SON
Signal over Noise

CASE STUDY · GOOD DAY OPTICS · NOVEMBER 2026

Good Day Optics closed October 25% above the top of its revenue target, three weeks ahead of the deadline.

Good Day Optics sells ski and mountain-bike goggles direct from Edmonton, Alberta.
Since September, Signal over Noise has supported the team on one primary objective: higher monthly revenue.

+25%
above the top of the monthly revenue target in October

+44%
above the floor for revenue per marketing dollar in October

−20%
below the ceiling for the cost of acquiring a new customer in October

3.8×
weekly revenue from the four rebuilt email flows, against the flows they replaced

THE OBJECTIVE

Good Day Optics set a monthly revenue target for 20 November, with two limits:

- Revenue per marketing dollar above an agreed floor.
- Cost of acquiring a new customer below an agreed ceiling.

A higher average order value was a secondary goal.

WHAT WE DID

Signal over Noise brought the store, email, advertising and analytics data into a single view. Each figure is defined together with the team, and a weekly report tracks revenue against the target and both limits.

Four Klaviyo email flows were rebuilt using 90 days of their performance history. They went live on 5 October and are reviewed every week.

WHAT CHANGED

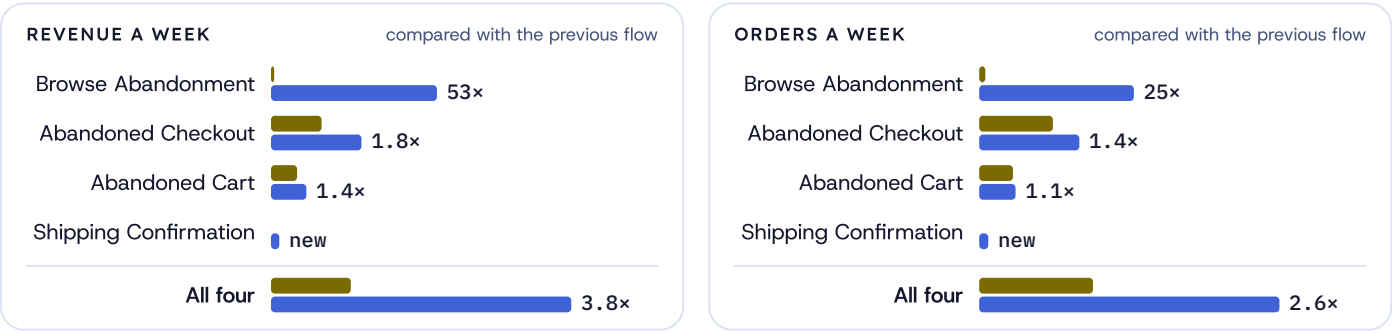
October was the first month with the rebuilt flows in place:

- Revenue: 25% above the top of the target range, and 63% above September.
- Revenue per marketing dollar: 44% above the floor.
- Cost of acquiring a new customer: 20% below the ceiling.

Advertising, the ambassador programme and the ski season all contributed. The rebuilt flows' additional revenue alone equals about 7% of the monthly target.

THE FOUR FLOWS WE REBUILT

Before the rebuild · Rebuilt by Signal over Noise



First 30 days of each rebuilt flow compared with the 90 days before launch, as weekly rates. Shipping Confirmation generated no revenue before the rebuild.

> "The flow improvement and actually generating revenue… then it's a no-brainer. Who says no to using something that has already made you more money than what you were currently doing?"
>
> Jared Szuch, co-founder, Good Day Optics

WHAT'S NEXT

Good Day Optics now uses the Signal over Noise Company Brain daily. Its agents monitor the store, email and advertising, identify issues as they appear and resolve them once the team approves.

Over the coming months, the agents will take on more of the marketing and operations work. Every change still goes through the team, whose time moves from checking reports to the decisions only they can make.

METHODOLOGY

- **Revenue:** store revenue after discounts, excluding cancelled and test orders.
- **Revenue per marketing dollar:** revenue ÷ Meta advertising spend.
- **Cost of acquiring a new customer:** Meta advertising spend ÷ first-time buyers outside the ambassador and referral programmes.
- **Email flows:** Klaviyo flow reports, read on 5 November. Klaviyo attributes an order to an email opened or clicked in the previous five days, so some orders also count under advertising or search.