

Northline Living

A small homewares brand with room to grow.

Northline Living is a fictional direct-to-consumer homewares company. Its hero product is a portable desk lamp. Sales come through the website, paid social campaigns, and referrals. All figures below are invented for the Vixels AI conversation demo; they are not real customer results.

Q2 2026 SALES SNAPSHOT

\$128,400

Revenue (USD)

856

Completed orders

\$150

Average order value

Month	Revenue (USD)
April	\$38,400
May	\$42,000
June	\$48,000

Q1 2026 revenue: \$108,000

Quarter-over-quarter revenue growth: 18.9%

Current setup: a general homepage, paid social ads, and manual email follow-ups. The team wants more enquiries to turn into orders and a clearer view of where to focus its next campaign.

The channel breakdown.

Enquiries are attributed to one source. Orders are completed purchases.

Channel	Revenue	Orders	Enquiries	Conversion
Website	\$62,400	416	2,080	20%
Paid social	\$42,000	280	2,000	14%
Referrals	\$24,000	160	400	40%

WHAT THE TEAM WANTS TO IMPROVE

1. Understand monthly revenue and compare enquiry conversion by channel.
2. Test a focused landing page for the portable desk lamp.
3. Develop a stronger product-ad concept for paid social.
4. Connect enquiry capture, CRM updates, and team follow-ups.

READ THE NUMBERS CAREFULLY

Conversion = completed orders / attributed enquiries. Different channels can contain different audiences and levels of intent. These figures show where to investigate; they do not establish why a channel converts less. There is no advertising-spend, profit, or retention data in this overview. Any proposed creative or automation is a test, not a promised result.