Your brand deserves *better than guesswork.*

Stop the guesswork and start making **profitable decisions**.

BUILT FOR

200+ reports.
Zero spreadsheets.

Reports 200+ ready to open

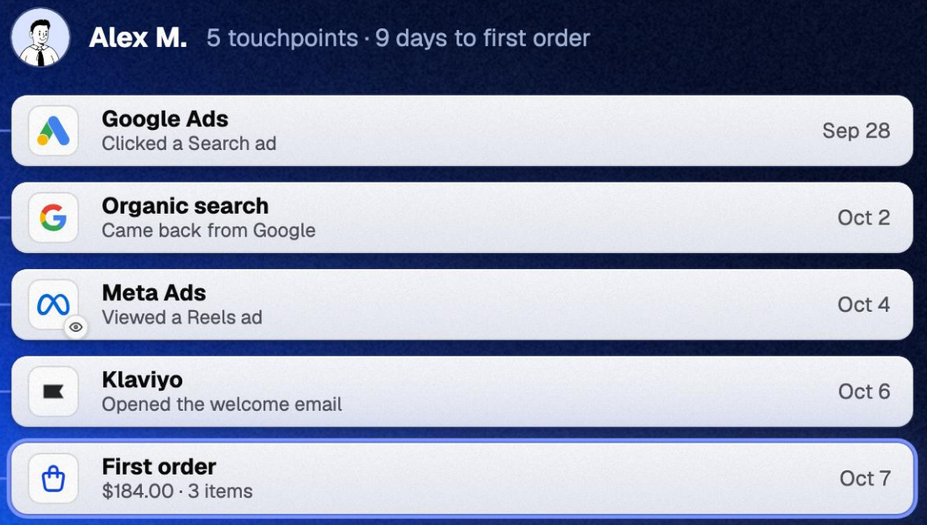
- ✓ **Geography**
- + Revenue
- ✓ **Journeys**
- + Customers
- + Refunds
- ✓ **Margin**
- + Cart analysis
- + Coupons
- ✓ **Cohorts**
- + Top sellers
- + Google Ads
- ✓ **WhatsApp**
- + Subscriptions
- ✓ **Orders**
- + Stock velocity
- + Search Console
- + Meta Ads
- + Variations
- + Categories
- + Live activity
- + AI traffic

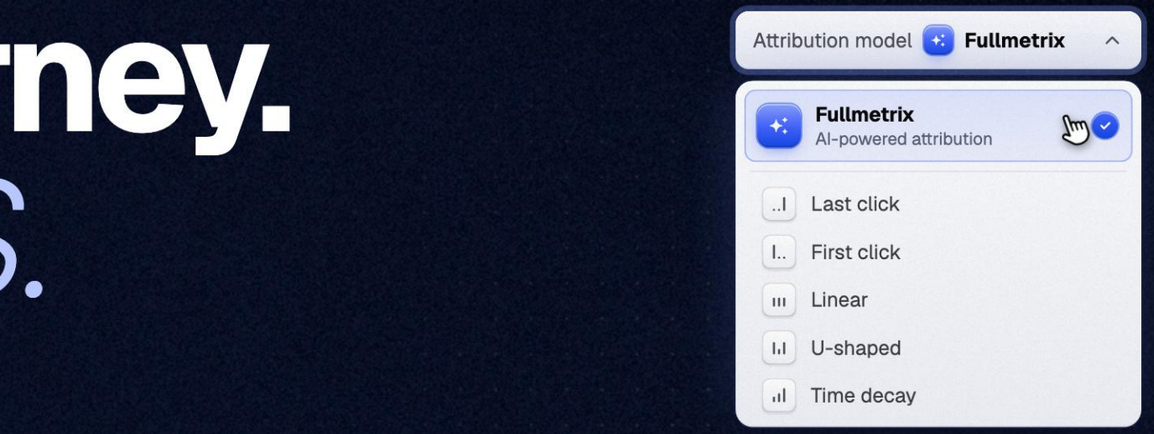
Store **All stores** | Period **Last 30 days** | Compare **Previous year**



Sales, products, customers and **ad spend** in **one place**, ready the moment your **store syncs.**

Track every journey.
Get the real ROAS.



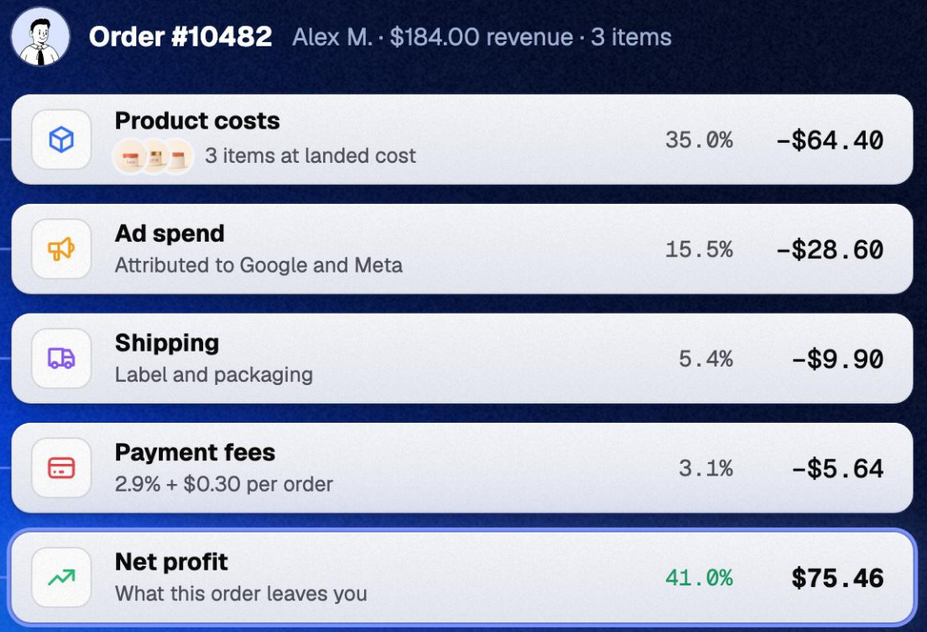




See every **touchpoint** before a first order, from **ads** to **emails** to **organic**. A ROAS **Meta and Google can't argue with.**

Google Ads ROAS **3.93** | **Meta Ads** ROAS **3.12** | **TikTok Ads** ROAS **1.01**

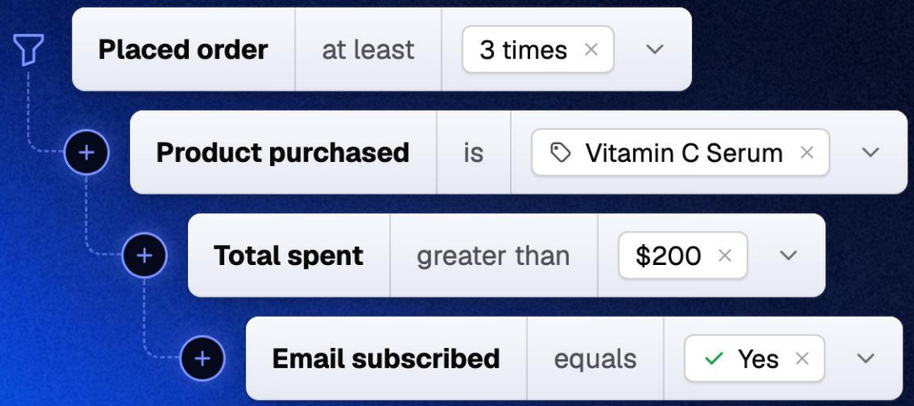
The real profit *behind every order.*





Product costs, **ad spend**, **shipping** and **fees** pulled in automatically. See your **real margin** on every order.

Build any segment.
Sync it to your ads.





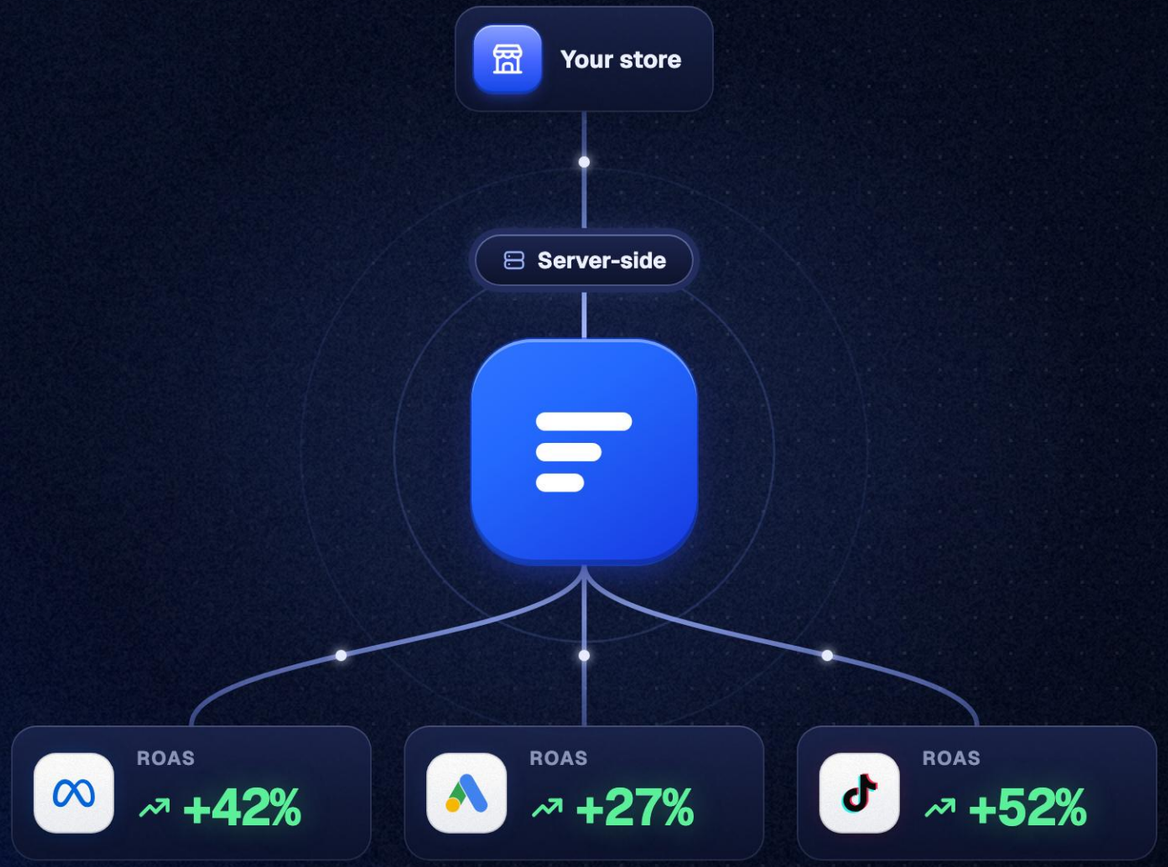
Filter contacts on **orders**, **products**, **spend** and **behavior**. Push the list to your ad platforms **in one click.**

Meta Ads | Google Ads | TikTok Ads | Pinterest Ads | Microsoft Ads

Pixels miss sales.
Fullmetrix won't.

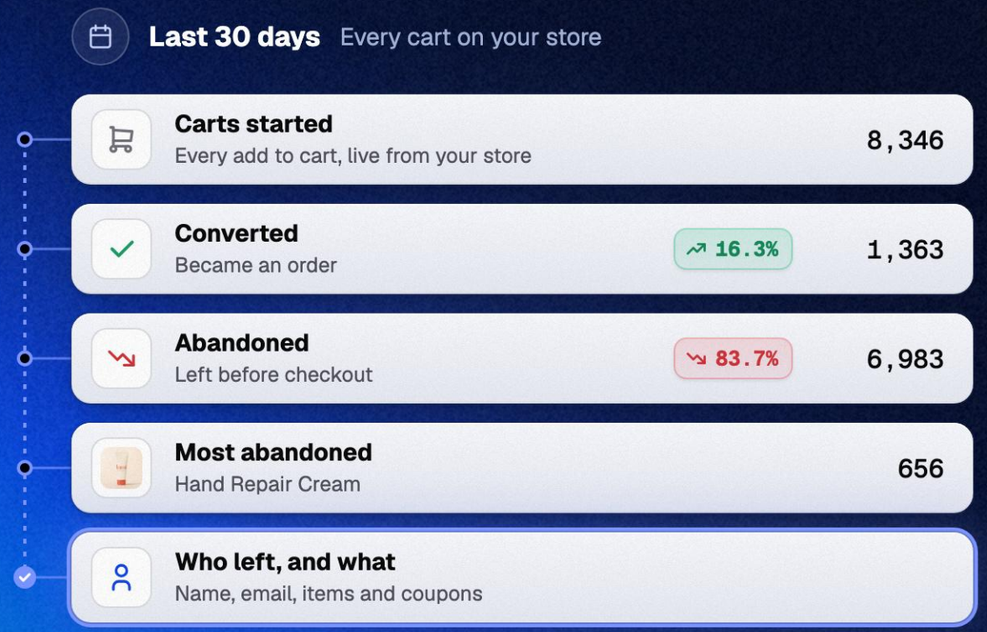
Last 30 days Purchases your ad platforms actually saw

Orders in your store	Synced from your store		1,284
Meta Ads	Purchases seen by the pixel	↘ -29.8%	902
Google Ads	Purchases seen by the tag	↘ -21.3%	1,011
TikTok Ads	Purchases seen by the pixel	↘ -34.1%	846
Fullmetrix server-side	Every order, with first-party data	✓ 100%	1,284

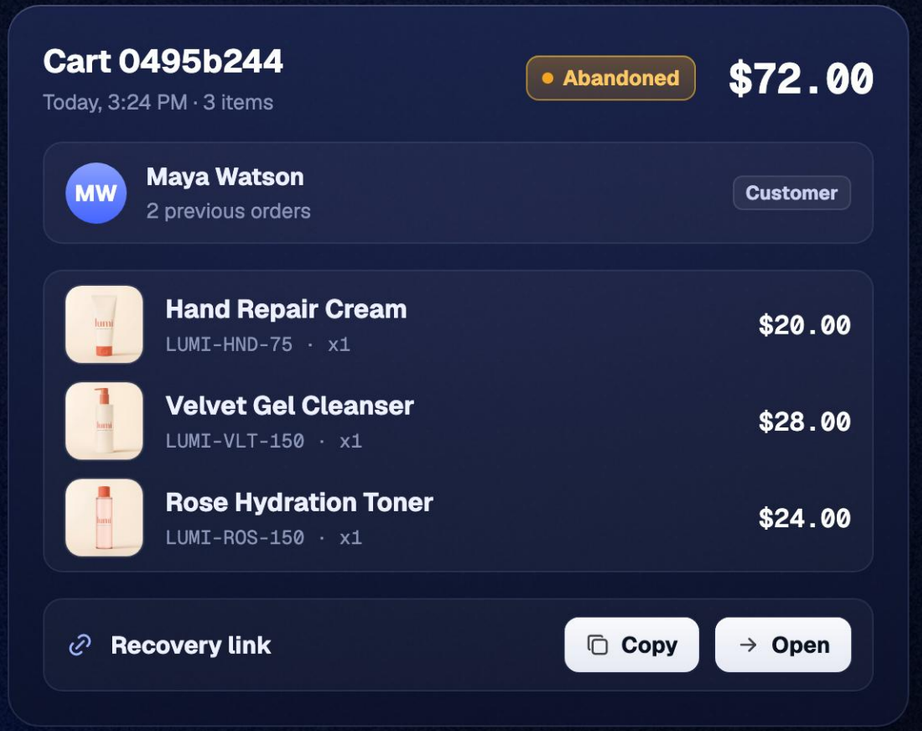


Every order goes **server-side** to **Meta, Google and TikTok** with your **first-party data.**

Track every cart.
Recover lost sales.



Each cart shows the **customer**, **products** and **coupon**, plus a **link** to bring them back.



Your KPIs, delivered.
Straight to your inbox.

Pick the KPIs that matter
Revenue, orders, refunds, top sellers and more.

Set your own rhythm
Daily, weekly or monthly, at the hour you choose.

Send it where your team is
To any inbox, and to your Slack channels.

Get your key numbers by **email** or **Slack**. Set it up once, and that's it.



Every export you need.
On autopilot.

Columns 5 of 84 selected

- ✓ **Order number**
- + Billing city
- ✓ **Order date**
- + Coupon code
- + Shipping method
- ✓ **Customer**
- + Payment method
- + Product SKU
- ✓ **Total**
- + Landing page
- + Tracking number
- ✓ **UTM Source**
- + Customer device
- + Shipping country
- + Referrer
- + Discount total
- + Product category
- + UTM Campaign

Segment **Repeat buyers** · Every **Monday** · At **9:00**

No more exporting by hand. Your data lands in **Google Sheets**, **Slack** or your **inbox**, every week.

Sales team sheet
Google Sheets, a new tab every week

	A	B	C	D	E
1	**Order number**	**Order date**	**Customer**	**Total**	**UTM Source**
2	#10488	Oct 25	Emma R.	$126.00	google
3	#10485	Oct 25	Lucas B.	$89.50	klaviyo
4	#10447	Oct 24	Chloe D.	$212.40	meta
5	#10441	Oct 24	Noah P.	$64.90	organic
6	#10403	Oct 23	Mia L.	$148.00	tiktok

Oct 5 · Oct 12 · Oct 19 · **Oct 26**

#sales
Slack, with the row count
✓ Posted

Your team
Email, CSV attached
✓ Sent

Capture contacts. *Effortlessly.*

Show it at the right moment
Exit intent, scroll, time on page or nth visit.

Capture email and phone
With consent saved for email, SMS and WhatsApp.

Reward with a unique code
One code per sign-up, created in your store.

Every sign-up becomes a **contact**, ready for your **segments** and **audiences.**



Ask your store, *in Claude or ChatGPT.*

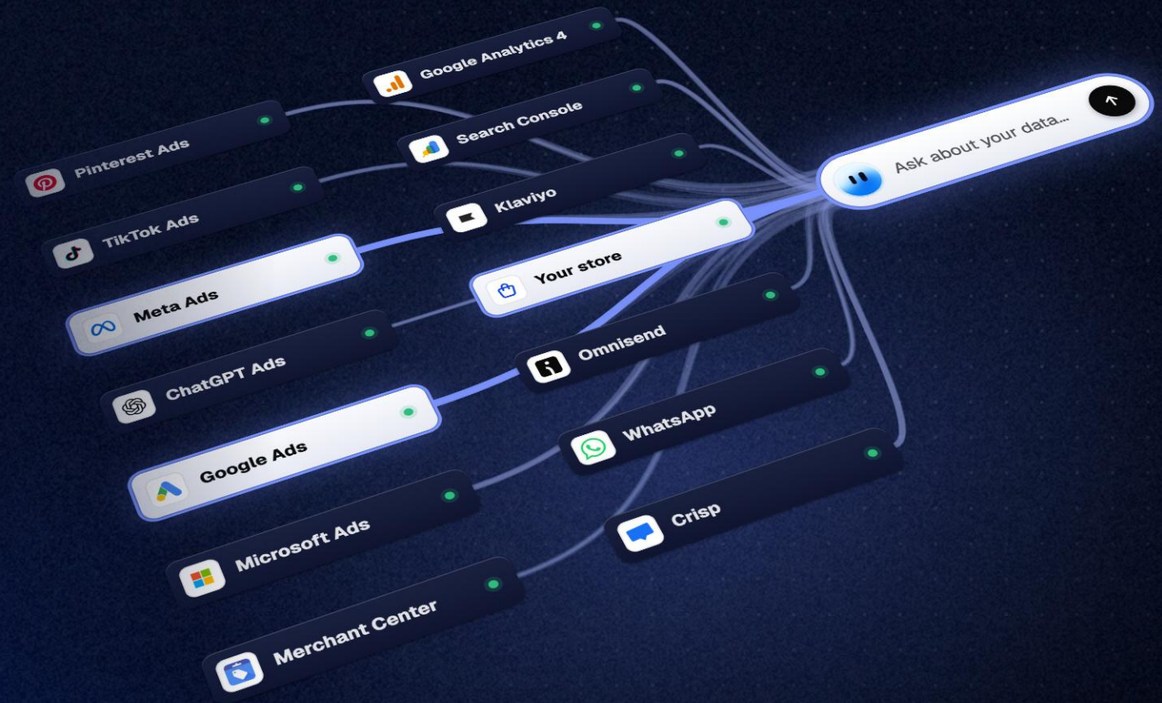
Fullmetrix Assistant connected to your store and ad accounts

Which products lost margin this month?
Alex M. · Lumi Skincare — Oct 26

Your store and ad accounts
1,284 orders, product costs, Meta and Google spend — Live

3 products fell below 20% margin.
Meta spend on them doubled since September.

Vitamin C Serum	~~34%~~ → 12%	-22 pts
Night Cream	~~29%~~ → 14%	-15 pts
Face Mist	~~26%~~ → 17%	-9 pts



Ask our **assistant**, or the **AI you already use**.
Answers come from your real **orders**, **margins** and **ad spend**.

Claude · ChatGPT · Gemini · Grok · Le Chat · Cursor

How did they find you?
Just ask them.

One question after checkout. Every answer is **tied to its order** in your reports.

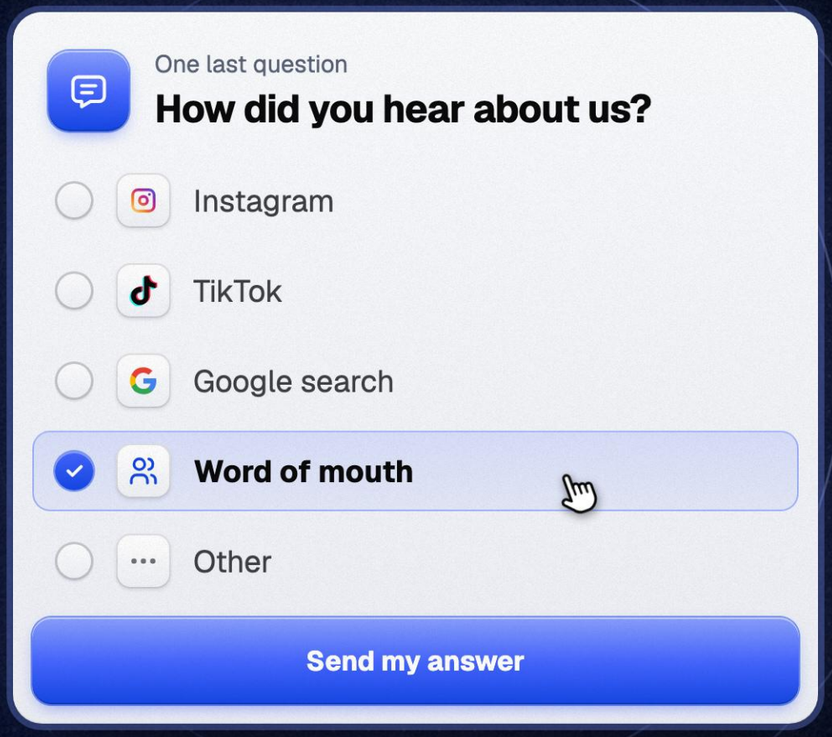
56 customers came by word of mouth
A channel no ad pixel can see



Popup, flyout or embed

New or returning

Day by day trends



Thank you.

Questions?

Connect your store in minutes and start making **profitable decisions**.

fullmetrix.com
Start your free trial today

- Free trial
- No commitment
- Live in minutes

