

SAMPLE STORE · AUTOMATIONS AND INTEGRATIONS

System review: the first twelve weeks

How the system has run since it went live, the time it saves your team, and where it is falling short. Every figure comes from the run log, your store and your analytics, pulled on 30 June.

Sample Store does not exist. Every name, page, address and figure in this report is invented to show the format of the report you receive. None of it is a client result or a prediction of results.

SUMMARY

At a glance

97%

of 2,184 scheduled runs finished cleanly across 14 automations

≈145 hours

of manual work handled (estimated range 111 to 181), about 12 hours a week

318

back-in-stock sign-ups recorded on sold-out sizes, in three languages

3

translated stores kept in step with the main store every day

WORKING WELL

- Daily stock checks and restock detection run by themselves
- Back-in-stock emails are the strongest of the new flows
- Translations stay in step every day
- Reporting refreshes every morning

WORKING, BUT SMALL SO FAR

- The win-back email is opened but rarely acted on yet
- Competitor price scans are useful but only weekly

NOT WORKING

- The price-drop email is paused while its product feed is rebuilt
- One social channel is disconnected and needs the owner to sign in again

1 What the system does every day

14 automations run on a schedule. None of them needs anyone on your team to start them.

AREA	WHAT RUNS	HOW OFTEN	STATUS
Stock	Checks every product for low and sold-out sizes; detects restocks	Daily	Healthy
Back in stock	Stores sign-ups on sold-out sizes and triggers the email on restock	Daily	Healthy
Email triggers	Second purchase, win-back and price-drop events sent to the email platform	Daily	Mixed
Translations	Keeps the French, German and Spanish stores in step with the main store	Daily	Healthy
Customer data	Re-reads orders and tags customers for targeting	Weekly	Healthy
Reporting	Pulls sales, search and email figures into the read-only dashboard	Daily	Healthy
Competitor prices	Scans public competitor catalogues for price changes	Weekly	Healthy
Price-drop email	Tells sign-ups when a watched product is reduced	Daily	Paused
Social posting	Shares new arrivals on one social channel	Daily	Disconnected
Watchdog	Checks every automation twice a day and emails if anything fails or stops	Twice daily	Healthy

Reliability: 2,184 scheduled runs, 61 of which failed (97% success). Nearly all failures were temporary, such as a platform outage or a rate limit, and the next run picked the work up.

2 Time saved

The time your team would have spent doing the same work by hand. The hours per task are deliberately conservative, and they are shown so you can adjust them to your own experience.

TASK	VOLUME	MANUAL TIME ASSUMED	HOURS SAVED
Daily stock check across every product	84 days	20 to 30 minutes a day	28 to 42
Keeping the translated stores in step	640 product updates	5 to 8 minutes each	53 to 85
Weekly reporting: sales, search, email	12 weeks	1 to 2 hours a week	12 to 24
Tagging customers for email targeting	12 weeks	1 to 1.5 hours a week	12 to 18
Competitor price checks	12 weeks	30 to 60 minutes a week	6 to 12
Total			111 to 181 hours

About 145 hours at the midpoint, or roughly 12 hours a week since launch. This is an estimate of effort, not a saving in money: it counts only work your team would otherwise have done.

3 Underperforming, in plain terms

Paused

Price-drop email. The product feed it reads changed format in week nine. The email is paused rather than sent with wrong prices, and the feed reader is being rebuilt.

Your action

Social channel disconnected. The channel's sign-in expired. It needs the account owner to sign in again; nothing else is affected.

Weak

Win-back email. Opened often, acted on rarely. A shorter version with one product is ready to test against it.

Data gap

Order sources. Orders placed through one payment option arrive without their source, so those orders are reported as unattributed rather than guessed.

4 How the figures were counted

- Run counts and failures come from the run log, which records every scheduled job.
- Sign-ups come from the platform's own database, not from email statistics.
- Nothing in this report is a revenue claim. Sales are only reported where an order can be traced to its source.

5 What comes next

Price-drop email	Rebuild the feed reader, test with internal addresses, then switch the email back on.
Win-back test	Run the shorter version against the current one for four weeks and keep the better of the two.
Next review	The same review in twelve weeks, counted the same way.