

Audit Findings → Strategy Updates

What two professional audits (the website + the Meta ad account) change about the plan — reconciled numbers, validated calls, new requirements, and the pre-launch fixes.

2026-06-14 · source: Mawn Media website + ad-account audits · synthesized by a 3-bot review swarm · cross-checked vs our key-numbers + attribution reality

The headline. The audits don't blow up the strategy — they sharpen it and surface real gaps. They **validate** our biggest calls (lead with Family, 2 ad sets, pain-first voice). They add a few things we missed (a legal/cookie gap, audience-tracking, static-over-video, a photoshoot, website CRO). And they hand us the single most useful number we have: **the best static creative already hit ~\$12–14 CPA inside a broken account** — that's the lever.

★ The 3 highest-leverage takeaways

1 • Static-first, pain-first creative is the cheapest lever — don't wait for video.

Static graphics hit ~\$12–14 CPA; video was the *most expensive* format. Brief 3 pain-first statics now (mold · cup-drawer chaos · car-seat spill), lead with the tension not the features, and put them live before any new video exists.

2 • The cookie banner + CTA contrast must ship before we drive traffic.

No cookie-consent banner = legal exposure *and* degraded pixel signal. Beige CTAs blend in. Both are Shopify-side, both fixable in a day, both gate Phase 1 conversion.

3 • Write down the pixel-vs-Shopify attribution gap — before Mawn reports victory.

Meta's pixel says ~1.0x ROAS / ~\$69 CPA. Our Shopify ground truth is ~0.2x / ~\$300+. If Mawn optimizes to the pixel, they'll declare success while the real business lags. Put both numbers in every weekly report.

1 The numbers, reconciled

Our model used a single **\$55 blended CAC**. Reality is three numbers, and you need all three:

| NUMBER | VALUE | WHAT IT IS / HOW TO USE IT |
|---|------------------------|--|
| Meta pixel CPA (June '25) | ~\$69 | What the pixel reports & what Mawn will optimize toward. Over-attributed. The "baseline to beat." |
| Meta pixel ROAS (June '25) | ~1.0x | Pixel-attributed. Not the scorecard — annotate as pixel, not Shopify. |
| Shopify ground truth | ~0.2x · \$300+ | What actually cleared. The real business number. Mawn must see this too. |
| Best static creative CPA | ~\$12–14 | The lever. Achieved inside the broken account — proof of the ceiling once structure + creative are fixed. |
| Target (fixed structure + static-first) | \$25–35 → \$18 stretch | Realistic near-term blended on cold, before a photoshoot. |

The unit-economics consequence: optimize paid toward Family, not Starter

At any CAC above ~\$22, Starter (\$45, CM2 ~\$22) is cash-negative on the first order. **Family (\$85, CM2 ~\$50) is profitable below ~\$43 CAC** — so at a \$28 target, Family nets ~+\$22/order while Starter still loses. **Point the paid conversion CTA at Family.** (Confirm Family stock first — the recurring blocker.)

Also logged: ~\$18.4K of prior Meta spend (March ~\$8.4K + June ~\$10K), much of it into structurally-flawed campaigns — relevant to the burn-rate / runway story. March's "90–100 conversions/ad set" were likely soft events (a misfiring pixel), not purchases.

2 What the audits VALIDATED — don't change these

- **2 ad sets max** confirmed — the auditor independently says "2 Max"; the old 5–7 interest sets caused overlap, fragmentation, and internal competition.
- **Broad targeting over interest stacks** confirmed — Meta's AI performs best on broad + strong creative + clean conversion signal.
- **Pain-first messaging voice** confirmed — the audit's fix ("lead with the frustration, not the features"; "Finally a cup that's actually easy to clean") is our messaging-bank voice. External validation of the work we just did.
- **Lead with Family for AOV** confirmed — the auditor flags entry-price sensitivity (the \$37.93 Discovery), not the \$85 Family.
- **The brand visual identity** confirmed — "bright, cohesive, intentional, memorable." No rebrand. Navigation: "looks great, no edits."

3 What's NEW or newly required — gaps we missed

- **Legal / cookie compliance** **new** — no consent banner (lawsuit + tracking risk); Privacy Policy + Terms missing from the footer.
- **Audience-segmentation tracking** **new** — Meta shows "Unknown" by segment; can't see acquisition vs retention spend. 2-hour setup.
- **Static > video** **reorder** — flip the creative hierarchy; new video must be vertical 9:16, UGC-style, 3-sec hook.
- **Photoshoot** **elevate** — both auditors independently flag it. Real kids + lifestyle. Scale blocker, not a launch blocker.
- **Website CRO** **new** — orange CTAs, de-emphasize "Buy with Shop," oz/size callouts, review stars, slow the carousel.
- **In-cart upsell + AOV** **new** — "Buy 2 for \$50" (cart only), "complete your set," Family "\$117 value / \$32 savings" anchor.
- **New SKUs** **new** — straw pack & extra caps as buyable products (makes the warranty/replaceability story clickable + a repeat-purchase hook).
- **Competitor-adjacent hooks** **test** — name the *category pain* ("tired of unscrewing the cup and finding mold?"), target competitor interests — without naming a brand (IP-safe).

4 The pre-launch must-dos — before / while driving traffic

- **Cookie consent banner** (blocks tracking until consent) + Privacy/Terms in footer. **legal · ½ day**
- **Meta audience-segmentation tracking** (engaged / purchasers / new). **tracking · 2 hr**
- **Orange CTAs** on every section + dominant Add-to-Cart; de-emphasize "Buy with Shop." **CRO · 1 day**
- **Oz / size callout** on every product page (Starter 14oz + 12oz). **content · 2 hr**
- **3 pain-first statics** for Mawn (mold / cup-drawer / car-seat) — not the feature-heavy blue ad. **creative · 3-5 days**
- **In-cart upsell** ("Buy 2 for \$50" / "complete your set"). **AOV · 1-2 days**
- **Verify the purchase pixel** fires only on completed orders (the March soft-event bug). **tracking · 1 hr**
- **Schedule the photoshoot** (real kids, natural light) — 2 weeks out; not blocking launch. **scale**

5 The Meta account restructure

- **Archive** the 5-7 interest ad sets (don't pause — archive, to clear learning-phase debt).

- **2 campaigns, 2 ad sets: (A) Cold** — Advantage+ broad, US, 25–45, ~70% budget, the 3 statics; **(B) Warm retargeting** — site visitors 90d + video viewers + IG engagers (exclude purchasers), ~30%.
- **Budget for learning:** ~\$1,400/wk/ad-set to exit learning. Under that, run *one* ad set (cold) — underfunding two is worse than one well-fed.
- **Fix the pixel + segment tags** before another dollar.

6 The creative roadmap

| PHASE | WHAT | NOTES |
|--------------------|---|---|
| Now (2 wks) | 3 static pain-first ads, existing renders | Copy-only change. Mold hook / cup-drawer hook / testimonial-quote hook. Lead Family. |
| ~30 days | 2–3 vertical 9:16 UGC videos | iPhone-style, 0–3s = the pain (no logo/music), 3–15s = product solving it, 15–30s = proof + CTA. |
| 60–90 days | Dedicated shoot (real kids) | Disassembly · car-seat-throw-no-spill · magnetic click · dishwasher drop · age progression. Crop 9:16 + 1:1 simultaneously. |

7 Decisions for Cristina & Eric

- **Welcome code → Family/Starter, not Discovery?** Shifting it off the \$29 Discovery to the higher-margin SKUs lifts first-purchase AOV (the single highest-leverage pre-launch CRO call).
- **"\$117 value / \$32 savings" anchor on Family** — needs a genuine reference price (FTC struck-through rules).
- **Straw pack + caps SKUs** — confirm COGS to price (~\$8–12).
- **Photoshoot budget** (\$500–2,000) + who casts (Gina + real kids).
- **Mawn attribution brief** — make "report pixel AND Shopify CPA" a condition of launch.

Poki Yoki · Audit Findings → Strategy Updates · the audits validate the big calls, surface a legal/tracking/CRO gap, and hand us the \$12–14 static lever · fold the pre-launch must-dos into Phase 1, restructure the account, lead static + pain + Family.