

REFRACTIVE

Signal Scan

You're spending money. You're running ads. But something isn't compounding.
In 7 days, we'll show you exactly where the leaks are—and hand you the plan
to fix them.

"Most brands we audit are losing 15–30% of their ad spend to misaligned landing pages, broken attribution, or lifecycle gaps they can't see. Signal Scan makes the invisible visible."

Built for operators who move fast

Signal Scan isn't a slide deck full of "recommendations." It's a working plan built by senior operators who've managed eight-figure ad budgets.

- **Operator-led eCommerce brands** doing \$3M–\$20M+ in annual revenue
- **Real ad spend in market** with willingness to test and iterate
- **Lean teams** that need senior-level clarity without the senior-level headcount
- **Founders who are done guessing** and want a data-backed roadmap they can execute on Monday

What you walk away with

Not theory. Not a generic audit PDF. A working system you can act on immediately.

- **Refraction Map** — a full-funnel diagnosis from ads → pages → CRO → retention, showing exactly where dollars leak out
- **Priority-ranked hit list** — the biggest growth leaks and the fastest wins, ordered by impact

- **90-day testing roadmap** — creative angles, CRO experiments, and lifecycle plays mapped to a real calendar
- **Illuminate snapshot** — an incrementality read on your current channels so you know what's actually driving revenue
- **Loom walkthrough + plan delivery** — a 20–25 minute video walking you through every finding, plus a shareable PDF/Notion doc

7 days. No fluff.

We move fast because your revenue shouldn't wait for a 6-week "discovery phase."

- **Day 1–2:** We get access, pull baselines, and audit your tracking integrity. If the data is lying to you, we find out here.
- **Day 3–4:** Full diagnosis. We build the hypothesis library, flag quick wins, and map where the real upside lives.
- **Day 5–6:** Your 90-day roadmap takes shape. Budget reallocation memo included—so you know where to shift spend immediately.
- **Day 7:** Loom walkthrough delivered. You have a working plan. You decide what happens next.

Investment

\$3,500 one-time

Zero risk: 100% of this fee credits toward month 1 if you start a retainer within 30 days. If Signal Scan doesn't pay for itself in insights alone, it costs you nothing long-term.

Our promise

- **Read-only access** — we look, we don't touch. Your accounts stay exactly as they are.

- **Radical honesty** — if we don't see predictable upside, we'll tell you. We'd rather earn your trust than your money.

Stop guessing. Start compounding.

Book a free 20-minute Signal Read to see if Signal Scan is right for your brand. No pitch. Just clarity.

[BOOK YOUR SIGNAL READ](#)