AgencyGod

THE FREE OPERATOR PLAYBOOK

● AGENCY GROWTH · DTC & E-COMMERCE CLIENTS

The E-Commerce Agency Playbook

How to land $5K to $15K/month DTC retainers when the brand's CAC just hit **$226** and ROAS fell to **2.87**. You will not pitch "more sales." You will show the owner the **second-purchase problem** they feel but cannot name, then sell the fix: retention, email, SMS, and a bigger AOV.

- The second-purchase reframe
- The 5-metric audit grid
- 3 word-for-word outreach scripts
- The revenue-leak estimator
- The 4-touch cadence
- The offer & price ladder
- A full client teardown
- The 30-day delivery map

An operator playbook from **AgencyGod**
agencygod.com

$10K GTD

The $10,000 Guarantee
You get the result or you get paid $10,000

STOP PITCHING "MORE SALES"

The brand does not have a traffic problem. It has a second-purchase problem.

Every other agency in their inbox says the same four words: "we'll get you sales." The owner has heard it a dozen times, burned thousands on it, and stopped believing it. You win the contract by naming the math they feel every month but cannot put into words.

Here is the line that separates you from the pack: **if a brand's CAC is $226 and its AOV is $66, the first order loses money.** The owner already knows the first sale barely breaks even. What they have not connected is that the entire business lives or dies on whether that customer buys a second time. That is not an ads problem. No amount of cheaper traffic fixes a leaky bucket.

$226
Cost to acquire one new customer, top of the vertical range
CAC, $68 to $226 by vertical

$66
Average order value on the first purchase
Example DTC store

-$160
Lost on the first order, before a single repeat purchase
$66 revenue minus $226 to acquire

THE WHOLE WEDGE IN ONE SENTENCE

Acquisition keeps getting more expensive while return on ad spend keeps shrinking. The 2025 ecommerce average ROAS fell to **2.87**, down toward break-even after the cost of goods. The agency that wins is not the one promising cheaper clicks. It is the one who can show a brand how to make **each customer worth more** through retention, email, SMS, and a higher average order value.

**You are not selling ads.
You are selling the math that makes their ads profitable again.**

This playbook hands you the exact build. The 5-metric audit that exposes the gap on the prospect's own store, three word-for-word outreach scripts, the revenue-leak number that books the call, the offer stack and price ladder, a full client teardown, and the 30-day delivery map for what you build first.

2.87
Average ecommerce ROAS in 2025, down toward break-even on paid traffic

~60%
Of DTC brand revenue comes from returning customers, not first-time buyers

20-40%
Share of total revenue a well-built email program can drive
Klaviyo Ecommerce Email Benchmark

THE 5-METRIC AUDIT GRID · FILL IT IN BEFORE THE CALL

Five numbers. The gaps between them and the benchmark are your entire pitch.

Run this with the prospect on the call, or have them fill it before. You are not selling. You are reading their own scoreboard back to them. The red blanks are theirs.

Metric	Benchmark	What it tells you	Their number
Blended ROAS Revenue / total ad spend	**2.87** avg 2024 median 2.04	Under 2.5 means paid is running at or below break-even after COGS.	------
CAC Cost to acquire one buyer	**$68 to $226** by vertical	If CAC is near or above first AOV, order one loses money.	------
AOV Average order value	Raise it vs their CAC	A bundle, a threshold, or an upsell often lifts this 10 to 20%.	------
Email % of revenue Flows + campaigns	**20 to 40%** healthy range	Under 15% means flows are missing or barely built. Fastest win you sell.	------
Repeat-purchase rate Returning-customer revenue	**~60%** of revenue	Below 40% is the second-purchase leak. This is the contract.	------

WHY THIS BEATS EVERY "FREE AUDIT" THEY HAVE SEEN

The last agency sent a deck of impressions and likes. You hand them a one-page scoreboard with their own numbers next to the benchmark. The gaps do the selling. When email is at **8% of revenue** against a 20 to 40% benchmark, the owner sees the missing money before you say a word about your fee.

Benchmarks: ROAS, UpCounting 2025; CAC range, vertical ecommerce benchmark data; email share of revenue, Klaviyo Ecommerce Email Marketing Benchmark Report; returning-customer revenue share, Lifesight DTC retention statistics. Figures are industry ranges and vary by store size, vertical, and margin. Use the prospect's own pull, not the average, on the call.

THE COLD OUTREACH SCRIPTS

Lead with the leak you found, not the service you sell.

Sign up for their list. Look at what is firing and what is not. Then send the email that names the exact dollar leak. Swap the red placeholders for the brand's real numbers.

SCRIPT 1 · THE LEAK OPENER

Cold email

SUBJECT LINE

Your [brand] welcome flow is leaving money on the table

FIRST LINE

I pulled up [brand] and signed up for your list. Your abandoned-cart flow is not firing, which on a store your size is roughly $[X]/month walking out the door.

I rebuild the welcome and cart flows so the traffic you already pay for turns into a second and third order. Returning customers drive about 60% of DTC revenue, and right now you are catching almost none of it.

Want the 90-second teardown? I will show you the three flows and the exact recovery number.

SCRIPT 2 · THE ROAS ANGLE

Cold email or LinkedIn DM

OPENER

Saw [brand] is scaling spend on Meta. With the average ecommerce ROAS down to 2.87 this year, more spend on the same funnel just buys revenue you do not keep.

The brands holding margin right now are the ones making each customer worth more, not the ones bidding harder. I build the email and SMS engine that lifts repeat revenue so your blended ROAS climbs without touching ad budget.

Worth 11 minutes to see the three flows I would build first?

SCRIPT 3 · THE LOOM TEARDOWN

Follow-up, Day 7

MESSAGE

Recorded you a 4-minute teardown of [brand]. I signed up, abandoned a cart, and screen-recorded what your flows did and did not send. Three fixes, one of them is worth about $[X]/month.

No pitch in it. If it is useful, reply and I will walk you through the build. Here is the link: [loom]

THE REVENUE-LEAK ESTIMATE YOU PUT IN THE BLANK

Monthly leak = monthly traffic × 70% cart abandon × recovery rate × AOV

Worked example: 40,000 visits × 70% abandon = 28,000 abandoned carts. At a conservative 5% recovery and a $66

THE 4-TOUCH CADENCE

One email is not outreach. Four touches over 14 days is.

Cold reply rates run 3 to 5%, and 8 to 12% on the best campaigns. So 100 brands gets you 3 to 5 real conversations. The cadence is what turns a single ignored email into a booked call.

Day 0 EMAIL

The leak opener
Script 1. Subject names their brand. Body names the dollar leak. **One ask:** the 90-second teardown.

Day 3 REPLY BUMP

The one-line nudge
Reply to your own thread. **"Worth a look, or should I just send the teardown over?"** Low friction, easy yes.

Day 7 LOOM

The teardown
Script 3. Send the recorded 4-minute audit. Proof you did the work. This is the touch that converts.

Day 14 BREAK-UP

The close-out
"Last note from me - want me to send the flow build or close this out?" The break-up pulls the most replies.

> **"Most replies land after the second and third touch, not the first. Quit after one email and you never gave the cadence a chance to work."**

The volume math, so you know what good looks like: at a 4% reply rate, 100 well-researched brands produces 4 conversations and roughly 1 to 2 booked calls. Send to 400 a month and you are looking at 4 to 8 booked calls from cold alone, before referrals or warm inbound. The win is not in sending more. It is in the teardown on Day 7 that proves you already did the work for free.

⚠ PROTECT YOUR DOMAIN BEFORE YOU SEND A SINGLE EMAIL

Cold volume from a cold domain gets you blacklisted in days and takes months to recover. Warm a dedicated sending domain first, cap each inbox at **25 to 50 sends a day,** and authenticate with SPF, DKIM, and DMARC before scaling. One in six cold emails never reaches an inbox. Do not let yours be in that group.

A single B2B cold email reply rate has fallen to roughly 5% in 2024 (Belkins, 16.5M emails); a multi-touch sequence multiplies that. Reply-rate ranges are directional cold-outreach benchmarks, not guarantees. Your numbers depend on list quality, deliverability setup, and offer fit.

THE OFFER STACK

Position the retainer as profitable scaling plus retention. Never "ads."

"We run ads" is a commodity priced to the floor. "We make each customer worth more so your paid scaling stops losing money" is a board-level outcome. Stack the deliverables, value each one, then anchor on the total before you name a price.

Email + SMS flow build Welcome, abandoned cart, browse abandonment, post-purchase. The 20 to 40% of revenue most stores leave on the floor.	$5,500/mo
Retention & lifecycle program Win-back flows, replenishment, VIP segment, raising repeat-purchase rate toward the 60% benchmark.	$4,500/mo
AOV expansion Bundles, free-ship thresholds, post-purchase upsells. A 15% AOV lift on the same traffic.	$3,000/mo
Profitable paid scaling Meta and Google managed against blended ROAS and new-customer CAC, not vanity in-platform numbers.	$5,000/mo
Total value of the machine What a brand would pay to assemble this in-house, piece by piece	$18,000/mo

Anchor on that total, then reveal price as a fraction of it. Now the price ladder. Three tiers, presented as a table, with the middle tier as the one you steer toward.

SINGLE-CHANNEL	RECOMMENDED FULL RETENTION STACK	FULL-STACK GROWTH
$2,500 to $6,000 / month	**$5,000** to $15,000 / month	**$20K+** per month
Email + SMS only. The retention engine. Best entry point for a store under $100K/mo.	Email, SMS, AOV, and retention for a $100K/mo store. Tie the fee to recovered LTV.	Retention plus profitable paid scaling, managed end to end on blended ROAS.

Tie the fee to recovered LTV, not your hours. If you lift repeat revenue by $40,000 a month, a $7,500 fee is an obvious yes. Use round numbers. A $5,000 retainer reads premium. A $4,997 retainer reads like a discount-store tag and quietly cheapens the whole offer.

Price anchors: single-channel $2,500 to $6,000, full retention stack $5,000 to $15,000 for a ~$100K/mo store, full-stack $20K+. Directional ranges from agency pricing benchmarks; set your floor to your delivery cost and the client's recovered LTV.

THE THREE NUMBERS THAT SELL THE CONTRACT

ROAS, AOV, LTV. Speak these fluently and you sound like an operator, not a vendor.

The brand owner lives in these three numbers. The agency who can move all three, and connect them to one dollar figure, wins over the one talking about clicks.

1 ROAS - return on ad spend

Revenue divided by ad spend. The average fell to **2.87** in 2025. Reframe it: in-platform ROAS lies because it ignores repeat orders. **Blended ROAS** (all revenue / all spend) is the number that tells the truth. Your email and SMS work lifts blended ROAS without spending another dollar on ads. That is the pitch.

2 AOV - average order value

Total revenue divided by orders. Raising AOV is the fastest lever you control. A bundle, a free-shipping threshold set just above current AOV, and a one-click post-purchase upsell routinely add **10 to 20%.** Higher AOV means the first order stops losing money, which fixes the whole CAC problem from the other side.

3 LTV - lifetime value

What a customer is worth across every order, not just the first. This is the number that justifies a high CAC. If you lift repeat-purchase rate, LTV climbs, and suddenly the brand can **afford** a $226 CAC because each buyer now returns $400. You are not cutting their cost. You are raising the ceiling on what they can profitably spend.

THE ONE SENTENCE THAT LANDS THE RETAINER

"Right now your customer is worth $66 and costs $226 to get, so you lose money on every new buyer and pray they come back on their own. I build the email, SMS, and AOV system that takes that same customer to **$400 in lifetime value,** so a $226 CAC becomes the most profitable money you spend." That is the entire offer in two lines, spoken in their own numbers.

$7.01	$3.34	21-40%
Earned per recipient by an abandoned-cart flow on a $100 to $200 AOV store	Earned per recipient by a welcome series, the second flow you build	SMS conversion-rate range, with open rates near 98%, the highest of any channel
Klaviyo Ecommerce Email Benchmark	Klaviyo Ecommerce Email Benchmark	Sakari SMS Marketing Benchmarks 2025

THE WORKED TEARDOWN

One $80K/month store. Same ad budget. Here is what the engine does.

A supplements brand doing $80,000/month, almost all of it from paid traffic, with email at 9% of revenue and a flat repeat rate. Watch what happens when retention gets built, with no extra ad spend.

BEFORE · THE LEAKY BUCKET

Buying revenue they do not keep

Monthly revenue	**$80,000**
Email % of revenue	**9%**
Blended ROAS	**2.6**
AOV	**$58**
Repeat-purchase rate	**22%**

The owner keeps raising ad spend to hold revenue flat. Every new customer barely breaks even and most never come back. Classic second-purchase leak.

AFTER 90 DAYS · THE ENGINE

The same traffic, kept and compounded

Monthly revenue	**$104,000**
Email + SMS % of revenue	**28%**
Blended ROAS	**3.4**
AOV (bundle + threshold)	**$67**
Repeat-purchase rate	**39%**

+$24,000/month in recovered revenue, zero extra ad spend. A $7,500 retainer captures less than a third of the lift. The brand keeps the rest and stops fearing rising CAC.

HOW TO USE THIS ON A CALL

Do not present this as your result. Present it as the model, then build it live with the prospect's own numbers from the audit grid on page 3. When the owner watches their own $80K turn into a projected $100K+ on the same spend, the fee stops being an expense and becomes the obvious move. The math sells. You just hold the pen.

Illustrative model built on documented benchmarks (email 20 to 40% of revenue, returning customers ~60% of DTC revenue, abandoned-cart flow $7.01/recipient). Not a guaranteed outcome. Individual results vary with margin, product, list size, and execution.

THE OBJECTION TABLE

Every objection is a buying signal. Answer it with a number.

These are the four that kill DTC retainer deals. Each response is grounded in a figure the prospect cannot argue with, not an opinion.

" We tried an agency before and it did nothing

"Most agencies sell you ads and send you dashboards of impressions. I am not touching your ad budget first. I am rebuilding the email and SMS flows that capture the 20 to 40% of revenue you are already leaving on the floor. Returning customers are 60% of DTC revenue, and right now you are catching almost none of it. That is a different job than the one that burned you."

$ It's too expensive

"Expensive compared to what? Your abandoned-cart flow alone is leaking the number we just ran on the call, every single month. The retainer recovers a multiple of itself before we touch anything else. If I cannot show you the recovered revenue beats the fee in 90 days, you should not pay me. That is what the guarantee is for."

★ We do email in-house already

"Good, then you have the data. What percent of your revenue is email driving right now?" If they say under 15%, you have your answer. **"The benchmark is 20 to 40%. An in-house person sending a weekly newsletter is not the same as a built-out flow system. The gap between where you are and the benchmark is the money I am here to recover."**

? Can't AI just do all this now

"AI writes copy. It does not own your blended ROAS or your repeat-purchase rate. The output is the easy 20%. The build, the segmentation, the offer logic, and the accountability for the result are the work. That is why I put $10,000 on it. AI does not stand behind a number. I do."

THE RULE UNDER EVERY RESPONSE

Acknowledge, then redirect to a number. Never argue. The prospect who voices an objection is more likely to buy than the one who stays quiet and ghosts. **An objection is them asking you to make the math make sense.** So make it.

THE 30-DAY DELIVERY MAP

Build the flows that recover money first. Scale paid last.

The wrong order is why retention agencies churn. Lead with the fastest dollar win so the client sees money in month one, then layer on the rest. Here is the sequence.

DAYS 1-10
The core flows

- **Welcome series** for new subscribers (~$3.34/recipient)
- **Abandoned cart** flow, the single biggest leak (~$7.01/recipient)
- **Browse abandonment** for high-intent non-buyers
- Clean segmentation so the right message hits the right buyer

DAYS 11-20
SMS + retention

- **SMS opt-in** and welcome (open rates near 98%)
- **Post-purchase** and replenishment flows
- **Win-back** flow for lapsed customers
- **AOV plays:** bundles, free-ship threshold, upsell

DAYS 21-30
Profitable paid

- Audit current campaigns against **blended ROAS**
- Kill what loses, scale what returns repeat buyers
- Feed retention data back into **audience targeting**
- First monthly readout, led by recovered revenue

THE STACK: Klaviyo · Triple Whale · Meta Ads Manager · Postscript / Klaviyo SMS · Google Ads · A shared tracking sheet

> **"Show the client a recovered dollar in week one and you have bought yourself twelve months. Lead with paid scaling and you are gone by month three."**

Why this order keeps the client. Flows are the fastest, most measurable win, and they need no extra budget. The client sees recovered revenue inside the first month, which buys you the trust to manage their paid spend later. Agencies that lead with "let us scale your ads" put the slowest, riskiest, most expensive lever first, then wonder why the client churns before it pays off.

THE ONE-PAGE E-COMMERCE CHEAT SHEET

The whole playbook on one screen.

Print it, pin it, run every DTC pitch through it.

The reframe

Not a traffic problem, a **second-purchase problem.** CAC $226 vs AOV $66 means order one loses money.

The 5-metric audit

ROAS, CAC, AOV, email % of revenue, repeat rate. **The gaps to benchmark are the pitch.**

The leak opener

Sign up, find the broken flow, name the **dollar leak** in the subject. Lead with their loss, not your service.

The leak formula

Traffic × 70% abandon × recovery rate × AOV. Cart flow earns **~$7.01/recipient.**

4-touch cadence

Day 0 email, Day 3 bump, Day 7 Loom, Day 14 break-up. **The break-up pulls the most replies.**

Sell the outcome

"Profitable scaling + retention," never "ads." Anchor the **$18,000 stack value** before the price.

The price ladder

$2.5K-6K single channel, **$5K-15K full stack,** $20K+ full-stack. Tie the fee to recovered LTV.

Speak ROAS, AOV, LTV

Lift LTV to $400 and a **$226 CAC becomes profitable.** You raise the ceiling, not cut the cost.

Build order

Flows first (welcome, cart, browse), then SMS + retention, **then paid.** Recover a dollar in week one.

Protect deliverability

Warm the domain, cap **25-50 sends/inbox/day,** set SPF, DKIM, DMARC before any cold volume.

You now have the reframe, the audit, the scripts, the cadence, the offer, the teardown, and the build map.
The playbook only pays off when your pipeline keeps putting DTC owners in front of you.

THE NEXT MOVE

You have the playbook. Now build the pipeline that feeds it.

This guide hands a DTC owner the exact reason to hire you. But a playbook does nothing sitting in a folder while your own calendar has one call on it. The agencies winning right now are not the ones with the best deck. They are the ones with **booked calls that show, close, and stay.**

AgencyGod builds your client-acquisition machine **with you,** not for you. We help you book the calls, make sure they show, and close and keep DTC clients, so the offer you just learned lands in front of brand owners every single week.

$10K GTD We put **$10,000** on the line. You get the result or you get paid.

Apply to AgencyGod →

Done-with-you client acquisition · Backed by the $10,000 guarantee

We cap onboarding at a handful of agencies a month so we can actually deliver. **Apply now** while there is a spot, and every spot comes with the guarantee.

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Results mentioned are real client outcomes and are not typical. Individual results vary with effort, market, and execution. The $10,000 guarantee is real and subject to the program's written enrollment agreement terms.