UTM-tagged paid_social plus a generous "all FB referral" upper bound.
- All figures GBP. Times UTC unless noted. Sell-through % = Sold ÷ Max ticket cap.

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