

Nordic Home

Generated: 02/05/2026

Report for April 2026

Executive Summary

€81.156

Revenue
+2.4%

128

Orders
+2.4%

€6465

Ad Spend
+5.5%

20.125

Sessions
-9.6%

In April 2026, Nordic Home closed €81,156 in revenue across 128 orders (vs €79,253 / 125 in March, a steady +2.4% month over month). Average order value held at €634 and combined ad spend rose 5.5% to €6,465. Google Ads remains the largest direct revenue channel at €15,466 (3.3x direct ROAS), but multi-touch reveals its real value: €25,776 in influenced revenue and 5.4x combined ROAS, meaning Google Ads sits in the path of one in three orders even when another channel closes. Meta Ads tells the same story more sharply: €5,790 direct revenue at 3.4x ROAS hides €14,181 in influenced revenue at 8.2x combined ROAS, with the two retargeting campaigns driving double-digit MT ROAS. The AI / LLM channel posted its first material month: 85 referrals from ChatGPT, Perplexity, Gemini and Claude produced 4 orders worth €2,520 (€630 AOV, the highest single-touch AOV of any channel). Organic search is the only area trending the wrong way (sessions down 8.8% and CTR down 13.1%) though average position actually improved, so the work is on the title/description side, not rankings. Priorities for May: restructure the under-performing "New User Cold" Meta campaign, lift retargeting budgets to capture more of the proven MT ROAS, and add structured data to the AI-attracting product pages so the new channel keeps growing.

Key Findings

Wins

AI / LLM channel is producing real revenue

ChatGPT, Perplexity, Gemini and Claude referrals brought 85 sessions and 4 orders worth €2,520.52. That is €630 average order value, the highest single-touch AOV of any channel this month. GA4 would have

Multi-Touch ROAS is much stronger than platforms report

Google Ads multi-touch ROAS is 5.4x (€25,776 revenue / €4,742 spend), but direct-only ROAS is 3.3x. The gap of 2.1x represents orders where Google Ads assisted but another channel closed. Treat Google Ads as a top-of-funnel investment, not just a closer.

Meta Ads retargeting is extremely efficient

Both Meta retargeting campaigns (Visitors and Cart) deliver double-digit MT ROAS, 14.7x and 13.5x respectively. Meta direct ROAS is 3.4x while MT ROAS is 8.2x; retargeting drives both first-touch lift and last-click closes.

Brand search keyword "nordic home" hits 10x ROAS

The brand search keyword delivers €989 revenue from €99 spend (10x ROAS). High-intent branded traffic is converting, and CPC is far below the catalog average. Protect this campaign.

Issues

Meta "New User Cold" campaign losing money

€678.72 spend produced only €723 in direct revenue (1.1x ROAS) and €2,128 in MT revenue (3.1x combined ROAS). The campaign is filling the funnel but not standing on its own. Compare CPA: €113 vs the store

Organic search sessions down 8.8% MoM

Sessions dropped from 4,036 to 3,682 and CTR fell from 2.51% to 2.18%. Position improved slightly (13.1 to 12.4), so the issue is title/description CTR, not ranking. Top page /products/oak-extending-table only converts at 4.9% CTR despite position 6.2.

Brand Search ROAS dropped 50%

3-month trend: 7.2x to 5.7x to 7.0x to 3.5x. April is the weakest brand search month in the trailing 4. Either non-brand searches are leaking into the brand campaign (rising spend on lower-intent terms), or competitors are bidding on the brand term.

Opportunities

Build AI / LLM landing-page coverage

85 sessions on just 5 product/category pages produced 4 orders. Inventory pages most-visited by AI traffic: /products/modular-sofa (27), /products/oak-extending-table (20), /category/sofas (15). Add

Lift Meta retargeting budget

Retargeting Visitors (14.7x MT ROAS, €5,828 revenue) and Retargeting Cart (13.5x, €3,604) are both budget-constrained. Their combined spend is €663. A 30% lift would likely add another ~€2,800 revenue at similar ROAS before saturation.

"Dining Tables" campaign is the highest combined ROAS

At 6.9x combined ROAS and €74.53 CPA, this is the most efficient Google Ads campaign. Its 3-month trend is steady. Adding a budget cap lift here is lower-risk than experimenting with cold campaigns.

Refresh organic meta on top dining/sofa pages

/products/oak-extending-table and /products/modular-sofa together account for 415 organic clicks but only convert sessions at ~4.8% CTR. There is headroom if the titles and meta descriptions are rewritten to emphasize the product variants and price ranges.

Google Ads

€4743

Ad Spend
+9.6%

3,3x

Direct ROAS

26

Conversions

Campaign	Ad Spend	Revenue	ROAS	CPA	Clicks
Shopping - Living Room	€1557	€3982	Dir 2.6x MT 4.3x	€311,47	1500
Dining Chairs	€970,76	€3443	Dir 3.5x MT 5.9x	€194,15	1897
Dining Tables	€819,84	€3404	Dir 4.2x MT 6.9x	€136,64	2697
Kids Bedrooms	€685,72	€2380	Dir 3.5x MT 5.8x	€137,14	1611
Brand Search	€472,58	€988,98	Dir 2.1x MT 3.5x	€236,29	1488

Campaign Trends

Campaign	January 2026		February 2026		March 2026	
	Spend	ROAS	Spend	ROAS	Spend	ROAS
Shopping - Living Room	€2992	5.6x	€1345	7.4x	€1271	5.5x
Dining Chairs	€2110	5.7x	€895,7	6.1x	€925,38	5.6x
Dining Tables	€1780	6.5x	€709,28	4.7x	€884,57	4.5x
Kids Bedrooms	€1347	5.8x	€583,18	6.0x	€607,38	7.6x
Brand Search	€871,48	7.2x	€425,36	5.7x	€429,26	7.0x
Retargeting Q2	€501,76	10.0x	€199,68	8.6x	€209,88	13.2x

3-month Spend / ROAS trend per campaign (Direct ROAS where available, platform ROAS otherwise).

Google Ads delivered €4,742.58 in spend, 9,786 clicks and 26 direct orders (€15,466 direct revenue, 3.3x direct ROAS). The multi-touch picture is materially stronger: 43 orders touched a Google Ads click somewhere in their journey, producing €25,776 in influenced revenue and a combined ROAS of 5.4x. Per-campaign, "Dining Tables" is the standout at 6.9x combined ROAS and €74.53 CPA, with a stable 3-month trend. "Shopping - Living Room" carries the highest absolute spend (€1,557) and converts at 4.3x combined ROAS, solid, but its 4-month trend is gently declining from 5.6x. "Brand Search" took a sharp 50% ROAS drop this month and needs a search-term and competitor-bid audit before next month. "Retargeting Q2" remains a quiet outperformer at 8.9x combined ROAS and only €236 spend, with headroom to scale.

Meta Ads

€1723

Ad Spend
-4.2%

3,4x

Direct ROAS

15

Conversions

Campaign	Ad Spend	Revenue	ROAS	CPA	Clicks
Retargeting Visitors	€396,48	€2335	Dir 5.9x MT 14.7x	€66,08	1230
Retargeting Cart	€266,56	€1602	Dir 6.0x MT 13.5x	€66,64	363
Lookalike Premium	€380,8	€1130	Dir 3.0x MT 6.9x	€126,93	925
New User Cold	€678,72	€723,16	Dir 1.1x MT 3.1x	€339,36	698

Meta Ads spent €1,722.56 (down 4.2% MoM) for 15 direct orders (€5,790 revenue, 3.4x direct ROAS) and a much stronger 37 multi-touch orders (€14,181 influenced revenue, 8.2x combined ROAS). The two retargeting campaigns dominate efficiency: "Retargeting Visitors" hits 14.7x combined ROAS on €396 spend; "Retargeting Cart" hits 13.5x on €266. Both are budget-constrained. A controlled 30% lift would likely return another €2,800 in MT revenue before saturation. The cold campaigns tell the opposite story: "Lookalike Premium" at 6.9x combined and 3.0x direct is acceptable, but "New User Cold" at 1.1x direct and 3.1x combined is consuming €679 of spend per month for marginal incremental orders. Restructure or reduce.

Channel Comparison

Channel	Sessions	Share	Revenue	Orders	ROAS	CPA
Google Ads	5,455	27.1%	€25.776	43	5.4x	€110,29
Organic Search	3,682	18.3%	€22.148	38	-	-
Meta Ads	1,642	8.2%	€14.181	37	8.2x	€46,56
Untracked	3,144	15.6%	€10.478	16	-	-
Direct	2,039	10.1%	€9207	12	-	-
Email	1,034	5.1%	€8215	13	-	-
Paid Shopping	1,091	5.4%	€6810	10	-	-
Organic Social	1,034	5.1%	€5104	9	-	-
AI / LLM	85	0.4%	€2521	4	-	-
Referral	1,119	5.6%	€917	3	-	-

Recommendations

1. Pause or restructure "New User Cold" campaign

The campaign has run 4 months without breaking 1.5x direct ROAS. Even with MT credit it caps at 3.1x. Either

High impact

2. Increase Meta retargeting budget by 30%

Both retargeting campaigns are double-digit MT ROAS and budget-constrained. A controlled lift (Visitors from €396 to €515, Cart from €266 to €346) should keep ROAS above 8x while adding ~€2,800 incremental MT revenue.

High impact

3. Add structured data and FAQ blocks to AI-attracting pages

Pages /products/modular-sofa, /products/oak-extending-table and /category/sofas already pull AI traffic. Adding Schema.org Product + FAQPage markup, plus 3-5 buyer-intent FAQ pairs per page, makes them more likely to be

High impact

4. Audit Brand Search match types

Brand Search ROAS dropped from 7.0x to 3.5x while spend stayed flat. Run a search-term audit: if non-brand queries are leaking into the campaign, add negatives. If competitors are bidding on the brand term, consider a 24/7

Medium impact

5. Rewrite organic meta titles for top dining/sofa products

Page /products/oak-extending-table sits at position 6.2 but pulls only 4.9% CTR. Rewriting the title to include "extending to 280cm" and "for 8-10 people" plus the from-price in the meta description should bump CTR closer to

Medium impact

Conclusion

April closed with steady top-line growth (+2.4% on both revenue and orders) and a clear strategic story: the platforms' own ROAS numbers under-represent their actual contribution. Google Ads' true value is 5.4x not 3.3x; Meta Ads' is 8.2x not 3.4x, driven almost entirely by retargeting. Meanwhile the AI / LLM channel reached its first month of meaningful contribution. Priorities for May are concrete: restructure "New User Cold" on Meta, lift the two retargeting campaigns by ~30%, audit Brand Search match types, and treat the top AI-attracting product pages as schema/FAQ optimization targets so the AI / LLM channel keeps compounding.