

The DTC Growth Checklist

10 things to audit before you spend another dollar on ads.

1. Brand & Positioning

- Can a stranger describe who this brand is for in one sentence?
- Is your pricing consistent with the positioning you're claiming?

2. Website & Conversion

- Page load under 3 seconds on mobile?
- Checkout flow under 3 steps?
- Product photography consistent across every listing?

3. Retention & Email/SMS

- Welcome flow live and converting?
- Post-purchase flow live and converting?
- Win-back flow for lapsed customers?

4. Paid Media

- Is spend concentrated on your best 20% of creative?
- Are you tracking LTV, not just first-purchase ROAS?

5. Operations

- Does your team have a single source of truth for weekly numbers?
- Is there a clear owner for each channel?

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