SHOPIFY · CUSTOMER ACQUISITION · CONVERSION

AI Acquisition Track Record

Full-funnel growth for ecommerce brands.

Shopify development, media buying and creative strategy.
Measured in orders, customer acquisition cost and margin.

€200M+	3.37%	1B+
Ecommerce revenue	Average portfolio conversion rate	Impressions

5.0× average ROAS

Selected historical engagements. Updated 17 November 2026.

A selection of growth results.

Niostem

Beauty technology

€100K

Revenue in the first 60 minutes of launch

Launched a high-value beauty technology product, generating €100K within the first 60 minutes of launch day and €1M in its first 30 days.

11.2×	€133	€1,500
ROAS	Customer acquisition cost	AOV and CLV

The first 30 days generated €1M in revenue, including the launch hour.

ROAS is reported separately; its exact measurement window is not specified in the source.

Shackleton

Luxury outdoor

+1,100%

Increase in paid social conversion rate

We helped Shackleton increase its paid social conversion rate by 1,100%.

+144%	5.40×	-52%
Google revenue	Google ROAS	Google CAC

In Q4 2025, Meta revenue rose 219% and Google revenue rose 144% compared with Q4 2024.

The Q4 year-over-year comparison covers the channel revenue and Google acquisition metrics.

A selection of growth results.

Mammaly

Pet wellness

€40M

Revenue over four years

Built the ecommerce growth engine from launch, reaching €300K in monthly sales within two months and supporting a four-year scale-up.

€13	€45	€500
Customer acquisition cost	Average order value	Customer lifetime value

From zero to €300K monthly sales in two months.

€40M is a four-year revenue total; €300K is a monthly sales level.

Offset Nutrition

Nutrition

€15M

Annual revenue

Scaled an ecommerce nutrition business from approximately €100K in monthly revenue, connecting paid acquisition with conversion and customer value.

€14	€77	€400
Customer acquisition cost	Average order value	Customer lifetime value

Starting point: approximately €100K monthly revenue.

The starting figure is monthly; the result is annual. Time to reach this scale is not specified in the source.

A selection of growth results.

GamersOnly

Gaming commerce

€6M

Annual revenue

Developed online revenue from a zero baseline into an ecommerce business with €6M in annual revenue, supported by acquisition and repeat customer value.

€18	€63	€360
Customer acquisition cost	Average order value	Customer lifetime value

Online revenue built from zero.

The source does not specify the elapsed time to reach €6M annual revenue.

Creativeaty

Ecommerce turnaround

+295%

Revenue growth

Moved acquisition from negative contribution to profitability while improving conversion and order volume.

€480K	4%	9K
Revenue	Conversion rate	Orders

A turnaround across acquisition, conversion and order volume.

The comparison period is not specified. Profitability refers to acquisition contribution, not a whole-company profit claim.

A selection of growth results.

binect

B2B · AI go-to-market

€880K

Reported 90-day outcome

Built an AI-driven lead engine connecting data enrichment, personalized outreach, sales funnels and video sales letters.

90 days	€80K	€250K+
Outcome window	Average order value	Customer lifetime value

An AI-enabled B2B acquisition engagement, distinct from the ecommerce portfolio.

The source calls €880K a 90-day outcome; it does not specify recognized revenue, collected cash or pipeline.

AKNEDERM

DTC skincare

€10M+

Additional online revenue per year

Expanded an established pharmacy skincare brand into a scaled direct-to-consumer business, connecting acquisition, creative and the online buying experience.

< €8	€50	€97
CAC in selected periods	Average order value	Customer lifetime value

A standout European TikTok growth engagement. TikTok China HQ contacted the team.

The sub-€8 CAC applies to selected periods; the revenue figure is annual.

From the first click to repeat purchase.

VYBE Beauty

AI commerce · Beauty technology

€500K+

Sales in the first 12 months

Built an AI-led beauty technology business from zero, reaching more than €500K in sales during its first full year.

€28	€80	€200
Customer acquisition cost	Average order value	Customer lifetime value

AI-led commerce from launch through the first full year.

The case establishes an AI-led operating model, not an isolated measure of AI's incremental impact.

Experience informs the system.

Our ecommerce team connects media buying and creative strategy with Shopify development, conversion rate optimization and average order value.

Connect Approved advertising, commerce and customer data.

Prepare Research, creative hypotheses and the next test.

Review People own strategy, brand standards and budget decisions.

Ecom success. The whole equation.

Ecom Success =

(Traffic × Conversion Rate × Average Order Value
+ CLV - CAC - Cost of Goods Sold
- Picking - Packing - Shipping) **Differentiation**

The operating rhythm.

Diagnosis Find the constraint in acquisition, conversion and customer economics.

Prescription Define the priority, work required and success measures.

Synthesis Launch the campaign or store change. Measure orders and margin, then refine.

Let’s discuss your next growth opportunity.

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Source: supplied jungbluth.ai Track Record and founder-confirmed updates. Metrics have different scopes and periods; cases are not additive. Historical results are not a guarantee. CLV measurement horizons are not specified in the source.