

Established Smart-Home E-Commerce Digital Asset

Available for Acquisition

An existing domain, Google search footprint and organic audience, combined with published content, a product catalogue, e-commerce infrastructure and documented commercial activity.

90,645

GA4 total users

127,109

GA4 sessions

78.57%

Organic session share

36,801

Google search clicks

588,873

Search impressions

75

Published products

GA4 history | 1 May 2023 to 17 Sep 2026

GSC: 16 May 2025 to 15 Sep 2026 (available 16-month window). Content checked 18-19 Sep 2026. The sources cover different periods.

Acquire the digital foundation already in place, then evaluate how your operating capabilities can develop it.

info@avatto-smart.com

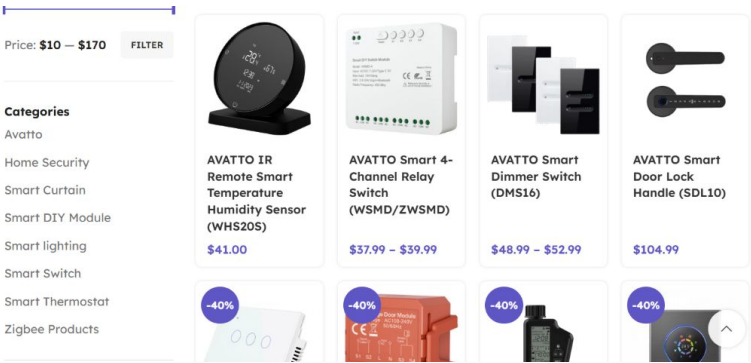
avatto-smart.com

ASSET PERIMETER

What You Are Acquiring

A proposed acquisition of the website and agreed digital assets. Final inclusion, ownership and transfer permissions are to be set out in the asset purchase agreement.

Proposed for transfer	Scope to agree
Domain and storefront	avatto-smart.com; website files and database; the WordPress and WooCommerce storefront.
Catalogue and content	75 published products, 11 articles and 15 pages, subject to verification of associated content rights.
Historical analytics	Relevant GA4 and Search Console access, exports or transition arrangements, where permitted.
Seller-owned digital assets	Website design files and branding or media assets only to the extent owned or licensed for transfer.
Supplier documentation	The existing statement and a supplier introduction where agreed; continued supply is a separate confirmation.



Actual product catalogue. WordPress administration controls have been excluded from the image.

Requires separate confirmation

Theme and plugin licences, third-party accounts, content and image rights, supplier continuity and any lawful customer-data transfer. AVATTO trademark ownership and physical inventory are not represented as included.

Source: WordPress lists and storefront, reviewed 18-19 Sep 2026. Transfer scope and permissions require verification.

THE ACQUISITION RATIONALE

Why Acquire Rather Than Build From Zero

The design, WooCommerce installation and basic product pages can be recreated. The observed search footprint and historical activity must be established and evidenced over time; they cannot simply be installed.

RECREATABLE COMPONENTS

Design, WooCommerce installation and basic product pages.

EVIDENCE BUILT OVER TIME

Search visibility, audience history, analytics and observed shopping activity.

Building a new store	Acquiring the existing asset
Establish a domain, search visibility and an organic audience.	An existing domain with Google impressions, clicks and international organic traffic.
Begin collecting analytics and observing shopping behaviour.	GA4 and Search Console history, plus recorded product-view, cart and checkout-start events.
Create product listings and develop useful content.	75 published products, 11 articles and 15 pages, including a guide attracting search clicks.
Configure and test the e-commerce platform.	An existing WordPress and WooCommerce storefront that can be inspected before acquisition.
Identify suppliers and document commercial arrangements.	Historical supplier documentation referencing avatto-smart.com and describing fulfilment.

GA4 activity begins in May 2023; the earliest existing order is dated 17 July 2023. These are system records, not independently verified launch or domain-registration dates. No replacement cost or time saving is asserted.

THE OPERATING FOUNDATION

E-commerce & Technical Infrastructure

The current implementation brings together the storefront, product and content records, and a history of audience measurement. Installed infrastructure and transferable rights are separate questions.

Current technical stack

WordPress Website and content platform	WooCommerce Storefront and product catalogue
Elementor Page-building tool	WoodMart Store theme

Existing digital records

Asset	Current records
Domain	avatto-smart.com
Commerce and content	Product catalogue, website files and database; 75 products, 11 articles and 15 pages.
Measurement history	GA4 audience and event data; Google Search Console search-performance history.

Transfer subject to agreement

The domain, site files, database and owned content form part of the proposed asset scope. Analytics access or migration, theme and plugin licences and third-party accounts require specific permission and handover arrangements.

Hosting, business email, CDN, backup systems and social accounts are not represented as verified transferable assets in this memorandum.

Source: WordPress lists and storefront, reviewed 18-19 Sep 2026. Transfer scope and permissions require verification.

GA4 AUDIENCE EVIDENCE

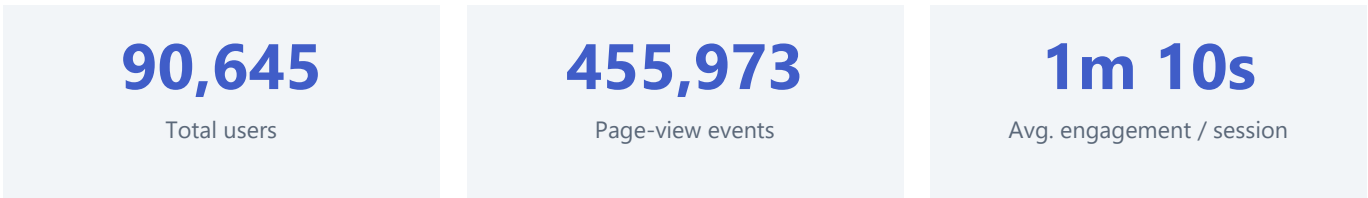
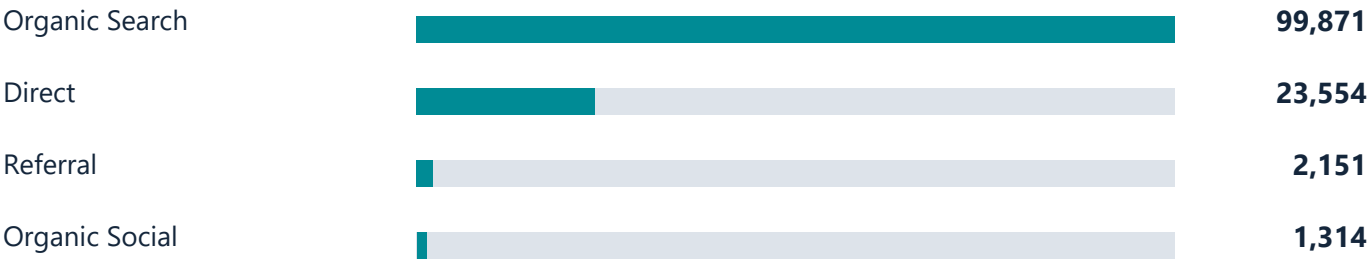
Organic Audience Since Measurement Began

GA4 history | 1 May 2023 to 17 Sep 2026

Organic Search recorded 99,871 sessions and a reported 78.57% session share. The extended measurement history provides evidence of an existing discovery channel, not a forecast of future demand.



Leading channels by sessions



Engagement within the organic audience

Organic Search engagement was 72.74%, compared with 44.63% for Direct. Engagement describes measured behaviour, not revenue or profitability. Channel rows are shown as reported; they are not forced to sum to the headline total.

Start of the available measurement record

May 2023 is the first month with observed activity: 60 users and 2,536 events. January 2020-April 2023 returned no activity. This establishes the start of available measurement, not domain registration or business launch.

Source: GA4 traffic acquisition and event reports; reviewed 18-19 Sep 2026. Platform-reported figures.

GOOGLE SEARCH CONSOLE

SEO Asset Profile

Web search | 16 months | 16 May 2025 to 15 Sep 2026

36,801

Google search clicks

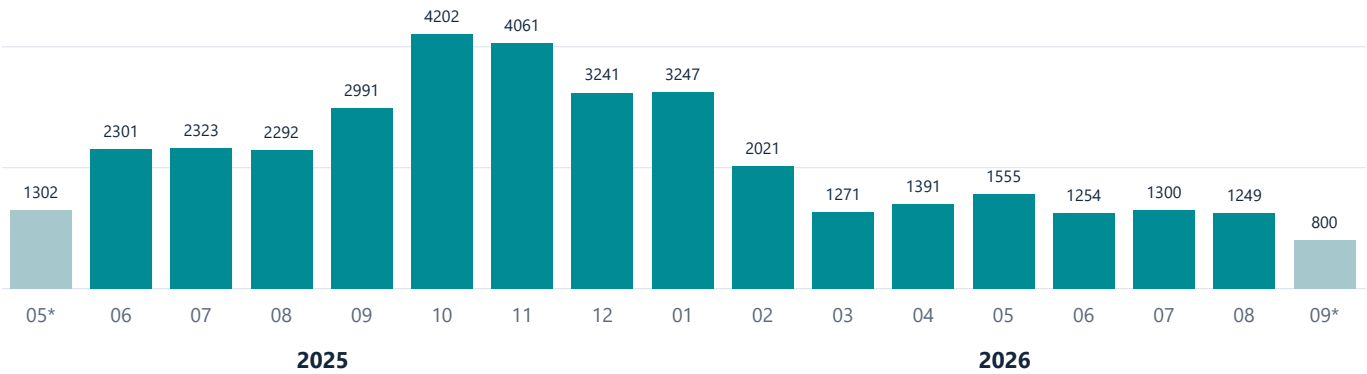
588,873

Search impressions

6.2%

Search CTR

Monthly search clicks | 2025-2026



* May 2025 starts on the 16th; September 2026 ends on the 15th. Partial months.

Search query	Clicks	Impressions
avatto	11,067	29,953
avatto smart switch	576	1,994
avatto thermostat	556	5,068

The exact query avatto generated 11,067 clicks, or 30.1% of total clicks. This supports AVATTO-related search visibility, not trademark ownership or a complete branded/non-branded split.

Average position: 13.1. This is not a fixed ranking for every query.

Recent search performance

Recent context: 3,952 clicks during 16 Jun-15 Sep 2026. The monthly chart shows a lower recent pace than late 2025; the cause is unverified. This is not a year-on-year comparison.

Source: Search Console, Web search. Chart redrawn from monthly rows; the window is not the store lifetime.

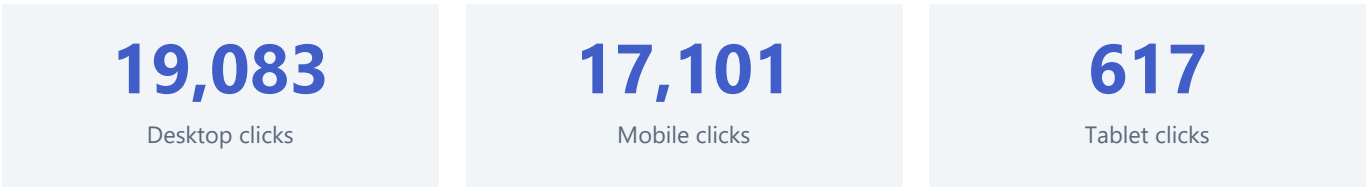
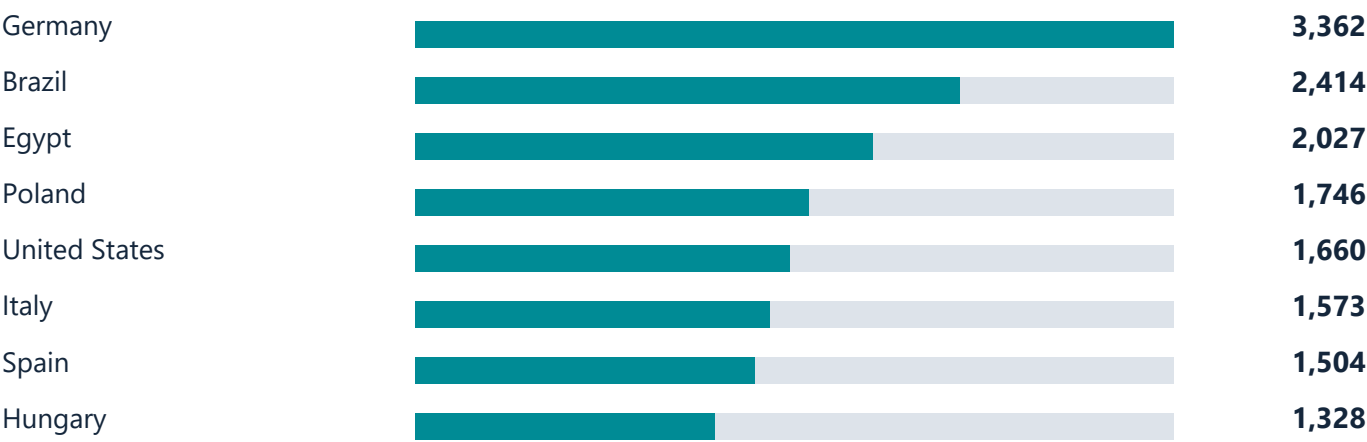
AUDIENCE AND CONTENT ASSETS

International Reach and Content That Attracts Visits

Web search | 16 months | 16 May 2025 to 15 Sep 2026

The country mix gives a future operator a factual basis for assessing languages, delivery markets and product priorities. It demonstrates search visits, not sales or market share.

Selected countries by Google search clicks



Content already receiving search clicks

Landing page	Clicks
Homepage	16,111
Smart thermostat installation guide	2,189
Shop index	846

The installation guide’s 2,189 clicks show that the asset includes useful discovery content alongside product listings. Both desktop and mobile deserve attention in the operating plan.

Source: Search Console country, device and page reports; 16-month window. Top eight countries by clicks shown.

COMMERCIAL ACTIVITY

Shopping Activity & Historical Commercial Evidence

GA4 history | 1 May 2023 to 17 Sep 2026

GA4 event	Event count	Users
Product view	123,025	52,547
Add to cart	1,381	920
Begin checkout	914	527
Recorded purchase event	65	65

Independent event totals, not a sequential funnel. Users overlap between rows. GA4 purchase events are not reconciled orders or verified paying customers.

Evidence of historical commercial activity

91 order records across all statuses: 35 completed, 38 processing, 8 partially shipped, 8 cancelled, 1 refunded and 1 failed. Earliest existing order: 17 Jul 2023. The sales report counts 82 orders; neither count is a verified count of paid customers.

Payment choice is an opportunity to test

According to the seller, PayPal is currently the only payment option. A future operator may evaluate whether expanding legally available payment options improves checkout completion.

The acquisition case concerns the existing digital asset. Financial statements, receipts, costs and profitability require separate reconciliation; financial amounts are not presented publicly here.

Payment limitations have not been established as the cause of lost sales. Expanding payment choice is an opportunity to evaluate, not a forecast.

Source: GA4 events; WooCommerce records and reports through 18 Sep 2026; seller statement on PayPal.

SUPPLIER INFRASTRUCTURE

Documented Historical Supplier Arrangements

A statement in the name of MIUC Technology (Shenzhen) Co., Ltd, dated 13 June 2024, references avatto-smart.com and the sale of AVATTO products.

cooperator will be paid for the sale of AVATTO's products through the website with the domain name avatto-smart.com, and will remit the money to our company upon receipt of payment from the customer. The company will be

Domain-specific excerpt from the statement.

responsible for shipping the product to the address specified by the customer via available shipping methods. The cooperator's pricing will include the cost of the product, advertising, and service fees associated with the product.

The above is true and I would like to ask for official approval of the cooperator's application. Thanks! This statement is for the sole use of the cooperator to provide proof of income.

Yours Sincerely,
MIUC Technology (Shenzhen) Co., Ltd
2024. 6. 13



Shipping description, document purpose, stamp and date. Personal identity details are excluded.

What the documentation establishes

The statement documents a historical commercial relationship and describes remitting customer payments to the company, which would ship products to customer addresses. It provides a specific arrangement for the buyer to investigate with the supplier.

Confirm continued supply and new-owner terms directly before closing. The historical statement does not establish exclusivity, trademark ownership, automatic transfer or guaranteed future commercial terms.

THE NEXT OWNER'S OPERATING PLAN

Potential Value-Creation Opportunities

The existing evidence identifies areas for investigation. These are potential initiatives to evaluate, not forecasts, promised improvements or a valuation.

Existing evidence	Potential area to evaluate
Cart and checkout-start activity; seller-reported PayPal-only payment.	Payment diversification and checkout optimisation where eligible providers are available.
Product-related search queries and a guide attracting 2,189 clicks.	SEO and content expansion, updated product pages and additional useful product guides.
Search traffic from multiple countries and both desktop and mobile.	Geographic and localisation opportunities aligned with feasible delivery and support.
75 published products and historical supplier documentation.	Product or catalogue expansion and supplier optimisation, subject to confirmed commercial terms.
An operating commerce platform; no verified marketable-list size.	Customer retention where consent, lawful use and technical access are established.
GA4 history and observed shopping events.	Analytics and tracking improvements to support future operating decisions.

These areas may be evaluated by a future operator. Their relevance depends on diligence findings and operating capabilities; none is a promise of increased sales or conversion.

Potential areas derived from the evidence on pp. 5-9, not forecasts of future performance.

BUYER FIT

Who May Find This Asset Relevant?

Strategic relevance depends on what a buyer can contribute to the existing foundation. The following profiles may see a fit; none implies a guaranteed outcome.

01

E-commerce operators

An existing storefront and shopping activity to assess alongside payment, support and fulfilment capabilities.

02

Smart-home distributors

A specialist catalogue and relevant search visibility to evaluate alongside existing product expertise.

03

SEO and digital-asset investors

A documented search footprint, query history and landing-page evidence for investigation.

04

Electronics retailers

An adjacent smart-home category and existing content that may complement an established retail operation.

05

International operators

Multi-country search traffic and the possibility of evaluating eligible payment and delivery options.

06

Content-led commerce operators

Product discovery and an installation guide already attracting search visits.

The key fit question

Which of your existing capabilities could be applied to these evidenced assets, and what must you verify before committing to the acquisition?

Potential relevance depends on buyer capabilities and due diligence; no outcome is guaranteed.

ENGAGE WITH THE SELLER

Acquisition Process and Due Diligence

01-03 Enquiry and qualification

Submit an acquisition enquiry, discuss buyer fit and agree confidentiality arrangements or an NDA where appropriate.

04-06 Verification and agreement

Review analytics, technical and commercial records; confirm transferability and supplier terms; agree price and the asset purchase agreement.

07-09 Completion and handover

Agree secure payment or escrow if used, transfer the agreed assets and complete any handover or support period specified in the agreement.

Important Disclosures

Historical evidence is not a forecast. Traffic and activity do not establish profitability. Recorded sales require verification against receipts and costs; no valuation or asking price is presented.

Asset inclusion depends on verified ownership, licences, applicable permissions and the signed agreement. The AVATTO trademark and physical inventory are not represented as included; supplier continuation is not automatic.

The 2024 supplier statement was issued as proof of income and has not been independently authenticated. It is historical documentation, not confirmation of current new-owner supply terms.

Coverage: GA4 1 May 2023-17 Sep 2026; GSC 16 May 2025-15 Sep 2026 (16 months, not lifetime); WooCommerce records through 18 Sep 2026. Content checked 18-19 Sep. These are different measures and periods, not a sequential funnel.

Discuss the Acquisition

Serious acquisition inquiries are welcome. Qualified buyers may request additional supporting analytics, technical and commercial information subject to appropriate confidentiality arrangements.

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avatto-smart.com