

The Ecommerce Channel Stack Playbook

Which channels to build, in what order, and why

Most brands pick the wrong channels. Almost every brand builds them in the wrong order.

Free Resource | aiadvantageagency.com/guides | Last Updated: May 2026

WHAT'S INSIDE:

- Why channel order matters more than channel choice
- The Order of Operations: Capture → Demand → Retain → AI Visibility
- Stage-by-stage build guide: Google, Microsoft, Meta, TikTok, Pinterest, Email + SMS, AEO
- The Channel Stack Builder: which channels fit your AOV, product type, and budget
- Platform selection matrix by product type and average order value
- Budget guidance across four spend tiers
- The 90-day expansion roadmap: three real-world scenarios
- Cross-references to every deep-dive guide in the library

THE ECOMMERCE CHANNEL STACK PLAYBOOK

AI Advantage Agency | aiadvantageagency.com

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INTRODUCTION

Why Channel Order Matters More Than Channel Choice

Why Channel Order Matters More Than Channel Choice

Most ecommerce brands fail at channel expansion not because they pick the wrong platforms, but because they add them in the wrong order.

A brand that launches TikTok before Google Shopping is creating demand it cannot capture. Shoppers see the ad, search for the product, and buy from a competitor who is in the Shopping auction. A brand that runs Meta without email is paying to acquire customers it immediately loses -- every repeat purchase goes to direct traffic or, worse, back to paid acquisition. A brand that invests in AI visibility before it has content authority is optimizing a signal that does not yet exist.

The sequencing problem is more expensive than the platform selection problem. You can run the wrong channel and lose money on that channel. If you sequence incorrectly, you lose money across all your channels simultaneously -- each one underperforming because the one that should have come first is missing.

The Order of Operations framework:

This playbook organizes every ecommerce marketing channel into four stages. The stages are sequential -- not because you must complete one before starting the next, but because each stage makes the next one more effective. Capture channels make demand channels more efficient. Demand channels make retention worth investing in. Retention makes AI visibility compound faster.

| STAGE 1 | STAGE 2 | STAGE 3 | STAGE 4 |
|---|---|---|--|
| CAPTURE | CREATE DEMAND | RETAIN | AI VISIBILITY |
| Google Shopping Microsoft Shopping | Meta TikTok Pinterest | Email + SMS Klaviyo | Google AI Overviews Copilot ChatGPT |
| Capture high-intent buyers already searching to buy | Build awareness and drive consideration for your products | Convert one-time buyers into repeat customers | Get cited when shoppers ask AI tools for recommendations |

This playbook is for founders, CMOs, and marketing directors making channel investment decisions -- not practitioners running campaigns. For platform-level campaign setup, refer to the companion deep-dive guides listed at the end of each section.

SECTION 01

The Channel Stack: Order of Operations Overview

This is the complete channel stack reference. Each channel has one primary job. Building channels in order of their stage -- Capture first, then Demand, then Retain, then AI Visibility -- is the single most important structural decision in your marketing program.

| Channel | Primary Job | Stage | Why It Belongs Here |
|------------------------------------|--|-------------------------------|---|
| Google Shopping / Search | Capture high-intent buyers searching to buy | Stage 1: Capture | Highest purchase intent of any channel. Build this floor first. |
| Microsoft Shopping / Search | Expand capture reach; gain Copilot visibility | Stage 1: Capture | Lower CPCs, older buyer demographics, and direct Bing/Copilot Shopping integration. |
| Meta (Facebook + Instagram) | Create demand; retarget warm audiences | Stage 2: Demand | Default demand channel. Reaches the broadest audience with the most ad format flexibility. |
| TikTok | Create demand; reach younger audiences | Stage 2: Demand | Highest organic reach potential. Requires strong creative and younger demographic fit. |
| Pinterest | Visual discovery for high-AOV considered purchases | Stage 2: Demand | Search-intent platform with a 21 to 30 day purchase window. Strong for home, fashion, beauty. |
| Email + SMS | Retain customers; recover abandoned carts; expand LTV | Stage 3: Retain | Highest ROAS of any channel. Requires a list -- which demand channels build. |
| Google AI Overviews | Get products cited in AI-powered Google search results | Stage 4: AI Visibility | Merchant Center feed quality and product schema are the primary signals. |
| Microsoft Copilot Shopping | Get products surfaced in Copilot shopping recommendations | Stage 4: AI Visibility | Bing Shopping feed and product schema. Growing rapidly as Copilot adoption expands. |
| ChatGPT and Perplexity | Earn content citations in AI buying guides and recommendations | Stage 4: AI Visibility | Requires content authority. Blog content and AEO optimization drive citation eligibility. |

KEY INSIGHT

Every channel in this table works in isolation. The compounding advantage comes from building them in sequence. Each stage increases the return on every subsequent stage. Capture channels make demand channels more efficient. Demand channels make retention worth the investment. A complete stack compounds over time in a way that isolated channel management cannot replicate.

SECTION 02

Stage 1 -- Capture: Google Shopping and Microsoft Shopping

Stage 1 -- Capture: Google Shopping and Microsoft Shopping

Capture channels intercept shoppers who have already decided to buy and are actively searching for a product. This is the highest-intent traffic available in paid media, and it is where your channel stack must begin. Building demand before you have capture in place means paying to create intent you cannot convert.

Google Shopping

Google Shopping is the first channel most ecommerce brands should build. It puts your products in front of shoppers at the exact moment they search for them, before any organic result, text ad, or competitor content. Google Shopping ads now drive 66% of all Google retail clicks. If you are not in the Shopping auction, you are invisible to the majority of high-intent Google shoppers.

What to have in place before spending on Google Shopping:

- Google Merchant Center account verified and linked to Google Ads
- Product feed with optimized titles (Brand + Product Type + Key Attribute), accurate pricing, and GTINs for branded products
- Conversion tracking verified accurate in both Google Ads and GA4
- Shipping and return policies configured in Merchant Center
- Disapproval rate below 5% before increasing spend

Microsoft Shopping

Most ecommerce brands skip Microsoft Shopping. This is a mistake. Microsoft Advertising reaches a distinct audience -- skewing older, higher income, and more likely to be in active purchase mode -- at CPCs that are typically 20 to 35% lower than Google. More importantly, Microsoft's Bing Shopping feed powers Copilot's shopping recommendations. Brands that are not in the Microsoft Merchant Center are not eligible to appear in Copilot Shopping results as that surface grows.

Stage 1 readiness checklist:

| Readiness Signal | Google Shopping | Microsoft Shopping |
|------------------------------|---------------------------|--|
| Feed live and approved | Required before spending | Required before spending |
| Conversion tracking verified | Required -- no exceptions | Required before bidding on conversions |
| Disapproval rate | Below 5% | Below 5% |

| Readiness Signal | Google Shopping | Microsoft Shopping |
|---|-----------------------------------|--|
| Minimum monthly conversions for smart bidding | 30 to 50 per month | 20 to 30 per month |
| When to move to Stage 2 | After 60 days of stable ROAS data | Can launch Stage 2 alongside Microsoft |

Stage 1 budget guidance:

| Monthly Ad Budget | Google Shopping | Microsoft Shopping | Notes |
|----------------------|----------------------|----------------------------|---|
| Under \$5,000 | \$3,500 to \$4,500 | \$500 to \$1,000 | Google first. Add Microsoft when Google ROAS is stable. |
| \$5,000 to \$15,000 | \$4,000 to \$10,000 | \$1,000 to \$3,000 | Run both simultaneously. Microsoft budget scales with Google. |
| \$15,000 to \$30,000 | \$10,000 to \$18,000 | \$3,000 to \$6,000 | Both fully active. Begin Stage 2 at this tier. |
| \$30,000+ | Scale to ROAS target | 10 to 20% of Google budget | Full capture stack. Stage 2 and 3 should also be active. |

TIP

Deep-dive resources: Google Shopping for Ecommerce Brands guide covers feed optimization, campaign structure, bidding strategy, and Merchant API migration in full. See aiadvantageagency.com/guides/

SECTION 03

Stage 2 -- Create Demand: Meta, TikTok, and Pinterest

Stage 2 -- Create Demand: Meta, TikTok, and Pinterest

Demand creation channels reach shoppers before they are searching. They build awareness, create consideration, and generate the intent that your capture channels then convert. Running demand channels before capture is in place means paying to send shoppers to a competitor's Shopping ad. Running demand channels after capture is stable means every dollar of awareness spend has a floor to land on.

Meta (Facebook and Instagram)

Meta is the default demand channel for most ecommerce brands because it offers the broadest reach, the most mature ad formats, the strongest retargeting infrastructure, and the most tools for creative testing. Creative quality now drives 70 to 80% of Meta performance -- the algorithm finds the audience, your creative determines whether it converts.

When it makes sense: Meta makes sense for almost every ecommerce brand with a product that can be shown visually. It is the highest-priority Stage 2 channel for most brands regardless of AOV or product type.

When to skip or delay: Brands with extremely niche B2B products or very low margins may find Meta's CPMs difficult to justify without strong creative velocity and a clear retargeting pool.

TikTok

TikTok reaches a younger, highly engaged audience through short-form video. Its organic reach potential is higher than any other platform for content that resonates. Ad performance depends almost entirely on creative quality -- TikTok's algorithm is unforgiving of content that does not feel native to the platform.

When it makes sense: TikTok makes sense when your audience skews under 35, your product is visually demonstrable, and you have the creative capacity to produce 3 to 5 new video concepts per week. It compounds strongly for brands where organic and paid reinforce each other.

When to skip or delay: Brands without dedicated video creative capacity will struggle. TikTok's creative lifespan is 7 to 14 days -- you need a production system, not occasional content.

Pinterest

Pinterest is a visual search engine, not a social network. Users arrive with purchase intent -- searching for inspiration, planning a room, building a wish list. 96% of top Pinterest searches are unbranded, which means users are looking for products in your category, not your brand specifically. Pinterest Shopping ads deliver 15% higher ROAS and 2.6x higher conversion rates than standard promoted pins, according to Pinterest Business data.

When it makes sense: Pinterest is the right channel for home decor, apparel, beauty, food, outdoor, and wedding products -- categories where purchase decisions are visually driven and consideration spans weeks. Brands with AOV above \$75 typically see the strongest Pinterest ROAS.

When to skip or delay: Pinterest underperforms for B2B products, commodity items competing purely on price, and products with no lifestyle or inspiration angle. Very low AOV products may find Pinterest's 21 to 30 day purchase window difficult to attribute correctly.

Platform selection matrix for Stage 2:

| Product Type / AOV | Meta | TikTok | Pinterest | Priority Order |
|-----------------------------------|------|----------|-----------|--------------------------------------|
| Visual product, AOV under \$75 | Yes | Test | Skip | Meta first, TikTok second |
| Visual product, AOV \$75 to \$150 | Yes | Test | Yes | Meta first, Pinterest second |
| Visual product, AOV \$150+ | Yes | Optional | Yes | Meta first, Pinterest second |
| Home / lifestyle, any AOV | Yes | Optional | Yes | Meta first, Pinterest equal |
| Fashion / apparel | Yes | Yes | Yes | All three, Meta first |
| Beauty / skincare | Yes | Yes | Yes | All three, Meta first |
| Food / kitchen | Yes | Test | Yes | Meta first, Pinterest second |
| Commodity / low differentiation | Yes | Skip | Skip | Meta only until differentiated |
| Subscription product | Yes | Test | Optional | Meta first, retention stack critical |

Stage 2 budget guidance:

| Monthly Ad Budget | Stage 2 Allocation | Recommended Split |
|----------------------|--------------------------------|---|
| Under \$5,000 | Not yet -- build Stage 1 first | Hold Stage 2 until Google Shopping ROAS is stable |
| \$5,000 to \$15,000 | \$1,000 to \$4,000 | Meta 70%, Pinterest or TikTok 30% (pick one) |
| \$15,000 to \$30,000 | \$4,000 to \$12,000 | Meta 60%, Pinterest 25%, TikTok 15% if applicable |
| \$30,000+ | Scale to ROAS target | Meta 50%, Pinterest 30%, TikTok 20% (adjust by product) |

TIP

Deep-dive resources: Facebook Ads for Ecommerce Brands, Meta Creative Strategy for Ecommerce Brands, and Pinterest Ads for Ecommerce Brands guides are all available at aiadvantageagency.com/guides/

SECTION 04

Stage 3 -- Retain: Email and SMS

Stage 3 -- Retain: Email and SMS

Retention channels convert one-time buyers into repeat customers and recover revenue that would otherwise be lost. Email consistently delivers the highest ROAS of any marketing channel -- averaging \$36 to \$45 in revenue per \$1 spent according to Klaviyo's own benchmark data. The reason most brands do not see those returns is that they build retention before they have the list volume to make it work, or they set up basic flows and never develop the segmentation and campaign strategy that drives the majority of returns.

Why retention comes after demand creation, not before:

A retention stack requires a list. A list requires customers. Customers require demand channels. Brands that prioritize email setup before running any paid media end up with well-configured flows triggering on a handful of orders per month. The infrastructure is correct but the volume is not there yet to generate meaningful returns. Build the demand engine first, then build the retention system to capture the value it creates.

What a retention stack needs to work:

A list with at least 500 to 1,000 active subscribers: Below this threshold, flow revenue will be minimal and testing data will be statistically insignificant. Focus on list growth through pop-ups, lead magnets, and checkout opt-ins before optimizing flows.

The 7 core flows live before broadcast campaigns: Welcome series, abandoned cart, post-purchase, browse abandonment, replenishment (if applicable), win-back, and VIP. These flows generate 30 to 50% of total email revenue automatically.

List segmentation from day one: Sending the same email to your entire list suppresses engagement and damages sender reputation. Segment by engagement level, purchase history, and acquisition source before scaling broadcast volume.

SMS as a complement, not a replacement: SMS open rates exceed 90% but subscriber tolerance for frequency is low -- 2 to 4 messages per month maximum. Use SMS for high-urgency moments: abandoned cart recovery, restock alerts, and time-sensitive offers.

The LTV math that justifies retention investment:

| Scenario | Without Retention | With Retention | Difference |
|---|--|---|--|
| 1,000 customers acquired via paid media | 1,000 one-time buyers at \$120 AOV = \$120,000 | 35% repeat purchase rate = 350 repeat buyers at \$120 = \$42,000 additional | \$42,000 in revenue at near-zero marginal cost |

| Scenario | Without Retention | With Retention | Difference |
|--------------------------|-------------------------------------|--|--|
| CAC at \$40 per customer | \$40,000 to acquire 1,000 customers | Same acquisition cost | Retention turns a \$40 CAC into a much lower effective CAC over time |
| Email ROAS | Not applicable | \$36 to \$45 per \$1 spent (Klaviyo benchmark) | Highest ROAS of any channel in the stack |

TIP

Deep-dive resource: Klaviyo Email + SMS for Ecommerce Brands covers Shopify integration, all 7 flows with full email sequences, segmentation, SMS compliance, deliverability, and scaling metrics. See aiadvantageagency.com/guides/

SECTION 05

Stage 4 -- AI Visibility

Stage 4 -- AI Visibility: Google AI Overviews, Copilot, ChatGPT

AI visibility is the emerging fourth stage of the ecommerce channel stack. As Google AI Overviews, Microsoft Copilot, and ChatGPT become the first stop for product research and buying decisions, brands that earn citations and recommendations in these surfaces gain a distribution advantage that compounds over time and does not require per-click spend.

This is Stage 4 -- not Stage 1 -- because AI citation authority is built on the same foundations as the first three stages: conversion data from capture channels, audience signals from demand channels, and customer LTV from retention. A brand with no content history, no product reviews, and no schema markup cannot shortcut to AI visibility. Build the stack first.

How AI shopping works for ecommerce:

Google AI Overviews: Google AI Overviews pull product recommendations primarily from the Google Merchant Center feed. Feed quality -- accurate pricing, complete attributes, high-resolution images, and GTINs -- is the primary signal. Product schema markup on your product pages reinforces eligibility. Brands already running Google Shopping with clean feeds are partially positioned for AI Overview appearances without additional setup.

Microsoft Copilot Shopping: Copilot Shopping recommendations are powered by the Bing Shopping feed in Microsoft Merchant Center. Brands not in Microsoft Merchant Center are not eligible for Copilot Shopping placements. This is the strongest argument for building Microsoft Shopping as a Stage 1 channel rather than skipping it: feed submission today builds Copilot eligibility for tomorrow.

ChatGPT and Perplexity: ChatGPT and Perplexity cite content, not feeds. When a shopper asks "what is the best standing desk under \$500," the answer cites blog posts, buying guides, and review content that is structured for AI extraction. Earning citations here requires AEO-optimized content organized around the questions your shoppers are already asking AI tools.

The three things that determine AI citation authority:

| Signal | What It Affects | How to Build It |
|---------------------|--|--|
| Feed quality | Google AI Overviews and Copilot Shopping product recommendations | Complete Merchant Center feeds with accurate pricing, GTINs, images, and product attributes |
| Schema completeness | All AI surfaces -- product recommendations and content citations | Product, Offer, Review, FAQPage, and ReturnPolicy schema on every product and content page |
| Content structure | ChatGPT, Perplexity, and Google AI Overviews content citations | AEO-optimized blog content with direct answers, FAQ sections, and question-based H2 headings |

First 30 days of AI visibility work:

1. Verify Google Merchant Center feed has GTINs, accurate pricing, and complete product attributes
2. Create Microsoft Merchant Center account and sync product catalog if not already active
3. Implement Product, Offer, Review, and FAQPage schema on all product and category pages
4. Add ReturnPolicy schema to product pages -- this is a specific AI Overview eligibility signal
5. Publish one AEO-optimized buying guide for each of your top 3 product categories
6. Create an llms.txt file at your domain root describing your brand, products, and service areas
7. Begin tracking AI citation volume using Searchable (searchable.com) to establish a baseline

TIP

Deep-dive resources: AEO for Ecommerce Brands covers the full content and technical infrastructure for AI citation authority. Product Schema for Agentic Commerce covers all six schema types with complete JSON-LD code blocks. Both at aiadvantageagency.com/guides/

SECTION 06

The Channel Stack Builder

The Channel Stack Builder

Use this matrix to identify your current stage and your recommended next channel. Find your row by matching your monthly ad budget, AOV, and product type. The output is your recommended active stack and your next priority.

By monthly ad budget and growth stage:

| Budget / Stage | Active Stack | Next Priority | Hold For Now |
|---------------------------------------|---|---|-------------------------------------|
| Under \$5K Launch | Google Shopping | Microsoft Shopping | Meta, TikTok, Pinterest, Email |
| \$5K to \$15K Growth | Google Shopping + Microsoft Shopping | Meta (add once Google ROAS stable) | TikTok, Pinterest, full email flows |
| \$5K to \$15K Growth (with retention) | Google + Microsoft + Email flows | Pinterest or Meta second demand channel | TikTok, full AI visibility |
| \$15K to \$30K Scale | Google + Microsoft + Meta + Email | Pinterest (if product fits) + SMS | TikTok, AI visibility content |
| \$15K to \$30K Scale (visual product) | Google + Microsoft + Meta + Pinterest + Email | TikTok test budget + SMS | AI visibility content |
| \$30K+ Optimize | Full stack: all capture + demand + retain | AI visibility: schema + AEO content | Nothing -- build the full stack |

By average order value:

| AOV | Capture | Demand Priority | Retention | AI Visibility |
|----------------|---------------------------|---|--|--|
| Under \$50 | Google Shopping essential | Meta only; skip Pinterest | Email critical -- repeat purchase required for profitability | Lower priority; focus on feed quality |
| \$50 to \$150 | Google + Microsoft | Meta first, Pinterest if visual product | Email + SMS at 1,000+ subscribers | Build schema; start AEO content |
| \$150 to \$500 | Google + Microsoft | Meta + Pinterest; TikTok if demo fits | Full Klaviyo stack with VIP flows | High priority -- considered purchase = AI research phase |
| \$500+ | Google + Microsoft | Pinterest primary; Meta for retargeting | High-touch email; SMS for VIP only | Critical -- high-AOV shoppers research extensively in AI tools |

By product type:

| Product Type | Best Capture | Best Demand | Retention Priority | AI Visibility Priority |
|---|---------------------------|---------------------------------|---|---|
| Commodity (competing on price/availability) | Google Shopping essential | Meta; skip Pinterest and TikTok | High -- LTV only path to profitability | Medium -- feed quality focus |
| Considered (researched before buying) | Google + Microsoft | Meta + Pinterest | High -- long decision cycle benefits from nurture | High -- buyers use AI for research |
| Visual / aspirational | Google + Microsoft | Meta + Pinterest + TikTok | High | High -- lifestyle content earns citations |
| Subscription / consumable | Google Shopping | Meta primary | Critical -- replenishment flows are core revenue | Medium |
| Gift / seasonal | Google Shopping | Meta + Pinterest | Medium -- seasonal flows key | Medium -- gift guide citations valuable |

SECTION 07

The 90-Day Channel Expansion Roadmap

The 90-Day Channel Expansion Roadmap

Three real-world scenarios showing the Order of Operations in practice. Find the scenario that matches your current state and follow the roadmap from there.

Scenario A

Starting from \$0 in paid media

You have a product, a store, and a budget. You have not run paid media before.

Days 1 to 30: Build the floor

- Set up Google Merchant Center and verify domain
- Optimize product feed titles, images, and pricing accuracy
- Install conversion tracking in Google Ads and GA4 -- verify before spending a dollar
- Launch Standard Shopping campaign with Maximize Clicks bidding
- Set up Klaviyo and install the Shopify integration
- Build welcome series (4 emails) and abandoned cart flow (3 emails + SMS)

Days 31 to 60: Stabilize capture

- Review Shopping performance -- identify top and bottom performing products
- Add Microsoft Merchant Center and sync product catalog
- Launch Microsoft Shopping campaign
- Set up pop-up for email capture -- target 2 to 3% conversion rate
- Monitor Klaviyo flow performance -- refine subject lines and timing

Days 61 to 90: Add demand

- Launch Meta traffic campaign targeting warmest available audience
- Install Facebook Pixel and build product catalog in Meta Business Manager
- Launch Dynamic Product Ads retargeting for site visitors
- Add post-purchase email flow in Klaviyo
- Review Google Shopping ROAS -- move to Maximize Conversion Value if 30+ conversions/month

Scenario B

Running Google Shopping only, ready to add demand channels

Google Shopping is live and profitable. You want to grow beyond capture.

Days 1 to 30: Launch Meta demand

- Verify Facebook Pixel is firing correctly on all key events
- Build product catalog in Meta Business Manager
- Launch top-of-funnel traffic campaign with lifestyle creative (not product shots)
- Launch Dynamic Product Ads retargeting for cart abandoners and product viewers
- Set up Klaviyo if not active -- prioritize abandoned cart and post-purchase flows

| | |
|---|--|
| <p>Days 31 to 60: Add Pinterest if product fits</p> | <ul style="list-style-type: none"> → Research Pinterest keywords using search autocomplete for your top categories → Build product catalog in Pinterest Ads Manager via Shopify app → Launch Shopping campaign targeting your core product category keywords → Enable Rich Pins for real-time pricing and availability → Set attribution window to 30-day click before evaluating performance |
| <p>Days 61 to 90: Scale what works and add Microsoft</p> | <ul style="list-style-type: none"> → Review Meta performance -- double budget on best-performing creative angles → Launch Microsoft Shopping campaign → Build email list segmentation: engaged vs unengaged, first-time vs repeat buyers → Launch browse abandonment and win-back flows in Klaviyo → Begin AEO content: publish one buying guide for your top product category |

Scenario C **Running paid media but no retention or AI visibility**

Multiple paid channels are active. Email and SMS are underdeveloped. AI visibility is zero.

| | |
|--|--|
| <p>Days 1 to 30: Fix the retention leak</p> | <ul style="list-style-type: none"> → Audit current Klaviyo setup -- identify missing flows → Launch or rebuild abandoned cart flow (highest revenue impact per hour invested) → Build proper list segmentation: engaged, unengaged, first-time buyer, VIP → Set up SMS opt-in separately from email opt-in → Stop sending broadcast emails to full unengaged list -- suppress 90-day non-openers |
| <p>Days 31 to 60: Build retention depth</p> | <ul style="list-style-type: none"> → Launch post-purchase onboarding flow with product-specific content → Launch win-back sequence for lapsed customers (60 days no purchase) → Add replenishment flow if you sell consumables → Build a broadcast campaign calendar: value, product spotlight, promotional, seasonal → Review email deliverability -- check SPF/DKIM/DMARC and spam complaint rate |
| <p>Days 61 to 90: Begin AI visibility</p> | <ul style="list-style-type: none"> → Audit product schema on top 20 product pages -- add missing attributes → Implement FAQPage schema on product pages and buying guides → Verify Microsoft Merchant Center is active and feed is current → Publish two AEO-optimized buying guides for your highest-traffic product categories → Set up Searchable to begin tracking AI citation baseline |

CONCLUSION

Build the Stack, Not Just the Campaign

Build the Stack, Not Just the Campaign

A single well-run channel is a campaign. Four channels built in the right sequence is a compounding system. The difference is not just performance -- it is durability.

Capture channels give you a floor that demand spend lands on. Demand channels build the list that makes retention worth investing in. Retention channels reduce the CAC that makes capture and demand more affordable over time. AI visibility compounds all three by adding a distribution surface that does not charge per click. Each stage makes the next one more efficient. The stack compounds. Isolated channels do not.

The guide library that goes deeper:

| Guide | Goes Deeper On | Available At |
|---|--|---|
| Google Shopping for Ecommerce Brands | Feed optimization, PMax, bidding strategy, Merchant API | aiadvantageagency.com/guides/ |
| Facebook Ads for Ecommerce Brands | Meta campaign structure, DPA, conversion events | aiadvantageagency.com/guides/ |
| Meta Creative Strategy for Ecommerce Brands | UGC vs produced, hook strategy, creative testing systems | aiadvantageagency.com/guides/ |
| Pinterest Ads for Ecommerce Brands | Pinterest SEO, Shopping ads, attribution, campaign structure | aiadvantageagency.com/guides/ |
| Klaviyo Email + SMS for Ecommerce Brands | All 7 flows, segmentation, SMS compliance, deliverability | aiadvantageagency.com/guides/ |
| AEO for Ecommerce Brands | Topic clusters, content structure, 30-day launch plan | aiadvantageagency.com/guides/ |
| Product Schema for Agentic Commerce | All 6 schema types with JSON-LD code blocks | aiadvantageagency.com/guides/ |
| Ecommerce Paid Media Playbook | Platform-level campaign setup and budget frameworks | aiadvantageagency.com/guides/ |

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