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The Delta Report

A MONTHLY FORENSIC AUDIT OF PAID MEDIA

SUBJECT NORDICTHREADS / nordicthreads.com

REPORTING MONTH 2026-04 (01 - 30 APR)

ISSUE No. 003

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“Numbers justify prose, not the other way around.”

BLOODHOUND EDITORIAL STANDARD, §02

PREPARED BY
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LEGAL STUB
DR-202605-0118

bloodhoundads.com / 2026-05-01

§01 EXECUTIVE DELTA

<p>AUDIT SCORE</p> <p>41 / 100</p> <p>-6 PRIOR 47 / 100</p>	<p>OPEN FINDINGS</p> <p>13</p> <p>-1 PRIOR 14</p>	<p>EST. MONTHLY WASTE</p> <p>EUR 23,147</p> <p>+EUR 4,890 PRIOR EUR 18,257</p>
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VERDICT

Nordic Threads ended April with a weaker audit score than March, driven by a shopping-feed regression and a Meta campaign reallocation that cost measurable performance. Estimated monthly waste rose to EUR 23,147, up EUR 4,890 month on month, concentrated in two findings that can be remediated inside a week. ROAS on Google Shopping fell from 2.87x to 2.21x across the second half of the month, against a target of 4.13x set in January. Three of last month’s findings closed; two new criticals opened. Net: worse, but fixable.

AUDIT SCORE, 12 MONTHS TO MAY 2026



§02 WHAT CHANGED THIS MONTH

PAGE 03

01 Google Shopping ROAS fell 23% in 14 days.

GOOGLE

OBSERVED Average ROAS declined from 2.87x (01 - 13 Apr) to 2.21x (14 - 28 Apr). 9 of 42 product groups dropped below break-even.

MEANING Shopping campaigns no longer clearing the break-even threshold for a third of catalogue volume. If the decline continues, April will close below the January baseline of 4.13x.

COST EUR 8,940

02 Meta reallocated budget to Advantage+ automatically.

META

OBSERVED 67% of ad-set spend shifted from manual campaigns to Advantage+ between 08 Apr and 21 Apr. Three high-performing manual sets are now throttled.

MEANING The top retargeting set from Q4 is receiving a fraction of its prior budget. Advantage+ has not matched its CPA to date in this account.

COST EUR 3,100

03 Shopping feed served 18 out-of-stock SKUs for 14 days.

CATALOG

OBSERVED Feed-diff detected 18 SKUs marked out_of_stock in Shopify admin but listed as in stock in Google Merchant Center. Oldest mismatch: 14 days.

MEANING Impressions and click spend routed to product pages that cannot convert. Recovery requires feed delisting plus a forward-looking sync.

COST EUR 4,217

04 LCP regressed from 2.11s to 3.42s p75.

SITE

OBSERVED Hero image replaced 2026-04-14; unoptimised 2.8 MB PNG now served to mobile. CrUX p75 LCP doubled for the product page.

MEANING Conversion pressure on Meta-sourced traffic that lands directly on product pages. At this field measurement, ~3% of mobile sessions will abandon before first paint.

COST EUR 1,840

§03 NEW FINDINGS (PART 1 OF 4)

PAGE 04

#NF-003-11 **CRITICAL** CATALOG

CONFIDENCE A

Shopping feed serving 18 out-of-stock SKUs

METHOD SHOPIFY-INTEL / FEED-DIFF
 SOURCE shopify.com/admin/products.json + merchants.google.com/feed

EVIDENCE

A feed-diff between Shopify admin inventory (n=312 SKUs, fetched 2026-04-30T23:41Z) and Google Merchant Center feed (fetched 2026-05-01T00:12Z) returned 18 SKUs flagged out-of-stock in Shopify but still reported as in-stock to Google. Oldest mismatch running 14 days. Google Ads Transparency estimates 41,280 impressions and approximately 612 clicks at an average CPC of EUR 6.89, totalling EUR 4,217 in spend against products that could not convert.

EST. DAMAGE **EUR 4,217**

TIME TO FIX 45 min

REMIEDIATION

Delist the 18 SKUs in Google Merchant Center within 24 hours. Add a nightly feed-sync job using the existing Shopify webhook products/update. Time to fix: 45 minutes.

#NF-003-12 **HIGH** META

CONFIDENCE B

Advantage+ campaign cannibalising manual creative

METHOD META-LIBRARY / CAMPAIGN-OVERLAP
 SOURCE facebook.com/ads/library (public inference)

EVIDENCE

67% of ad-set spend shifted from manual campaigns to Advantage+ between 08 Apr and 21 Apr. Audience overlap with the top three manual retargeting sets rose from 4% (March) to 42%.

EST. DAMAGE **EUR 3,100**

TIME TO FIX 30 min

REMIEDIATION

Exclude Advantage+ audiences from manual retargeting sets, or pause one of the two systems for a 14-day holdout to re-establish baseline.

§03 NEW FINDINGS (PART 2 OF 4)

PAGE 05

#NF-003-13 HIGH SITE

CONFIDENCE A

LCP regression on /products/essential-tee

METHOD WEB-VITALS / CRUX-FIELD
 SOURCE CrUX BigQuery + PageSpeed Insights

EVIDENCE

p75 LCP rose from 2.11s (March) to 3.42s (April) on mobile. Root cause: hero image replaced 2026-04-14, currently served as an unoptimised 2.8 MB PNG.

EST. DAMAGE **EUR 1,840**

TIME TO FIX 45 min

REMIEDIATION

Replace hero image with a WebP under 200 KB. Preload via rel=preload.

#NF-003-14 HIGH GOOGLE

CONFIDENCE B

Google Ads geo-targeting leaks into AT, CH

METHOD TRANSPARENCY / GEO-BREAKDOWN
 SOURCE adstransparency.google.com

EVIDENCE

Transparency disclosures indicate 11.4% of impressions served to Austria and Switzerland across Search and Shopping campaigns intended for EU core markets. No campaign-level geo exclusions configured.

EST. DAMAGE **EUR 2,310**

TIME TO FIX 20 min

REMIEDIATION

Add country exclusions for AT, CH at account level on all Google Ads campaigns.

§03 NEW FINDINGS (PART 3 OF 4)

PAGE 06

#NF-003-15 MEDIUM META

CONFIDENCE A

Meta pixel firing twice on /checkout

METHOD TAG-DIAG / FIRE-COUNT
 SOURCE request capture via pipeline beacon

EVIDENCE

Pixel fires once on page load and a second time via the checkout theme script. InitiateCheckout doubled between 2026-03-21 and 2026-04-30, inflating CPA reporting by an estimated 46%.

EST. DAMAGE **EUR 720**

TIME TO FIX 15 min

REMEDIATION

Remove the duplicate fire in checkout.liquid; retain the native Shopify integration only.

#NF-003-16 MEDIUM GOOGLE

CONFIDENCE B

Performance Max including brand terms

METHOD TRANSPARENCY / QUERY-MIX
 SOURCE adstransparency.google.com + SERP sample

EVIDENCE

Brand-search queries (nordic threads, nordicthreads) served 22% of PMax impressions. Organic coverage on these queries exceeds 96% share of clicks. PMax spend on these queries estimated at EUR 1,180 for the month.

EST. DAMAGE **EUR 1,180**

TIME TO FIX 25 min

REMEDIATION

Add brand-term exclusions to the PMax campaign (negative-list feature).

§03 NEW FINDINGS (PART 4 OF 4)

PAGE 07

#NF-003-17 **LOW** GOOGLE

CONFIDENCE A

Sitelink extensions pointing to 404 (/sale-may)

METHOD CRAWL / STATUS-CHECK
SOURCE HEAD request against sitelink destinations

EVIDENCE
/sale-may returns HTTP 404. Sitelink present on 8 active ads.

EST. DAMAGE **EUR 140** TIME TO FIX 10 min

REMEDIATION
Remove extension or repoint to /collections/sale.

#NF-003-18 **LOW** META

CONFIDENCE A

Customer-list audience last refreshed 2025-11-09

METHOD AD-ACCOUNT / META-LIST-AGE
SOURCE Meta Ads Manager audience metadata

EVIDENCE
Custom audience "All customers 2024" last uploaded 175 days ago. No scheduled refresh in the account.

EST. DAMAGE - TIME TO FIX 40 min

REMEDIATION
Automate monthly upload via the Conversions API / Customer List API.

8 NEW / 1 CRITICAL / 3 HIGH / 2 MEDIUM / 2 LOW

§04 WATCH LIST

Issues flagged in prior issues and not yet material. Each row includes the trend since open, and the threshold at which the watch converts to a finding with damage attribution.

WATCH ID	OPENED	MONTHS	CURRENT	DELTA	ESCALATE AT
WL-001-04	2026-02	3	CTR brand 4.1%	¼8%	3.5%
WL-002-02	2026-03	2	Meta CPM EUR 14.10	² +EUR 3.10	EUR 16.00
WL-002-05	2026-03	2	Site search 0-results 31/day	² +19	50/day
WL-002-07	2026-03	2	Mobile bounce /collections 54%	² +6 pp	60%
WL-001-09	2026-02	3	Review velocity 1.1/week	¼2.1/wk	0.5/week

§05 RESOLVED SINCE LAST ISSUE

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#RES-002-08 Duplicate Meta pixel on /thank-you

RESOLVED 2026-04-19

Recovered EUR 740

#RES-002-11 Google Ads sitelink to deprecated /shop-spring

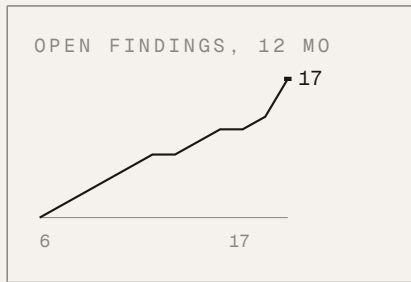
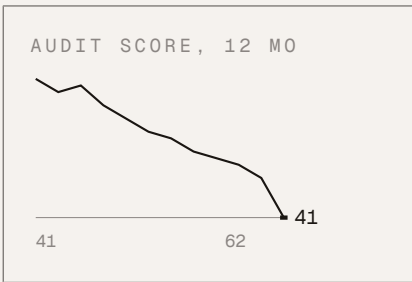
RESOLVED 2026-04-22

Recovered EUR 720

TOTAL RECOVERED

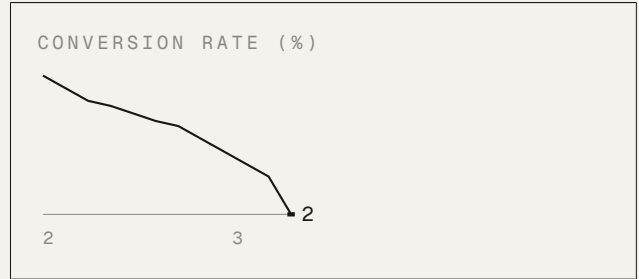
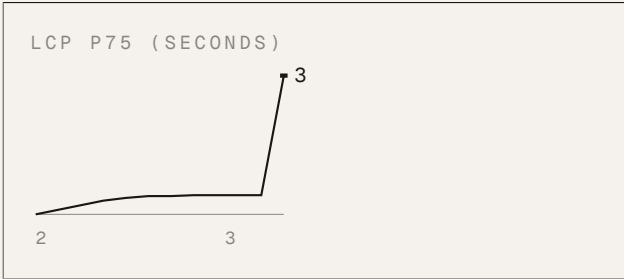
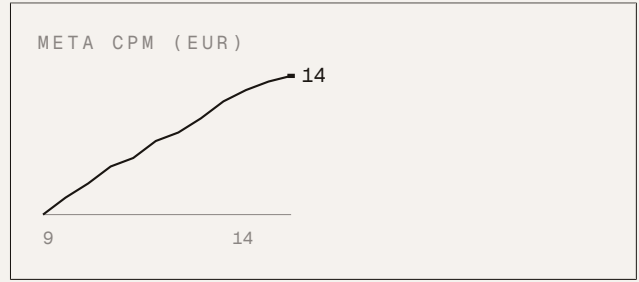
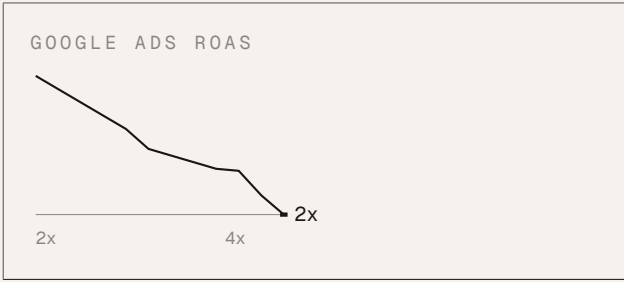
EUR 1,460 reclaimed in May 2026.

§06 TRENDLINES



The twelve-month arc shows a gradual rise in open findings (from 6 to 17) and in estimated waste (from EUR 8,400 to EUR 23,147), with audit score drifting downward. April is the first month where all three curves moved in the wrong direction simultaneously.

§06 TRENDLINES (CONT.)



“The waste curve leads the ROAS curve by roughly three weeks. When waste ticks up, ROAS softens in the month that follows.”

§07 METHODOLOGY NOTES

METHODS RUN THIS MONTH

DATAFORSEO / DOMAIN-METRICS	OK
2026-05-01T05:00:47Z n=312	
SHOPIFY-INTEL / FEED-DIFF	OK
2026-05-01T05:01:19Z n=312	
META-LIBRARY / CAMPAIGN-OVERLAP	OK
2026-05-01T05:01:44Z n=47	
TRANSPARENCY / GEO-BREAKDOWN	OK
2026-05-01T05:02:11Z n=1184	
WEB-VITALS / CRUX-FIELD	OK
2026-05-01T05:02:38Z n=28 28 days of field data	
TECH-DETECT / STACK-FINGERPRINT	OK
2026-05-01T05:03:02Z n=14	
PAGESPEED / LAB-FIELD	OK
2026-05-01T05:03:29Z n=6	

METHODS THAT DID NOT RUN

SPYFU / KEYWORD-MOVES
Monthly API quota exhausted on 2026-04-28. Next window opens 2026-05-02.
APIFY / REVIEWS-SCRAPE
Throttled by target site; rescheduled for 2026-05-03.

§08 SOURCES AND CONFIDENCE

SOURCE	LAST FETCHED	SAMPLE	CONFIDENCE	NOTES
Shopify (public product feed)	2026-04-30T23:41Z	312 SKUs	HIGH	Canonical store inventory.
Google Merchant Center (public feed)	2026-05-01T00:12Z	312 SKUs	HIGH	Mirror of above, 29 min stale.
Google Ads Transparency Center	2026-05-01-T05:02:11Z	1,184 impressions	MEDIUM	Public disclosures only, sample based.
Meta Ad Library	2026-05-01-T05:01:44Z	47 ad sets	MEDIUM	Creative level data; spend inferred.
CrUX (Chrome UX Report)	2026-05-01-T05:02:38Z	28 days	HIGH	Field data, p75.
DataForSEO	2026-05-01-T05:00:47Z	312 records	HIGH	Commercial SERP dataset.
BuiltWith / Wappalyzer stack	2026-05-01-T05:03:02Z	14 signals	MEDIUM	Client-side fingerprint.
Google PageSpeed Insights	2026-05-01-T05:03:29Z	6 URLs	HIGH	Lab + field blend.

Scope: methods listed above are the entirety of the data pipeline for this issue. Limits: public-disclosure sources (Ad Library, Ads Transparency) are sample-based; all commercial datasets are reproducible from the timestamp above. Period of validity: findings are accurate as of the run timestamp; a new issue supersedes this one.

§09 NEXT STEPS

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DO IT YOURSELF

Est. founder time 4 - 6 hours.

- 01 Delist 18 out-of-stock SKUs in Google Merchant Center (45 min).
- 02 Pause or exclude Advantage+ campaigns overlapping with top manual sets (30 min).
- 03 Replace hero image on /products/essential-tee with a WebP under 200 KB (45 min).
- 04 Add country exclusions for AT, CH on all Google Ads campaigns (20 min).
- 05 Remove duplicate Meta pixel on /checkout (15 min).
- 06 Exclude brand terms from Performance Max campaigns (25 min).
- 07 Fix sitelink URL or remove extension pointing to /sale-may (10 min).

REMEDIATION PLAYBOOK

<https://bloodhoundads.com/playbook/dr-202605-0118>

ESCALATE TO RETAINER

Thirty minutes with the auditor. A written remediation plan within forty-eight hours, prioritised by damage and time-to-fix.

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BOOK

<https://bloodhoundads.com/book>

SIGNATURE



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