

OMNI-CHANNEL CASE STUDY

Magazine Cafe: Reaching \$1M+ Via Omni-Channel Growth

How SPCTEK helped turn a marketplace-heavy magazine retailer into a multi-platform revenue engine across Amazon, Walmart, eBay, Shopify, Klaviyo, Google Ads, SEO, and influencer awareness.



140% Increased
Tracked revenue
footprint



5.22x
Google Ads ROAS



+304%
Klaviyo attributed
revenue



One system. Multiple revenue engines.

The growth story was not one tactic. It was a revenue architecture shift: stabilize Amazon, expand marketplace capture, strengthen owned channels, and scale paid intent plus awareness.



140% Increased

Tracked revenue footprint



94% Increased

Amazon ordered product sales



68% Increased

Walmart GMV



243% Increased

eBay total sales



+304% Increased

Klaviyo attributed revenue



5.22x Increased

Google Ads ROAS

Revenue mix built to reduce single-channel risk



Amazon

94% Increased



Walmart

68% Increased



eBay

243% Increased



Shopify

+141% Sales Growth



Email / Klaviyo

+304% Increased



Google Ads

5.22x Increased



SEO

Keywords Upside



Influencer

375K+ Views



Ready to build your \$1M brand journey?

Book a free omni-channel growth audit.

The brand had demand. The revenue system was leaking.



Magazine Cafe had demand, inventory depth, and brand history, but the revenue system was fragmented. Amazon rankings needed improvement, PPC budgets were bleeding, and the website experience was slow and inconsistent.



Amazon ranking gap

Keyword rankings and top-selling ASIN stability needed immediate focus.



Auction loss

Relevant Google terms were being missed due to ROAS and auction pressure.



PPC budget bleed

Spend was not producing enough revenue across key campaigns.



Klaviyo list health

Hard bounces and repetitive templates weakened retention.



Website friction

Slow response time, broken links, and low-converting UX created leakage.



Organic visibility gap

Transactional keywords and SEO capture required stronger execution.



We audited the full commerce system - **not one channel in isolation**



SPCTEK audited marketplaces, website, paid media, retention, search, and awareness to identify where revenue was leaking and where scale could be unlocked.

01

Marketplace health

Catalog control, keyword ranking, ASN stability, A+ content gaps, and compliance risk.

02

Revenue leakage

Where buyers dropped before purchase and where customer value was not recaptured.

03

Ad economics

Google ROAS stuck near 3, auction losses, and Amazon PPC budget bleed.

04

SEO / DTC demand

Transactional keywords and website conversion beyond marketplaces.

05

Retention engine

List cleaning, hard bounce reduction, fresh templates, segmentation, and lifecycle value.

06

Risk diversification

Reducing exposure to marketplace-only revenue by distributing capture.



Diagnosis:

The constraint was not demand. The constraint was fragmented channel execution, missed ranking gaps, weak retention, and poor onsite conversion.

Turn fragmented channel activity into an omni-channel growth machine

We used marketplaces as the foundation, then fixed owned-channel conversion, cleaned retention, controlled paid search, and expanded awareness to compound demand.



Stabilize core → Fix leakages → Expand platforms → Capture intent → Retain customers → Build awareness

Before vs After: from channel gaps to **omni-channel dominance**

	Before	After
 Amazon	Ranking gaps + suspended ASIN risk	94% Ordered Product Sales
 Walmart	Secondary channel presence	68% Growth
 eBay	Underused marketplace lane	243% Total Sales
 Google Ads	ROAS stuck near 3; auction leakage	5.22x ROAS after intent focus
 Email	Hard bounces + repetitive templates	+304% Attributed Revenue
 Shopify	Slow UX, low response, broken links	+141% Sales Growth
 Meta (Facebook/Instagram)	Limited social proof	375k+ Creator Views
 YouTube	No content funnel or retargeting	Personal Branding (Podcast + Event)



SPCTEK PURSUIT OF EXCELLENCE

MAXIMIZING SUCCESS

TWO THUMBS UP FOR SPCTEK

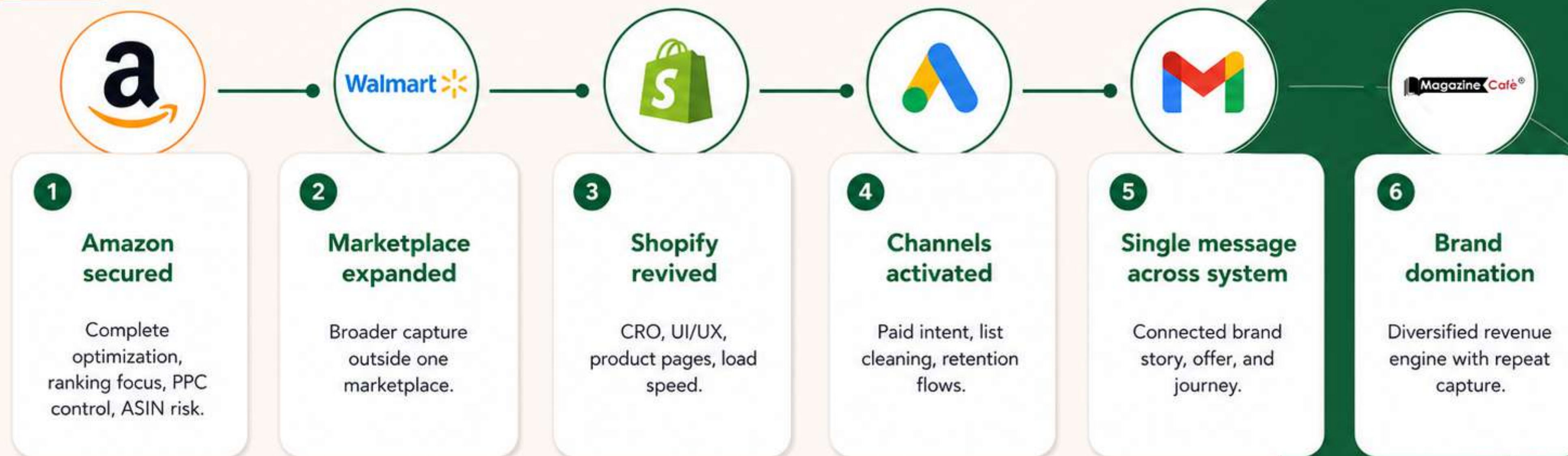
Testimonial of 

★★★★★

Watch Now

The journey **SPCTEK** built

A step-by-step system that moved Magazine Cafe from channel leakage to brand-level growth.



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THANK YOU!