

# The 2026 Ecommerce POAS Benchmark

v1 cohort · six UK DTC brands · handover vs. 12 months

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## Headline findings

<b>0.9x</b>	Median POAS at handover
<b>1.8x</b>	Median POAS after 12 months
<b>+94%</b>	Median contribution margin lift
<b>18%</b>	Median wasted spend recovered in first 90 days
<b>31%</b>	Median branded-search cannibalisation at handover
<b>1 of 6</b>	Accounts with SKU-level COGS at handover

## Per-brand journey (anonymised)

Brand	Sector	POAS handover	POAS 12mo	Margin lift	COGS at start
Brand A	Houseware & DTC	1.2x	2.3x	+94%	Yes
Brand B	Sports & Apparel	0.8x	1.7x	+71%	No
Brand C	Hospitality B2B	0.9x	2.1x	+110%	No
Brand D	Skincare DTC	0.7x	1.6x	+65%	No
Brand E	Premium Skincare DTC	0.9x	1.9x	+102%	No
Brand F	Pet Food DTC	1.0x	1.8x	+58%	No

## Why the median brand starts below break-even

Five of six cohort brands arrived at JudeLuxe with POAS below 1.0x. The three structural drivers, ranked by recovery value:

- 1. Performance Max bidding on revenue, not profit.** Five of six accounts had no SKU-level cost-per-item flowing into Google Merchant Center.
- 2. Branded-search cannibalisation by PMax.** Median 31% of PMax spend at handover was serving against branded queries.
- 3. No commercial intent in account structure.** Asset groups organised by product category, not by SKU job (Scale, Profit, Protect, Recovery, Gateway).

Fixing these three accounts for roughly two-thirds of the 12-month POAS lift. The remainder comes from ongoing SKU job reassignment under the BOI™ (Bid On Intent) framework.

## Methodology

- Sample: 6 UK direct-to-consumer ecommerce brands, all £500k–£10M annual ad spend, all retained JudeLuxe clients.

- Period: 12 months trailing from each brand's onboarding date. Earliest onboarding January 2024, latest March 2025.
- POAS calculated identically across all brands:  $(\text{Revenue} - \text{COGS} - \text{Shipping} - \text{Payment Fees} - \text{Discounts} - \text{Returns}) \div \text{Ad Spend}$ .
- Handover figures from each brand's final month under the previous arrangement; 12-month figures from the most recent complete month under JudeLuxe.
- Identities anonymised, sector descriptors generalised, revenue and spend withheld. Aggregate medians published; no individual-brand spend disclosed.
- Republished quarterly with rolling 12-month window as the cohort grows.

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