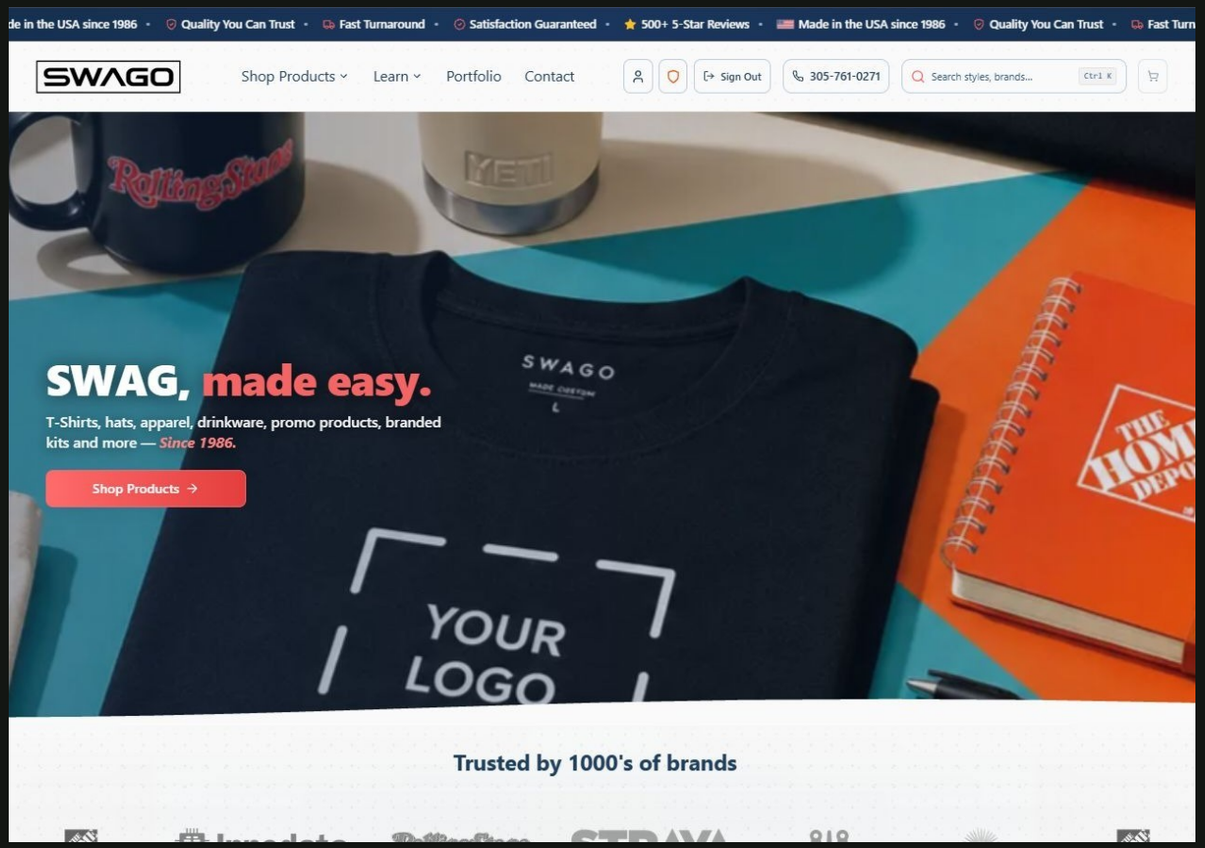
SWAGO CREATIVE

Built to sell. Designed to scale.

A custom commerce platform, a stronger digital presence and a connected acquisition system. Built by Kyubi Creative.



CUSTOM WEB / SEO / META ADS / BUSINESS SYSTEMS

$200K+ in online revenue

Owner-reported / around six months / all payment processors

Case study prepared Nov 17, 2026. Commercial, organic and advertising results use different reporting windows; sources and definitions appear on pages 23-24.

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One business. A connected digital system.

01

Digital brand

A bold storefront, clear product storytelling and consistent campaign design.

02

Custom commerce

Supplier-connected product discovery, pricing, decoration options and checkout.

03

Product design tools

A browser-based canvas for artwork, text and garment previews.

04

Search visibility

Prerendered pages, product metadata, local service content and internal links.

05

Paid acquisition

Meta prospecting, retargeting, purchase campaigns and industry lead generation.

06

Operational software

Lead management, quotes, payment links, proofs and order production workflows.

Scope verified against the Swago application, repository, retained release records and advertising account. This is a custom React/React Router application, with Supabase, Stripe and supplier integrations.

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From offline ordering to online revenue.

$200K+

online revenue in around six months

From zero online revenue, with payments accepted through Stripe and other processors. Reported by the business owner.

STRIPE / ONE PAYMENT CHANNEL

$163,943.04

Stripe gross volume / All time

Stripe is one payment channel. The $200K+ online-business revenue milestone also includes payments accepted through other processors, as confirmed by the owner.

Stripe dashboard figures use their own reporting dates.

Revenue milestone, zero baseline and approximate six-month window supplied by the business owner. Stripe screenshot shows one processor and a different reporting window; gross payment volume is not profit.

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A real sales system behind the storefront.



$163.9K

GROSS VOLUME

All time filter, captured Nov 17, 2026.

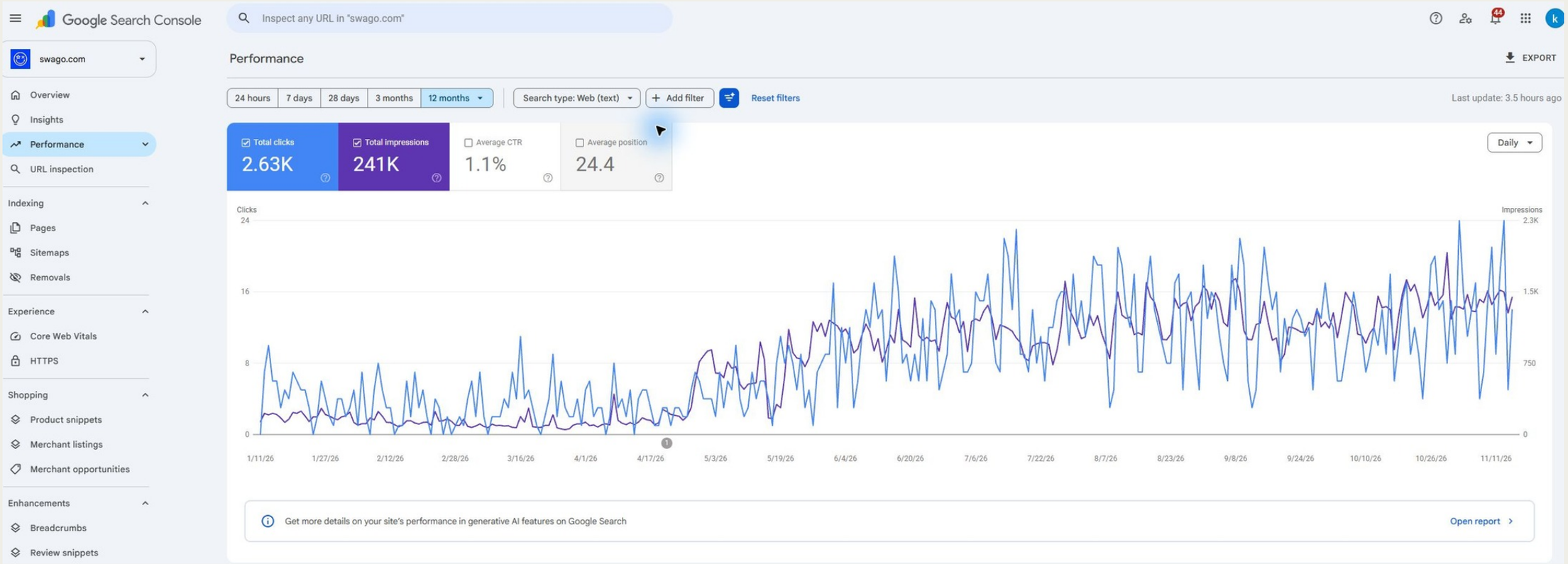
$150.7K

NET VOLUME

A separate Stripe dashboard measure; not net profit.

Original Stripe aggregate chart crop. Exact observed values: gross $163,943.04; net $150,747.69. Chart labels span Sep 2025-Nov 2026. A separate Payments card showed $169,023.59 succeeded, Nov 17, 2025-Today, updated yesterday. These measures are not added together.

Search visibility that compounds over time.



2,631 organic clicks

240,708 search impressions

Google Search Console, Web search, Jan 11-Nov 15, 2026; full visible history. Counts queried to match the screenshot. The interface rounds impressions to 241K. Clicks are visits from Google Search, not unique people or attributed sales.

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More clicks. More opportunities to be found.

372

ORGANIC CLICKS

+17.0% vs. preceding 28 days

39,773

SEARCH IMPRESSIONS

+21.1% vs. preceding 28 days

13.3

CLICKS PER DAY

Latest finalized 28-day average

THE LONGER VIEW

1,130 clicks / 115,878 impressions

Latest 90 finalized days: +10.6% clicks and +22.2% impressions against the preceding 90 days.

28-day comparison: Oct 18-Nov 14 vs. Sep 20-Oct 17, 2026 (318 clicks / 32,830 impressions). 90-day comparison: Aug 17-Nov 14 vs. May 19-Aug 16. Average position worsened in the 28-day comparison; no universal ranking improvement is claimed.

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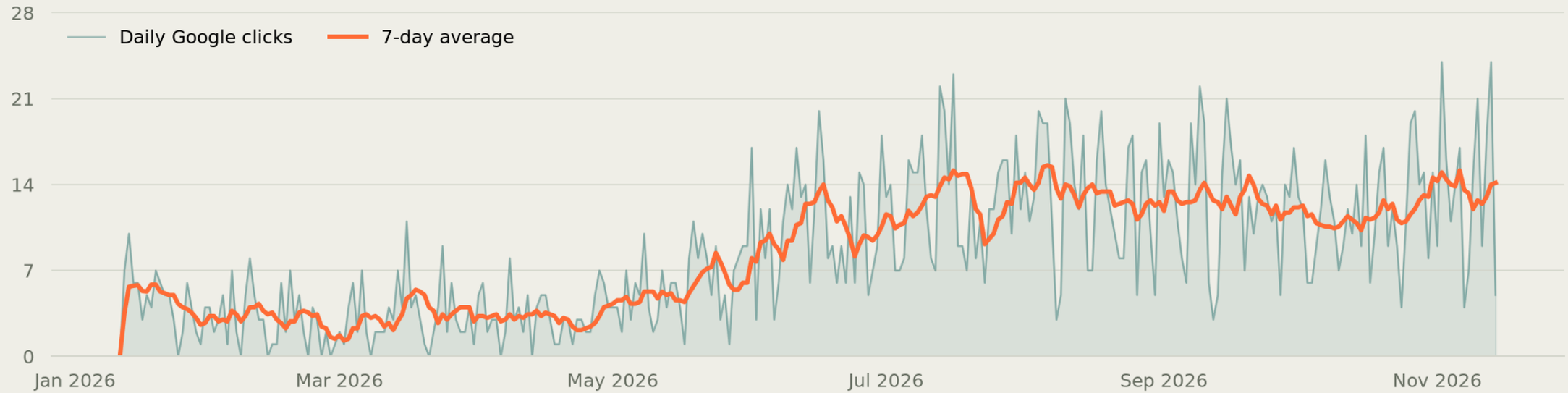
From a small footprint to consistent discovery.



24

PEAK FINALIZED DAILY CLICKS

Nov 2, 2026

First recorded 28 days: 110 clicks (3.9/day).
Latest 28 days: 372 clicks (13.3/day).

Replotted directly from Search Console API daily data, Jan 11-Nov 14, 2026, finalized Web search. Orange line is a trailing 7-day mean; partial starting windows use available days. Original dashboard appears on page 5.

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Build the pages people actually search for.

439
GENERATED PRODUCT RECORDS

277
GEO / SERVICE ENTRIES

799
SITEMAP URLS

01

Indexable foundations

Build-time prerendering, page titles, descriptions, canonicals and structured product information.

02

Useful buying journeys

Product and category links, comparison pages, FAQs and related buying guides.

03

Commercial local intent

Dedicated service destinations, including hoodies and t-shirts in specific markets.

Repository-generated inventory, Nov 17. Counts describe records and planned sitemap URLs, not Google-indexed pages or unique cities. Rendering uses a React Router SPA with build-time prerendering; per-request server rendering is not claimed.

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Turn a specific search into a useful destination.

QUERY	CLICKS	AVG. POSITION
custom printed hoodies milwaukee	5	6.1
bulk custom hoodies milwaukee	4	5.0
custom hoodies milwaukee	4	8.8
low price custom long sleeve t shirts milwaukee	3	10.7

Destination examples: custom-hoodies-milwaukee, custom-hoodies-chicago and custom-hoodies-seattle. Each received organic clicks in the latest finalized 28 days.

Search Console query/page reports, Oct 18-Nov 14, 2026. Positions are period averages, not fixed live rankings. Query data can omit privacy-limited searches. The selected examples do not represent every query or guarantee future rankings.

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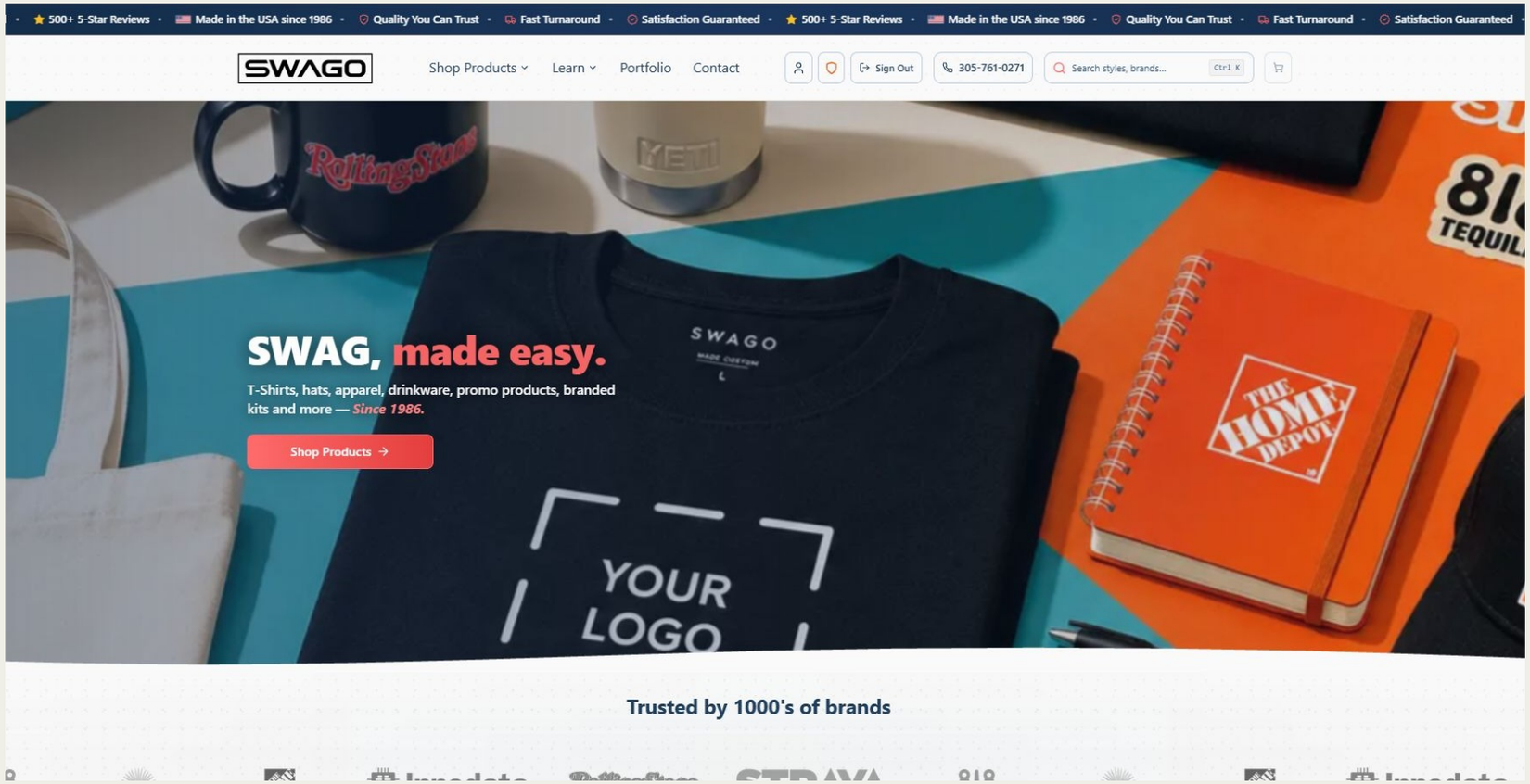
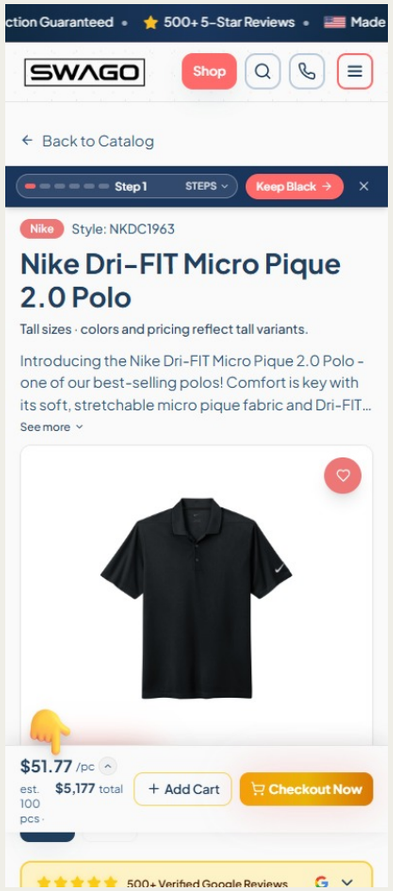
A storefront with a clear point of view.

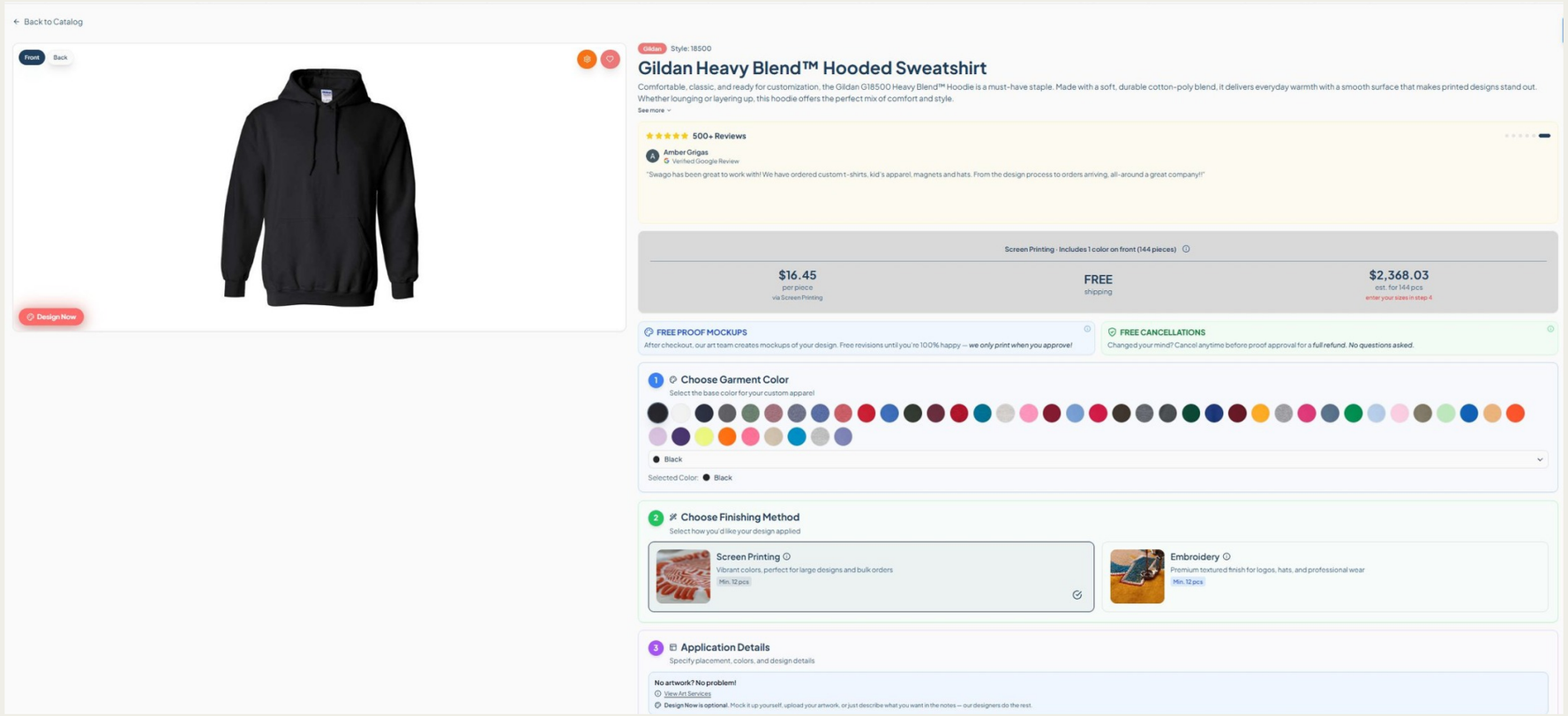




Navy and coral, oversized product imagery, clear navigation and a mobile buying experience carry the same brand through discovery and selection.

Homepage captured live Nov 17. Mobile catalog image is a retained Nov 9 production QA capture. Swago customer logos visible on its website are shown as Swago project context, not as direct Kyubi client relationships.

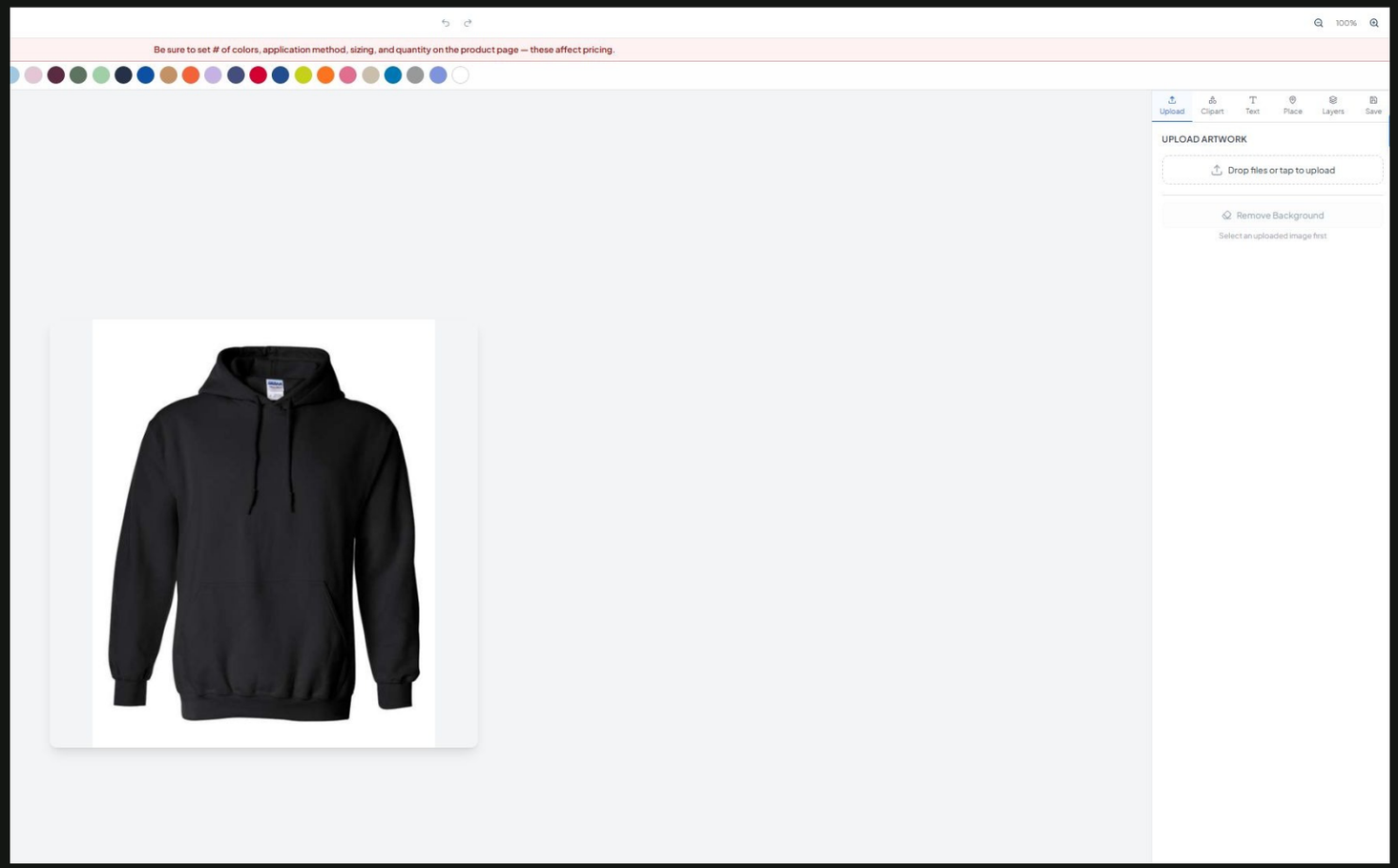
Make a complex product feel simple.



Supplier catalog data, garment colors, decoration methods, placement, size quantities and pricing come together in a single product flow.

Live product screen, Nov 17. Repository integrations include SanMar and S&S; data services, supplier detection, product caching and a shared pricing service. Visible prices are historical capture values and depend on quantity and decoration assumptions.

Give the buyer a way to see the idea.



A CUSTOM DESIGN TOOL

Garment colors. Front and back views. Artwork uploads. Text. Layers. Exportable design state.

Built with Fabric.js and connected to the product journey, so the design process stays close to the order.

Live design-studio capture, Nov 17, opened from the product page. Feature scope checked against the canvas, provider, toolbar and export implementation. The capture contains an empty garment preview; no customer order was submitted.

Connect the order to the work that follows.

01

Configure

Product, color, method, placements, quantities and customer artwork.

02

Checkout

Stripe-backed payment flows, order creation and payment status handling.

03

Approve

Proof uploads, approval tokens, status and proof history.

04

Follow up

Leads, abandoned carts, notes, activities and linked order context.

05

Produce

Order administration, production milestones, calendars and work orders.

06

Reorder & expand

Saved quotes, payment links and company-store workflows.

Workflow summarized from repository implementation. Checkout, proof approval and production are distinct steps; payment alone is not presented as approval to manufacture.

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A sales workspace built around the business.

The storefront is one part of the platform. The internal tools connect conversations, orders and production context.

01

Smart CRM

Lead records linked to web, manual and company-store orders, plus contacts, notes and activity.

02

Sales tools

Pricing calculator, saved quotes, customer payment links and order exports.

03

Production tools

Proof management, production scheduling, order milestones and company-store administration.

Verified in leadsCrmService, smart CRM migrations, AdminDashboard and related components. Internal interfaces are described from implementation; customer records, names, private contact details and order-level financial data are excluded.

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Turn the finished product into the next story.







COREYFEST / REAL PROJECT PHOTOGRAPHY

Customer merchandise becomes a social story: close product details, recognizable branding and a consistent collection narrative.

Original Swago project photos from the Corey Griffin social asset library. A collection post is recorded as published Nov 9, 2026; retained logs also record Bronco and Rider posts. These photographs are source assets, not screenshots proving every crop was published on Instagram.

One visual system. Multiple product audiences.













Quarter zips. Microfleece. High visibility. Soft shells. Performance fishing. Canvas totes.

Each ad carries a product story, a clear offer and a matched destination.

All six expansion ads recorded as published Nov 9, 2026. Publication establishes execution, not creative-level performance. Product mockups are illustrative campaign artwork; historical offers and availability can change.

Proof. Convenience. A concrete offer.







CUSTOMER PROOF

Lead with visible work and a customer story.

ONLINE ORDERING

Show how easy it is to start the order.

OFFER CLARITY

Give quantity, price and product a clear role.

Produced creative examples from the Oct 29 asset set. Offers are historical; publication or creative-level winning performance is not asserted for these exact versions. Creative strategy and campaign reporting are shown separately.

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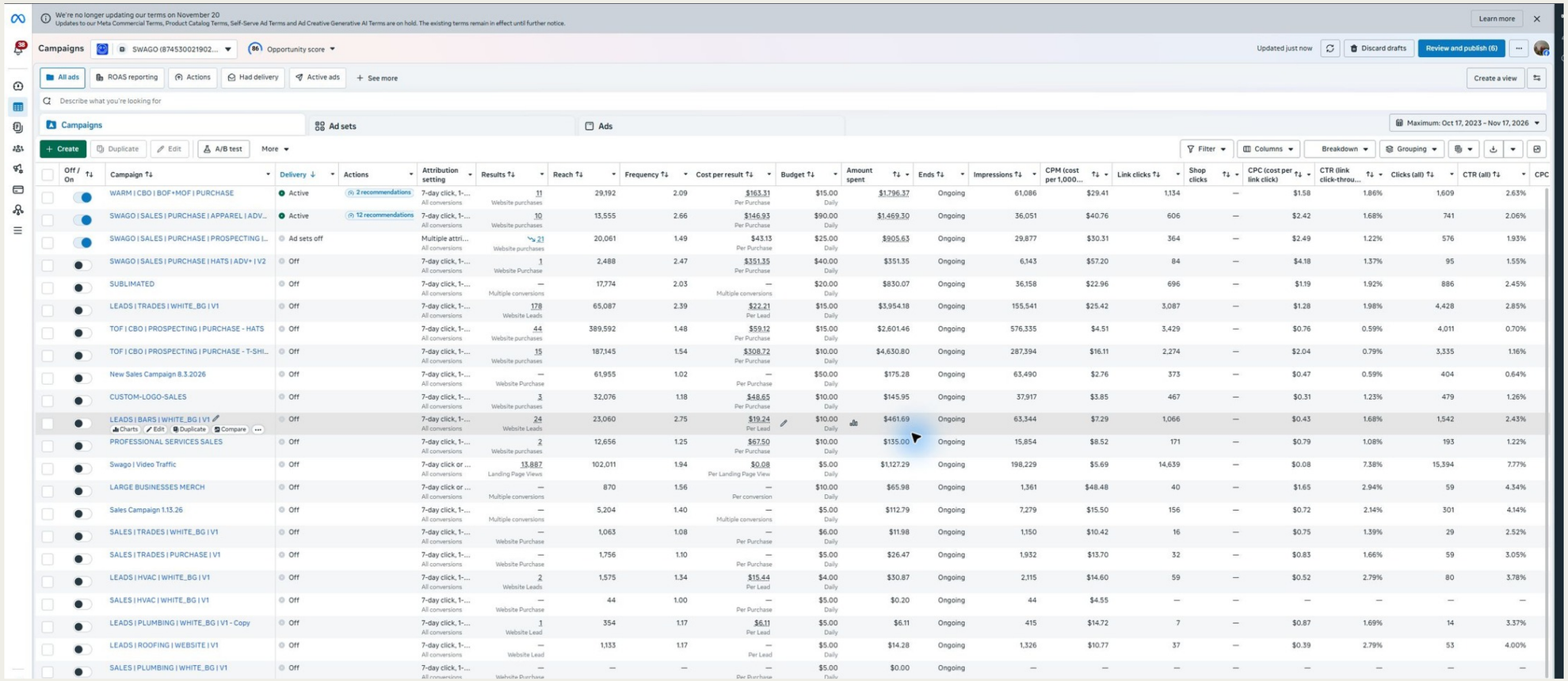
Paid acquisition with measurable activity.



$18,950.73 spend

1,597,153 impressions

Primary totals: exported Meta campaign report, Nov 25, 2025-Nov 17, 2026. UI Maximum label spans a broader range; the export defines actual reporting dates. Screenshot was captured moments earlier and differs slightly as current-day delivery updates. Reach: 937,768, account-summary deduplicated.

Purchases and leads. Reported separately.

107

META-REPORTED PURCHASE RESULTS

Across purchase-reporting campaigns.

205

META-REPORTED WEBSITE LEAD RESULTS

Across lead-reporting campaigns.

SELECTED CAMPAIGNS

Hats purchase	Trades leads	Bars leads
44 purchases / $59.12 per result	178 leads / $22.21 per result	24 leads / $19.24 per result

Nov 25, 2025-Nov 17, 2026 campaign export. Meta-attributed results are not independently reconciled sales, unique customers or incremental conversions. Purchases and leads are not summed into a single conversion metric. No ROAS claim is made.

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Keep the feedback loop connected.

$2,838.43
META SPEND / LATEST 30 DAYS

15 / 5
PURCHASE RESULTS / WEBSITE LEADS

01
Browser events
Product views, add to cart, checkout and purchase events in the commerce journey.

02
Server events
Meta Conversions API implementation with hashed matching fields and shared event IDs.

03
Working measurement
Campaign reporting, Search Console and payment dashboards give different views of the same business.

Latest complete Meta period: Oct 18-Nov 16, 2026. Purchase and lead counts are separate objective groups. Event wiring is verified in source; it does not prove every event was delivered or correctly attributed. Verified paid-media evidence is Meta; Google Ads/PPC results are not included.

The platform behind the experience.

01

Application

React, TypeScript, React Router and Vite, with build-time prerendering.

02

Data & integrations

Supabase/PostgreSQL, supplier catalog services and reusable pricing logic.

03

Commerce & creative tools

Stripe checkout and webhooks, Fabric.js design tools and proof workflows.

04

Acquisition

Search architecture, content, campaign landing destinations and Meta creative.

05

Operations

Custom CRM, order administration, quotes, payments and production workflows.

06

Iteration

Retained production QA, dated releases, campaign exports and search performance reviews.

Source snapshot checked Nov 17, 2026. Third-party dependencies and live configuration remain part of ongoing operations. Kyubi builds the connected experience around the business model rather than prescribing one framework for every client.

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Build the next part of your business.

Custom websites, commerce platforms and business software - connected to the search and advertising work that helps people find them.

01

Define

Business goals, audience, positioning and the actions that matter.

02

Build

Brand experience, application, integrations and operational workflows.

03

Grow

Search content, paid acquisition, creative testing and ongoing improvement.

Tell us what you want to build.

Start a conversation

Kyubi Creative / Technology & Growth Studio. See the companion REHUB Miami briefing for custom Next.js development, MLS integration, real estate search and connected lead operations.

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The evidence behind the commercial story.

Commercial milestone	The business owner reports growth from zero online revenue to over $200,000 in around six months. On Nov 17, the owner confirmed that this includes online-business payments accepted through Stripe and other processors. The combined amount, baseline and approximate window are owner-reported; other-processor statements were not inspected.
Stripe	Read-only dashboard observation, Nov 17, 2026: All time gross volume $163,943.04 and net volume $150,747.69. Chart labels Sep 2025-Nov 2026. A separate Payments card, Nov 17, 2025-Today, updated yesterday, showed $169,023.59 succeeded. Different measures are not added or treated as profit.
Meta Ads	Campaign CSV exports retained locally. Full export actual period Nov 25, 2025-Nov 17, 2026. Summary spend $18,950.73; impressions 1,597,153; deduplicated reach 937,768. Purchase/lead results sum only named campaigns with the matching result indicator, excluding the summary row.
Attribution	107 Meta-reported purchase results and 205 website lead results describe platform attribution. They are not reconciled against Stripe, do not establish unique or incremental customers and do not support a causal revenue or ROAS claim. Latest complete 30 days use Oct 18-Nov 16, 2026.

Swago live project

Kyubi Creative

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Clear sources. Useful comparisons.

Search Console	Domain property swago.com, Web search, queried Nov 17. Main comparisons use finalized API data through Nov 14. UI history Jan 11-Nov 15: 2,631 clicks and 240,708 impressions. UI and finalized totals differ because their date windows differ.
Growth calculations	Oct 18-Nov 14: 372 clicks / 39,773 impressions. Sep 20-Oct 17: 318 / 32,830. Growth = (latest / preceding - 1) x 100: +17.0% clicks, +21.1% impressions. Latest 90 days Aug 17-Nov 14: 1,130 / 115,878; preceding May 19-Aug 16: 1,022 / 94,836.
Screens & inventory	Live homepage, product, designer, Google, Meta and Stripe captures dated Nov 17. Mobile catalog is retained production QA from Nov 9. Generated product/geo/sitemap inventories are from the Nov 17 repository snapshot. CRM and operations claims are checked against source implementation; private customer records are excluded.
Creative & scope	Six expansion ads have a Nov 9 publication record. CoreyFest imagery comes from actual project photographs with retained social publication logs. Other artwork is shown as produced creative without an implied performance claim. Historical offers can change. No Google Ads results or guaranteed future outcomes are asserted.

Explore the storefront

Discuss your project

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