

Rita Rims Ecommerce Growth Case Study

Building a measurable online sales channel from the ground up

Rita Rims hired Ad Creations Marketing in early 2024 without a Shopify store or a consistent marketing plan. I built the ecommerce and marketing system, then managed the connected work across the website, Meta advertising, email, blog content, and supporting social media direction.

Verified Shopify Results

Measure	Result
Shopify orders	573
Shopify total sales	\$39,663.55
Shopify net sales	\$32,625.28
First recorded Shopify orders	May 2024
Measurement period	May 1 2024 to Sep 14 2026

Comparable Growth

Period	Orders	Total sales
January through August 2025	155	\$10,426.20
January through August 2026	183	\$12,235.70
Year over year change	+18.1%	+17.4%
May through August 2025	71	\$4,428.90
May through August 2026	139	\$8,786.75
Same season change	+95.8%	+98.4%

What I Built and Managed

- The Shopify store, including the initial build, launch, product structure, and ongoing updates.
- A brand guide to keep customer-facing work consistent.
- Meta advertising from the ground up, including technical setup, strategy, copy, creative, testing, and ongoing decisions.
- The complete email marketing program.
- Website content and maintenance, including blog planning and publishing.
- Social media recommendations tied to email, advertising, and blog activity so the channels support the same priorities.

Budget and Growth Context

Ad Creations Marketing managed this scope for a \$500 monthly fee. Separate Facebook ad spend began below \$10 per day while I established that the channel could work for the brand and built an audience. After that initial validation, the daily budget increased to approximately \$35 to \$41, with plans to continue scaling deliberately. The available spend limited reach, testing volume, and the pace of growth. A larger budget would create more room for each, but the records do not support a specific estimate of additional sales.

One Documented Campaign Period

June 2026 produced 58 Shopify orders and \$3,160.17 in total sales, the highest monthly order count and total sales in the supplied Shopify history.

From June 5 through July 5, 2026, Shopify recorded 61 orders, \$3,288.61 in total sales, and orders on 27 of 31 days. Average order value was \$53.91.

Attribution differed by platform. Shopify attributed 23 orders and \$1,183.61 to the main paid Facebook campaign. Meta reported 36 purchases, \$1,951.09 in purchase value, and a 1.94 return on ad spend.

What the Numbers Support

The verified result is a functioning ecommerce channel with more than two years of recorded sales, supported by one connected marketing system. The data also show year-over-year growth in both orders and Shopify total sales during the first eight complete months of 2026.

Measurement Limits

The Shopify totals exclude wholesale orders placed directly with the owner, including orders influenced by marketing but completed outside Shopify. Those sales are not estimated or added here. The results also reflect the work of the business as a whole. They should not be presented as revenue caused solely by Ad Creations Marketing.

Sources Shopify Total sales over time and Orders over time exports for March 1, 2024 through September 14, 2026; Rita Rims Pour Into Summer Campaign Report for June 5 through July 5, 2026.