1FourOne

Growth Audit
Sample Report

Where your brand stands against your competitors: pricing, traffic, ads, SEO, AI visibility and your own store, in one report.

ILLUSTRATIVE SAMPLE

CLIENT
NovaPure Supplements

CATEGORY
Sleep & recovery supplements

MARKET
United States · Shopify DTC

PRODUCT
Growth Audit · $199 USD

TURNAROUND
48 hours from intake

PREPARED BY
1FourOne · 1fourone.com

About this sample. NovaPure and every competitor named in this report are fictional. Figures are illustrative and show the format, depth and level of detail of a real 1FourOne Growth Audit. Real reports name your actual competitors and use live data gathered at the time of the audit.

01 Executive Summary

NovaPure is a Shopify DTC brand selling sleep and recovery supplements in the US, at roughly $40,000 to $60,000 a month. A magnesium sleep bundle launched this year now makes up 35% of revenue: a strong early sign of product-market fit.

Pressure comes from two directions. Two large incumbents, DreamWell and Restora Labs, own most search demand and retail shelf space. A subscription challenger, Somna Co, is growing fast with a personalisation quiz that lifts perceived value without a premium formula.

The widest gap we found is retention. NovaPure has no post-purchase email flow, no subscription offer and no prompt at the natural 30-day reorder point. Paid social is the only channel with real investment, so every lost repeat order has to be bought again at full acquisition cost.

> **MARKET GAP**
> No competitor under $50 a unit pairs full ingredient transparency with education content aimed at the sceptical first-time buyer. NovaPure's product range already fits this position; its content does not yet claim it.

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Competitors analysed	Revenue leaks found	Keyword gaps mapped	AI answers citing NovaPure

Estimated monthly site traffic

BRAND	RELATIVE VOLUME	EST. / MONTH
DreamWell		~760,000
Restora Labs		~520,000
Nightfield		~195,000
Somna Co		~92,000
NovaPure		~52,000
Calmhaven		~38,000

Competitor figures are third-party traffic estimates and are marked as estimated. NovaPure's figure comes from its own analytics.

02 Competitor Matrix five rivals analysed

COMPETITOR	PRICE RANGE	MAIN CHANNELS	EDGE	WEAKNESS	DATA
DreamWell	$22–$40	Retail, SEO	National pharmacy distribution, high brand recall	Generic formulas, little education content	Verified
Restora Labs	$18–$38	SEO, retail	Long-standing brand, clinician endorsements	Dated creative, low social engagement, older audience	Verified
Nightfield	$45–$80	Content, paid	Athlete positioning, third-party tested	Premium price caps its market; sleep is a side line	Estimated
Somna Co	$39–$69 / mo	SEO, email	Personalisation quiz, subscription-first	Long onboarding; reviews mention cancellations after month three	Verified
Calmhaven	$12–$24	Paid social, Amazon	Lowest price, wide range	Low perceived quality, no testing claims	Verified

Where each brand invests

BRAND	SEO	PAID SOCIAL	SEARCH ADS	EMAIL	CONTENT	RETAIL / AMAZON
DreamWell	✓	✓	✓	·	·	✓
Restora Labs	✓	·	✓	✓	·	✓
Nightfield	✓	✓	·	✓	✓	·
Somna Co	✓	·	✓	✓	·	·
Calmhaven	·	✓	·	·	·	✓
NovaPure	·	✓	·	·	·	·

✓ = active investment observed · · = not observed. NovaPure relies on a single channel, which makes its customer acquisition cost the main risk to margin.

WHAT THIS MEANS

Somna Co is the rival to watch: it is the only competitor converting first orders into subscriptions, and it targets the same mid-price buyer. Its churn after month three is the opening, because a simpler, no-quiz subscribe-and-save offer removes the friction its reviewers complain about.

03 Revenue Leaks three found

1. No reviews where the buying decision happens

Est. impact: 12–18% conversion lift · Confidence: High

FINDING

Reviews sit below the add-to-cart button. On mobile, where most traffic in this category lands, a shopper decides without seeing a single rating. DreamWell and Somna Co both show star ratings directly under the product title.

HOW COMPETITORS COMPARE

DreamWell and Somna Co show star ratings and review counts directly under the product title, plus testing and shipping cues next to the buy button. NovaPure is the only brand in the set that hides reviews below the fold.

2. The best-seller has no landing page

Est. impact: 15–25% bundle conversion lift · Confidence: High

FINDING

The magnesium bundle, 35% of revenue, is only reachable through a collection page. Paid traffic lands on a generic grid instead of a page built for that buyer's intent.

HOW COMPETITORS COMPARE

Somna Co and Nightfield each send paid traffic to a dedicated page per hero product, with an outcome-led headline and a single add-to-cart. NovaPure sends its best-seller traffic to a generic grid.

3. Nothing brings first-time buyers back

Est. impact: 20–30% more 90-day repeat orders · Confidence: Medium

FINDING

No email is sent after the first order. The bundle lasts about 30 days, which creates a natural reorder window that NovaPure is not using. Every repeat sale it gets today happens by chance.

HOW COMPETITORS COMPARE

Four of five competitors send post-purchase email, and Somna Co builds its whole model on subscription. NovaPure is the only brand with no reorder prompt and no subscribe option.

Impact ranges are based on typical results for Shopify DTC brands at this revenue level. Confidence reflects how directly the finding was observed.

04 Ad Creative Snapshot Meta and Google

BRAND	ACTIVE META ADS	LONGEST-RUNNING	DOMINANT ANGLE	FORMAT MIX
Somna Co	64	142 days	"Built for your sleep, not everyone's"	UGC video, quiz carousels
DreamWell	41	96 days	Trusted, everywhere, affordable	Static product, retail offers
Calmhaven	38	61 days	Price and bundle discounts	Static discount banners
NovaPure	9	34 days	Product features	Static product shots

WHAT THIS MEANS

Ads that run for 90+ days are usually profitable. Somna Co's longest runners are all customer-led videos about waking up rested, not ingredient lists. NovaPure's ads talk about the product; the winners in this category talk about the outcome.

05 SEO Gaps keywords rivals rank for, NovaPure doesn't

KEYWORD	US SEARCHES / MO	DIFFICULTY	WHO RANKS TOP 5	PRIORITY
best magnesium for sleep	18,100	Medium	Restora Labs, DreamWell	High
magnesium glycinate vs citrate	9,900	Low	Nightfield	High
natural sleep aid that works	6,600	Medium	DreamWell	High
ashwagandha for sleep	12,100	High	Restora Labs, Nightfield	Medium
sleep supplement without melatonin	4,400	Low	Somna Co	High
magnesium sleep bundle	1,300	Low	Calmhaven	Medium
how long does magnesium take to work	5,400	Low	Restora Labs	Medium
sleep supplement subscription	880	Low	Somna Co	Medium

Search volumes are third-party estimates. Priority weighs volume, difficulty and how closely the query matches what NovaPure sells.

06 AI Search Visibility

We asked ChatGPT, Gemini and Claude three buying questions: "best sleep supplements", "magnesium supplement for sleep without melatonin" and "is NovaPure any good".

BRAND	CHATGPT	GEMINI	CLAUDE
DreamWell	Cited	Cited	Cited
Restora Labs	Cited	Cited	Cited
Nightfield	Cited	Not cited	Not cited
Somna Co	Not cited	Cited	Not cited
NovaPure	Not cited	Not cited	Not cited

WHY

AI tools cite brands that other sites talk about and that answer questions directly. DreamWell and Restora Labs have both: explainer content and reviews on third-party sites. NovaPure has no FAQ or explainer pages and almost no third-party reviews, and the questions these tools answer overlap with its biggest keyword gaps.

AI answers vary between sessions. Results are a dated snapshot, logged with the exact prompts used.

How this report was produced

1. Our analysis engine gathered public data on your brand and five competitors: traffic estimates, ad libraries, search rankings, pricing and AI answers.
2. A senior strategist checked every finding against live data and removed anything unsupported.
3. Every claim is marked Verified or Estimated, so you know what to rely on.

07 Competitive Scorecard where NovaPure stands

Each area is scored out of 10 from the findings in this report, so you can see at a glance where you lead the market and where you trail it.

AREA	NOVAPURE	DREAMWELL	RESTORA LABS	NIGHTFIELD	SOMNA CO	CALMHAVEN	POSITION
Pricing & offers	**8**	6	6	4	7	7	Ahead
Traffic & reach	**3**	9	8	6	4	3	Behind
Paid ads & creative	**4**	7	5	6	8	5	Behind
SEO & content	**2**	8	9	7	6	2	Behind
AI search visibility	**0**	9	9	4	3	1	Behind
Product & offer appeal	**8**	5	5	7	7	4	Ahead
Store conversion & retention	**3**	6	6	7	8	4	Behind

Scores are relative within this competitor set, built from the verified and estimated findings in sections 02 to 06. Illustrative figures.

WHERE NOVAPURE LEADS

A best-seller that is clearly working (35% of revenue) and mid-market pricing that undercuts the premium brands without looking cheap. The product and price are not the problem.

WHERE NOVAPURE TRAILS

Visibility. Rivals are found through search, AI answers and long-running ads; NovaPure relies on one channel and keeps fewer of the customers it pays for. The gap is reach and retention, not product.

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