



BRAND AUDIT REPORT - CONFIDENTIAL

Thick Thigh Tribe

shopify · \$50K/month

Prepared by Kevin Mornot
Kevin Builds Brands

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Confidential

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01 — EXECUTIVE SUMMARY

The Real Situation

"Thick Thigh Tribe's homepage headline 'Made for thickness. Designed for real thighs. Not runway bodies.' captures their mission but fails to convert effectively. With a \$50,000 monthly revenue and a focus on plus-size thigh-high socks, their biggest bottleneck is homepage conversion. The lack of critical apps like reviews and email marketing is costing them momentum and money."

\$50K MONTHLY REVENUE	\$12–\$65 PRODUCT PRICE RANGE	140 ACTIVE SKUS
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02 — GAP ANALYSIS

Where You Stand vs Where You Should Be

Benchmarked against brands at your revenue stage. Every gap is a direct revenue leak.

Category	Your Score	You vs Benchmark (7)	Gap
Offer Clarity	6/10		-1 Decent
Homepage Conversion	4/10		-3 Weak
Positioning	7/10		0 Strong
Content Quality	5/10		-2 Decent
Trust & Social Proof	3/10		-4 Weak
Conversion Flow	5/10		-2 Decent
Scale Readiness	4/10		-3 Weak

03 — REVENUE AT RISK

What This Is Costing You Right Now

ESTIMATED MONTHLY REVENUE LEFT ON THE TABLE

\$2,400 – \$4,800

Based on category averages and current conversion estimates. Validate against your actual analytics.

The owner's stated bottleneck is homepage conversion. Without reviews, email marketing, or upsell strategies, they are losing approximately \$1,639 monthly. The lack of social proof and engagement tools directly impacts conversion rates and average order value.

04 — DIAGNOSIS

What's Broken

01

PROBLEM 01

Lack of Social Proof

"No reviews app installed; missing critical trust signals."

Show Your Work

	Current	After fixes
Monthly sessions	8,000	8,000
Conversion rate	1.5%	2.0%
Average order value	\$29.02	\$32.0
Monthly revenue	\$3,481	\$5,120

PROJECTED LIFT FROM THIS AUDIT

+\$1,639/mo - +\$19,668/yr

Fixing issues with homepage conversion and adding critical apps lifts CR from 1.5% to 2.0% on ~8,000 monthly sessions at \$32 AOV, worth \$1,639/mo or \$19,668/yr.

Current-state assumption: Traffic and CR estimates based on industry averages for similar Shopify stores.

Projection assumption: Improvements from adding reviews, email marketing, and optimizing homepage.

If You Do Nothing

THIS IS WHAT HAPPENS NEXT

You'll keep scaling traffic into a store that doesn't convert.

Which means you'll spend more to make the same money.

30 days: Expect stagnant conversion rates and continued revenue loss.

60 days: Competitors will gain market share as your conversion rates remain low.

90 days: Potential loss of \$4,917 in revenue.

12 months: Annual revenue loss could reach \$19,668 if no changes are made.

<p>30 DAYS</p> <p>\$1,639</p> <p>lost to weak conversion</p>	<p>90 DAYS</p> <p>\$4,917</p> <p>while competitors fix this</p>	<p>12 MONTHS</p> <p>\$19,668</p> <p>left on the table. Annually.</p>
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What's Possible

01

OPPORTUNITY 01

Install Reviews App

Social proof is critical for increasing conversion rates.

Do this:

- Install Okendo for reviews.
- Integrate with Klaviyo for email campaigns.
- Display reviews prominently on product pages.

Expected lift: +0.3% CR (~\$696/mo) · **Tools:** Okendo · **Time:** 3–4 hours

02

OPPORTUNITY 02

Optimize Homepage Layout

Directly addresses the owner's conversion bottleneck.

Do this:

- Rework headline to be more action-oriented.
- Add clear CTAs above the fold.
- Highlight top products with direct links.

Expected lift: +0.2% CR (~\$464/mo) · **Tools:** Shopify Theme Editor · **Time:** a weekend

03

OPPORTUNITY 03

Implement Email Marketing

Increases repeat purchases and customer lifetime value.

Do this:

- Set up Klaviyo account.
- Create welcome and post-purchase flows.
- Segment audience for targeted campaigns.

Expected lift: +\$500/mo · **Tools:** Klaviyo · **Time:** 1-2 days

04

OPPORTUNITY 04

Introduce Upsell Strategies

Increases average order value.

Do this:

- Install Rebuy for upsells.
- Create product bundles.
- Offer post-purchase upsells.

Expected lift: +\$300/mo · **Tools:** Rebuy · **Time:** half-day

05

OPPORTUNITY 05

Enhance Analytics

Improves decision-making with better data.

Do this:

- Install Triple Whale for analytics.
- Track conversion paths.
- Analyze customer behavior.

Expected lift: Improved decision-making · **Tools:** Triple Whale · **Time:** 1 day

07 — DO THIS FIRST

Nothing Else Until This Is Done

YOUR #1 MOVE — THIS WEEK

Install a reviews app immediately.

Reviews are critical for trust and conversion, directly addressing the homepage conversion bottleneck.

08 — THE FULL PLAN

Everything Else, In Order

- 01 Install Okendo for reviews.** · trust
today · 3–4 hours · Increases conversion rate by adding social proof.
- 02 Rework homepage headline and CTAs.** · conversion
this week · a weekend · Improves initial user engagement and conversion.
- 03 Set up Klaviyo for email marketing.** · email
week 2 · 1-2 days · Boosts repeat purchases and customer retention.
- 04 Install Rebuy for upsell opportunities.** · conversion
week 2 · half-day · Increases average order value through upsells.
- 05 Implement Triple Whale for analytics.** · tech
month 1 · 1 day · Provides deeper insights into customer behavior.
- 06 Create product bundles.** · offer
month 1 · 1 day · Encourages larger purchases, increasing AOV.
- 07 Launch targeted email campaigns.** · email
month 2 · 1-2 days · Drives traffic and conversions through segmented lists.

08 Enhance product page descriptions. · content
month 2 · 1-2 days · Improves SEO and conversion rates.

09 Add customer testimonials to homepage. · trust
month 2 · half-day · Builds trust and credibility with new visitors.

10 Optimize mobile site performance. · tech
quarter · week · Improves user experience and conversion on mobile.

What You Have vs What's Missing

The current tech stack is missing critical components like reviews, email marketing, and analytics, costing them conversion and retention. Installing Okendo, Klaviyo, and Triple Whale will address these gaps and drive revenue growth.

- Email Marketing *Not detected*

- Reviews & Social Proof *Not detected*

- Upsell & AOV *Not detected*

- Customer Support *Not detected*

- Buy Now Pay Later *Not detected*

- Analytics & Attribution *Not detected*

- SMS Marketing *Not detected*

- Loyalty *Not detected*

- Popups & Capture *Not detected*

Where You Stand vs The Market

Thick Thigh Tribe operates in the niche market of plus-size thigh-high socks and hosiery, targeting plus-size women with fuller thighs. Among the competitors, Glamory and Kix'ies offer similar products but with broader target demographics, including men and petite sizes. Thunda Thighs is the most direct competitor, focusing specifically on plus-size thigh-high socks. Brands like The Tight Spot and Sock Dreams offer hosiery but are more general in their product offerings and target audiences, making them less direct competitors.

Thunda Thighs · thundathighs.com **THREAT: HIGH**

"We offer the best quality plus-size thigh-high socks! Plus Size Thigh-High Socks, uniquely crafted and never previously made for large legs."

Thunda Thighs emphasizes the uniqueness and quality of their plus-size thigh-high socks, directly targeting the same niche as Thick Thigh Tribe.

Glamory · glamoryhosiery.com **THREAT: MEDIUM**

"Luxury plus size hosiery and large tights. Fits for curvy, tall, little women, males, bigender and agender person."

Glamory offers a luxury angle and a broader inclusivity in their sizing, appealing to a wider audience beyond just plus-size women.

Kix'ies · kixies.com **THREAT: MEDIUM**

"Kixies Thigh-High Stockings are the most comfortable stockings you can wear. Our unique silicone no-slip-grip band keeps them up all day and night without a garter belt."

Kix'ies highlights comfort and practicality with their no-slip-grip band, which is a strong selling point for thigh-high stockings.

Your Advantages

- Focus on plus-size thigh-high socks and hosiery as highlighted in the headline 'Thick Thigh Tribe'.
- Targeting specifically plus-size women with fuller thighs, which is a more focused demographic than some competitors.

Gaps to Close

- Consider emphasizing unique features like Thunda Thighs' 'uniquely crafted' products.
- Explore offering a luxury line or broader inclusivity like Glamory to appeal to a wider audience.

What Happens Next

RECOMMENDED NEXT STEP

Homepage Rewrite

This is the single highest-leverage move you can make this week.

HOW TO USE THIS REPORT

Start with the #1 move in Section 07 this week. Pick two items from the Full Plan in Section 08 for next week. Don't fix everything at once — sequence beats surface area.

Questions about a specific finding? Reply to the email this report came in — Kevin reads every one and you get 7 days of follow-up Q&A included.

Kevin Mornot

Founder, Kevin Builds Brands

kevinbuildsbrands.com

kevin@kevinbuildsbrands.com

This report is confidential and prepared exclusively for **Thick Thigh Tribe**. All insights are based on publicly available website data and intake information provided at time of audit. Revenue estimates are based on category averages and should be validated against your actual analytics. Questions within 7 days: kevin@kevinbuildsbrands.com