

GROWTH SCORE (PROXY)
61

/100 · estimated

OPPORTUNITY
31

/95 practical max

CONFIDENCE
70%

capped · public data

SECTOR POSITION
Mid

vs Furniture & Home

GROWTH SCORE (PROXY)

How you perform across 10 channels

Commercial / Customer Value		92	Strong
Email Marketing		88	Strong
Direct / Brand Demand		78	Opportunity
SEO		71	Opportunity
Paid Social		69	Opportunity
PPC		64	Opportunity
Market Share		63	Opportunity
Organic Social		58	Critical
CRO		52	Critical
GEO / AI Visibility		41	Partial

Only populated metrics are scored (54/68). Blanks are excluded and lower the affected channel's confidence. Bands: Strong ≥85 · Opportunity ≥60 · Critical <60.

OPPORTUNITY SCORE

Where the biggest, most reliable upside is

Channel	Score	Confidence	Uplift	Status
CRO	52	90%	+7.8	Critical
PPC	64	90%	+4.5	Opportunity
SEO	71	90%	+4.4	Opportunity
GEO / AI Visibility	41	85%	+3.0	Critical
Paid Social	69	90%	+2.2	Opportunity
Market Share	63	85%	+1.9	Opportunity
Organic Social	58	80%	+1.3	Critical
Email Marketing	88	90%	+0.9	Strong
Commercial / Value	92	90%	+0.7	Strong
Direct / Brand	78	80%	+0.7	Opportunity

Opportunity = gap to target × commercial weight × data confidence — large, reliable gaps first. A falling score over time is good.

BIGGEST OPPORTUNITY AREAS

Where to look first

CRO	Checkout & mobile conversion below sector	High
PPC	Budget lost to rank; brand-heavy spend	High
SEO	Commercial terms just off the top 3	High
GEO / AI	Low brand presence in AI answers	Medium
Paid Social	Strong return, under-invested	Medium

STEP UP — WHAT A GROWTH BLUEPRINT ADDS

This snapshot uses public data, so confidence is capped and no revenue forecast is shown. Built on your own performance data, a Growth Blueprint unlocks the full Confidence Rating, a commercial forecast by channel (low/mid/high), a prioritised 30/60/90-day plan and quarterly forecast-vs-actual. The Growth Accelerator adds bottom-up Paid, SEO, Email and CRO models.

Forecasts are an evidence-based indication of achievable growth shown as a range, not a guarantee or target. They assume good execution and exclude external factors such as product, stock, pricing, returns and seasonality. Figures shown period-basis unless stated.