

FREE PLAYBOOK · STARTER EDITION

The Profit Per Order Playbook

Your profit leaks in two places. Here's how to find both, and plug them, from factory floor to checkout.

What do you actually keep from one order?

Revenue makes you feel good. Profit per order tells you the truth. Most founders know their ROAS to two decimals and can't say what they keep from a single sale. Start here.

Profit per order =

Order value – product cost – freight & duties – ad cost per order – returns – pick, pack & ship – payment fees

Fill it in with last month's numbers

Average order value	\$ _____
Product cost per order	\$ _____
Freight and duties per order	\$ _____
Ad spend ÷ orders	\$ _____
Returns and refunds per order	\$ _____
Pick, pack and ship	\$ _____
Payment fees	\$ _____
You keep	\$ _____

Now sort the costs into two piles. Product and freight are the factory side. Ads and returns are the checkout side. Whichever pile is bigger is where you start.

The factory: you overpay before the box ships.

- **Get three quotes, every reorder**

A quote you never challenge is a quote that creeps. Ask two other factories to price the same spec, even if you never switch.

- **Break the quote into lines**

Material, labour, packaging, margin. A single unit price hides where the fat is.

- **Lock the spec in writing**

Photos, measurements, tolerances and materials, signed off before production. Drift between batches starts with a vague spec.

- **Inspect before it ships, not after it lands**

A defect found in China costs a rework. The same defect found in a 1-star review costs a customer and an ad budget.

- **Check freight against weight and volume**

Packaging that is 2 cm too big can push you into a higher shipping tier on every single unit.

- **Know your landed cost to the cent**

Unit + freight + duties + inspection + warehousing in. If you price off unit cost alone, you are guessing at margin.

The checkout: then you overpay to sell it.

- **Measure ad cost per order, not ROAS**

ROAS ignores product cost. Ad cost per order goes straight into your profit-per-order line.

- **Refresh creative before it fatigues**

When frequency climbs and cost per order rises week on week, the ad is tired. Have the next batch ready before that happens.

- **Fix the first screen of the product page**

Price, proof and the add-to-cart button should all be visible without scrolling on a phone.

- **Turn on the flows that pay for themselves**

Welcome, browse abandon, cart abandon and post-purchase. Revenue from people you already paid to bring in.

- **Raise order value, not just orders**

Bundles and a free-shipping threshold just above your average order spread fixed costs across more revenue.

- **Read your returns reasons**

Returns are often a product or page problem wearing a logistics costume. Fix the cause, not the label.

Plug both sides in 90 days.

Days 1–30 · Measure

Fill in the profit-per-order sheet every week. Get landed cost to the cent. Pick the bigger leak.

Days 31–60 · Plug the bigger leak

Factory side: requote and inspect. Checkout side: new creative batch and the four core email flows.

Days 61–90 · Plug the other one, then scale

Only scale ad spend once profit per order is moving up. Scaling a leaky order scales the leak.

Want us to find your leaks for you?

Polin records a free 2-minute video teardown of your store, your ads and your product costs. You see the three biggest leaks and the one to fix first. No call needed.

[Get my free teardown →](#)