Lumen Metrics

COMPANY OVERVIEW · 2026

Every store's numbers, explained in plain English.

Lumen Metrics turns Shopify and ad-platform data into a weekly briefing a shop owner can read in five minutes, with the three actions most likely to grow next week's sales.

THE PROBLEM

Small online stores run on six dashboards and no answers. Owners spend 4+ hours a week exporting reports, and still can't say which campaign actually paid.

WHAT WE DO

One connected view of sales, ads and inventory, a Monday briefing written by AI and checked against your real numbers, and alerts before a best-seller runs out.

3,200
stores on Lumen

4.1 h
saved per owner each week

+11%
median revenue after 90 days

4.9/5
app store rating, 610 reviews

Weekly briefing

What changed, why, and what to do about it, every Monday at 8am.

Ad truth

Blended ROAS across Meta, Google and TikTok, matched to real orders.

Stock alerts

A heads-up 14 days before a top seller sells out, with a reorder quantity.

> *"I used to dread Monday reporting. Now I read one page with my coffee and know exactly where to spend."*
>
> Dana Ortiz, founder, Willow & Thread (fictional example)

WHY TEAMS CHOOSE US

- Set up in 10 minutes, no spreadsheets
- Every number links back to its source
- Built for stores doing $10k to $5M a year

COMPANY

- Founded 2023, remote, 24 people
- SOC 2 Type II, GDPR-ready
- Pricing from $39/month, 14-day trial

See your own store's briefing
15-minute demo with your real data.

lumenmetrics.example/demo

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