Sample report. Cross Street Coffee is our made up demo brand, and every finding in it is invented.

Cross Street Coffee
Store check.

Your store does the important things well: a signup offer that shows at the right moment and quick ways to pay at checkout. Three things are costing you sales: a free delivery threshold most orders can't reach, a Meta pixel that can't see anyone adding to the basket, and a homepage that takes over six seconds to show on a phone.

■	**Tracking**	Meta can't see basket adds, and TikTok never loads	Fix first
■	**Speed on a phone**	The homepage takes 6.2 seconds to show	Fix first
□	**Product pages**	The buy button sits below the photos	Worth a look
■	**Offer and basket**	Free delivery starts above 87% of products	Fix first
■	**Email signup**	A clear 10% offer, shown at the right time	Looks good
□	**Your live ads**	11 of 14 ads send people to the homepage	Worth a look

■ The three fixes we'd make first

01 **Make free delivery reachable**
Test £30, or show progress towards £45 in the basket with two add on suggestions.
About an hour to set up

02 **Fix the add to basket event in Meta**
Your campaigns learn from it, and right now Meta can't see it. About 30 minutes

03 **Speed up the homepage on phones**
An image instead of the video, and the chat window loaded after the page. Half a day

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Tracking

Fix first

Meta can't see anyone adding to the basket.

What we saw

The Meta pixel records page views, product views and checkouts, but **nothing when someone adds to the basket**. Your TikTok pixel is installed in Shopify but never loads. The cookie banner has Accept and Preferences, but no Reject button.

Why it matters

Meta decides who to show your ads to from the events it can see. Without basket adds it has less to learn from, and you can't see where people drop off between the product page and checkout.

What to do

Set the Facebook and Instagram app's data sharing to Maximum, then check add to basket in Meta's Test Events. Reconnect or remove the TikTok pixel. Put a Reject button next to Accept: the ICO expects saying no to be as easy as saying yes.

Tool	Homepage	Product page	Add to basket	Checkout
Meta pixel	■ PageView	■ PageView, ViewContent	□ loaded	■ PageView, InitiateCheckout
Google Analytics 4	■ page_view	■ page_view, view_item	■ add_to_cart	■ page_view, begin_checkout
Google Ads	■ sent data	■ sent data	none	■ sent data
TikTok pixel	none	none	none	none
Klaviyo	□ loaded	□ loaded	none	none

■ sent data □ script loaded, nothing sent Measured on a phone without answering the cookie banner.

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Speed on a phone

Fix first

Your homepage takes over six seconds to show on a phone.

What we saw

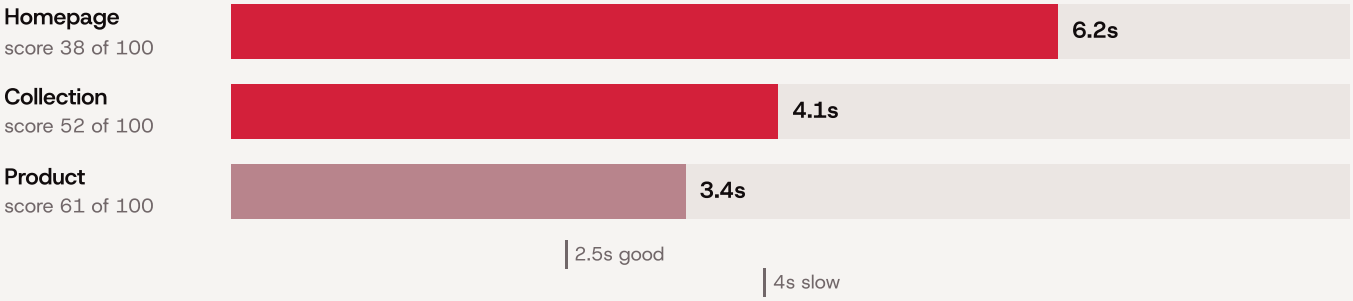
On a mid range phone, the main picture on your homepage appears after **6.2 seconds**, and product pages after 3.4. The homepage loads 4.9 MB, and a reviews widget and a chat window load before anything else.

Why it matters

Most ad clicks happen on a phone. Every second before the page shows loses some of those visitors before they've seen a single coffee.

What to do

Show an image instead of the video on phones, load the chat window a few seconds after the page, and load reviews further down the page.



Time until the main picture or heading shows (Google's "largest contentful paint"), on a mid range phone with a 4G signal. Google treats 2.5 seconds as good.

Product pages

Worth a look

The add to basket button sits below three screens of photos.

What we saw

On a phone, the price and the add to basket button only appear after scrolling past the photo gallery. There's nothing about delivery or returns near the button.

Why it matters

Visitors from ads decide quickly. If the price, the delivery cost and the button aren't on the first screen, more of them leave without scrolling.

What to do

On phones, put the title, price and add to basket above the gallery, add a buy button that stays on screen, and add one line on delivery and returns under it.

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Offer and basket

Fix first

Free delivery starts at £45, above most of what you sell.

What we saw

Free delivery starts at £45, but **33 of your 38 products** cost less than that on their own, and the basket doesn't say how close someone is. Ethiopia Guji is featured on the homepage but is sold out.

Why it matters

A threshold most single orders can't reach puts people off at the basket. Showing the gap, like "£8.50 away from free delivery", is one of the simplest ways to grow the average order.

What to do

Test free delivery at £30, or keep £45 and show progress towards it in the basket with two add on suggestions. Swap the sold out coffee off the homepage.



How many products start at each price (38 products, middle price £12). 33 of 38 (87%) cost less than the free delivery threshold on their own.

Email signup

Looks good

Your signup popup works and makes a clear offer.

What we saw

A popup offering 10% off your first order shows after about ten seconds, and there's a signup form in the footer.

What to do

Keep it. Check that the welcome email arrives within a minute and that the code works on subscriptions too.

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Your live ads

Worth a look

Eleven of your fourteen live ads send people to the homepage.

What we saw

You have 14 ads live on Meta, mostly still images, and the longest has run for 212 days. **11 of them link to the homepage** rather than the coffee they show.

Why it matters

When the page doesn't match the ad, people have to hunt for what they clicked on, and many won't.

What to do

Point each ad at the product or collection it shows, and test two or three short videos alongside the images that have run longest.

14	212 days	11 images, 3 videos	6
ads live on Meta	the longest running ad	by format	on Google

From Meta's Ad Library and Google's Ads Transparency Center, both public, on 26 October 2026.

What we'd do next.

These are the three fixes we'd start with. We can make them with you as a short sprint, or run your ads, email and store with you month by month, with every change marked on one dashboard so you can see what each one did.

Book a consultation

hello@thatotheragency.co.uk

thatotheragency.co.uk

This is a sample. For a real store we check from the outside, as a first time visitor on a phone would see it: we don't answer the cookie banner, sign in or enter any details, and we stop at the checkout page. Speed is measured with Lighthouse, the engine behind Google PageSpeed.