

10 AI agents audit your store every Monday. You get a task list in Notion.

 ECOMMERCE TASKS · MONDAY 8:00 AM

23 NEW

FACEBOOK ADS	Move 20% of budget from the 2 weakest prospecting campaigns to the top one	HIGH
EMAIL / SMS	Rework step 2 of the abandoned cart flow. Click rate fell from 4.1% to 2.6%	HIGH
MERCHANDISER	Reorder the 2 best sellers. Under 9 days of supply left	HIGH
CRO	Mobile checkout completion down 11% WoW. Test a one-page checkout	MED
CFO	MER at 3.4 vs a 3.8 target. Hold new spend until Thursday	MED

+ 18 more tasks · status: Needs Human Review

01	Why a team of agents
02	The stack: Polar, Claude, Notion
03	Set it up in 30 minutes
04	Meet your 10 agents
05	The 10 prompts
06	Run it every week

Dashboards don't do the work

Monday morning in most ecommerce teams starts with tabs. Shopify, Ads Manager, Google Ads, Klaviyo, GA4. By the time someone has compared last week to the week before, half the morning is gone and nothing has changed yet.

The numbers are rarely the problem. Turning them into a short list of things to do is. That step needs someone senior, and it is the first thing skipped when the week gets busy.

Agents propose. You approve.

This playbook gives you 10 AI agents with one job each: ads, email, merchandising, pricing, conversion, finance and retention. Each reads your live data through the Polar MCP, compares the last 7 days to the prior 7, and writes its recommendations as tasks in Notion. Your team reviews them and executes.

10

Ready-to-paste prompts, one per agent. Setup takes about 30 minutes with Claude Desktop, a Polar account and a Notion workspace. No code.



POLAR MCP

Reads your live data: Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4



CLAUDE

Runs the 10 agents every week and writes the analysis



NOTION

One task per recommendation, waiting for human review

02

The stack

Three tools. Polar brings the data, Claude does the analysis, Notion holds the tasks your team works from.

Set it up in 30 minutes

You need three accounts: Claude Desktop, Polar and Notion. Then five steps, done once. After that the agents run on their own.

01

Duplicate the Notion Task Tracker template and copy your database URL. Keep the column names as they are: the agents write to them.

02

Install the latest Claude Desktop (the version with /schedule). Set the model to Opus.

03

Connect your store on Polar, then enable the Polar MCP connector in Claude. Turn on the Notion connector too.

04

Replace YOUR_NOTION_DATABASE_URL in each prompt with the URL you copied in step 1.

05

For each agent: type /schedule, paste its prompt, set the schedule, confirm. The recommended schedule is on page 19.

1 run

Test once before you schedule.

Paste the master prompt by hand. It runs the 10 agents in a row and fills your tracker, so you see the output before anything runs on its own.

 [Links to the template, Polar and Claude are on the last page.](#)

Your 10 agents

Each agent has one job and one prompt. Nine run every Monday at 8 AM. The retention agent looks at 30 days, so it runs twice a month.

#	AGENT	WATCHES	RUNS
01	The Manager	Net sales, orders, AOV, MER	Weekly · All data
02	Facebook Ads	Spend, ROAS, CPA, frequency	Weekly · Meta
03	Google Ads	Spend, ROAS, CPA, impression share	Weekly · Google Ads
04	TikTok Ads	Spend, ROAS, CPA, video views	Weekly · TikTok
05	Email & SMS	Flow vs campaign revenue, click rate	Weekly · Klaviyo
06	Merchandiser	Sales by product, days of supply	Weekly · Shopify
07	Pricing Analyst	AOV, revenue per visitor, discounts	Weekly · Shopify
08	CRO	Funnel steps, CVR by device and source	Weekly · Polar Pixel, GA4
09	CFO	Net sales, MER, CAC, gross margin	Weekly · All data
10	Retention & LTV	Repeat rate, time to 2nd order, cohorts	1st and 15th · Shopify

What lands in Notion

Every recommendation becomes one page in your tracker, with the numbers behind it. Here is one task from the Facebook Ads agent.

N

Ecommerce Tasks Tracker

Move 20% of budget from the 2 weakest prospecting campaigns to the top one

Priority	High
Owner	Ads
Action Type	Scale
Business Area	Paid Ads
Channel	Meta
AI Agent	Facebook Ads
Impact Metric	ROAS
Review Notes	US Broad: ROAS 3.1 on 28% of spend. UK Lookalike: ROAS 1.4 on 22% of spend, CPA up 26% WoW.
Status	Needs Human Review

0

Nothing goes live on its own.

Every task lands as Needs Human Review. Someone on your team approves it, assigns it or archives it.

 Keep the column names. The agents write to these exact properties.

Run all 10 at once

Use this for your first test run. Paste the block below into Claude, then paste the 10 agent prompts from the next pages under it, in order. One run fills your tracker.

MASTER PROMPT · COPY-PASTE



Use the Polar Analytics MCP for ALL data retrieval in this session. It is the source of truth for Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4 and every connected channel. Do not call other data skills or connectors for data review.

Run all 10 agents below sequentially. For each agent, pull data via Polar MCP, generate the analysis, and create tasks in the Notion database. Process them one by one, in order.

MY NOTION DATABASE URL IS: YOUR_NOTION_DATABASE_URL

+ Paste: Agent 1: The Manager

+ Paste: Agent 2: Facebook Ads Specialist

+ Paste: Agent 3 to 9 ...

+ Paste: Agent 10: Retention & LTV Analyst

1 → 10

Happy with the output? Schedule each agent on its own with /schedule. If one agent fails, the other nine still run.

The Manager

Your weekly exec review. It reads every connected source and turns the week into 5 to 7 priorities.

ROLE	SCHEDULE	CRON	DATA
Head of Growth	Weekly, Monday 8 AM	0 8 * * 1	All

KEY METRICS Net sales, orders, AOV, sessions, CVR, ad spend, MER, email/SMS share

PROMPT TO COPY

Use the Polar Analytics MCP for all data (Polar covers Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4). Don't call other skills.

You are my Head of Growth. Run a weekly exec review for the last 7 days vs the prior 7 days using all CONNECTED data sources.

Start with: 1) Data coverage (1 line): list connected sources used and any missing sources you could not include. 2) KPI scorecard (table): Net Sales (or Revenue), Orders, AOV, Sessions/Traffic, Overall CVR, Total Ad Spend, MER (Revenue ÷ total marketing/ad spend), Email/SMS revenue share (% of total). If a metric isn't available, mark "N/A".

Then deliver: 3 biggest wins (each with the key metric change and the driver: volume vs CVR vs AOV vs channel mix). 3 biggest risks (largest negative deltas; call out if driven by spend efficiency, traffic quality, onsite funnel, inventory/stockouts, or email deliverability).

Finish with a prioritized action list for next week: 5 to 7 actions max, each with: Priority (P0/P1/P2), Owner function (Ads/Email/CRO/Merch/Pricing), What to do, and the metric it should move. Keep it sharp and skimmable.

Then create tasks in the Notion database at YOUR_NOTION_DATABASE_URL. For each action item, create a page with properties: Name (task title), Priority (High/Medium/Low), Owner (Ads/Email/CRO/Merch/Pricing/Growth/Finance), Action Type, Business Area, Channel, AI Agent ("Manager"), Impact Metric, Review Notes, and Status set to "Needs Human Review".

Facebook Ads

Finds what to scale, what to cut and what to test next across your Facebook and Instagram campaigns.

ROLE	SCHEDULE	CRON	DATA
Meta Ads Specialist	Weekly, Monday 8 AM	0 8 * * 1	Facebook Ads

KEY METRICS Spend, purchases, ROAS, CPA, CPM, CTR, CVR, frequency

PROMPT TO COPY

Use the Polar Analytics MCP for all data (Polar covers Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4). Don't call other skills.

You are my Meta (Facebook/Instagram) Ads Specialist. Review the last 7 days vs the prior 7 days using connected Meta Ads data.

1) Snapshot (table): Spend, Purchases (or primary conversion count), Purchase revenue/value, ROAS, CPA (purchase), CPM, CTR (link/outbound if available), CVR, Frequency. (If a metric isn't available, show N/A.)

2) Performance leaders/laggards: Top 3 and bottom 3 campaigns by ROAS (include spend share %, ROAS, CPA, conversion volume).

3) Risk flags: Campaigns where CPA (purchase) increased >20% WoW. Campaigns spending >20% of total spend with below-average ROAS. Where possible, note if Frequency rose materially alongside falling CTR/CVR (fatigue signal).

4) Diagnostics (if available): Prospecting vs Retargeting performance. Engagement rate ranking + conversion rate ranking (call out below average).

End with 3 concrete recommendations: 1) Scale (exact campaign(s) + budget change direction) 2) Cut/contain (exact campaign(s) + what to change) 3) Test next (creative/offer/audience test with a clear hypothesis). Keep the response concise.

Then create tasks in the Notion database at YOUR_NOTION_DATABASE_URL. For each recommendation, create a page with: Name, Priority (High/Medium/Low), Owner ("Ads"), Action Type (Scale/Pause/Optimize/Test), Business Area ("Paid Ads"), Channel ("Meta"), AI Agent ("Facebook Ads"), Impact Metric, Review Notes (include actual campaign names and numbers), and Status set to "Needs Human Review".

Google Ads

Splits Search, Shopping and Performance Max, brand and non-brand, and flags CPA spikes before they eat the month.

ROLE	SCHEDULE	CRON	DATA
Google Ads Specialist	Weekly, Monday 8 AM	0 8 * * 1	Google Ads

KEY METRICS Spend, conversions, ROAS, CPA, CVR, CTR, avg CPC, impression share

PROMPT TO COPY

Use the Polar Analytics MCP for all data (Polar covers Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4). Don't call other skills.

You are my Google Ads Specialist. Review Google Ads performance for the last 7 days vs the prior 7 days.

1) KPI snapshot (table): Spend, Conversions (purchases), Conversion value/revenue, ROAS (Conv. value / cost if available), CPA, Conversion rate, CTR, Avg CPC, Impression share (if available).

2) Breakdowns: By campaign type (if available): Search vs Shopping vs Performance Max. Brand vs Non-brand performance (if available) with spend, ROAS, CPA, conversion volume.

3) Winners/losers: Top 3 and bottom 3 campaigns by ROAS (include spend share %, ROAS, CPA, conversion volume).

4) Alerts: Any campaign where CPA spiked >20% WoW. If impression share is low or falling, flag whether this suggests budget/coverage constraints.

End with 3 actions: Scale, Pause, Reallocate (name campaigns and explain why in 1 sentence each). Keep it skimmable.

Then create tasks in the Notion database at YOUR_NOTION_DATABASE_URL. For each recommendation, create a page with: Name, Priority (High/Medium/Low), Owner ("Ads"), Action Type, Business Area ("Paid Ads"), Channel ("Google"), AI Agent ("Google Ads"), Impact Metric, Review Notes, and Status set to "Needs Human Review".

TikTok Ads

Watches creative fatigue and auction pressure, then tells you which ads to refresh and where to move budget.

ROLE	SCHEDULE	CRON	DATA
TikTok Ads Specialist	Weekly, Monday 8 AM	0 8 * * 1	TikTok Ads

KEY METRICS Spend, purchases, ROAS, CPA, CPM, CTR, CVR, video views

PROMPT TO COPY

Use the Polar Analytics MCP for all data (Polar covers Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4). Don't call other skills.

You are my TikTok Ads Specialist. Review TikTok Ads performance for the last 7 days vs the prior 7 days.

1) KPI snapshot (table): Spend, Purchases (or primary conversions), Revenue/value, ROAS, CPA (purchase), CPM, CTR, CVR. Creative engagement (if available): 2-second video views and/or average watch time.

2) Winners/losers: Top 3 and bottom 3 campaigns by ROAS (include spend share %, ROAS, CPA, conversion volume).

3) Creative fatigue & auction pressure: Flag campaigns/ad groups where CTR dropped >15% WoW OR where video engagement fell materially, alongside rising CPA. CPM trend vs prior period (up/down and magnitude).

End with 3 recommendations: Scale (what's working + why), Refresh (which creatives/ad groups to rotate and what angle to test), Reallocate budget (where to move spend and what you expect to improve). Keep the output concise.

Then create tasks in the Notion database at YOUR_NOTION_DATABASE_URL. For each recommendation, create a page with: Name, Priority (High/Medium/Low), Owner ("Ads"), Action Type, Business Area ("Paid Ads"), Channel ("TikTok"), AI Agent ("TikTok Ads"), Impact Metric, Review Notes, and Status set to "Needs Human Review".

Email & SMS

Compares flows and campaigns, watches list health, and picks the next flow step to fix.

ROLE	SCHEDULE	CRON	DATA
Email + SMS Marketing Specialist	Weekly, Monday 8 AM	0 8 * * 1	Klaviyo

KEY METRICS Email revenue, SMS revenue, revenue share, flows vs campaigns, click rate, CVR

PROMPT TO COPY

Use the Polar Analytics MCP for all data (Polar covers Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4). Don't call other skills.

You are my Email + SMS Marketing Specialist. Review the last 7 days vs the prior 7 days using connected ESP data (e.g., Klaviyo) and store revenue. Start with 1 line: data coverage (Email only / SMS only / both).

1) Revenue impact (table): Email revenue, SMS revenue, and each as % of total store revenue. Flows (automations) revenue vs Campaigns revenue (and % split).

2) Top performers: Top 3 flows and top 3 campaigns by revenue (include sends, revenue, click rate, conversion rate if available).

3) Health & risks: Deliverability/list health: bounce rate, unsubscribe rate, spam complaint rate (if available). Engagement: prioritize click rate + conversion; treat open rate cautiously due to Apple MPP inflating opens.

End with 3 recommendations: Flow optimizations (which flow + what step to change), Campaign plan (themes/offers/segments to prioritize), List health actions (cleanup/segmentation/warmup) if risks are detected. Keep it skimmable.

Then create tasks in the Notion database at YOUR_NOTION_DATABASE_URL. For each recommendation, create a page with: Name, Priority (High/Medium/Low), Owner ("Email"), Action Type, Business Area ("Email & SMS"), Channel ("Klaviyo"), AI Agent ("Email/SMS"), Impact Metric, Review Notes, and Status set to "Needs Human Review".

Merchandiser

Tracks your best sellers, the products that get views but don't convert, and the stock that runs out next.

ROLE	SCHEDULE	CRON	DATA
Merchandiser & Inventory Planner	Weekly, Monday 8 AM	0 8 * * 1	Shopify

KEY METRICS Net sales by product, units sold, gross margin, sell-through, days of supply

PROMPT TO COPY

Use the Polar Analytics MCP for all data (Polar covers Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4). Don't call other skills.

You are my Merchandiser / Product Analyst. Analyze product performance for the last 7 days vs the prior 7 days using connected ecommerce platform data.

1) Top product table: Top 10 products by Net Sales (or Revenue) and Units Sold. Include: units, net sales, % of total sales, and (if available) gross margin.

2) Trends: Biggest movers up and down (net sales and units) vs prior 7 days.

3) Conversion & PDP issues: Products with high traffic/views but low conversion rate (potential PDP/pricing/offer issues).

4) Inventory & velocity: Restock alerts: best sellers with high sales velocity and low remaining stock. If inventory data is available, include sell-through rate and/or days of supply.

End with 3 recommendations: Promote (which products + channel placement), Bundle/discount (what pairing/offer and why), Deprioritize (what to pull back and why, including returns risk if visible). Keep it skimmable.

Then create tasks in the Notion database at YOUR_NOTION_DATABASE_URL. For each recommendation, create a page with: Name, Priority (High/Medium/Low), Owner ("Merch"), Action Type (Promote/Bundle/Deprioritize), Business Area ("Product & Merch"), Channel ("Shopify"), AI Agent ("Merchandiser"), Impact Metric, Review Notes, and Status set to "Needs Human Review".

Pricing Analyst

Checks whether discounts bought volume or burned margin, and proposes the next pricing test.

ROLE	SCHEDULE	CRON	DATA
Pricing & Profitability Analyst	Weekly, Monday 8 AM	0 8 * * 1	Shopify

KEY METRICS AOV, revenue per visitor, discount rate, net sales, gross margin

PROMPT TO COPY

Use the Polar Analytics MCP for all data (Polar covers Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4). Don't call other skills.

You are my Pricing & Profitability Analyst. Review pricing, discounting, and margin signals for the last 7 days vs prior 7 days (and vs prior 30 days where available).

1) Price & efficiency snapshot (table): AOV (7d vs prior 7d vs prior 30d), Revenue per visitor/session, % of orders discounted (if available) and average discount rate (if available), Net sales vs total sales (if available; be explicit about which is used).

2) Product margin vs revenue: Top products by revenue vs top products by gross profit / margin contribution (if cost data available). Highlight mismatches.

3) Promo impact: If discounts/promos ran, summarize impact on AOV and gross margin (if available). Call out if discounting increased volume but reduced profitability.

End with 3 recommendations: Pricing tests (what to test and hypothesis), Discount strategy changes (what to stop/start), AOV lift tactics (bundles, upsells, threshold offers). Make it concise.

Then create tasks in the Notion database at YOUR_NOTION_DATABASE_URL. For each recommendation, create a page with: Name, Priority (High/Medium/Low), Owner ("Pricing"), Action Type, Business Area ("Pricing & Margin"), Channel ("Shopify"), AI Agent ("Pricing"), Impact Metric, Review Notes, and Status set to "Needs Human Review".

CRO

Walks the funnel step by step, by device and by source, and names the leak worth fixing first.

ROLE	SCHEDULE	CRON	DATA
Conversion Rate Optimizer	Weekly, Monday 8 AM	0 8 * * 1	Polar Pixel, GA4

KEY METRICS Sessions, CVR, revenue per session, AOV, add-to-cart rate, checkout rate, device split

PROMPT TO COPY

Use the Polar Analytics MCP for all data (Polar covers Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4). Don't call other skills.

You are my CRO Specialist. Analyze onsite conversion funnel performance for the last 7 days vs prior 7 days (and vs prior 30 days where available).

1) KPI snapshot (table): Sessions/Users, Orders, Overall CVR, Revenue per session/visitor, AOV.

2) Funnel breakdown (use GA4 ecommerce events if available): Product view → Add-to-cart rate. Add-to-cart → Checkout initiation rate. Checkout initiation → Purchase completion rate. Flag the biggest WoW drop-offs.

3) Segments: CVR by traffic source (best vs worst) and device (mobile vs desktop), highlighting biggest negative movers.

End with 3 recommendations: Biggest conversion leaks and likely causes, Which sources need landing page attention (and what to change), Top A/B tests to prioritize next week (hypothesis + success metric). Keep it skimmable.

Then create tasks in the Notion database at YOUR_NOTION_DATABASE_URL. For each recommendation, create a page with: Name, Priority (High/Medium/Low), Owner ("CRO"), Action Type, Business Area ("CRO"), Channel ("Polar Pixel"), AI Agent ("CRO"), Impact Metric, Review Notes, and Status set to "Needs Human Review".

CFO

Your weekly P&L read: topline, efficiency, revenue mix, margin, and where the month is heading.

ROLE	SCHEDULE	CRON	DATA
DTC Chief Financial Officer	Weekly, Monday 8 AM	0 8 * * 1	All

KEY METRICS Net sales, orders, AOV, refunds, ad spend, MER, CAC, gross profit, gross margin

PROMPT TO COPY

Use the Polar Analytics MCP for all data (Polar covers Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4). Don't call other skills.

You are my CFO. Provide a weekly financial overview for the last 7 days vs prior 7 days (and vs same period last year if available). Start with: Data coverage (what sources are included; note any missing ad channels).

1) Topline (table): Net sales (preferred) and/or total sales (if available; be explicit), Orders, AOV, Refunds/returns amount (if available).

2) Marketing & efficiency: Total ad spend across all connected paid channels, Blended ROAS and MER (Revenue ÷ total marketing/ad spend), CAC trend (be explicit whether CAC uses new customers only).

3) Revenue mix: Revenue by channel (paid, organic, email/SMS, direct) and WoW shifts. New vs returning customer revenue split (if available).

4) Profitability (if cost data available): Gross profit and gross margin (using COGS-based definitions).

Finish with an executive summary: Are we on track this month based on current pace? Projected monthly revenue at the current 7-day run rate (state it's a run-rate projection). Top 2 financial risks + top 2 opportunities for the team next week. Keep it concise.

Then create tasks in the Notion database at YOUR_NOTION_DATABASE_URL. For each recommendation, create a page with: Name, Priority (High/Medium/Low), Owner ("Finance"), Action Type, Business Area ("Finance"), Channel ("Cross-channel"), AI Agent ("CFO"), Impact Metric, Review Notes, and Status set to "Needs Human Review".

Retention & LTV

Looks at 30 days of returning customers, cohort by cohort, and finds the next VIP, winback or second-order play.

ROLE	SCHEDULE	CRON	DATA
Retention & Lifecycle Analyst	1st and 15th, 8 AM	0 8 1,15 * *	Shopify

KEY METRICS Repeat customer rate, time to 2nd purchase, LTV:CAC, cohort repurchase rates

PROMPT TO COPY

Use the Polar Analytics MCP for all data (Polar covers Shopify, Meta, Google, TikTok, Klaviyo, Amazon, GA4). Don't call other skills.

You are my Retention & Lifecycle Analyst. Analyze returning customer behavior over the last 30 days compared to the prior 30 days.

1) Retention health (table): Repeat Customer Rate (% of revenue and % of orders from returning customers), Average Time to Second Purchase, Blended LTV:CAC ratio (if both metrics are available).

2) Cohort signals: Which acquisition months/cohorts have the highest repeat purchase rates? Are recent cohorts (last 60 to 90 days) repurchasing at a better or worse rate than older cohorts?

3) Product & lifecycle insights: Which products drive the highest lifetime value as a first purchase vs. which are "one-and-done" purchases? Top products purchased on repeat (subscription-like behavior).

End with 3 actionable recommendations: A specific VIP or high-value segment to target with a retention campaign, A replenishment or winback email/SMS strategy to implement, A tactic to improve second-purchase conversion rates (based on product and timing data). Keep it executive-level and skimmable.

Then create tasks in the Notion database at YOUR_NOTION_DATABASE_URL. For each recommendation, create a page with: Name, Priority (High/Medium/Low), Owner ("Growth"), Action Type, Business Area ("Retention & LTV"), Channel ("Shopify"), AI Agent ("Retention"), Impact Metric, Review Notes, and Status set to "Needs Human Review".

Run it every week

01

Agents 1 to 9 run every Monday at 8 AM (cron 0 8 * * 1). Agent 10 runs on the 1st and 15th of the month (cron 0 8 1,15 * *).

02

On Monday, open Notion and filter on Needs Human Review. Approve, assign or archive each task.

03

Read the Review Notes before you act. Every task carries the campaign names and numbers behind it.

04

If an agent reports N/A, connect the missing source in Polar. The agent picks it up on its next run.

BEFORE YOU START

The agents read your data from Polar

Connect your store to Polar, enable the MCP in Claude and duplicate the Notion template. Your first review runs the Monday after setup.

NOTION TEMPLATE	polaranalytics.notion.site/319cc9e2b9bd8197b012cd58c63c647b
POLAR MCP SETUP	app.polaranalytics.com/mcp
CLAUDE DESKTOP	claude.com/download

**Polar**

Create your Polar account → app.polaranalytics.com/signup