CUSTOMER ONE-PAGER · DATA DONATED BY ME GORGEOUS

Revenue nearly doubled. The dashboards were about to take the credit.

Me Gorgeous donated their GA4 for this page. Over eight months revenue grew 94%. Underneath that headline sits a detail their ad platforms would never have shown them, and it changed where the budget went.

€685K	14K	67K	€1.18
TOTAL REVENUE ▲ 94.2%	PURCHASERS ▲ 83.9%	RETURNING USERS ▲ 299.8%	REV / ACTIVE USER ▼ 53.2%

The detail underneath the headline

Traffic did not grow evenly with sales. Product views rose more than fourfold, while the number of items actually added to a cart moved by a tenth. Meanwhile **returning** users grew almost 300%, against 63% for new ones. Read together, those three lines say the extra revenue leaned heavily on people who already knew the brand, not on the flood of new views.

JAN–AUG 2026 VS 2025	2025	2026	CHANGE
Items viewed	323,133	1,304,250	▲ 303.6%
Items added to cart	1,298,237	1,448,249	▲ 11.6%
Items purchased	26,181	49,233	▲ 88.1%
Item revenue	€332,096	€649,261	▲ 95.5%
New users	–	213,000	▲ 63.2%
Returning users	–	67,000	▲ 299.8%

This is the exact shape where reported ROAS and real contribution part company. Ad platforms count the conversions they were near, and they are near returning customers constantly: those people search the brand, click a retargeting ad, and buy something they were going to buy. The platform books the sale. The budget follows the platform.

Year-on-year change by funnel stage, drawn to scale from Me Gorgeous's donated GA4 figures (1 Jan – 18 Aug 2026 vs 2025). Views grew roughly 26 times faster than cart adds. Chart by Causality Engine; the underlying numbers are Me Gorgeous's.

THE READ, AND WHAT CHANGED

What one causal read found

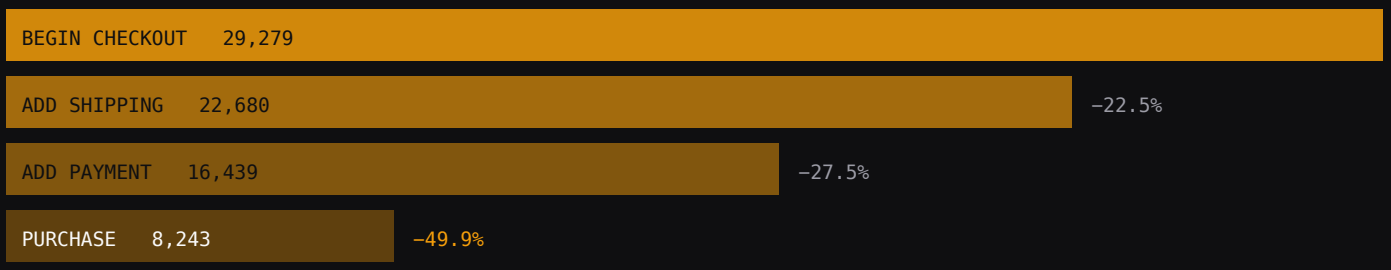
Their first read separated revenue their channels *caused* from revenue they were merely present for. It surfaced roughly **€2,000 a month of non-incremental Meta spend**, money buying conversions that were already going to happen. They reallocated it.

No pixel was installed and nothing was added to the storefront. The input was a GA4 export of a period that had already happened.

Why a dashboard cannot find this

Platforms select the people most likely to convert, then count the conversions. That makes the reported number flattering by construction, and it is why per-channel ROAS across a stack routinely sums to more revenue than the business actually took.

A causal read asks the harder question: what would have happened without this spend?



Checkout funnel, drawn to scale from Me Gorgeous's donated GA4 figures, same period. Half of everyone who reaches the payment step does not complete. Chart by Causality Engine; the underlying numbers are Me Gorgeous's.

What we would look at next

Two things in this data are worth a second read, and both are the kind of question attribution should answer rather than assume. Product views grew 26 times faster than cart adds, which usually points at traffic quality rather than a merchandising problem. And revenue per active user halved, which is what growth by volume looks like. Neither is a fault. Both change what the next euro of budget should do, and neither is visible in a channel-level ROAS report.

WHAT THIS PAGE DOES NOT CLAIM

These figures are Me Gorgeous's own trajectory over eight months. They are not a controlled measurement of our impact, and plenty else changed in that period, including their own merchandising and market. We are not claiming we caused the 94%, and we would be sceptical of any supplier who did. What we can evidence is the specific finding above and the budget decision it changed. If a vendor shows you a growth chart and lets you infer the credit, ask them what the counterfactual was.