

Packed with 122 pages
of real-world data,
tables, charts and graphs
from ecommerce
companies in all major
retail categories and
sizes.

THE 80/20 & RFM ANALYSIS PLAYBOOK

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Introduction

Everyone is looking for an EDGE.

Do you have one?

What you have in your hands is the most comprehensive report of its kind ever compiled.

This Case Study Compilation is the result of analyzing 18 different eCommerce retailers across the categories of:

- Fashion & Apparel & Accessories
- Health & Beauty
- Everything Else
 - Books, Music & Video
 - Food & Drug
 - Office Supplies
 - Sporting Goods

We have broken them out into 6 different revenue brackets:

- Up to \$100K/yr
- \$100K to \$500K/yr
- \$500K to \$1M/yr
- \$1M to \$3M/yr
- \$3M to \$10M/yr
- \$10M+ /yr

We want you to “see” your business in these Case Studies so that you can gain the foundational knowledge needed to succeed in 2018 and beyond.

We are in a time where the sharpest 5% of online retailers will generate 95% of the profits in EVERY market.

A report this in-depth on 80/20 RFM has never been created.

If you want an EDGE, if you’ve been looking for an ADVANTAGE — you hold it in your hands. We have taken the tried and true concepts of Recency, Frequency and Monetary segmentation and turbo—charged RFM by layering on the power of 80/20. We even drill down further and look at your customers through the lens of 90/10, 95/5, and 99/1.

This is where you find the levers in your business. The “Acres of Diamonds” right under your feet.

Congratulations! You are in the top 5% of the sharpest minds in eCommerce. Now go and conquer.



JD Crouse

Co-Founder of Bolder Bands
2014 Shopify Build a Business Winner

How to Use the 80/20 Rule

Do you know the Pareto Principle?

This isn't a question that we dragged off an old SAT to test you with—it's an intrinsic part of how you should design your digital strategy.

Here's how it works: The Pareto Principle is the idea that for any event, roughly 80% of the effects come from only 20% of the causes. For instance, in an earthquake, typically 80% of the damage is caused from 20% of the tremors.

And while this principle applies to many things, it's HUGELY relevant in business. This is where the concept of "whales" came from, as business leaders realized that 20% of their customers could carry 80% of their company. Understanding this concept is important, because as your business scales you're going to see all sorts of new customers, and you need be able to determine the most valuable customers to go after. Figuring this out can mean the difference between doubling your growth vs. watching your revenue fall.

But how do you find them? RFM segmentation.

Using RFM Segmentation to Find YOUR Most Valuable Customers

RFM segmentation is a method to determine your most valuable customers by looking at their transaction history with your company.

RFM stands for recency, frequency, and monetary value, and these are the three metrics used to determine a customer's worth. By examining how long it has been since a customer's last order, the number of orders they've made in a certain time period, and how much money they've spent with you in that time period, you can greatly narrow down which buyers you should be focusing your efforts on.

These methods are exactly what JD Crouse used when he wanted to improve Bolder Band, and they helped him grow from the initial idea to \$6.5 million in revenue in three years.

Within the next 18 reports, you will gain a solid understanding of how to use RFM segmentation to find and target your most valuable customers by seeing how these top retailers have done it. We'll show you the customer information uncovered from their data, how those insights informed their current strategy, and what adjustments they need to make to continue to grow revenue.

We hope that these case studies give you insights that can be directly transferred into your growing business.

With that, let's start digging into the numbers.

Chart Key and Basic RFM Strategies

There are two kinds of charts that you will see continuously throughout this report. We want to take a brief moment to explain how to read them, along with providing some basic strategies for each. While each of these case studies will dig into specifics for how to target Top Customers depending on your business situation, there are a few rules that can always be followed.

For example, here is an RFM Analysis chart:

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$200	—	0.50%	5	\$1,264.55	3.16%
4—Stars	\$130	\$200	2.01%	20	\$3,082.83	7.71%
3—Stars	\$100	\$130	2.91%	29	\$3,157.51	7.90%
2—Stars	\$30	\$100	31.39%	313	\$16,624.55	41.59%
1—Star	—	\$30	63.19%	630	\$15,839.74	39.63%
Monetary: 5—star rating based on total lifetime revenue			100.00%	997	\$39,969.1	100.00%

You will see many charts like this throughout these studies, with at least one per RFM metric (recency, frequency, and monetary value). This chart is measuring the monetary worth of a small company’s customers. In every chart example, the 5-star bracket is where your most valuable customers are, with 1 and 2-star customers being the least valuable.

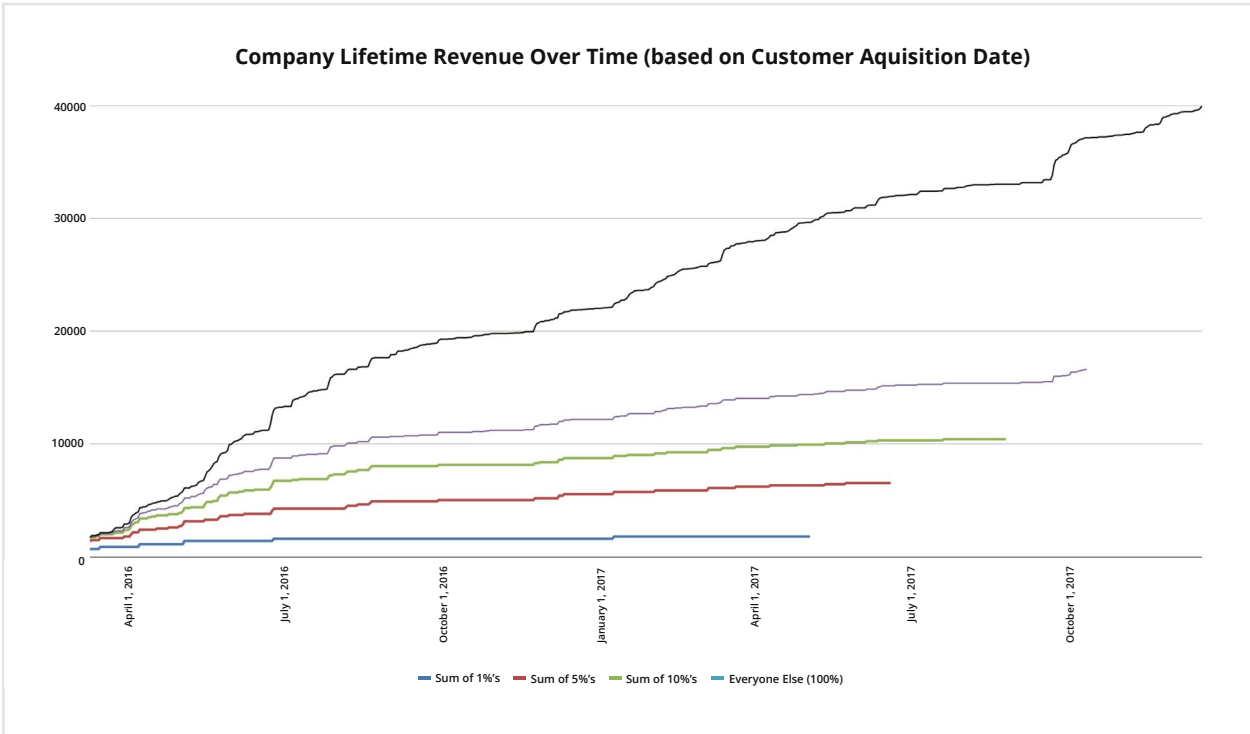
Basic Strategies

There are two common strategies you should always keep in mind with these charts.

For any 1 and 2-star customers on a recency or frequency chart, we always encourage the business to target them with a 3-email re-engagement campaign to try and woo them into a new purchase.

Additionally, we recommend a similar tactic for 1 and 2-star customers on a monetary chart. It’s even better if you can specifically target these individuals with a good add-on product to what they’ve bought before, hopefully bringing up the average purchase amount.

Chart Key and Basic RFM Strategies (Continued)



This is a QC timeline. It's another common visual we use, and it's useful for boiling down all of the most important customer information in an easy to read graph. The black bar will always represent the lifetime revenue of the entire business, correlated to the start date of your customer relationships. Each of the additional lines are groups of customers. In this example, a problem that you would see is that the top 1% of customers are the lowest growing line in the mix, meaning they need significantly more cultivation. As a general rule, the higher your 1% line is, the better your business is doing at targeting the customers who really matter.

NOTE: As a business grows it's not uncommon to have a large number of one-time buyers—50% to 75% one time buyers is normal, depending on your industry—but you'll want to make sure that the revenue streams of your business are being proportionally filled with Top Customers as you grow.

Companies with Revenue Over \$10M Per Year



**Fashion, Apparel &
Accessories**

\$10M+ Per Year

Top Customer Analysis

Fashion, Apparel & Accessories Industry | \$10M+/yr

Business Overview

This company sells B2B apparel, including work uniforms and clothing branded with corporate logos. Despite having a relatively niche marketplace, they've done tremendous business in the last year, surpassing 10 million in revenue.

RFM Analysis and Strategy

Unlike many of the companies on this list, revenue growth is fairly evenly distributed across all potential customers. However, to pursue their most ideal customers, they should be targeting businesses who will need 3-6 apparel orders within a year. As of right now the Top 1-10% of customers comprise 56% of all revenue, which is great to see. These best customers typically order every 36-41 days, and if they make a 2nd purchase, it will usually occur within 17 days. That means they should gear much of their digital strategy towards pushing for a 2nd purchase within that window, either through timed discounts or drip email campaigns.

Oldest Purchase	March, 2014	Total # of Orders	47,620
Newest Purchase	December, 2017	Repeat Purchase Rate	39.46% (9662 customers)
Total Customers	24,486	Total Amt Orders	\$31,878,332.24
Special Notes	None		

Median CLV	\$452.70
Average CLV	\$1,301.90
Average # of Orders	1.94

Top metrics in your business to increase/sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Fashion, Apparel & Accessories Industry | \$10M+/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	244	18.65%	\$5,944,935	119	6	\$17,454.59
5%	1,224	41.67%	\$13,285,073	116	4	\$7,711.54
10%	2,448	56.19%	\$17,913,811	152	3	\$4,993.64
20%	4,897	72.54%	\$23,125,880	180	3	\$2,925.00
Everyone Else (100%)	24,486	100.00%	\$31,878,332	284	1	452.7

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Wednesday	Female (51.23%)	90.57%	\$3,581.48	36	328
5%	Wednesday	Female (49.84%)	89.71%	\$2,012.75	41	181
10%	Wednesday	Male (52.00%)	87.70%	\$1,653.10	41	114
20%	Tuesday	Male (55.69%)	85.48%	\$1,272.81	41	56
Everyone Else (100%)	Tuesday	N/A for 20%+	67.32%	\$305.95	27	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 4756 Buyers (97%) / \$22,531K LTV (97%)	California, USA: 588 Buyers (12%) / \$3,053K LTV (13%)	New York, New York: 132 Buyers (3%) / \$599K LTV (3%)
Canada: 47 Buyers (1%) / \$163K LTV (1%)	Texas, USA: 347 Buyers (7%) / \$1,520K LTV (7%)	San Francisco, California: 91 Buyers (2%) / \$427K LTV (2%)
Australia: 20 Buyers (0%) / \$79K LTV (0%)	New York, USA: 329 Buyers (7%) / \$1,588K LTV (7%)	Chicago, Illinois: 71 Buyers (1%) / \$388K LTV (2%)
Hong Kong: 8 Buyers (0%) / \$73K LTV (0%)	Illinois, USA: 227 Buyers (5%) / \$1,123K LTV (5%)	Houston, Texas: 62 Buyers (1%) / \$281K LTV (1%)
Singapore: 8 Buyers (0%) / \$28K LTV (0%)	Maryland, USA: 227 Buyers (5%) / \$1,134K LTV (5%)	Atlanta, Georgia: 54 Buyers (1%) / \$274K LTV (1%)

RFM Analysis

Fashion, Apparel & Accessories Industry | \$10M+/yr

Digging Deeper With RFM Analysis

Across the board this company has incredibly strong numbers with their 4 and 5-star buyers, which shows that they are putting in the time and effort to focus on their Top Customers. To continue this trend, we would tell them to continue to reach out to larger businesses, under the assumption that they will typically have more orders to fill over a given year than someone smaller. Unlike many businesses on this list, we don't have many strategy changes we would make to their current growth pattern other than what we outlined above.

Oldest Purchase	March, 2014	Repeat Purchase Rate	39.46% (9662 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	17.0 days
Total Customers	24,486	Median Days of Customer Lifetime	58.0 days
Total Amt Orders	\$31,878,332.24	Median CLV	\$452.70
Total # of Orders	47,620	Average CLV	\$1,301.90
Average Order Value	\$669.43	Average # of Orders	1.94
Special Notes	None		

RFM Analysis (Continued)

Fashion, Apparel & Accessories Industry | \$10M+/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	9.03%	2210	\$4,871,515.91	15.28%
4—Stars	31	60	7.48%	1831	\$3,880,800.70	12.17%
3—Stars	61	90	5.85%	1432	\$2,369,739.90	7.43%
2—Stars	91	180	13.45%	3294	\$4,370,731.12	13.71%
1—Star	181	—	64.20%	15719	\$16,385,544.61	51.40%
Recency: 5—star rating based on days since last paid Order			100.00%	24,486	\$31,878,332.24	100.00%

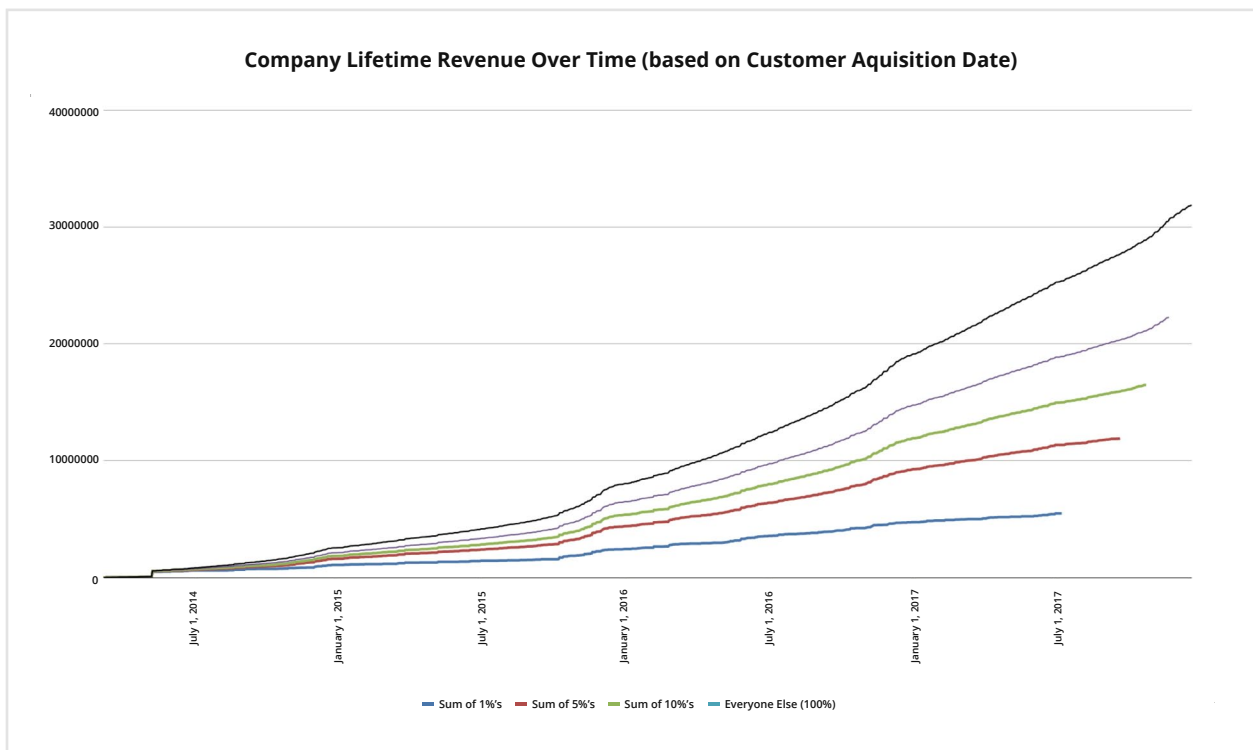
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	5	—	6.64%	1625	\$9,468,757.92	29.70%
4—Stars	4	4	4.01%	983	\$2,670,421.32	8.38%
3—Stars	3	3	7.73%	1892	\$3,933,681.59	12.34%
2—Stars	2	2	21.08%	5162	\$6,555,691.63	20.56%
1—Star	1	1	60.54%	14824	\$9,249,779.78	29.02%
Frequency: 5—star rating based on total # of Orders			100.00%	24,486	\$31,878,332.24	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$8,000	—	2.32%	569	\$9,169,980.28	28.77%
4—Stars	\$5,000	\$8,000	2.66%	652	\$4,100,105.77	12.86%
3—Stars	\$3,000	\$5,000	4.62%	1131	4,359,429.01	13.68%
2—Stars	\$700	\$3,000	28.58%	6997	\$10,126,766.74	31.77%
1—Star	—	\$700	61.82%	15137	\$4,122,050.44	12.93%
Monetary: 5—star rating based on total lifetime revenue			100.00%	24,486	\$31,878,332.24	100.00%

Lifetime Revenue QC Timeline

Fashion, Apparel & Accessories Industry | \$10M+/yr

While we'll always say you should put more time into courting your Top Customers, growth is evenly distributed between all demographics for this company. Not only that, but it's steady, with each demographic growing in tandem with the others. While we'd say that the Top 20% of customers should remain the focus, right now this business doesn't have much of a need for a change in how they're approaching digital sales.



Health & Beauty

\$10M+ Per Year

Top Customer Analysis

Health & Beauty Industry | \$10M+/yr

Business Overview

This company creates weight loss and healthy eating programs for their customers. Their digital sales include everything from shakes, energy supplements, protein bars, food additives, and more. They are targeted towards middle class consumers, with their sales slanted more towards men than women.

RFM Analysis and Strategy

First the good news—this company has to be commended for the explosive growth period they've recently had. It's clear that they're definitely getting people interested in their product, but looking at the data, it's apparent that they are struggling to locate and target their ideal customers. There is a huge difference between the Top 1-10% and their average buyers, evidenced by the fact that their Top Customers buy 4-9 times and spend up to \$507, which is 11x the average order value.

Revenue from the overall customer base is overshadowing what the Top 1-10% bring in. A simple trick to reverse this trend (and turn new customers into repeat buyers) would be to create a welcome campaign that includes a discount off their larger supplement products that expires in 30 days once someone makes an initial purchase. Then you could send reminder emails in the shipping confirmation, the week before expiration, and the day before expiration. This would help increase their 2nd purchase while pushing the customers towards a higher AOV.

Oldest Purchase	May, 2013	Total # of Orders	638,738
Newest Purchase	July, 2017	Repeat Purchase Rate	32.63% (123425 customers)
Total Customers	378,223	Total Amt Orders	\$26,187,420.27
Special Notes	None		

Median CLV	\$46.39
Average CLV	\$69.24
Average # of Orders	1.69

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Health & Beauty Industry | \$10M+/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	3,782	8.86%	\$2,320,249	62	9	\$507.06
5%	18,911	23.99%	\$6,282,574	118	5	\$270.34
10%	37,822	35.72%	\$9,354,792	164	4	\$196.63
20%	75,644	51.58%	\$13,506,627	203	3	\$137.07
Everyone Else (100%)	378,223	100.00%	\$26,187,587	266	1	46.39

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Friday	Male (80.06%)	3.33%	\$58.42	56	469
5%	Friday	Male (77.53%)	2.26%	\$51.65	66	321
10%	Friday	Male (76.56%)	1.97%	\$49.32	69	243
20%	Friday	Male (75.38%)	1.64%	\$47.91	70	156
Everyone Else (100%)	Sunday	N/A for 20%+	1.09%	\$39.71	61	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 17242 Buyers (23%) / \$3,619K LTV (27%)	California, USA: 2156 Buyers (3%) / \$419K LTV (3%)	Calgary, Alberta: 113 Buyers (0%) / \$27K LTV (0%)
Canada: 3023 Buyers (4%) / \$703K LTV (5%)	Ontario, Canada: 1251 Buyers (2%) / \$276K LTV (2%)	Chicago, Illinois: 108 Buyers (0%) / \$25K LTV (0%)
United Kingdom: 1985 Buyers (3%) / \$389K LTV (3%)	Texas, USA: 1229 Buyers (2%) / \$252K LTV (2%)	Houston, Texas: 108 Buyers (0%) / \$20K LTV (0%)
Germany: 1060 Buyers (1%) / \$209K LTV (2%)	New York, USA: 1057 Buyers (1%) / \$245K LTV (2%)	London, UK 101 Buyers (0%) / \$19K LTV (0%)
Australia: 980 Buyers (1%) / \$272K LTV (2%)	—	Los Angeles, California: 97 Buyers (0%) / \$18K LTV (0%)

RFM Analysis

Health & Beauty Industry | \$10M+/yr

Digging Deeper with RFM Analysis

Going further through the numbers, it's obvious that there is a lot of potential growth to mine from 2 and 3-star customers across the board, particularly when it comes to increasing their average monetary spend.

Currently, their 3-star customers actually account for most of the monetary value, so we would immediately suggest additional outreach to 2-star buyers in order to try and upsell them into the 3-star bracket. While not ideal in the long-term, getting more customers into at least a middling value bracket can more evenly balance their revenue. They also need to spend time prioritizing their 5-star consumers, as given the industry and the products they sell, customers should be having to pick-up the same items with on a regularly occurring schedule. Finding out why this isn't happening would be the key to strengthening their digital outreach.

Oldest Purchase	May, 2013	Repeat Purchase Rate	32.63% (123425 customers)
Newest Purchase	July, 2017	Median 1st to 2nd Purchase	54.0 days
Total Customers	378,223	Median Days of Customer Lifetime	114.0 days
Total Amt Orders	\$26,187,420.27	Median CLV	\$46.39
Total # of Orders	638,738	Average CLV	\$69.24
Average Order Value	\$41.00	Average # of Orders	1.69
Special Notes	None		

RFM Analysis (Continued)

Health & Beauty Industry | \$10M+/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	7.93%	30002	\$3,501,746.29	13.37%
4—Stars	31	60	4.31%	16291	\$1,598,928.78	6.11%
3—Stars	61	90	5.48%	20716	\$1,856,434.63	7.09%
2—Stars	91	180	14.66%	55452	\$3,963,252.75	15.13%
1—Star	181	—	67.62%	255762	\$15,267,057.82	58.30%
Recency: 5—star rating based on days since last paid Order			100.00%	378,223	\$26,187,420.27	100.00%

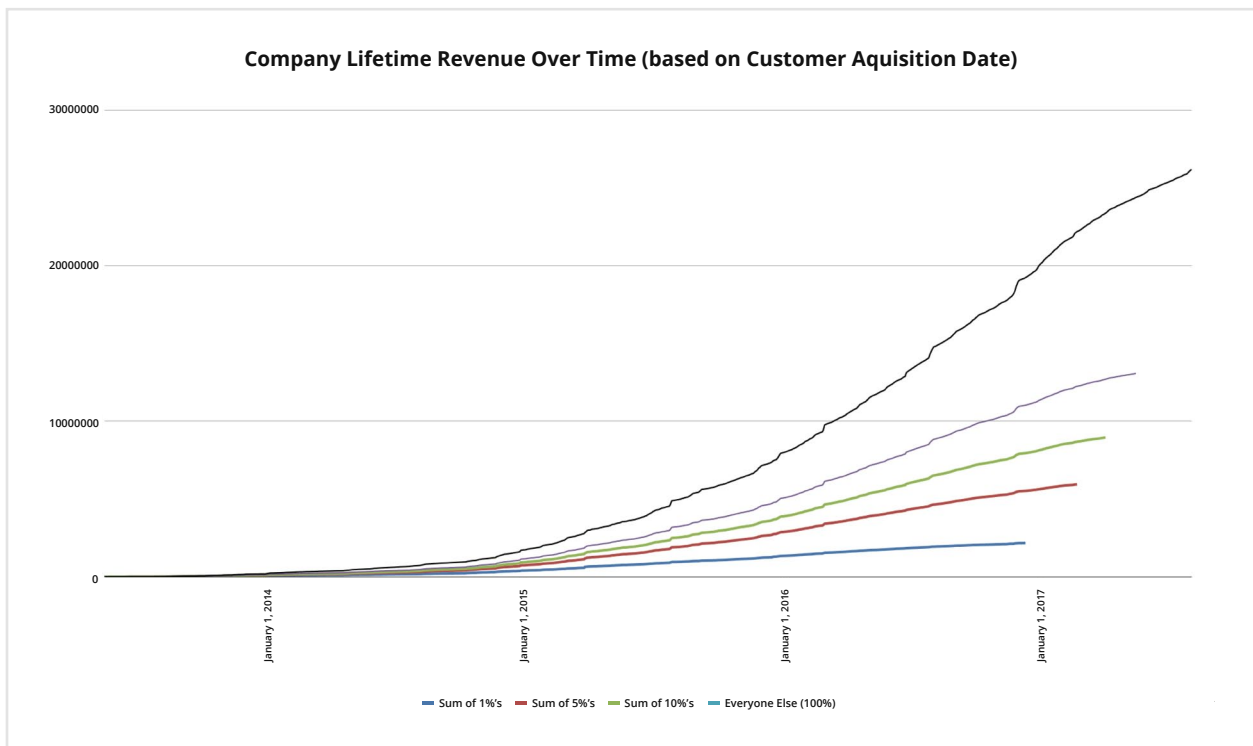
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	8	—	1.23%	4659	\$2,317,059.01	8.85%
4—Stars	4	7	6.44%	24343	\$5,025,576.72	19.19%
3—Stars	3	3	6.98%	26393	\$3,326,676.27	12.70%
2—Stars	2	2	17.99%	68030	\$5,537,578.85	21.15%
1—Star	1	1	67.37%	254798	\$9,980,529.42	38.11%
Frequency: 5—star rating based on total # of Orders			100.00%	378,223	\$26,187,420.27	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$1,000	—	0.06%	229	\$398,063.94	1.52%
4—Stars	\$500	\$1,000	0.46%	1744	\$1,128,214.13	4.31%
3—Stars	\$138	\$500	9.37%	35422	\$7,769,795.13	29.67%
2—Stars	\$50	\$138	32.67%	123559	\$9,925,750.52	37.90%
1—Star	—	\$50	57.44%	217269	\$6,965,596.55	26.60%
Monetary: 5—star rating based on total lifetime revenue			100.00%	378,223	\$26,187,420.27	100.00%

Lifetime Revenue QC Timeline

Health & Beauty Industry | \$10M+/yr

This chart crystallizes everything we've been talking about. Top Customers account for a very small percent of the company's revenue, but 10% (2-3 star customers) actually make up a solid portion of it. Both groups need attention in order to balance their revenue stream in favor of more loyal, and more valuable, customers.



Books, Music & Video

\$10M+ Per Year

Top Customer Analysis

Books, Music & Video Industry | \$10M+/yr

Business Overview

This company specializes in teaching top business executives and corporate climbers high-end sales tactics through books, podcasts, videos, and online lessons. They are one of the fastest growing companies within their industry, so much so that their eCommerce business is only one year old and still managed over 10 million in revenue. They continue to grow rapidly, with top business executives being their primary customers.

RFM Analysis and Strategy

There are some really interesting results here. The majority of this company's growth is coming from customers that only spend an average of \$150, but the Top 1-10% of customers spend such a high amount (\$1000-\$5000) that revenue is spread evenly between those groups. In fact, the Top 1% of customers comprise nearly 26% of total sales.

Another insight: their Top Customers make purchases most often on Sunday, which is somewhat uncommon in this sector. In order to increase sales from this demographic, we would encourage the business to run their largest promotions on-and-through Sunday every week.

Oldest Purchase	November, 2016	Total # of Orders	66,646
Newest Purchase	December, 2017	Repeat Purchase Rate	32.65% (12931 customers)
Total Customers	39,599	Total Amt Orders	\$10,558,029.22
Special Notes	None		

Median CLV	\$67.00
Average CLV	\$266.62
Average # of Orders	1.68

Top metrics in your business to increase/sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Books, Music & Video Industry | \$10M+/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	395	26.37%	\$2,784,243	168	3	\$5,000.00
5%	1,979	53.95%	\$5,695,736	127	2	\$1,995.00
10%	3,959	68.27%	\$7,207,620	92	2	\$1,024.16
20%	7,919	80.55%	\$8,504,104	110	2	\$495.00
Everyone Else (100%)	39,599	100.00%	\$10,558,196	142	1	67

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Sunday	Male (84.56%)	48.35%	\$2,036.99	29	75
5%	Friday	Male (81.51%)	41.38%	\$1,034.47	29	39
10%	Friday	Male (80.90%)	38.17%	\$695.00	31	23
20%	Friday	Male (82.52%)	34.21%	\$281.30	33	39
Everyone Else (100%)	Friday	N/A for 20%+	26.36%	\$49.00	36	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 6343 Buyers (80%) / \$7,050K LTV (83%)	California, USA: 1050 Buyers (13%) / \$1,268K LTV (15%)	Miami, Florida: 77 Buyers (1%) / \$90K LTV (1%)
Canada: 550 Buyers (7%) / \$531K LTV (6%)	Florida, USA: 692 Buyers (9%) / \$940K LTV (11%)	Houston, Texas: 76 Buyers (1%) / \$80K LTV (1%)
Australia: 242 Buyers (3%) / \$266K LTV (3%)	Texas, USA: 644 Buyers (8%) / \$700K LTV (8%)	Las Vegas, Nevada: 72 Buyers (1%) / \$88K LTV (1%)
United Kingdom: 176 Buyers (2%) / \$145K LTV (2%)	New York, USA: 307 Buyers (4%) / \$324K LTV (4%)	Los Angeles, California: 59 Buyers (1%) / \$165K LTV (2%)
Germany: 40 Buyers (1%) / \$27K LTV (0%)	Illinois, USA: 213 Buyers (3%) / \$199K LTV (2%)	San Diego, California: 55 Buyers (1%) / \$50K LTV (1%)

RFM Analysis

Books, Music & Video Industry | \$10M+/yr

Digging Deeper with RFM Analysis

This business is unique from many in this report, and these deeper RFM charts show why. Unlike many of the businesses we've covered, when it comes to monetary spending, there is almost an equal amount of 4 and 5-star customers (1061 and 917, respectively). This is great news for the business, because it means their best buyers are generating over 50% of total revenue.

This is an incredibly strong metric, and it would likely be fairly easy to turn these 4-star customers into 5-stars, further increasing their Top Customer pool. We'd go as far to say that this organization is a great example of the kind of growth that your business should strive for using RFM and 80/20 principles.

Oldest Purchase	November, 2016	Repeat Purchase Rate	32.65% (12931 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	55.0 days
Total Customers	39,599	Median Days of Customer Lifetime	101.0 days
Total Amt Orders	\$10,558,029.22	Median CLV	\$67.00
Total # of Orders	66,646	Average CLV	\$266.62
Average Order Value	\$158.42	Average # of Orders	1.68
Special Notes	None		

RFM Analysis (Continued)

Books, Music & Video Industry | \$10M+/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	17.26%	6834	\$2,247,383.81	21.29%
4—Stars	31	60	10.19%	4037	\$1,217,048.87	11.53%
3—Stars	61	90	9.99%	3956	\$969,687.69	9.18%
2—Stars	91	180	21.26%	8417	\$2,036,212.02	19.29%
1—Star	181	—	41.30%	16355	\$4,087,696.83	38.72%
Recency: 5—star rating based on days since last paid Order			100.00%	39,599	\$10,558,029.22	100.00%

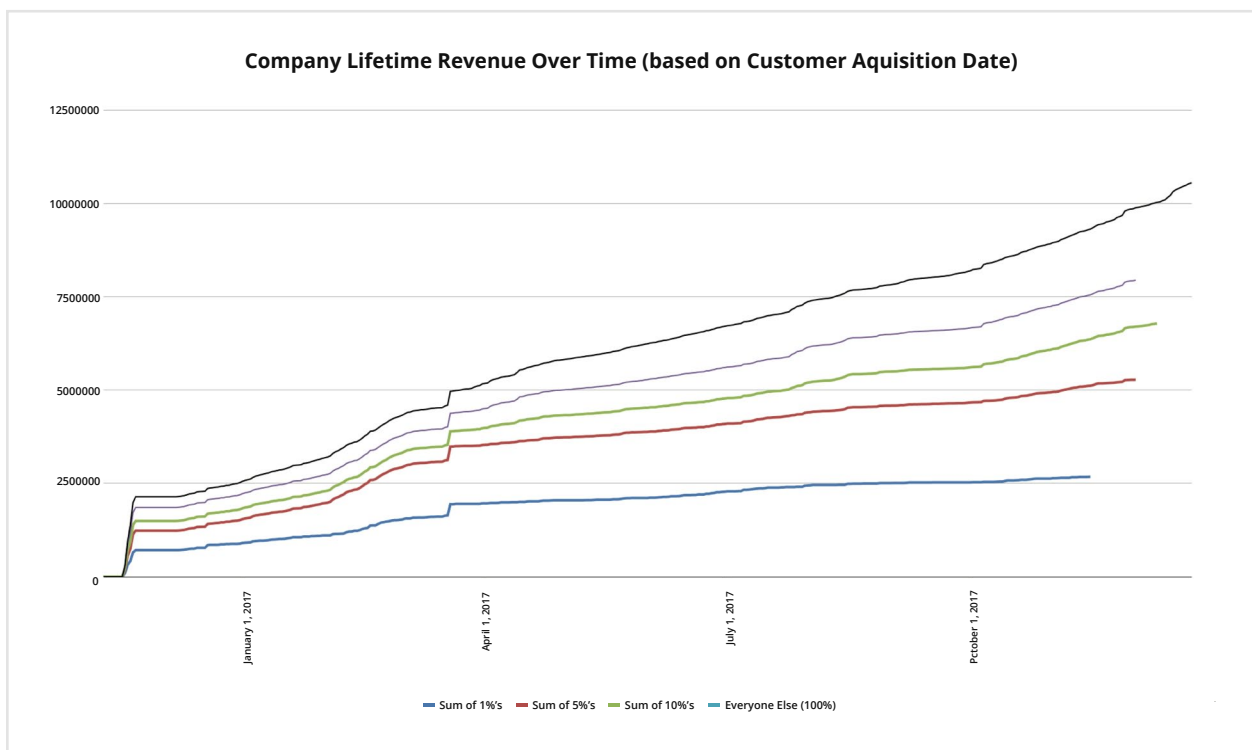
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	5	—	4.55%	1801	\$1,611,270.41	15.26%
4—Stars	4	4	3.31%	1311	\$892,208.58	8.45%
3—Stars	3	3	7.10%	2813	\$1,389,774.95	13.16%
2—Stars	2	2	17.69%	7006	\$2,279,864.37	21.59%
1—Star	1	1	67.35%	26668	\$4,384,910.91	41.53%
Frequency: 5—star rating based on total # of Orders			100.00%	39,599	\$10,558,029.22	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$2,000	—	2.32%	917	\$4,104,917.51	38.88%
4—Stars	\$1,025	\$2,000	2.68%	1061	\$1,589,794.02	15.06%
3—Stars	\$475	\$1,025	5.94%	2353	\$1,696,084.43	16.06%
2—Stars	\$65	\$475	39.84%	15778	\$2,611,545.07	24.74%
1—Star	—	\$65	49.22%	19490	\$555,688.19	5.26%
Monetary: 5—star rating based on total lifetime revenue			100.00%	39,599	\$10,558,029.22	100.00%

Lifetime Revenue QC Timeline

Books, Music & Video Industry | \$10M+/yr

Looking at the next two charts, it's obvious that this company has forged great relationships with their most important customers. Right now, just 1% of their buyers make up nearly 1/3 of their revenue growth. This is an outstanding example of what can happen when you use RFM to target your most valuable customers, and their portfolio is balanced out healthily across every other customer base.



Companies with Revenue of \$3M—10M Per Year



**Fashion, Apparel &
Accessories**

\$3M - 10M Per Year

Top Customer Analysis

Fashion, Apparel & Accessories Industry | \$3M — \$10M/yr

Business Overview

This company sells a fashion product aimed at women. While stylish, it's utilitarian and designed to also have health benefits. They have only been in business for 3 years but are growing incredibly fast.

RFM Analysis and Strategy

At this point, 83% of customers have only bought once. While this is normal in fashion, they need to find more customers who fit the lifestyle of their Top Customers. These buyers make 3-4 different purchases to better fit their active lifestyle needs.

Another interesting note is that if a customer is going to make a 2nd purchase, they will typically do so within 2 months of making the first. If a customer does not purchase in that time frame, it is **almost guaranteed** that they won't make another. That means that a large percent of their strategy should revolve around getting a 2nd purchase within that time-frame, either through promotions, emails, or re-targeting.

Oldest Purchase	April, 2015	Total # of Orders	184,717
Newest Purchase	August, 2017	Repeat Purchase Rate	16.80% (25237 customers)
Total Customers	150,184	Total Amt Orders	\$8,173,352.78
Special Notes	None		

Median CLV	\$41.94
Average CLV	\$54.42
Average # of Orders	1.23

Top metrics in your business to increase/sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Fashion, Apparel & Accessories Industry | \$3M — \$10M/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	1,501	5.79%	\$473,443	136	4	\$263.00
5%	7,509	17.45%	\$1,426,372	210	3	\$163.76
10%	15,018	27.59%	\$2,255,428	218	2	\$126.37
20%	30,036	42.55%	\$3,477,957	223	2	\$96.39
Everyone Else (100%)	150,184	100.00%	\$8,173,520	248	1	41.94

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Sunday	Female (86.14%)	3.73%	\$77.28	45	172
5%	Sunday	Female (86.39%)	2.81%	\$68.17	45	103
10%	Sunday	Female (86.58%)	2.52%	\$61.39	43	64
20%	Sunday	Female (86.13%)	2.24%	\$63.80	42	22
Everyone Else (100%)	Sunday	N/A for 20%+	2.09%	\$35.99	40	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 28923 Buyers (96%) / \$3,358K LTV (97%)	California, USA: 3431 Buyers (11%) / \$413K LTV (12%)	Chicago, Illinois: 667 Buyers (2%) / \$78K LTV (2%)
Canada: 412 Buyers (1%) / \$43K LTV (1%)	New York, USA: 2947 Buyers (10%) / \$342K LTV (10%)	Brooklyn, New York: 576 Buyers (2%) / \$67K LTV (2%)
United Kingdom: 208 Buyers (1%) / \$21K LTV (1%)	Texas, USA: 2578 Buyers (9%) / \$295K LTV (8%)	New York, New York: 443 Buyers (1%) / \$51K LTV (1%)
Germany: 99 Buyers (0%) / \$11K LTV (0%)	Georgia, USA: 1836 Buyers (6%) / \$212K LTV (6%)	Houston, Texas: 374 Buyers (1%) / \$43K LTV (1%)
France: 80 Buyers (0%) / \$10K LTV (0%)	Maryland, USA: 1808 Buyers (6%) / \$213K LTV (6%)	Los Angeles, California: 332 Buyers (1%) / \$39K LTV (1%)

RFM Analysis

Fashion, Apparel & Accessories Industry | \$3M — \$10M/yr

Digging Deeper into RFM Analysis

The biggest problem for this company is that the average number of orders is very low, and the median time between 1st and 2nd purchases is pretty long. We'd recommend devoting most of their efforts towards increasing the amount of 2nd purchases, with the goal of getting their average number of orders per customer above 1.5 within the next six months, using some of the strategies we outlined in the previous paragraph.

Oldest Purchase	April, 2015	Repeat Purchase Rate	16.80% (25237 customers)
Newest Purchase	August, 2017	Median 1st to 2nd Purchase	61.0 days
Total Customers	150,184	Median Days of Customer Lifetime	88.0 days
Total Amt Orders	\$8,173,352.78	Median CLV	\$41.94
Total # of Orders	184,717	Average CLV	\$54.42
Average Order Value	\$44.25	Average # of Orders	1.23
Special Notes	None		

RFM Analysis (Continued)

Fashion, Apparel & Accessories Industry | \$3M — \$10M/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	4.21%	6324	\$397,978.40	4.87%
4—Stars	31	60	4.95%	7440	\$423,704.46	5.18%
3—Stars	61	90	3.37%	5066	\$320,418.98	3.92%
2—Stars	91	180	15.84%	23791	\$1,448,798.57	17.73%
1—Star	181	—	71.62%	107563	\$5,582,452.37	68.30%
Recency: 5—star rating based on days since last paid Order			100.00%	150,184	\$8,173,352.78	100.00%

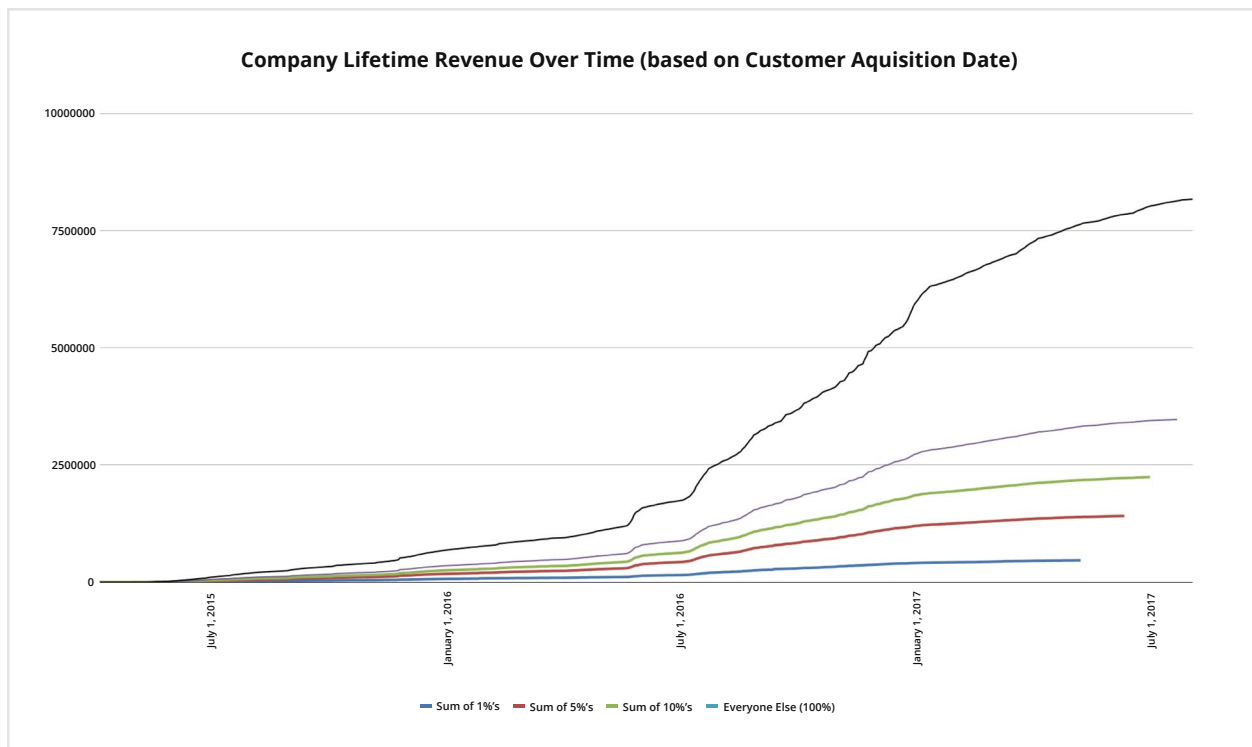
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	5	—	0.43%	653	\$186,619.82	2.28%
4—Stars	4	4	0.79%	1185	\$226,829.21	2.78%
3—Stars	3	3	2.92%	4378	\$609,846.96	7.46%
2—Stars	2	2	12.67%	19021	\$1,720,840.21	21.05%
1—Star	1	1	83.20%	124947	\$5,429,216.58	66.43%
Frequency: 5—star rating based on total # of Orders			100.00%	150,184	\$8,173,352.78	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$275	—	0.42%	638	\$265,849.67	3.25%
4—Stars	\$160	\$275	2.22%	3330	\$659,633.76	8.07%
3—Stars	\$125	\$160	2.56%	3850	\$539,742.26	6.60%
2—Stars	\$45	\$125	43.37%	65139	\$4,404,386.70	53.89%
1—Star	—	\$45	51.42%	77227	\$2,303,740.39	28.19%
Monetary: 5—star rating based on total lifetime revenue			100.00%	150,184	\$8,173,352.78	100.00%

Lifetime Revenue QC Timeline

Fashion, Apparel & Accessories Industry | \$3M — \$10M/yr

The biggest issue with the current revenue stream is how much of it is dominated by one-time customers. The Top 20% aren't even providing half of the overall business income. Additionally, this chart shows two spikes of growth across these customers that has leveled out (or at least stop growing anywhere near as rapidly). We would encourage this business to dig into what kinds of outreach and promotions they were doing to see if they can find a repeatable campaign to grow their most valuable customer base.



Health & Beauty

\$3M - 10M Per Year

Top Customer Analysis

Health & Beauty Industry | \$3M — \$10M/yr

Business Overview

This is a weight loss and fitness business that sells products, supplements, and training programs to women looking to get fit. The company targets middle-to-upper-middle class women.

RFM Strategy and Analysis

This is one of the businesses on the list where their Top Customers come overwhelmingly from a specific demographic. 85% of their Top Customers are female and interestingly, most of their purchases are made on a Sunday and a Monday. Because of the nature of what they sell, these customers typically re-buy every 60 to 90 days. These best customers will order 7-20 times over the course of a year, making them incredibly valuable to their long-term business potential and their ability to create a subscription style service. Only 51% of their customers are one-time buyers, which is rare in this industry.

Oldest Purchase	April, 2014	Total # of Orders	89,230
Newest Purchase	December, 2017	Repeat Purchase Rate	48.25% (14502 customers)
Total Customers	30,057	Total Amt Orders	\$12,491,235.67
Special Notes	None		

Median CLV	\$181.85
Average CLV	\$415.58
Average # of Orders	2.97

Top metrics in your business to increase/sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Health & Beauty Industry | \$3M — \$10M/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	300	11.36%	\$1,418,390	26	20	\$4,217.31
5%	1,502	32.71%	\$4,086,314	37	13	\$2,311.88
10%	3,005	47.89%	\$5,981,757	73	10	\$1,611.72
20%	6,011	65.47%	\$8,178,079	110	7	\$997.06
Everyone Else (100%)	30,057	100.00%	\$12,491,403	472	1	181.85

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Sunday	Female (85.67%)	2.00%	\$225.56	53	1150
5%	Monday	Female (86.28%)	3.93%	\$180.68	72	1031
10%	Monday	Female (86.32%)	3.89%	\$167.22	78	889
20%	Monday	Female (87.04%)	3.84%	\$153.00	82	660
Everyone Else (100%)	Monday	N/A for 20%+	5.39%	\$113.62	78	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 6008 Buyers (100%) / \$8,172K LTV (100%)	California, USA: 891 Buyers (15%) / \$1,197K LTV (15%)	—
—	Texas, USA: 350 Buyers (6%) / \$482K LTV (6%)	—
—	Florida, USA: 341 Buyers (6%) / \$467K LTV (6%)	—
—	Pennsylvania, USA: 279 Buyers (5%) / \$395K LTV (5%)	—
—	Washington, USA: 259 Buyers (4%) / \$360K LTV (4%)	—

RFM Analysis

Health & Beauty Industry | \$3M — \$10M/yr

Digging Deeper with RFM Analysis

There are a couple of great things about this company. In particular, their median customer lifetime is about a year long, which means that if properly cultivated, they have potential to turn an initial buyer into a yearlong source of revenue. Interestingly, they have a 2-star “hump” problem in both frequency of transactions, and the monetary value of transactions. It seems like a large percentage of customers wind up not fully committing to buying these products regularly, but more as a supplement to whatever fitness routine they’re doing. If this business could target those customers more effectively in order to increase their buying frequency or monetary value, they could move a percentage of them into becoming much more valuable buyers.

Oldest Purchase	April, 2014	Repeat Purchase Rate	48.25% (14502 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	105.0 days
Total Customers	30,057	Median Days of Customer Lifetime	354.0 days
Total Amt Orders	\$12,491,235.67	Median CLV	\$181.85
Total # of Orders	89,230	Average CLV	\$415.58
Average Order Value	\$139.99	Average # of Orders	2.97
Special Notes	None		

RFM Analysis (Continued)

Health & Beauty Industry | \$3M — \$10M/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	9.48%	2849	\$3,368,590.75	26.97%
4—Stars	31	60	4.20%	1261	\$906,187.73	7.25%
3—Stars	61	90	3.19%	960	\$506,505.60	4.05%
2—Stars	91	180	9.83%	2954	\$1,736,361.66	13.90%
1—Star	181	—	73.30%	22033	\$5,973,589.93	47.82%
Recency: 5—star rating based on days since last paid Order			100.00%	30,057	\$12,491,235.67	100.00%

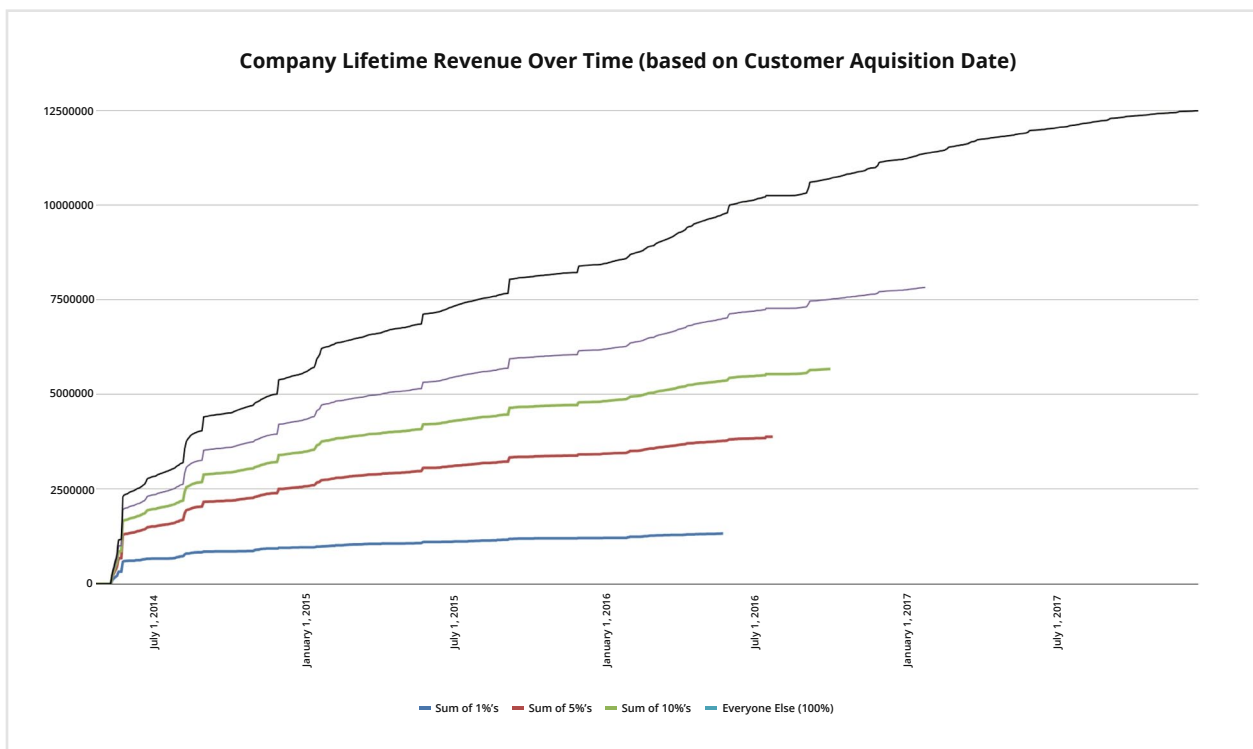
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	13	—	3.32%	998	\$2,828,711.09	22.65%
4—Stars	10	12	2.58%	774	\$1,331,637.43	10.66%
3—Stars	7	9	5.12%	1538	\$1,790,157.36	14.33%
2—Stars	2	6	37.24%	11192	\$4,718,394.92	37.77%
1—Star	1	1	51.75%	15555	\$1,822,334.87	14.59%
Frequency: 5—star rating based on total # of Orders			100.00%	30,057	\$12,491,235.67	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$2,300	—	2.52%	757	\$2,667,696.41	21.36%
4—Stars	\$1,600	\$2,300	2.54%	763	\$1,447,514.27	11.59%
3—Stars	\$1,000	\$1,600	4.90%	1473	\$1,854,564.42	14.85%
2—Stars	\$140	\$1,000	49.54%	14891	\$5,469,016.14	43.78%
1—Star	—	\$140	40.50%	12173	\$1,052,444.43	8.43%
Monetary: 5—star rating based on total lifetime revenue			100.00%	30,057	\$12,491,235.67	100.00%

Lifetime Revenue QC Timeline

Health & Beauty Industry | \$3M — \$10M/yr

The chart shows a lot of the great things about this company, including how one-time buyers are a far smaller percentage of business than for other, similar companies. Of particular note is how the Top 5% of customers are carrying a surprisingly large amount of the revenue growth, and should continue to be cultivated heavily.



Office Supplies

\$3M - 10M Per Year

Top Customer Analysis

Office Supplies Industry | \$3M — \$10M/yr

Business Overview

This company sells high-tech, high-end office supplies, with an emphasis on stylish, modern designs. Sitting/standing desks, lattice desk chairs, filing solutions, etc. Their customers tend to be wealthy corporations or entrepreneurial start-ups.

RFM Strategy and Analysis

As expected with a company like this, of their Top 1-10% of customers, a LARGE percentage of purchases are made under a company name (84% to be exact). Of that group, 59% of the buyers are men, and most will buy at least 3 purchases totaling \$3600 or more. While it's a no-brainer to say that they should be targeting businesses who fit that profile, this also means that many of their gender-neutral ads may work better if targeted specifically towards men, to see if that increases growth.

In addition, the highest period of growth from their Top 1-20% segment was May-August of 2016, so they should visit what they did to attract and retain those customers and incorporate it into future outreach.

Oldest Purchase	December, 2014	Total # of Orders	11,383
Newest Purchase	December, 2017	Repeat Purchase Rate	36.18% (2437 customers)
Total Customers	6,736	Total Amt Orders	\$9,234,694.97
Special Notes	None		

Median CLV	\$750.21
Average CLV	\$1,370.95
Average # of Orders	1.69

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Office Supplies Industry | \$3M — \$10M/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	67	20.78%	\$1,918,755	342	5	\$20,471.54
5%	336	39.79%	\$3,674,478	359	4	\$6,645.12
10%	673	49.40%	\$4,562,188	431	3	\$3,611.94
20%	1,347	60.94%	\$5,627,201	451	2	\$2,040.49
Everyone Else (100%)	6,736	100.00%	\$9,234,862	568	1	750.21

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Thursday	Male (59.70%)	95.52%	\$3,843.72	36	180
5%	Monday	Male (59.82%)	89.29%	\$2,166.50	41	121
10%	Thursday	Male (63.15%)	84.55%	\$1,410.86	40	49
20%	Monday	Male (63.99%)	71.64%	\$902.99	32	14
Everyone Else (100%)	Monday	N/A for 20%+	44.42%	\$610.52	22	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 1339 Buyers (99%) / \$5,549K LTV (99%)	California, USA: 425 Buyers (32%) / \$2,228K LTV (40%)	San Francisco, California: 92 Buyers (7%) / \$722K LTV (13%)
—	Texas, USA: 97 Buyers (7%) / \$291K LTV (5%)	New York, New York: 49 Buyers (4%) / \$303K LTV (5%)
—	New York, USA: 77 Buyers (6%) / \$418K LTV (7%)	Portland, Oregon: 31 Buyers (2%) / \$126K LTV (2%)
—	Washington, USA: 71 Buyers (5%) / \$225K LTV (4%)	Los Angeles, California: 31 Buyers (2%) / \$83K LTV (1%)
—	Colorado, USA: 55 Buyers (4%) / \$245K LTV (4%)	Seattle, Washington: 21 Buyers (2%) / \$75K LTV (1%)

RFM Analysis

Office Supplies Industry | \$3M — \$10M/yr

Digging Deeper with RFM Analysis

Looking at these numbers, the largest percentage of purchases tend to come from 5-star customers and 1-star customers. We commend the large percentage of valuable customers they've targeted, but they need more strategies to convert 1-star customers into a higher tier, or to target their digital campaigns to a different, more valuable demographic. Since they sell products that are designed to last for extended periods of time, we would recommend putting re-targeting campaigns that try to sell customers add-ons for other pieces of office equipment once they've made a purchase (especially with their male demographic).

Oldest Purchase	December, 2014	Repeat Purchase Rate	36.18% (2437 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	12.0 days
Total Customers	6,736	Median Days of Customer Lifetime	28.0 days
Total Amt Orders	\$9,234,694.97	Median CLV	\$750.21
Total # of Orders	11,383	Average CLV	\$1,370.95
Average Order Value	\$811.27	Average # of Orders	1.69
Special Notes	None		

RFM Analysis (Continued)

Office Supplies Industry | \$3M — \$10M/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	5.46%	368	\$782,295.53	8.47%
4—Stars	31	60	2.58%	174	\$515,419.00	5.58%
3—Stars	61	90	3.40%	229	\$375,010.13	4.06%
2—Stars	91	180	6.64%	447	\$918,190.30	9.94%
1—Star	181	—	81.92%	5518	\$6,643,780.01	71.94%
Recency: 5—star rating based on days since last paid Order			100.00%	6,736	\$9,234,694.97	100.00%

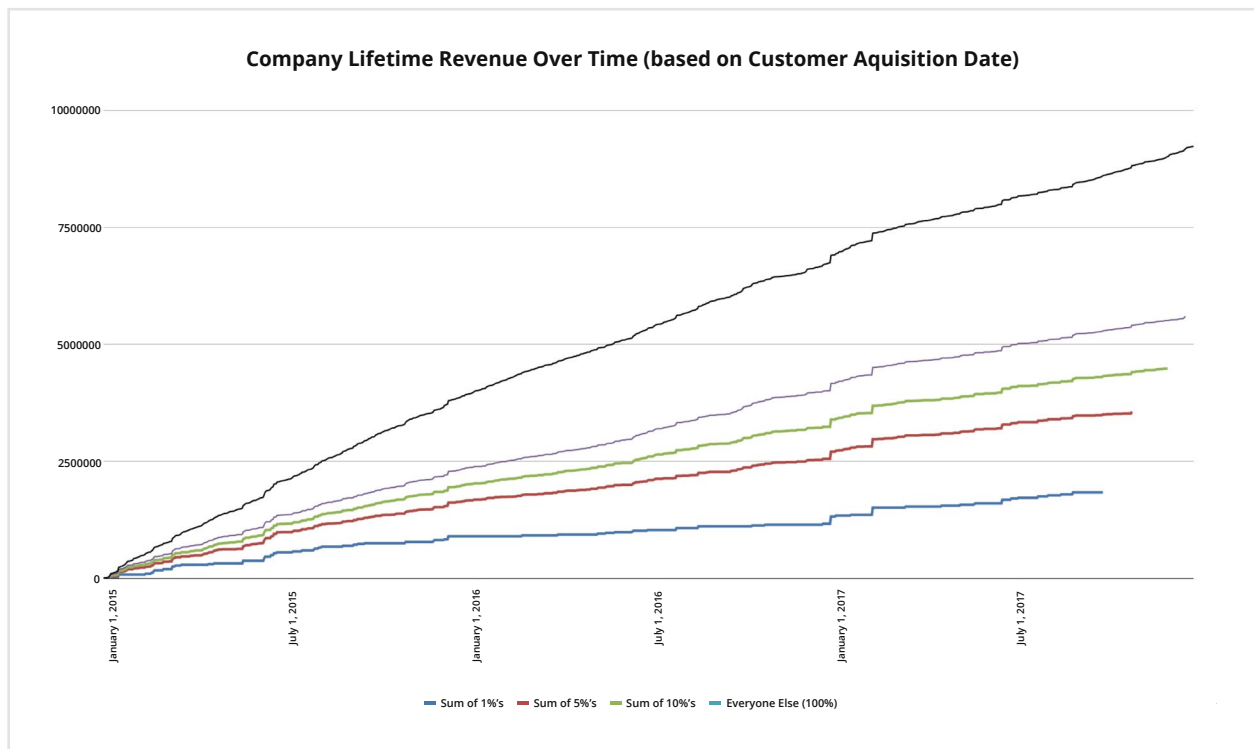
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	5	—	3.55%	239	2,265,187.21	24.53%
4—Stars	4	4	3.43%	231	\$ 626,256.95	6.78%
3—Stars	3	3	7.85%	529	\$1,054,292.89	11.42%
2—Stars	2	2	21.35%	1438	\$1,913,378.40	20.72%
1—Star	1	1	63.82%	4299	\$3,375,579.52	36.55%
Frequency: 5—star rating based on total # of Orders			100.00%	6,736	\$9,234,694.97	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$7,000	—	2.33%	157	\$2,759,276.07	29.88%
4—Stars	\$3,700	\$7,000	2.58%	174	\$ 896,937.26	9.71%
3—Stars	\$2,000	\$3,700	5.39%	363	\$ 948,403.83	10.27%
2—Stars	\$ 800	\$2,000	33.61%	2264	\$2,549,647.55	27.61%
1—Star	—	\$800	56.09%	3778	\$2,080,430.26	22.53%
Monetary: 5—star rating based on total lifetime revenue			100.00%	6,736	\$9,234,694.97	100.00%

Lifetime Revenue QC Timeline

Office Supplies Industry | \$3M — \$10M/yr

This graph bears out that the two highest drivers of business are their 1-star and Top 20% of customers. However, there is a clear and sudden jump across all audiences in January of 2017, a vertical spike not seen in the rest of the chart. The company should take a look at what they were doing at that time to see if they were engaging in a repeatable campaign (for instance, were most of those sales from a New Year's offer?) that they could do again to more targeted customers.



A person is holding a smartphone with a blue "Pay Now" button on the screen, positioned over a laptop keyboard. In the background, there is a stack of folded clothes on a table. The scene is set in a retail environment, likely a clothing store.

Companies with Revenue of \$1M—3M Per Year

**Fashion, Apparel &
Accessories**

\$1M - 3M Per Year

Top Customer Analysis

Fashion, Apparel & Accessories Industry | \$1M — \$3M/yr

Business Overview

This company sells a functional product for moms which has multiple ways of helping them care for their newborns.

RFM Analysis and Strategy

Right off the bat, the main issue this company is facing is that 86% of customers have only bought once. Given the nature of the product, this is a somewhat difficult percentage to improve. Their Top Customers will typically buy 2-4 times, so they need to target potential buyers who have an active lifestyle that requires additional variants of the product.

The biggest spike in the Top 10% customer acquisition rates was between April and August of 2015, so they should explore what outbound ads, content, or targeting they were using during that time to see if it would be applicable now. For the last 6 months their customer/revenue growth rate has been coming to a steady plateau, which may indicate market saturation or changing customer interests.

Oldest Purchase	December, 2012	Total # of Orders	73,533
Newest Purchase	December, 2017	Repeat Purchase Rate	13.68% (8432 customers)
Total Customers	61,628	Total Amt Orders	\$3,347,818.01
Special Notes	None		

Median CLV	\$192.00
Average CLV	\$277.65
Average # of Orders	1.24

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Fashion, Apparel & Accessories Industry | \$1M — \$3M/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	616	12.05%	\$403,548	316	4	\$284.25
5%	3,081	21.84%	\$731,275	433	3	\$128.36
10%	6,162	29.66%	\$992,930	513	2	\$107.10
20%	12,325	42.70%	\$1,429,463	526	2	\$79.98
Everyone Else (100%)	61,628	100.00%	\$3,347,818	607	1	39.99

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Monday	Female (89.61%)	33.12%	\$75.23	90	360
5%	Monday	Female (91.33%)	8.83%	\$52.77	93	249
10%	Monday	Female (90.60%)	5.42%	\$43.28	83	150
20%	Monday	Female (90.28%)	3.99%	\$42.78	79	71
Everyone Else (100%)	Monday	N/A for 20%+	2.53%	\$39.99	77	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 8140 Buyers (66%) / \$1,053K LTV (74%)	California, USA: 1811 Buyers (15%) / \$222K LTV (16%)	San Diego, California: 76 Buyers (1%) / \$8K LTV (1%)
Canada: 580 Buyers (5%) / \$80K LTV (6%)	Texas, USA: 801 Buyers (6%) / \$114K LTV (8%)	Houston, Texas: 71 Buyers (1%) / \$8K LTV (1%)
Australia: 423 Buyers (3%) / \$29K LTV (2%)	Utah, USA: 549 Buyers (4%) / \$87K LTV (6%)	Dallas, Texas: 53 Buyers (0%) / \$10K LTV (1%)
United Kingdom: 80 Buyers (1%) / \$5K LTV (0%)	Arizona, USA: 303 Buyers (2%) / \$61K LTV (4%)	Chicago, Illinois: 53 Buyers (0%) / \$5K LTV (0%)
Singapore: 59 Buyers (0%) / \$5K LTV (0%)	Florida, USA: 281 Buyers (2%) / \$30K LTV (2%)	Las Vegas, Nevada: 52 Buyers (0%) / \$6K LTV (0%)

RFM Analysis

Fashion, Apparel & Accessories Industry | \$1M — \$3M/yr

Digging Deeper with RFM Analysis

In addition to the issue of having very few repeat customers, those that do repeat wait a LARGE amount of time between the 1st and 2nd purchase (about 5 months). Two potential strategies to deal with this would be to up-sell initial customers on buying more than one product at a time (by emphasizing how two of their products have styles/functions that work better under certain conditions), or by doing a discounted follow-up email campaign a month after the first purchase, when they've had enough time to enjoy the product.

In terms of other tactics, we'd encourage a "New Customer" campaign that is front-loaded with FAQ's, testimonials, and videos to build confidence while soft-talking about having a 2nd product for "on-the-go" use. In addition, we'd send a 3-email "Winback" campaign to their 1 & 2-star Recency customers to see if they can win additional business with a killer deal that expires after the 3rd email. For the customers who've only bought once, the email language should be centered around getting a 2nd product for themselves. For the customers who've bought 2+ times, it should be centered around getting the product as a gift for another mom.

Oldest Purchase	December, 2012	Repeat Purchase Rate	13.68% (8432 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	132.0 days
Total Customers	61,628	Median Days of Customer Lifetime	175.0 days
Total Amt Orders	\$3,347,818.01	Median CLV	\$39.99
Total # of Orders	73,533	Average CLV	\$54.32
Average Order Value	\$45.53	Average # of Orders	1.19
Special Notes	None		

RFM Analysis (Continued)

Fashion, Apparel & Accessories Industry | \$1M — \$3M/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	1.30%	802	\$135,867.46	4.06%
4—Stars	31	60	0.81%	501	\$69,304.41	2.07%
3—Stars	61	90	0.82%	504	\$46,394.11	1.39%
2—Stars	91	180	3.75%	2314	\$195,836.67	5.85%
1—Star	181	—	93.31%	57507	\$2,900,415.36	86.64%
Recency: 5—star rating based on days since last paid Order			100.00%	61,628	\$3,347,818.01	100.00%

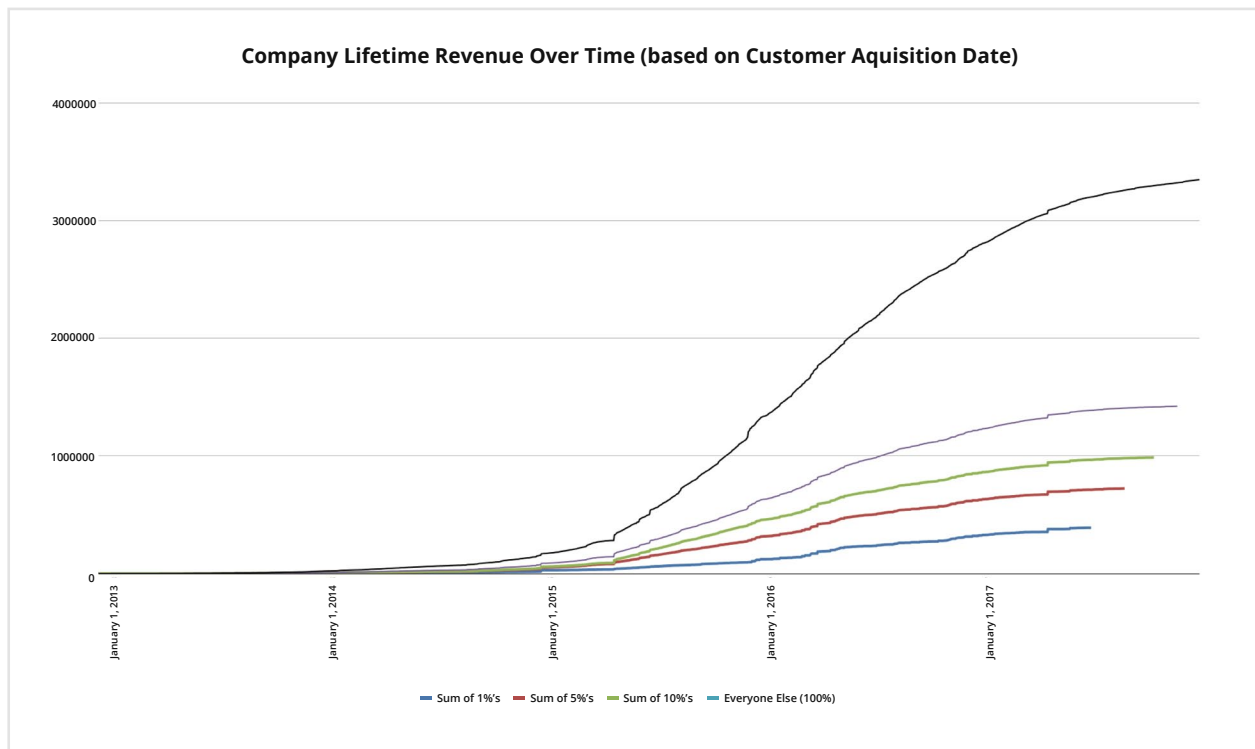
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	5	—	0.49%	299	\$248,071.71	7.41%
4—Stars	4	4	0.62%	381	\$89,783.80	2.68%
3—Stars	3	3	2.24%	1379	\$204,967.26	6.12%
2—Stars	2	2	10.34%	6373	\$558,148.51	16.67%
1—Star	1	1	86.32%	53196	\$2,246,846.73	67.11%
Frequency: 5—star rating based on total # of Orders			100.00%	61,628	\$3,347,818.01	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$280	—	0.51%	314	\$334,682.28	10.00%
4—Stars	\$125	\$280	2.29%	1411	\$238,384.83	7.12%
3—Stars	\$100	\$125	2.51%	1546	\$177,969.26	5.32%
2—Stars	\$45	\$100	14.94%	9210	\$685,837.11	20.49%
1—Star	—	\$45	79.75%	49147	\$1,910,944.53	57.08%
Monetary: 5—star rating based on total lifetime revenue			100.00%	61,628	\$3,347,818.01	100.00%

Lifetime Revenue QC Timeline

Fashion, Apparel & Accessories Industry | \$1M — \$3M/yr

Looking at all of the data in a chart like this highlights this company's pain-points. Sales across Top Customers are steadily plateauing, while a majority of revenue is being created by one-time buyers. It is imperative that they use some of the strategies we've talked about to reverse this trend. If the majority of revenue continues to be provided by one-time buyers, the business could be on very shaky ground within the next few years despite the solid earnings.



Health & Beauty

\$1M - 3M Per Year

Top Customer Analysis

Health & Beauty Industry | \$1M — \$3M/yr

Business Overview

This company sells organic make-up and beauty products with a surprisingly diverse array of options. In addition, their eCommerce business only launched in January 2017, making them one of the most successful young businesses on this list.

RFM Analysis and Strategy

There are a lot of great aspects to this company—for example, 56% percent of their customers are repeat buyers, which is much higher than the industry average of 35-50%. That's absolutely great for a business that's only really existed for a year.

Unfortunately, their acquisition of Top Customers is significantly lower than overall acquisition rate. This is a shame, because these customers average between 9 and 25 purchases, which is a massive increase in overall value. To have a successful 2nd year, the company needs to make sure it's acquiring the right customers who are likely to purchase 12-25 times within a 9-month period.

Oldest Purchase	January, 2017	Total # of Orders	5,115
Newest Purchase	December, 2017	Repeat Purchase Rate	55.59% (741 customers)
Total Customers	1,333	Total Amt Orders	\$1,763,961.05
Special Notes	None		

Median CLV	\$357.59
Average CLV	\$1,323.30
Average # of Orders	3.84

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Health & Beauty Industry | \$1M — \$3M/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	13	15.38%	\$271,209	4	25	\$20,415.57
5%	66	40.28%	\$710,537	8	18	\$8,943.79
10%	133	56.67%	\$999,635	11	12	\$5,438.38
20%	266	75.84%	\$1,337,817	16	9	\$3,657.12
Everyone Else (100%)	1,333	100.00%	\$1,764,128	67	2	357.59

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Wednesday	Female (76.92%)	100.00%	\$708.42	7	290
5%	Monday	Female (89.39%)	77.27%	\$592.21	15	275
10%	Monday	Female (87.97%)	73.68%	\$502.24	18	257
20%	Tuesday	Female (89.85%)	67.67%	\$436.56	23	238
Everyone Else (100%)	Tuesday	N/A for 20%+	52.14%	\$188.71	28	35

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 180 Buyers (68%) / \$902K LTV (67%)	California, USA: 20 Buyers (8%) / \$125K LTV (9%)	—
—	Florida, USA: 17 Buyers (6%) / \$83K LTV (6%)	—
—	Alabama, USA: 14 Buyers (5%) / \$77K LTV (6%)	—
—	Washington, USA: 8 Buyers (3%) / \$30K LTV (2%)	—
—	New York, USA: 8 Buyers (3%) / \$40K LTV (3%)	—

RFM Analysis

Health & Beauty Industry | \$1M — \$3M/yr

Digging Deeper with RFM Analysis

Unlike many businesses on this list, this company's customers are spread out in pretty interesting ways. For instance, under the Frequency chart we can see that their 5-star customers provide the majority of revenue, followed closely by 3-star customers. Out of all the charts below, we'd say this would be the best one to start with when it came to further developing their strategy. If they can increase the frequency of purchases made by these 3-star customers, their revenue would greatly expand and that customer group would likely move up in value fairly quickly.

Oldest Purchase	January, 2017	Repeat Purchase Rate	55.59% (741 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	62.0 days
Total Customers	1,333	Median Days of Customer Lifetime	149.0 days
Total Amt Orders	\$1,763,961.05	Median CLV	\$357.59
Total # of Orders	5,115	Average CLV	\$1,323.30
Average Order Value	\$344.86	Average # of Orders	3.84
Special Notes	None		

RFM Analysis (Continued)

Health & Beauty Industry | \$1M — \$3M/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	31.43%	419	\$1,158,382.30	65.67%
4—Stars	31	60	15.08%	201	\$236,861.11	13.43%
3—Stars	61	90	10.80%	144	\$134,049.99	7.60%
2—Stars	91	180	24.83%	331	\$156,080.98	8.85%
1—Star	181	—	17.85%	238	\$78,586.67	4.46%
Recency: 5—star rating based on days since last paid Order			100.00%	1,333	\$1,763,961.05	100.00%

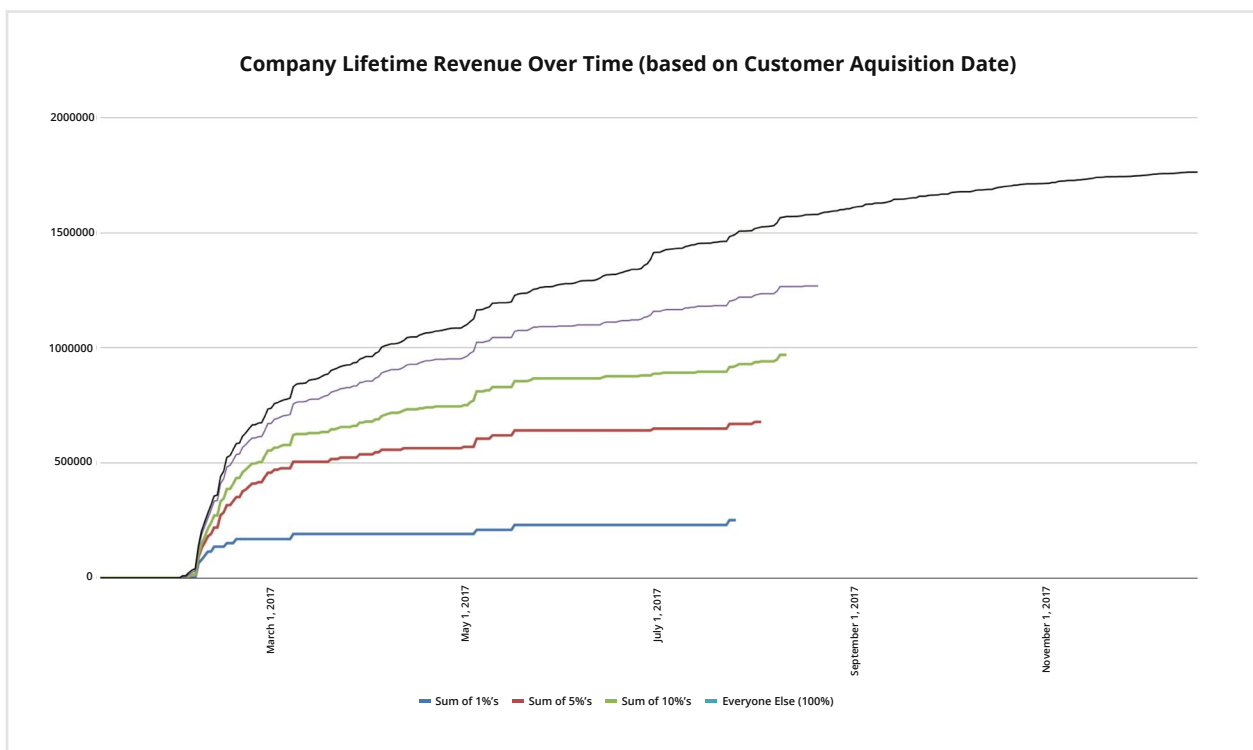
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	12	—	6.60%	88	\$715,311.48	40.55%
4—Stars	9	11	5.03%	67	\$269,595.87	15.28%
3—Stars	3	8	27.76%	370	\$537,612.40	30.48%
2—Stars	2	2	16.20%	216	\$113,153.26	6.41%
1—Star	1	1	44.41%	592	\$128,288.04	7.27%
Frequency: 5—star rating based on total # of Orders			100.00%	1,333	\$1,763,961.05	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$9,000	—	2.40%	32	\$479,710.37	27.20%
4—Stars	\$5,440	\$9,000	2.55%	34	\$230,827.11	13.09%
3—Stars	\$3,700	\$5,440	4.73%	63	\$274,412.90	15.56%
2—Stars	\$345	\$3,700	41.26%	550	\$678,200.19	38.45%
1—Star	—	\$345	49.06%	654	\$100,810.48	5.72%
Monetary: 5—star rating based on total lifetime revenue			100.00%	1,333	\$1,763,961.05	100.00%

Lifetime Revenue QC Timeline

Health & Beauty Industry | \$1M — \$3M/yr

While the Top Customers certainly need more cultivation, this is showing that the first year of growth is more stable than many other businesses in their bracket. Very little of their overall value is coming from their weakest, one-time customers, which is incredibly important. They have a great foundation to expand on for the new year, which is something most businesses like this struggle with at the start of their eCommerce interactions.



Food & Drug

\$1M - 3M Per Year

Top Customer Analysis

Food & Drug Industry | \$1M — \$3M/yr

Business Overview

This business sells a food product catered to those who have special nutritional needs, or are looking for healthier foods to add into their lifestyle. Because it's a consumable food product, there should be a large amount of repeat orders.

RFM Analysis and Strategy

While the customer/revenue growth rate is increasing, the acquisition of Top Customers isn't keeping pace with the rest of their growth. The biggest problem is that 78% of customers only buy once. While this can mean many things (including possible issues with the product) at the end of the day, their growth is coming from customers who seem to be unable to continue purchasing the way the company needs, so they need to change their strategy.

The good news is that because the Top Customers buy 3-15 times more than a typical customer, the company needs to acquire fewer of them to still keep pace with the company's overall revenue growth. We'll touch on this more when we dig deeper.

Oldest Purchase	February, 2016	Total # of Orders	53,262
Newest Purchase	September, 2017	Repeat Purchase Rate	21.25% (7290 customers)
Total Customers	34,310	Total Amt Orders	\$2,336,385.34
Special Notes	None		

Median CLV	\$39.99
Average CLV	\$68.10
Average # of Orders	1.55

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Food & Drug Industry | \$1M — \$3M/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	343	12.85%	\$300,273	34	11	\$684.88
5%	1,715	30.28%	\$707,435	71	6	\$307.71
10%	3,431	42.17%	\$985,315	104	4	\$201.95
20%	6,862	57.10%	\$1,333,962	149	2	\$132.97
Everyone Else (100%)	34,310	100.00%	\$2,336,385	214	1	39.99

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Tuesday	Female (73.47%)	2.92%	\$65.11	26	348
5%	Tuesday	Female (75.22%)	2.33%	\$58.90	31	225
10%	Tuesday	Female (75.17%)	2.22%	\$58.14	32	146
20%	Tuesday	Female (76.38%)	1.89%	\$56.94	30	67
Everyone Else (100%)	Tuesday	N/A for 20%+	0.89%	\$35.99	29	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 6838 Buyers (100%) / \$1,330K LTV (100%)	California, USA: 1085 Buyers (16%) / \$208K LTV (16%)	Chicago, Illinois: 57 Buyers (1%) / \$11K LTV (1%)
—	Florida, USA: 562 Buyers (8%) / \$109K LTV (8%)	San Diego, California: 52 Buyers (1%) / \$9K LTV (1%)
—	Texas, USA: 534 Buyers (8%) / \$100K LTV (8%)	New York, New York: 49 Buyers (1%) / \$11K LTV (1%)
—	New York, USA: 428 Buyers (6%) / \$108K LTV (8%)	San Francisco, California: 49 Buyers (1%) / \$9K LTV (1%)
—	New Jersey, USA: 250 Buyers (4%) / \$54K LTV (4%)	Los Angeles, California: 44 Buyers (1%) / \$8K LTV (1%)

RFM Analysis

Food & Drug Industry | \$1M — \$3M/yr

Digging Deeper with RFM Analysis

Looking at these numbers in more detail, there are a few strategies we may suggest. The first is creating a simple subscription service and run it against the current Top 1-10% of customers to see how they respond. These customers currently make between 4 and 11 purchases over their lifetime, which makes them incredibly valuable to the business. In addition, this eCommerce business is still less than 2 years old, so all indications state that these quality customers will continue to stay around.

If they respond well to the service, we also think it would be a good idea to run an email campaign to any 2-star and above customers to try and encourage them to sign up after their first purchase (perhaps even giving them a discount on the next order).

The bottom line: Their strategy should be focused around getting customers who buy their food on a regular basis, not as a one-time test.

Oldest Purchase	February, 2016	Repeat Purchase Rate	21.25% (7290 customers)
Newest Purchase	September, 2017	Median 1st to 2nd Purchase	39.0 days
Total Customers	34,310	Median Days of Customer Lifetime	91.0 days
Total Amt Orders	\$2,336,385.34	Median CLV	\$39.99
Total # of Orders	53,262	Average CLV	\$68.10
Average Order Value	\$43.87	Average # of Orders	1.55
Special Notes	None		

RFM Analysis (Continued)

Food & Drug Industry | \$1M — \$3M/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	9.71%	3331	\$447,372.67	19.15%
4—Stars	31	60	7.67%	2633	\$230,645.51	9.87%
3—Stars	61	90	7.44%	2551	\$195,241.80	8.36%
2—Stars	91	180	18.70%	6417	\$487,305.84	20.86%
1—Star	181	—	56.48%	19378	\$975,819.52	41.77%
Recency: 5—star rating based on days since last paid Order			100.00%	34,310	\$2,336,385.34	100.00%

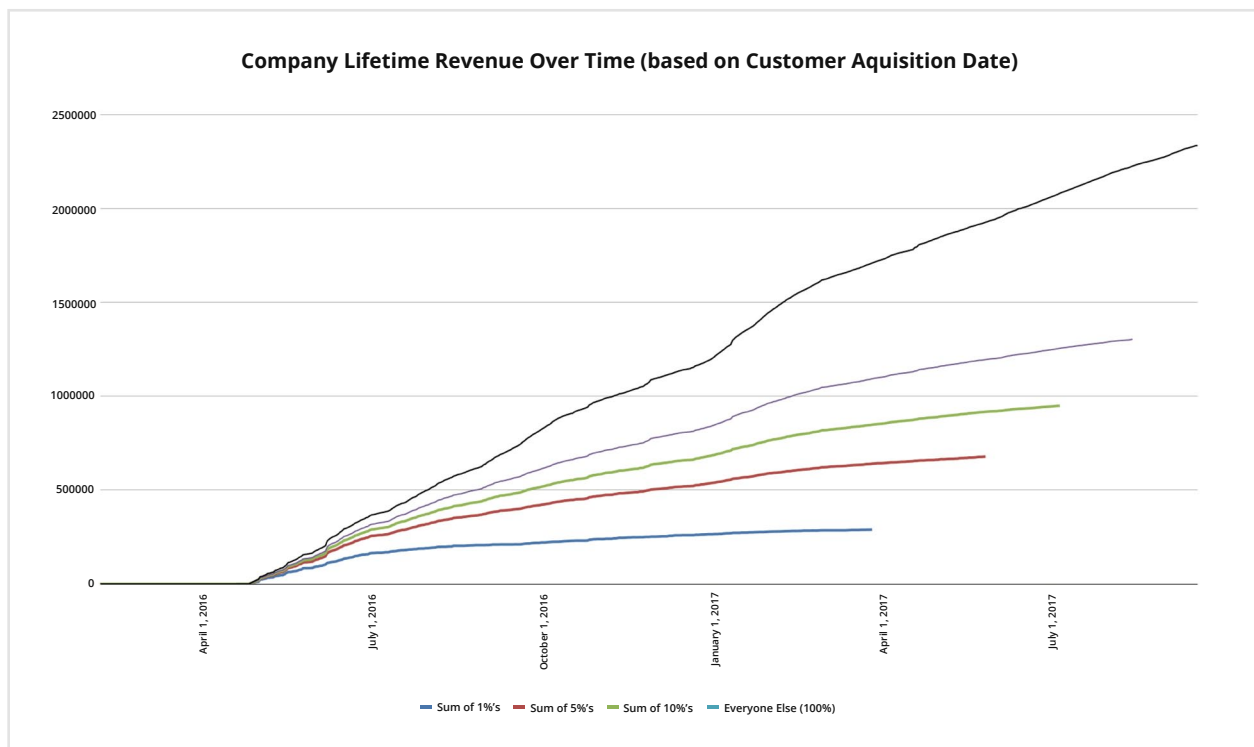
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	11	—	0.83%	285	\$229,510.04	9.82%
4—Stars	6	10	2.04%	701	\$246,247.96	10.54%
3—Stars	4	5	3.23%	1109	\$232,831.92	9.97%
2—Stars	2	3	15.14%	5195	\$556,968.51	23.84%
1—Star	1	1	78.75%	27020	\$1,070,826.91	45.83%
Frequency: 5—star rating based on total # of Orders			100.00%	34,310	\$2,336,385.34	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$675	—	0.51%	175	\$206,098.67	8.82%
4—Stars	\$300	\$675	2.10%	719	\$301,988.64	12.93%
3—Stars	\$200	\$300	2.47%	847	\$204,575.33	8.76%
2—Stars	\$40	\$200	32.98%	11316	\$992,550.49	42.48%
1—Star	—	\$40	61.94%	21253	\$631,172.21	27.01%
Monetary: 5—star rating based on total lifetime revenue			100.00%	34,310	\$2,336,385.34	100.00%

Lifetime Revenue QC Timeline

Food & Drug Industry | \$1M — \$3M/yr

This chart sums up what we've been discussing. While the overall rate of growth is great, too much of it is coming from one-time purchasers, which could leave the business in a lurch if they suddenly fail to find a new batch of people willing to try their food products.



**Companies
with Revenue
of \$500K—1M
Per Year**



**Fashion, Apparel &
Accessories**

\$500K - 1M Per Year

Top Customer Analysis

Fashion, Apparel & Accessories Industry | \$500K — \$1M/yr

Business Overview

This company sells swim-wear aimed at women and children. They have a higher price-point than many in their industry, and are generally aimed at active, upper-middle class consumers.

RFM Analysis and Strategy

This company occupies an interesting niche, and their customer acquisition reflects this. For example, although their Top 1-20% of customers are growing at a slower rate than the rest, they buy so much more often that the revenue they generate is still keeping pace with overall growth. These Top Customers average 3-9 purchases, often spending anywhere from \$445 to \$1800. If anything, that shows how much more they should be focused on these buyers—the value difference they add is exceptional.

This is held up by the fact 72% of customers have only bought once. While that is completely normal in fashion, it underscores the need to target customers who maintain a lifestyle to be a Top Customer (i.e. someone who is willing to buy 3-9 times).

Oldest Purchase	August, 2011	Total # of Orders	20,632
Newest Purchase	December, 2017	Repeat Purchase Rate	27.64% (3605 customers)
Total Customers	13,045	Total Amt Orders	\$2,994,459.60
Special Notes	None		

Median CLV	\$150.00
Average CLV	\$229.55
Average # of Orders	1.58

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Fashion, Apparel & Accessories Industry | \$500K — \$1M/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	130	10.60%	\$317,394	188	9	\$1,801.94
5%	652	25.82%	\$773,041	213	5	\$898.79
10%	1,304	37.32%	\$1,117,426	277	4	\$639.71
20%	2,609	52.73%	\$1,579,062	356	3	\$444.92
Everyone Else (100%)	13,045	100.00%	\$2,994,627	517	1	150

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Tuesday	Female (89.23%)	9.23%	\$226.21	92	863
5%	Monday	Female (86.50%)	10.43%	\$206.23	124	671
10%	Monday	Female (87.12%)	9.36%	\$188.54	124	485
20%	Monday	Female (86.32%)	9.54%	\$177.50	122	332
Everyone Else (100%)	Monday	N/A for 20%+	8.64%	\$127.63	113	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 1663 Buyers (64%) / \$997K LTV (63%)	California, USA: 568 Buyers (22%) / \$338K LTV (21%)	Honolulu, Hawaii: 57 Buyers (2%) / \$37K LTV (2%)
Japan: 307 Buyers (12%) / \$199K LTV (13%)	Hawaii, USA: 141 Buyers (5%) / \$87K LTV (5%)	San Francisco, California: 53 Buyers (2%) / \$28K LTV (2%)
Australia: 229 Buyers (9%) / \$137K LTV (9%)	New York, USA: 138 Buyers (5%) / \$87K LTV (6%)	New York, New York: 52 Buyers (2%) / \$33K LTV (2%)
Canada: 90 Buyers (3%) / \$53K LTV (3%)	New South Wales, Australia: 117 Buyers (4%) / \$74K LTV (5%)	Tokyo, Japan: 47 Buyers (2%) / \$34K LTV (2%)
United Kingdom: 36 Buyers (1%) / \$18K LTV (1%)	—	—

RFM Analysis

Fashion, Apparel & Accessories Industry | \$500K — \$1M/yr

Digging Deeper with RFM Analysis

Let's talk about customers who make repeat purchases. When customers make a 2nd purchase, it's done within 170 days, or somewhere around 6-month mark. This is way too long of a gap, and there are multiple ways this business could tackle the problem.

The first way would be to shorten the gap with promotions. 3 months after a purchase they could offer that customer another bathing suit at discount, or even a children's swimsuit if data indicates the customer has children. The goal would be to get them to buy again by the 4-month mark, which is how frequently their best customers buy. Another tactic would be to make a final pitch to a customer who has reached the 170 day mark in an effort to get one more sale out of them (even if they won't be a Top Customer).

Additionally, they should create an outreach campaign to all of their 2-star customers, as across every category they are largest portion of their revenue. Targeted outreach to try and turn some of them into 3-star buyers would help shield the business against too many one-time purchases.

Oldest Purchase	August, 2011	Repeat Purchase Rate	27.64% (3605 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	170.0 days
Total Customers	13,045	Median Days of Customer Lifetime	331.0 days
Total Amt Orders	\$2,994,459.60	Median CLV	\$150.00
Total # of Orders	20,632	Average CLV	\$229.55
Average Order Value	\$145.14	Average # of Orders	1.58
Special Notes	None		

RFM Analysis (Continued)

Fashion, Apparel & Accessories Industry | \$500K — \$1M/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	5.36%	699	\$255,480.54	8.53%
4—Stars	31	60	1.95%	254	\$81,128.56	2.71%
3—Stars	61	90	1.22%	159	\$38,859.05	1.30%
2—Stars	91	180	16.04%	2093	\$582,978.86	19.47%
1—Star	181	—	75.43%	9840	\$2,036,012.59	67.99%
Recency: 5—star rating based on days since last paid Order			100.00%	13,045	\$2,994,459.60	100.00%

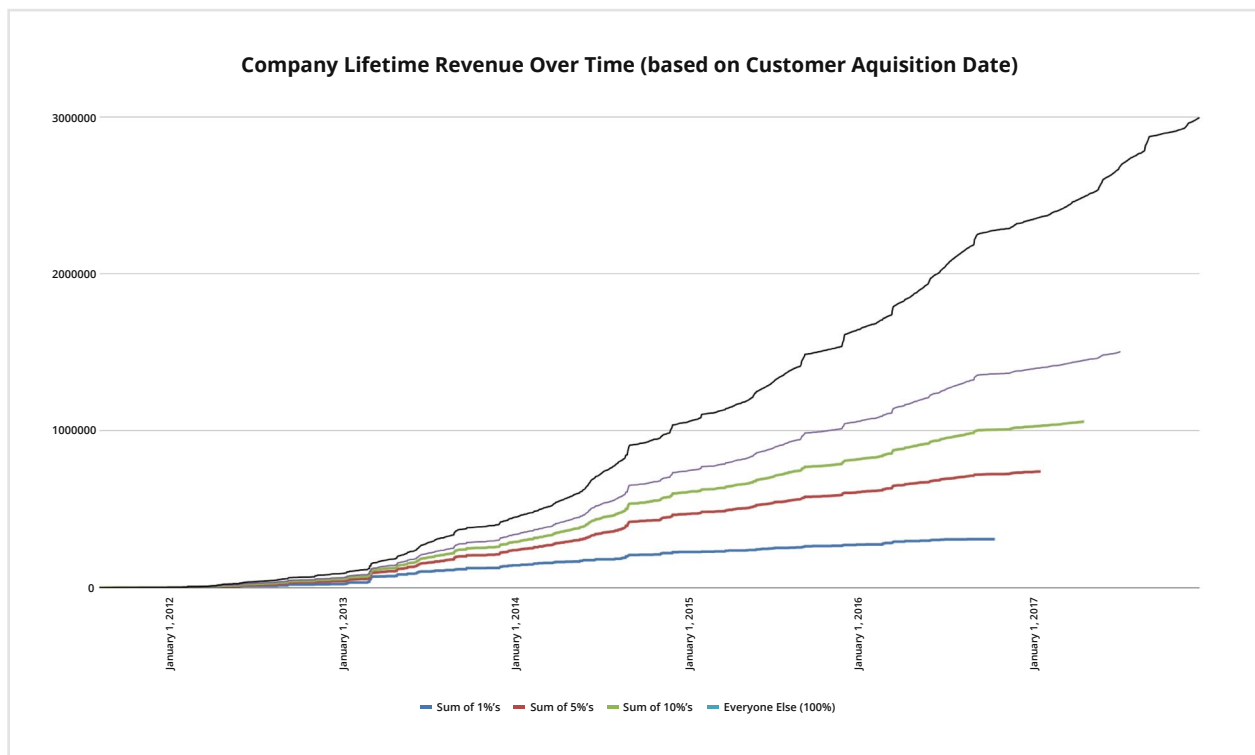
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	9	—	0.74%	96	\$241,498.10	8.06%
4—Stars	5	8	2.89%	377	\$344,760.25	11.51%
3—Stars	4	4	2.59%	338	\$201,920.76	6.74%
2—Stars	2	3	21.42%	2794	\$912,971.66	30.49%
1—Star	1	1	72.36%	9440	\$1,293,308.83	43.19%
Frequency: 5—star rating based on total # of Orders			100.00%	13,045	\$2,994,459.60	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$1,800	—	0.50%	65	\$218,052.34	7.28%
4—Stars	\$900	\$1,800	1.99%	260	\$312,230.97	10.43%
3—Stars	\$600	\$900	3.23%	421	\$301,102.52	10.06%
2—Stars	\$145	\$600	47.61%	6211	\$1,603,105.01	53.54%
1—Star	—	\$145	46.67%	6088	\$559,968.76	18.70%
Monetary: 5—star rating based on total lifetime revenue			100.00%	13,045	\$2,994,459.60	100.00%

Lifetime Revenue QC Timeline

Fashion, Apparel & Accessories Industry | \$500K — \$1M/yr

Looking at this final chart, you can see how the revenue from the Top 20% of customers is still providing a solid bedrock of income for the company. However, they need to align their marketing strategies soon, as the sudden shot of growth on the right side of the chart is compromised almost entirely of 1-star customers. Despite that, we fully believe that they'll be able to take advantage of this opportunity and improve their outreach to Top Customers.



Health & Beauty

\$500K - 1M Per Year

Top Customer Analysis

Health & Beauty Industry | \$500K — \$1M/yr

Business Overview

This company sells high-end beauty products and instruments to other businesses who specialize in providing them to customers. 41-66% of their best customers made their purchase under a company name.

RFM Analysis and Strategy

So there are quite a few interesting things to this rather niche business. For instance, 59% of customers only buy once, but when they do make a 2nd purchase they'll typically buy again within 63 days. The company should be doing everything it can to secure a 2nd sale within the 2 months of the first purchase.

Although the customer acquisition rate has steadily increased, the only time that the Top 5% of customers outpaced the rest of their audience was April-May 2017 should look at what they were doing in that time period to figure out if there is a strategy they can repeat in the coming year.

Oldest Purchase	July, 2016	Total # of Orders	1,560
Newest Purchase	December, 2017	Repeat Purchase Rate	40.69% (273 customers)
Total Customers	671	Total Amt Orders	\$956,359.72
Special Notes	None		

Median CLV	\$554.36
Average CLV	\$1,425.28
Average # of Orders	2.32

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Health & Beauty Industry | \$500K — \$1M/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	6	5.52%	\$52,828	166	3	\$7,456.29
5%	33	19.96%	\$190,901	53	5	\$5,218.96
10%	67	34.12%	\$326,329	86	4	\$4,360.14
20%	134	58.78%	\$562,171	105	2	\$3,721.80
Everyone Else (100%)	671	100.00%	\$956,527	125	1	544.36

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Monday	Male (100.00%)	66.67%	\$2,953.15	17	72
5%	Monday	Female (54.55%)	51.52%	\$942.09	41	252
10%	Monday	Female (50.75%)	49.25%	\$1,243.07	40	215
20%	Monday	Female (54.48%)	41.79%	\$1,828.29	38	68
Everyone Else (100%)	Monday	N/A for 20%+	38.00%	\$356.59	38	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 99 Buyers (74%) / \$409K LTV (73%)	California, USA: 20 Buyers (15%) / \$78K LTV (14%)	Las Vegas, Nevada: 6 Buyers (4%) / \$26K LTV (5%)
Canada: 6 Buyers (4%) / \$26K LTV (5%)	Florida, USA: 15 Buyers (11%) / \$62K LTV (11%)	Sydney, New South Wales: 3 Buyers (2%) / \$13K LTV (2%)
Australia: 6 Buyers (4%) / \$25K LTV (5%)	Texas, USA: 8 Buyers (6%) / \$33K LTV (6%)	New Orleans, Louisiana: 2 Buyers (1%) / \$12K LTV (2%)
Denmark: 2 Buyers (1%) / \$7K LTV (1%)	Nevada, USA: 7 Buyers (5%) / \$30K LTV (5%)	Jacksonville, Florida: 2 Buyers (1%) / \$10K LTV (2%)
Hong Kong: 2 Buyers (1%) / \$4K LTV (1%)	New York, USA: 6 Buyers (4%) / \$33K LTV (6%)	Austin, Texas: 2 Buyers (1%) / \$10K LTV (2%)

RFM Analysis

Health & Beauty Industry | \$500K — \$1M/yr

Digging Deeper with RFM Analysis

Given the relatively niche industry this company serves, they should be putting their marketing efforts towards finding the biggest businesses who would naturally need more product and supply refills. Right now a majority of their customers only buy once throughout the year, and it's likely smaller businesses that are doing that.

Breaking down the numbers further, they should absolutely be doing email campaigns to 1 and 2-star customers to encourage a second purchase, as in most categories they make up the largest chunk of revenue.

Oldest Purchase	July, 2016	Repeat Purchase Rate	40.69% (273 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	63.0 days
Total Customers	671	Median Days of Customer Lifetime	158.0 days
Total Amt Orders	\$956,359.72	Median CLV	\$544.36
Total # of Orders	1,560	Average CLV	\$1,425.28
Average Order Value	\$613.05	Average # of Orders	2.32
Special Notes	None		

RFM Analysis (Continued)

Health & Beauty Industry | \$500K — \$1M/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	12.52%	84	\$167,756.08	17.54%
4—Stars	31	60	14.90%	100	\$135,207.08	14.14%
3—Stars	61	90	11.92%	80	\$107,703.38	11.26%
2—Stars	91	180	24.44%	164	\$231,597.32	24.22%
1—Star	181	—	36.21%	243	\$314,095.86	32.84%
Recency: 5—star rating based on days since last paid Order			100.00%	671	\$956,359.72	100.00%

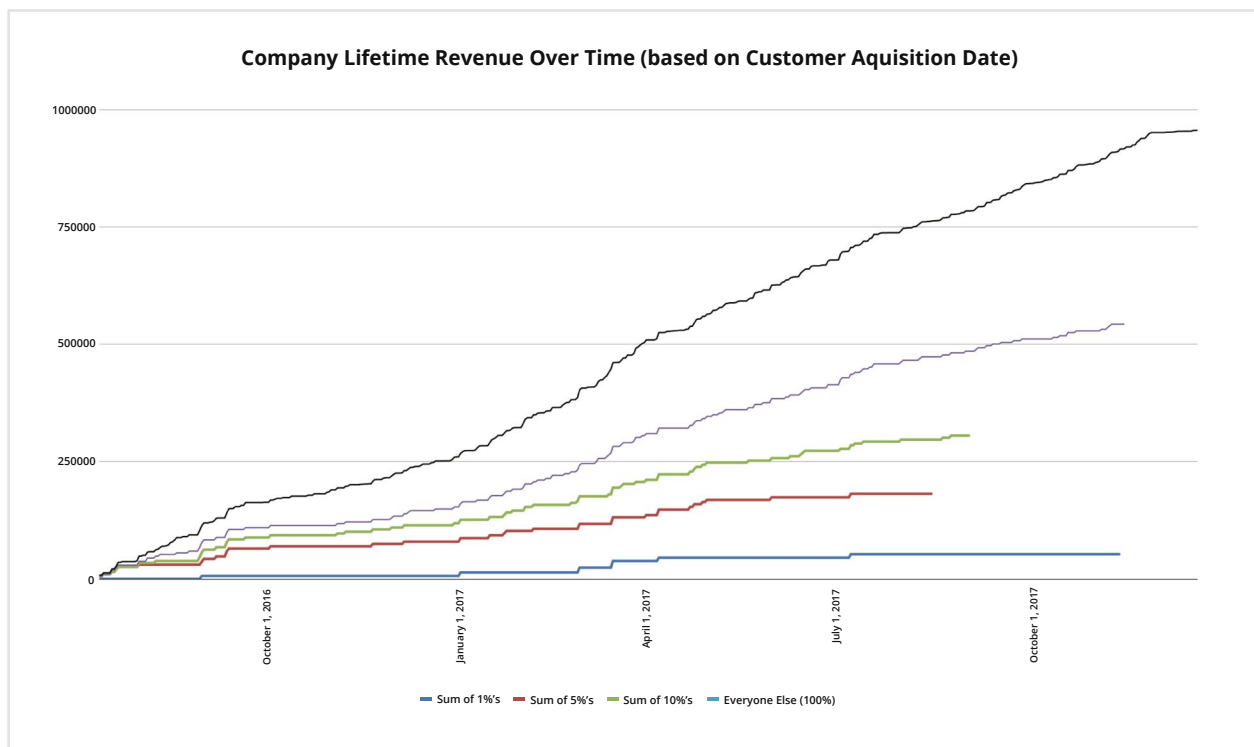
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	5	—	9.69%	65	\$210,190.46	21.98%
4—Stars	4	4	5.07%	34	\$84,692.06	8.86%
3—Stars	3	3	7.15%	48	\$115,600.89	12.09%
2—Stars	2	2	18.78%	126	\$209,122.75	21.87%
1—Star	1	1	59.31%	398	\$336,753.56	35.21%
Frequency: 5—star rating based on total # of Orders			100.00%	671	\$956,359.72	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$5,200	—	2.53%	17	\$115,297.67	12.06%
4—Stars	\$4,350	\$5,200	2.53%	17	\$79,963.05	8.36%
3—Stars	\$3,700	\$4,350	5.07%	34	134,783.07	14.09%
2—Stars	\$600	\$3,700	37.85%	254	\$ 540,377.19	56.50%
1—Star	—	\$600	52.01%	349	\$85,938.74	8.99%
Monetary: 5—star rating based on total lifetime revenue			100.00%	671	\$956,359.72	100.00%

Lifetime Revenue QC Timeline

Health & Beauty Industry | \$500K — \$1M/yr

Overall growth has been incredibly steady throughout the life of this eCommerce business, but their top 1% of customers has basically plateaued and is no longer increasing. We would highly encourage them to do market research against these top 1% to build a better audience profile. That would help them figure out how to attract more of these valuable customers, and offset the tremendous growth in their least valuable consumers.



Sporting Goods

\$500K - 1M Per Year

Top Customer Analysis

Sporting Goods Industry | \$500K — \$1M/yr

Business Overview

Sells sporting goods and training materials for athletes. Their buying demographic is mainly males aged 20-45. Like most sports companies, it's a seasonal business, particularly because this organization caters to one specific sport.

RFM Analysis and Strategy

The nature of this company gives it certain difficulties not inherent to other types of businesses. Because they're selling sports equipment, even the very best customers tend to only buy once or twice a year, and often they don't have a reason to make purchases in the off-season.

An even bigger problem? Their ability to acquire Top Customers seems to be declining, and they can't afford to bleed out many great buyers. Something that could help them in the short-term is advertising against 2nd purchase habits. When a customer does buy a 2nd time, they do it within 33 days, so it's really important for this and other seasonal businesses to provide quality repeat purchase offers and incentives during these periods.

Oldest Purchase	October, 2014	Total # of Orders	11,549
Newest Purchase	December, 2017	Repeat Purchase Rate	12.42% (1156 customers)
Total Customers	9,309	Total Amt Orders	\$2,584,623.15
Special Notes	None		

Median CLV	\$192.00
Average CLV	\$277.65
Average # of Orders	1.24

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Sporting Goods Industry | \$500K — \$1M/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	93	10.54%	\$272,517	372	2	\$2,031.25
5%	465	26.64%	\$688,450	384	1	\$1,187.26
10%	930	38.89%	\$1,005,138	363	1	\$847.62
20%	1,861	54.10%	\$1,398,194	367	1	\$544.93
Everyone Else (100%)	9,309	100.00%	\$2,584,623	372	1	192

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Monday	Male (76.34%)	19.35%	\$1,254.49	31	6
5%	Monday	Male (77.20%)	9.03%	\$899.90	22	0
10%	Monday	Male (74.84%)	9.03%	\$642.85	35	0
20%	Monday	Male (69.00%)	9.40%	\$435.73	41	0
Everyone Else (100%)	Monday	N/A for 20%+	9.02%	\$179.96	35	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 1580 Buyers (85%) / \$1,186K LTV (85%)	Minnesota, USA: 356 Buyers (19%) / \$262K LTV (19%)	Maple Grove, Minnesota: 22 Buyers (1%) / \$14K LTV (1%)
Canada: 265 Buyers (14%) / \$201K LTV (14%)	New York, USA: 148 Buyers (8%) / \$102K LTV (7%)	Calgary, Alberta: 20 Buyers (1%) / \$12K LTV (1%)
—	Massachusetts, USA: 115 Buyers (6%) / \$78K LTV (6%)	Plymouth, Minnesota: 19 Buyers (1%) / \$16K LTV (1%)
—	Illinois, USA: 109 Buyers (6%) / \$76K LTV (5%)	—
—	Michigan, USA: 103 Buyers (6%) / \$67K LTV (5%)	—

RFM Analysis

Sporting Goods Industry | \$500K — \$1M/yr

Digging Deeper with RFM

In every category, the vast majority this company's revenue is not driven by 5-star customers. In fact, two-thirds of the revenue is driven by 1-star buyers. This cannot last.

Given the seasonality of their business, a tactic they could try to improve the Frequency and Recency of buyers would be to offer early deals in advance of the season, giving them a longer period to acquire sales. That way someone who buys equipment or training programs before the season could be reached out to again midway through to offer them other items that match what they previously bought, or to promote new training programs. The goal should be finding ways to extend their sales season while still increasing the amount of Top Customers they have.

Oldest Purchase	October, 2014	Repeat Purchase Rate	12.42% (1156 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	33.0 days
Total Customers	9,309	Median Days of Customer Lifetime	60.0 days
Total Amt Orders	\$2,584,623.15	Median CLV	\$192.00
Total # of Orders	11,549	Average CLV	\$277.65
Average Order Value	\$223.80	Average # of Orders	1.24
Special Notes	None		

RFM Analysis (Continued)

Sporting Goods Industry | \$500K — \$1M/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	90	27.08%	2521	\$770,088.39	29.79%
4—Stars	91	180	3.64%	339	\$97,378.37	3.77%
3—Stars	181	270	7.57%	705	\$175,183.85	6.78%
2—Stars	271	360	6.83%	636	\$181,285.95	7.01%
1—Star	361	—	54.87%	5108	\$1,360,686.59	52.65%
Recency: 5—star rating based on days since last paid Order			100.00%	9,309	\$2,584,623.15	100.00%

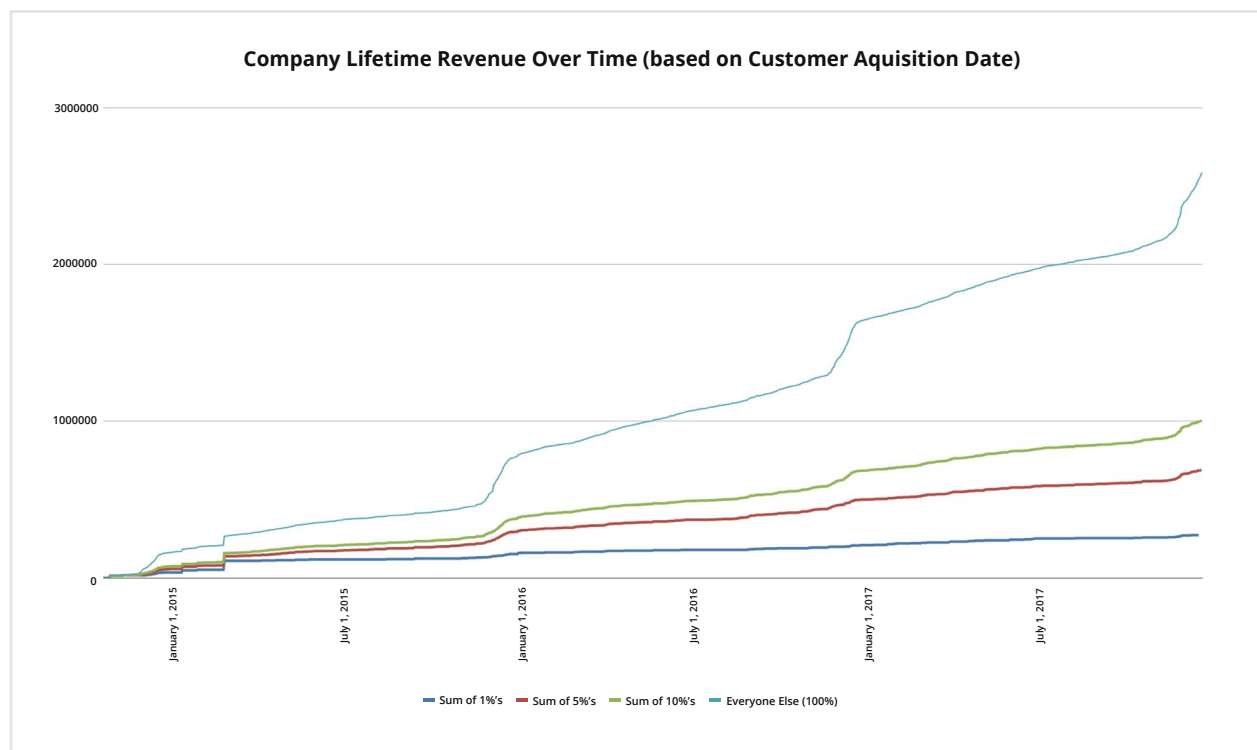
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	8	—	0.08%	7	\$90,009.18	3.48%
4—Stars	4	7	0.45%	42	\$35,316.13	1.37%
3—Stars	3	3	1.84%	171	\$134,393.16	5.20%
2—Stars	2	2	10.05%	936	\$478,682.07	18.52%
1—Star	1	1	87.58%	8153	\$1,846,222.61	71.43%
Frequency: 5—star rating based on total # of Orders			100.00%	9,309	\$2,584,623.15	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$1,000	—	3.52%	328	\$563,185.88	21.79%
4—Stars	\$500	\$1,000	7.70%	717	\$501,997.99	19.42%
3—Stars	\$138	\$500	50.65%	4715	\$1,195,593.64	46.26%
2—Stars	\$50	\$138	34.19%	3183	\$312,754.53	12.10%
1—Star	—	\$50	3.93%	366	\$11,091.11	0.43%
Monetary: 5—star rating based on total lifetime revenue			100.00%	9,309	\$2,584,623.15	100.00%

Lifetime Revenue QC Timeline

Sporting Goods Industry | \$500K — \$1M/yr

As we can see from this final chart, overall growth has been shooting upwards, but Top Customers are making up very little of that revenue. Each of these demographics needs major outreach and marketing put behind them in order to make their buying a greater slice of the company's overall profits.



**Companies
with Revenue
of \$100K—500K
Per Year**



**Fashion, Apparel &
Accessories**

\$100K - 500K Per Year

Top Customer Analysis

Fashion, Apparel & Accessories Industry | \$100K — \$500K/yr

Business Overview

This is an outdoor clothing company specializing in menswear, selling in two distinct clothing brackets. They're an older business, but their eCommerce division is very young.

RFM Analysis And Overview

The longevity of this company proves they know what they're doing as an overall business, but their eCommerce side needs significant improvement. The company experienced explosive growth in January 2017 but their Top 20% of customers haven't grown with them.

Here's what we know about these customers: The Top 1-20% will buy within every 90 days, so they can win back customers who haven't bought in that time with a promotion. Their greatest period of Top Customer growth was between August and October 2016 so they should investigate what helped propel that.

Lastly, only 26% of customers have bought more than once, which could mean they're targeting buyers who enjoy the novelty of the first item, but don't have a need to make additional purchases. Prior to the Jan 2017 growth, 58% of company revenue came from the Top 10% of customers who would make repeat purchases.

Oldest Purchase	March, 2016	Total # of Orders	2,215
Newest Purchase	October, 2017	Repeat Purchase Rate	26.05% (414 customers)
Total Customers	1,589	Total Amt Orders	\$192,910.99
Special Notes	None		

Median CLV	\$82.54
Average CLV	\$121.40
Average # of Orders	1.39

Top metrics in your business to increase/sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Fashion, Apparel & Accessories Industry | \$100K — \$500K/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	15	5.14%	\$9,923	181	3	\$584.85
5%	79	17.83%	\$34,391	190	3	\$380.34
10%	158	28.73%	\$55,426	182	3	\$302.19
20%	317	45.09%	\$86,978	182	2	\$234.34
Everyone Else (100%)	1,589	100.00%	\$193,078	191	1	82.54

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Saturday	Male (53.33%)	6.67%	\$197.81	83	331
5%	Saturday	Female (55.70%)	1.27%	\$126.78	77	301
10%	Sunday	Female (53.16%)	0.63%	\$124.12	80	287
20%	Sunday	Female (50.79%)	0.63%	\$117.17	86	157
Everyone Else (100%)	Sunday	N/A for 20%+	0.50%	\$70.99	90	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
Canada: 313 Buyers (99%) / \$85K LTV (98%)	Alberta, Canada: 301 Buyers (95%) / \$82K LTV (95%)	Calgary, Alberta: 30 Buyers (9%) / \$9K LTV (10%)
—	Ontario, Canada: 4 Buyers (1%) / \$2K LTV (2%)	Fort McMurray, Alberta: 27 Buyers (9%) / \$6K LTV (7%)
—	Saskatchewan, Canada: 3 Buyers (1%) / \$1K LTV (1%)	Edmonton, Alberta: 20 Buyers (6%) / \$6K LTV (6%)
—	New Brunswick, Canada: 2 Buyers (1%) / \$1K LTV (1%)	Grande Prairie, Alberta: 17 Buyers (5%) / \$5K LTV (6%)
—	British Columbia, Canada: 2 Buyers (1%) / \$0K LTV (1%)	Edmonton, Alberta: 9 Buyers (3%) / \$2K LTV (3%)

RFM Analysis

Fashion, Apparel & Accessories Industry | \$100K — \$500K/yr

Digging Deeper with RFM Analysis

Given the nature of this brand, there are some difficulties that they will have to plan their outreach around that many companies won't. Many "group identity" clothing brands (i.e. clothes that associate you with a certain activity or lifestyle) only get one purchase, so we'd recommend setting up a "Customer Welcome" campaign that has a discount in the welcome email. You can remind the buyer about it in the shipping email, and then make it valid for the next 60 days from date of shipment. Then give them two additional follow-ups a week before the discount expires, and the day before.

Considering most additional purchases come within 90 days, this would help shorten the timespan between the 1st and 2nd buy. Then after 90 day have passed, they could start another 3-email sequence with larger discount, but with a 30 day expiration. This tactic could be used to systemically increase the frequency of purchases and repeat buys.

Oldest Purchase	March, 2016	Repeat Purchase Rate	26.05% (414 customers)
Newest Purchase	October, 2017	Median 1st to 2nd Purchase	205.0 days
Total Customers	1,589	Median Days of Customer Lifetime	249.0 days
Total Amt Orders	\$192,910.99	Median CLV	\$82.54
Total # of Orders	2,215	Average CLV	\$121.40
Average Order Value	\$87.09	Average # of Orders	1.39
Special Notes	None		

RFM Analysis (Continued)

Fashion, Apparel & Accessories Industry | \$100K — \$500K/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	60	7.17%	114	\$13,594.75	7.05%
4—Stars	61	120	6.29%	100	\$13,710.45	7.11%
3—Stars	121	180	31.91%	507	\$61,831.74	32.05%
2—Stars	181	240	30.40%	483	\$61,614.54	31.94%
1—Star	241	—	24.23%	385	\$42,159.51	21.85%
Recency: 5—star rating based on days since last paid Order			100.00%	1,589	\$192,910.99	100.00%

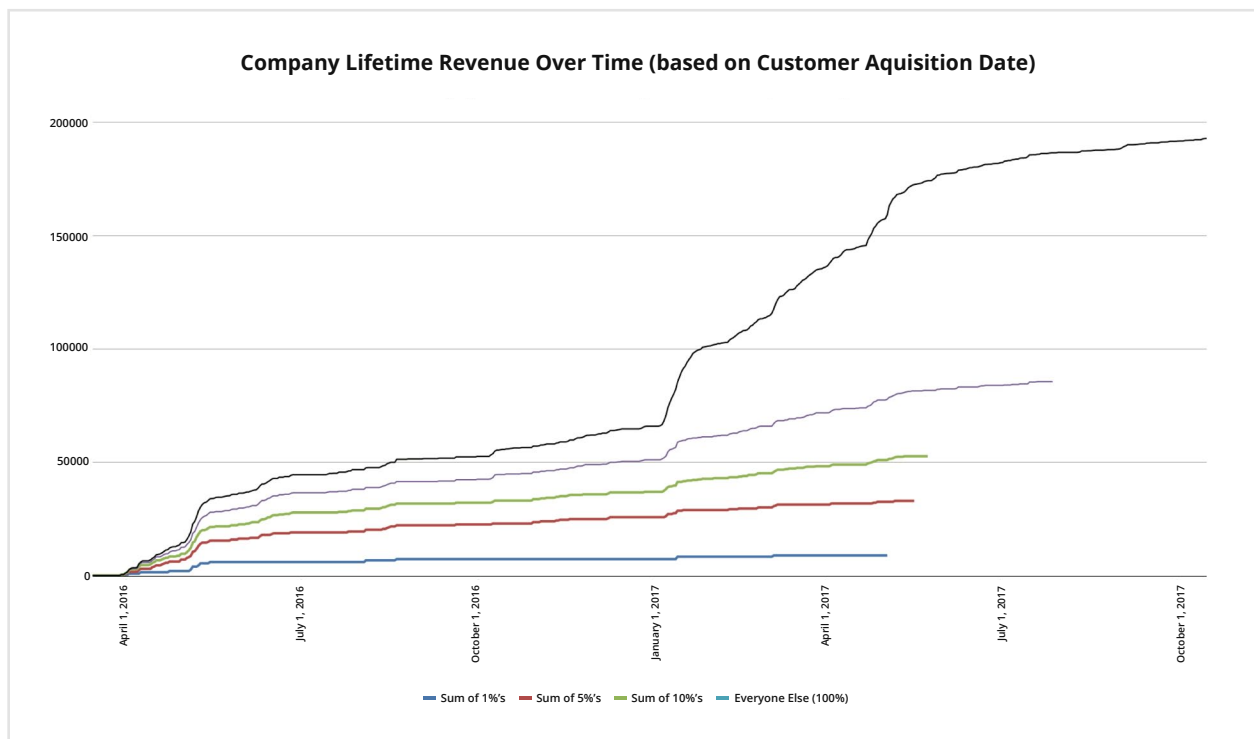
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	5	—	1.01%	16	\$6,070.98	3.15%
4—Stars	4	4	2.14%	34	\$12,043.46	6.24%
3—Stars	3	3	5.22%	83	\$23,388.35	12.12%
2—Stars	2	2	17.68%	281	\$49,390.75	25.60%
1—Star	1	1	73.95%	1175	\$102,017.45	52.88%
Frequency: 5—star rating based on total # of Orders			100.00%	1,589	\$192,910.99	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$375	—	2.89%	46	\$23,282.83	12.07%
4—Stars	\$300	\$375	2.33%	37	\$12,311.10	6.38%
3—Stars	\$230	\$300	5.03%	80	\$20,996.66	10.88%
2—Stars	\$85	\$230	38.33%	609	\$87,136.57	45.17%
1—Star	—	\$85	51.42%	817	\$49,183.83	25.50%
Monetary: 5—star rating based on total lifetime revenue			100.00%	1,589	\$192,910.99	100.00%

Lifetime Revenue QC Timeline

Fashion, Apparel & Accessories Industry | \$100K — \$500K/yr

The most startlingly thing in this graph is how much growth occurred after January 2017. It's such a sharp spike, and one that doesn't dovetail with their most engaged customers, that we'd say the company should take a hard look at what they've been doing to increase this revenue. While great in the short-term, in the long-term too much of this growth is coming from one-time buyers, putting the company on unsteady ground in the future.



Health & Beauty

\$100K - 500K Per Year

Top Customer Analysis

Health & Beauty Industry | \$100K — \$500K/yr

Business Overview

The company sells specialty bath, body, and hair care products with an emphasis on natural ingredients. They're one of the companies in this report that have been in business the longest, yet their revenue hasn't grown tremendously. Let's dig into why.

RFM Analysis and Strategy

As we can see from the acquisition chart, while business is growing steadily, a whopping 70% of the customers are one-time buyers. An additional problem is that buyers who place 2 orders typically take 179 days (or 6 months) to place that 2nd order. That is far too long of a waiting period.

This business needs to figure out a way to shorten the latency between repeat orders for Top Customers, and quickly. Offering a subscription program that refills the product every 2 months might be an easy lowfriction way to get them to adopt faster. In addition, December 2014, March 2015, and September 2015 were three brief periods where the acquisition rate for the Top 1-20% of customers out-paced the general acquisition rate. We'd recommend that the business examine these time periods to discover what may have been fostering that growth.

Oldest Purchase	June, 2013	Total # of Orders	8,283
Newest Purchase	December, 2017	Repeat Purchase Rate	29.06% (1481 customers)
Total Customers	5,097	Total Amt Orders	\$581,322.42
Special Notes	None		

Median CLV	\$68.78
Average CLV	\$114.05
Average # of Orders	1.63

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Health & Beauty Industry | \$100K — \$500K/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	50	9.40%	\$54,630	55	8	\$922.47
5%	254	25.34%	\$147,285	82	5	\$476.59
10%	509	37.44%	\$217,627	95	4	\$327.91
20%	1,019	53.33%	\$310,013	171	3	\$230.06
Everyone Else (100%)	5,097	100.00%	\$581,489	387	1	68.78

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Thursday	Female (94.00%)	8.00%	\$109.05	124	1090
5%	Friday	Female (90.55%)	5.51%	\$93.72	130	785
10%	Friday	Female (91.16%)	5.70%	\$85.99	132	614
20%	Friday	Female (90.78%)	5.50%	\$82.33	127	367
Everyone Else (100%)	Friday	N/A for 20%+	5.30%	\$60.12	117	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
Canada: 889 Buyers (87%) / \$272K LTV (88%)	Ontario, Canada: 486 Buyers (48%) / \$140K LTV (45%)	Toronto, Ontario: 109 Buyers (11%) / \$27K LTV (9%)
USA: 79 Buyers (8%) / \$23K LTV (7%)	Alberta, Canada: 146 Buyers (14%) / \$50K LTV (16%)	Calgary, Alberta: 56 Buyers (5%) / \$17K LTV (6%)
—	British Columbia, Canada: 93 Buyers (9%) / \$29K LTV (9%)	—

RFM Analysis

Health & Beauty Industry | \$100K — \$500K/yr

Digging Deeper with RFM Analysis

Given the difficulty this company has had in finding and maintaining Top Customers, here are a couple of strategies we would pursue.

The first would be to set up a “New Customer” campaign that offers a “cancel anytime” subscription program with free shipping off the 1st order. This program should be announced after shipping the 1st purchase. Looking at the data, the best customers of this business buy 3-8 times, so this campaign’s goal would be to get them to self-identify from the first purchase. We’d also encourage two reminders talking about the expiring free shipping, and make sure the offer expired 120 days after shipping the initial order, since that is the typical time between Top Customer purchases. Additionally, we’d offer the new subscription program to the 2-Star or higher Frequency buyers to convert some of them over to the program.

Oldest Purchase	June, 2013	Repeat Purchase Rate	29.06% (1481 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	179.0 days
Total Customers	5,097	Median Days of Customer Lifetime	335.0 days
Total Amt Orders	\$581,322.42	Median CLV	\$68.78
Total # of Orders	8,283	Average CLV	\$114.05
Average Order Value	\$70.18	Average # of Orders	1.63
Special Notes	None		

RFM Analysis (Continued)

Health & Beauty Industry | \$100K — \$500K/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	17.50%	892	\$153,997.18	26.49%
4—Stars	31	60	3.94%	201	\$31,680.86	5.45%
3—Stars	61	90	2.37%	121	\$20,423.50	3.51%
2—Stars	91	180	6.89%	351	\$56,721.12	9.76%
1—Star	181	—	69.30%	3532	\$318,499.76	54.79%
Recency: 5—star rating based on days since last paid Order			100.00%	5,097	\$581,322.42	100.00%

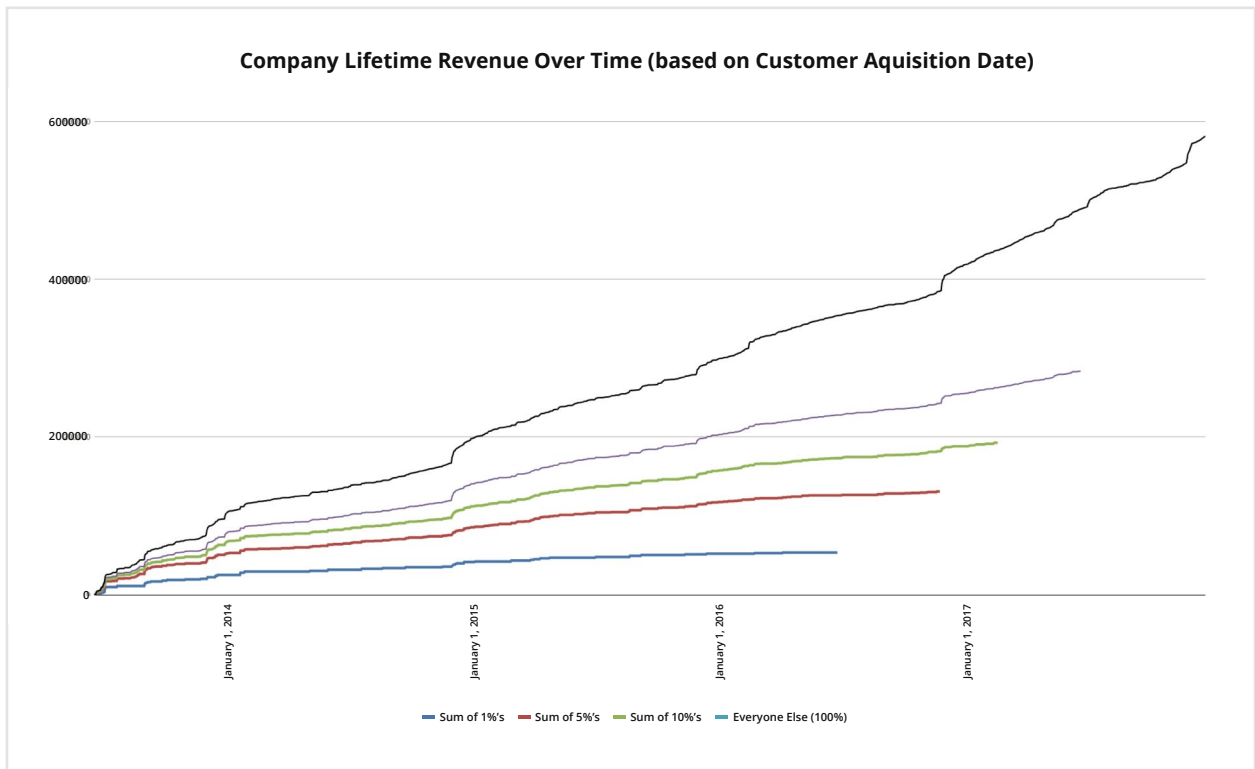
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	5	—	4.57%	233	\$126,555.39	21.77%
4—Stars	4	4	3.04%	155	\$47,454.59	8.16%
3—Stars	3	3	6.10%	311	\$69,420.35	11.94%
2—Stars	2	2	15.34%	782	\$108,643.65	18.69%
1—Star	1	1	70.94%	3616	\$229,248.44	39.44%
Frequency: 5—star rating based on total # of Orders			100.00%	5,097	\$581,322.42	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$475	—	2.49%	127	\$97,865.17	16.83%
4—Stars	\$325	\$475	2.59%	132	\$51,056.02	8.78%
3—Stars	\$225	\$325	5.34%	272	\$73,719.69	12.68%
2—Stars	\$70	\$225	38.36%	1955	\$234,406.12	40.32%
1—Star	—	\$70	51.23%	2611	\$124,275.42	21.38%
Monetary: 5—star rating based on total lifetime revenue			100.00%	5,097	\$581,322.42	100.00%

Lifetime Revenue QC Timeline

Health & Beauty Industry | \$100K — \$500K/yr

This graph sums up the issues the company is having. Revenue is increasing but the Top 20% of customers are not the driving force behind it. We would encourage them to use the previously discussed strategies to focus on gaining more top customers throughout 2018.



Food & Drug

\$100K - 500K Per Year

Top Customer Analysis

Food & Drug Industry | \$100K — \$500K/yr

Business Overview

This company sells a consumable food product. They offer multiple ways of buying it, including one-time purchases, as well as 3, 6, and 9 month subscriptions. The subscription service is promoted heavily, and most of their marketing efforts are around maintaining subscription revenue and driving new customers to that sales funnel.

RFM Analysis and Strategy

Something that immediately stands out with this company is their incredibly healthy purchase rate, which hovers around 48.45%. In this business category, you typically see a purchase rate between 35 and 40%, so this is a great position for this company to be in. It's very clear they've been maintaining a focus on acquiring their most profitable customers. Only the top 1% has been drifting over the last 3 years, and only by 10% of the entire company's revenue.

Oldest Purchase	June, 2013	Total # of Orders	10,201
Newest Purchase	December, 2017	Repeat Purchase Rate	48.45% (1171 customers)
Total Customers	2,417	Total Amt Orders	\$643,439.56
Special Notes	None		

Median CLV	\$83.78
Average CLV	\$266.21
Average # of Orders	4.22

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Food & Drug Industry | \$100K — \$500K/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	24	15.32%	\$98,602	10	26	\$2,866.29
5%	120	31.52%	\$202,800	12	19	\$1,152.40
10%	241	40.00%	\$257,366	12	13	\$646.55
20%	483	46.14%	\$296,880	13	7	\$313.11
Everyone Else (100%)	2,417	100.00%	\$643,607	156	1	83.78

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Saturday	Male (0.00%)	33.33%	\$140.25	27	614
5%	Tuesday	Male (0.00%)	16.67%	\$69.04	27	517
10%	Tuesday	Male (0.00%)	15.77%	\$42.19	25	325
20%	Tuesday	Male (0.00%)	14.08%	\$38.77	20	141
Everyone Else (100%)	Tuesday	N/A for 20%+	13.12%	\$42.19	22	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 483 Buyers (100%) / \$297K LTV (100%)	California, USA: 133 Buyers (28%) / \$109K LTV (37%)	Los Angeles, California: 14 Buyers (3%) / \$19K LTV (7%)
—	Texas, USA: 38 Buyers (8%) / \$19K LTV (6%)	New York, New York: 9 Buyers (2%) / \$6K LTV (2%)
—	New Jersey, USA: 35 Buyers (7%) / \$16K LTV (5%)	San Diego, California: 6 Buyers (1%) / \$2K LTV (1%)
—	New York, USA: 31 Buyers (6%) / \$16K LTV (6%)	Santa Barbara, California: 5 Buyers (1%) / \$3K LTV (1%)
—	Pennsylvania, USA: 30 Buyers (6%) / \$17K LTV (6%)	Houston, Texas: 5 Buyers (1%) / \$3K LTV (1%)

RFM Analysis

Food & Drug Industry | \$100K — \$500K/yr

Digging Deeper with RFM Analysis

This is an incredibly healthy business. The median gap between the 1st and 2nd purchase is 30 days, a perfect amount of time given the nature of the product they're selling. It also proves that their subscription service is working as intended. They also have a great average number of orders, meaning that most people who subscribe stay on for at least 4 months. The only potential outreach we might suggest is figuring out a way to have more of those customers convert to a full 6-month subscription. Other than that, this company is showing a fantastic growth pattern.

Oldest Purchase	June, 2013	Repeat Purchase Rate	48.45% (1171 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	30.0 days
Total Customers	2,417	Median Days of Customer Lifetime	130.0 days
Total Amt Orders	\$643,439.56	Median CLV	\$83.78
Total # of Orders	10,201	Average CLV	\$266.21
Average Order Value	\$63.08	Average # of Orders	4.22
Special Notes	None		

RFM Analysis (Continued)

Food & Drug Industry | \$100K — \$500K/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	30.78%	744	\$370,420.65	57.57%
4—Stars	31	60	5.96%	144	\$24,710.05	3.84%
3—Stars	61	90	5.54%	134	\$22,482.81	3.49%
2—Stars	91	180	11.09%	268	\$45,711.54	7.10%
1—Star	181	—	46.63%	1127	\$180,114.51	27.99%
Recency: 5—star rating based on days since last paid Order			100.00%	2,417	\$643,439.56	100.00%

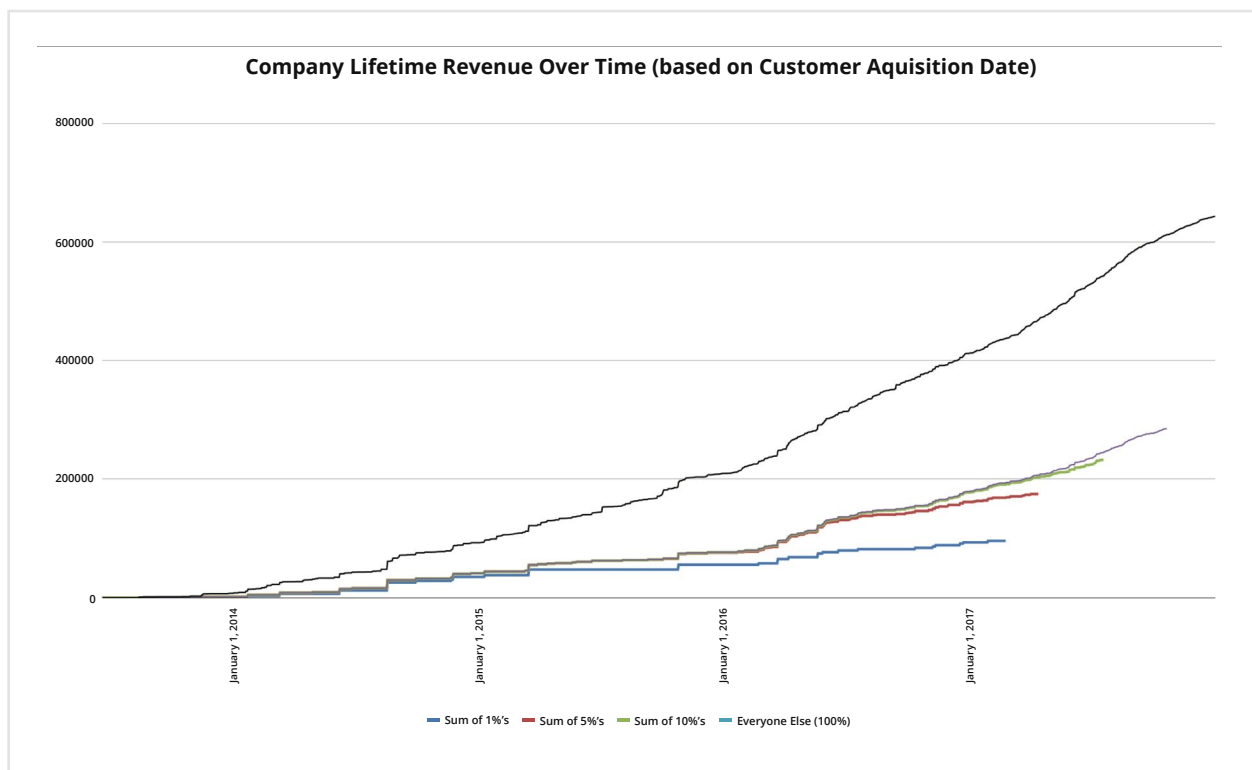
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	8	—	16.30%	394	\$397,685.33	61.81%
4—Stars	4	7	13.98%	338	\$106,430.89	16.54%
3—Stars	3	3	6.62%	160	\$27,690.55	4.30%
2—Stars	2	2	11.54%	279	\$36,757.90	5.71%
1—Star	1	1	51.55%	1246	\$74,874.89	11.64%
Frequency: 5—star rating based on total # of Orders			100.00%	2,417	\$643,439.56	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$1,000	—	4.96%	120	\$266,010.11	41.34%
4—Stars	\$500	\$1,000	7.28%	176	\$121,306.60	18.85%
3—Stars	\$138	\$500	25.16%	608	\$167,130.86	25.97%
2—Stars	\$50	\$138	22.71%	549	\$50,597.01	7.86%
1—Star	—	\$50	39.88%	964	\$38,394.98	5.97%
Monetary: 5—star rating based on total lifetime revenue			100.00%	2,417	\$643,439.56	100.00%

Lifetime Revenue QC Timeline

Food & Drug Industry | \$100K — \$500K/yr

The chart shows everything we've been discussing. The Top 20% of customers account for nearly half of all revenue, which is a great ratio for a growing eCommerce business. While they may want to do slightly more outreach to their Top 1% (in order to account for the minor drift in their numbers/growth) all signs point to company that is making the right moves to have a successful eCommerce business.



Companies with Revenue Under \$100K Per Year



Items

Checkout

**Fashion, Apparel &
Accessories**

< \$100K Per Year

Top Customer Analysis

Fashion, Apparel & Accessories Industry | <\$100K/yr

Business Overview

This business sells fashion products and clothing targeted specifically towards moms. Because this is a relatively young company, it's harder to find distinct data points that identify their Top 1-20% of customers.

RFM Analysis and Strategy

Businesses in this situation (which are too new to have solid customer data) need to keep trying promotions designed to make their Top Customers self-identify. As of now, their best customers buy at least every 3-4 months, and usually make their second purchase within 8 days of the first (though this could change as more data becomes available).

An experiment they could run would be to make an irresistible offer on a 2nd purchase—something that just remains profitable for the company—to see if it kicks off more repeat buying.

Oldest Purchase	March, 2016	Total # of Orders	1,377
Newest Purchase	December, 2017	Repeat Purchase Rate	22.17% (221 customers)
Total Customers	997	Total Amt Orders	\$39,969.18
Special Notes	None		

Median CLV	\$27.02
Average CLV	\$40.09
Average # of Orders	1.38

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Fashion, Apparel & Accessories Industry | <\$100K/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	9	5.08%	\$2,029	119	7	\$212.17
5%	49	17.52%	\$7,004	146	4	\$130.25
10%	99	27.87%	\$11,138	189	3	\$100.49
20%	199	42.32%	\$16,917	222	2	\$72.93
Everyone Else (100%)	997	100.00%	\$40,136	279	1	27.02

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Thursday	Female (100.00%)	11.11%	\$31.35	58	455
5%	Thursday	Female (91.84%)	2.04%	\$31.35	64	360
10%	Thursday	Female (88.89%)	3.03%	\$30.26	72	225
20%	Thursday	Female (86.93%)	3.02%	\$28.67	72	133
Everyone Else (100%)	Thursday	N/A for 20%+	4.11%	\$26.01	67	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 198 Buyers (99%) / \$17K LTV (98%)	Arizona, USA: 117 Buyers (59%) / \$10K LTV (56%)	Mesa, Arizona: 49 Buyers (25%) / \$4K LTV (26%)
—	Utah, USA: 19 Buyers (10%) / \$2K LTV (9%)	Gilbert, Arizona: 25 Buyers (13%) / \$2K LTV (12%)
—	California, USA: 13 Buyers (7%) / \$1K LTV (9%)	Chandler, Arizona: 4 Buyers (2%) / \$0K LTV (2%)
—	Colorado, USA: 5 Buyers (3%) / \$1K LTV (3%)	Tempe, Arizona: 4 Buyers (2%) / \$0K LTV (1%)
—	Wisconsin, USA: 4 Buyers (2%) / \$0K LTV (2%)	Phoenix, Arizona: 3 Buyers (2%) / \$0K LTV (2%)

RFM Analysis

Fashion, Apparel & Accessories Industry | <\$100K/yr

Digging Deeper with RFM Analysis

Right now, despite the small amount of data, what we can see about their buyers is generally pretty good. This company has incredibly long relationships with their customers, which bodes well for their potential to increase the frequency of buying.

In addition, the gap between their 1-star and 2-star buyers is fairly small. While we encourage them to put more work into identifying 5-star customers, it should be relatively easy to take their 1-time buyers and have them make an additional purchase.

When it comes to increasing their 5-star customers, we'd work on getting 4-star customers to make more frequent purchases throughout the year.

Oldest Purchase	March, 2016	Repeat Purchase Rate	22.17% (221 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	8.0 days
Total Customers	997	Median Days of Customer Lifetime	183.0 days
Total Amt Orders	\$39,969.18	Median CLV	\$27.02
Total # of Orders	1,377	Average CLV	\$40.09
Average Order Value	\$29.03	Average # of Orders	1.38
Special Notes	None		

RFM Analysis (Continued)

Fashion, Apparel & Accessories Industry | <\$100K/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	8.93%	89	\$4,520.13	11.31%
4—Stars	31	60	4.31%	43	\$1,425.46	3.57%
3—Stars	61	90	12.94%	129	\$5,906.04	14.78%
2—Stars	91	180	6.62%	66	\$3,245.31	8.12%
1—Star	181	—	67.20%	60	\$24,872.24	62.23%
Recency: 5—star rating based on days since last paid Order			100.00%	997	\$39,969.18	100.00%

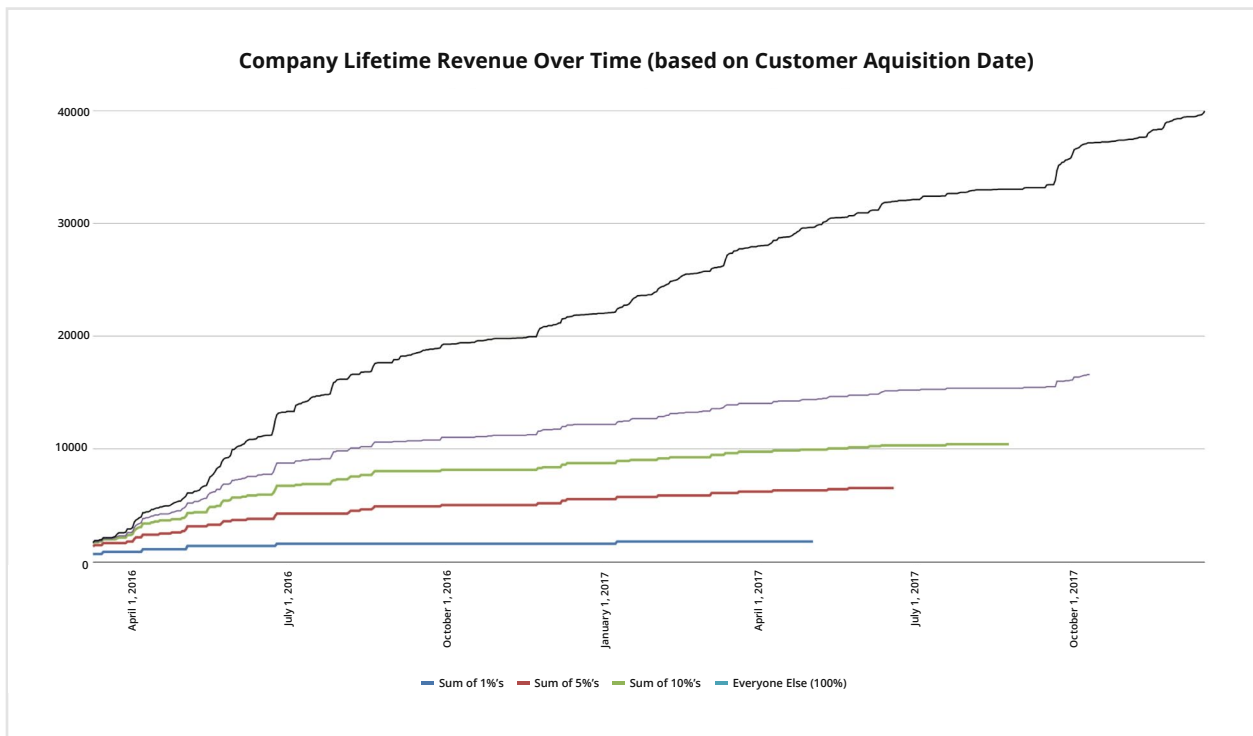
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	7	—	0.80%	8	\$1,701.54	4.26%
4—Stars	4	6	2.81%	28	\$3,509.70	8.78%
3—Stars	3	3	4.31%	43	\$3,713.78	9.29%
2—Stars	2	2	14.24%	142	\$8,313.81	20.80%
1—Star	1	1	77.83%	776	\$22,730.35	56.87%
Frequency: 5—star rating based on total # of Orders			100.00%	997	\$39,969.1	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$200	—	0.50%	5	\$1,264.55	3.16%
4—Stars	\$130	\$200	2.01%	20	\$3,082.83	7.71%
3—Stars	\$100	\$130	2.91%	29	\$3,157.51	7.90%
2—Stars	\$30	\$100	31.39%	313	\$16,624.55	41.59%
1—Star	—	\$30	63.19%	630	\$15,839.74	39.63%
Monetary: 5—star rating based on total lifetime revenue			100.00%	997	\$39,969.1	100.00%

Lifetime Revenue QC Timeline

Fashion, Apparel & Accessories Industry | <\$100K/yr

There are no glaring issues with the business according to this chart. However, since this graph was made with limited data, we'd encourage the company to implement more marketing strategies to gather additional customer data points, and then run the same numbers again in 6-months and see if anything has changed. Doing this will give them a better idea of what their actual customer trajectory is, and if they need to change their target outreach.



Health & Beauty

< \$100K Per Year

Top Customer Analysis

Health & Beauty Industry | <\$100K/yr

Business Overview

This business sells consumable beauty products with an emphasis on natural ingredients and green partnerships. They have an expansive product line to warrant more repeat purchases.

RFM Analysis and Strategy

This business has been around for 3.5 years, and half of their lifetime revenue/customer growth has occurred within just the last year (which is common, in eCommerce). Unfortunately, there is a large difference between the purchase behaviors of their top and bottom customers.

The Top 10% of customers will make at least 6 purchases and most commonly buy on Mondays, which is very different from the 58% of customers who have only made one purchase and buy on Fridays.

The Top 1-20% of customers have not scaled with the overall growth, which can stem from several reasons. The first is that with the slower growth rate of the first 2.5 years, it might have been easier to keep in touch with customers to garner repeat purchases. The second is that the business hasn't examined the type and quality of traffic sources they were targeting at the beginning of the growth explosion in December 2016.

Oldest Purchase	April, 2014	Total # of Orders	3,693
Newest Purchase	December, 2017	Repeat Purchase Rate	41.48% (740 customers)
Total Customers	1,784	Total Amt Orders	\$117,281.41
Special Notes	None		

Median CLV	\$37.92
Average CLV	\$65.74
Average # of Orders	2.07

Top metrics in your business to increase/sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Health & Beauty Industry | <\$100K/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	17	9.32%	\$10,931	33	11	\$641.75
5%	89	27.12%	\$31,803	87	8	\$298.44
10%	178	40.56%	\$47,575	96	6	\$213.38
20%	356	57.50%	\$67,435	153	4	\$143.85
Everyone Else (100%)	1,784	100.00%	\$117,281	235	1	37.92

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Thursday	Female (88.24%)	11.76%	\$49.00	59	707
5%	Monday	Female (93.26%)	6.74%	\$41.55	67	603
10%	Monday	Female (90.45%)	7.30%	\$38.10	75	513
20%	Monday	Female (91.01%)	7.87%	\$37.45	78	346
Everyone Else (100%)	Friday	N/A for 20%+	8.41%	\$28.00	83	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
United Kingdom: 351 Buyers (99%) / \$66K LTV (98%)	—	London, United Kingdom: 25 Buyers (7%) / \$5K LTV (8%)
Ireland: 3 Buyers (1%) / \$0.3K LTV (1%)	—	Bristol, United Kingdom: 8 Buyers (2%) / \$1K LTV (2%)
—	—	Norwich, United Kingdom: 5 Buyers (1%) / \$1K LTV (2%)

RFM Analysis

Health & Beauty Industry | <\$100K/yr

Digging Deeper with RFM Analysis

Because this is a consumable product that runs out every 60-80 days, we would recommend this business begin piloting a subscription program. To get it off the ground, we would recommend it be offered ALL repeat buyers, without a discount incentive (just convenience). This business is too new to need to experiment with discounts on a subscription program just yet. We would recommend starting the campaign with the first shipment, with two additional reminders sent to customers around the 30-day mark.

Another issue is that the company needs to do more work around decreasing the amount of time between the 1st and 2nd purchase, as right now it takes customers 5 months before they order again. Putting together a campaign to try and shrink this gap to 3 months would likely be a good use of their time, and could help uncover more Top Customers.

Lastly, since the AOV of their bottom 80% of customers is only \$28 (compared to \$49 for their Top Customers) we would set up a "New Customer" campaign for buyers whose order is less than \$30, and offer a discount to place a 2nd purchase within 60 days. This could help drive up the amount of sales, and the average amount purchased per sale.

Oldest Purchase	April, 2014	Repeat Purchase Rate	41.48% (740 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	155.0 days
Total Customers	1,784	Median Days of Customer Lifetime	276.0 days
Total Amt Orders	\$117,281.41	Median CLV	\$37.92
Total # of Orders	3,693	Average CLV	\$65.74
Average Order Value	\$31.76	Average # of Orders	2.07
Special Notes	None		

RFM Analysis (Continued)

Health & Beauty Industry | <\$100K/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	12.78%	228	\$23,512.86	20.05%
4—Stars	31	60	6.17%	110	\$10,462.58	8.92%
3—Stars	61	90	5.94%	106	\$9,214.88	7.86%
2—Stars	91	180	19.17%	342	\$29,059.66	24.78%
1—Star	181	—	55.94%	998	\$45,031.43	38.40%
Recency: 5—star rating based on days since last paid Order			100.00%	1,784	\$117,281.41	100.00%

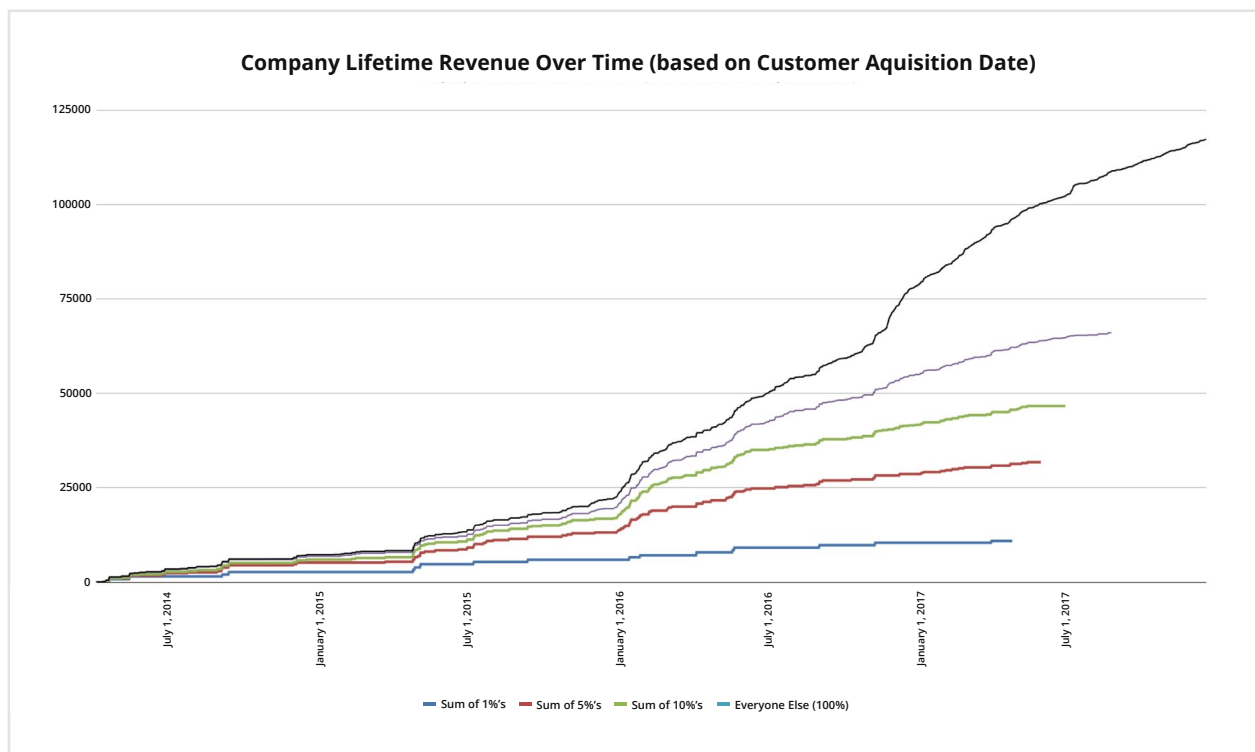
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	8	—	3.20%	57	\$21,866.35	18.64%
4—Stars	4	7	10.31%	184	\$30,230.26	25.78%
3—Stars	3	3	8.97%	160	\$14,973.75	12.77%
2—Stars	2	2	19.00%	339	\$20,971.13	17.88%
1—Star	1	1	58.52%	1044	\$29,239.92	24.93%
Frequency: 5—star rating based on total # of Orders			100.00%	1,784	\$117,281.41	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$1,000	—	0.00%	0	\$—	0.00%
4—Stars	\$500	\$1,000	0.90%	16	\$10,453.05	8.91%
3—Stars	\$138	\$500	9.70%	173	\$38,677.42	32.98%
2—Stars	\$50	\$138	28.20%	503	\$40,753.66	34.75%
1—Star	—	\$50	61.21%	1092	\$27,397.28	23.36%
Monetary: 5—star rating based on total lifetime revenue			100.00%	1,784	\$117,281.41	100.00%

Lifetime Revenue QC Timeline

Health & Beauty Industry | <\$100K/yr

Generally speaking, growth of the Top 20% of customers was stable and consistent with overall revenue until around November 2016. At that point, growth skyrocketed, but much of it came from less valuable customers who only bought once. We'd urge the company to look at what they did around that time period, and adjust their strategy so that they're not leaving their most important customers behind.



Food & Drug

< \$100K Per Year

Top Customer Analysis

Food & Drug Industry | <\$100K/yr

Business Overview

This company sells a food product targeted towards a very specific career niche. They're so new that they haven't created a subscription model for their product, despite the fact that customers should need to refill their order fairly often.

RFM Analysis and Strategy

First things first: This company needs put effort into a robust subscription service. This would guarantee them more consistent sales, and if the service had different tiers (i.e. per month, every 4 months, every 6, etc.) many of their best customers would self-select early, solving marketing issues for them. This would also help the problem with the company's data points—put simply, they're so young and small there isn't a lot of information we can use to push deeper strategies. Gathering more info on current and prospective customers should be a major focus right now.

One last note: They had a large increase (20%+) in customer acquisition from May to June 2017, so they should examine what promotions they were doing in this period in order to figure out if they could create a duplicable marketing program.

Oldest Purchase	October, 2016	Total # of Orders	2,436
Newest Purchase	December, 2017	Repeat Purchase Rate	21.60% (340 customers)
Total Customers	1,574	Total Amt Orders	\$62,003.93
Special Notes	None		

Median CLV	\$25.98
Average CLV	\$39.39
Average # of Orders	1.55

Top metrics in your business to increase/ sustain through campaign automation and broadcasts segmented by RFM scores (Recency, Frequency, and Monetary)

Top Customer Analysis (Continued)

Food & Drug Industry | <\$100K/yr

Top 20% Demographics — “I want to stay focused on my biggest growth and revenue drivers; Who are my very best customers?”

Percent Customers	Cumulative Customers	Cumulative Sales	Cumulative Sales	Days Since Last Order	# of Orders (median)	Lifetime Value (median)
1%	15	9.85%	\$6,108	38	9	\$364.03
5%	78	26.81%	\$16,622	87	5	\$170.78
10%	157	39.02%	\$24,195	147	3	\$120.33
20%	314	54.10%	\$33,541	198	2	\$77.94
Everyone Else (100%)	1,574	100.00%	\$62,171	243	1	25.98

Top 20% Demographics — “I want to present the right content to find more of these customers: How do my best customers buy?”

Percent Customers	Best Purchase Week Day	Gender	Bought Under a Company	Median Order Value	Average Days Between Orders	Length of Relationship
1%	Wednesday	Male (53.33%)	13.33%	\$41.85	26	241
5%	Sunday	Male (51.28%)	2.56%	\$38.87	27	182
10%	Sunday	Male (50.96%)	2.55%	\$39.13	30	127
20%	Sunday	Male (51.59%)	2.23%	\$37.25	27	63
Everyone Else (100%)	Thursday	N/A for 20%+	0.83%	\$22.10	26	0

Top 20% Demographics — “I want to target these types of customers in my ads: Where do my best customers live?”

Most Common Countries	Most Common States/Provinces	Most Common Cities
USA: 308 Buyers (98%) / \$33K LTV (98%)	Massachusetts, USA: 134 Buyers (43%) / \$15K LTV (43%)	North Attleboro, Massachusetts: 9 Buyers (3%) / \$1K LTV (2%)
—	California, USA: 20 Buyers (6%) / \$3K LTV (8%)	Attleboro, Massachusetts: 7 Buyers (2%) / \$1K LTV (4%)
—	Florida, USA: 12 Buyers (4%) / \$2K LTV (5%)	North Attleboro , Massachusetts: 7 Buyers (2%) / \$1K LTV (2%)
—	Texas, USA: 12 Buyers (4%) / \$1K LTV (2%)	Attleboro , Massachusetts: 5 Buyers (2%) / \$1K LTV (2%)
—	Tennessee, USA: 10 Buyers (3%) / \$1K LTV (3%)	—

RFM Analysis

Food & Drug Industry | <\$100K/yr

Digging Deeper with RFM Analysis

Looking harder at their customers, it seems that repeat buys typically occur within 39 days of someone's first purchase, so this company should be putting their efforts into getting an additional sale within that time-frame. Another tactic we'd recommend is setting up an "Abandoned Cart" campaign that gives customers a discount if they increase their order to \$35 or more. 80% of their customers have a typical order value of \$22.10, but by using this tactic, you could get better customers (those more likely to spend \$37-42 per order) to self-identify. And if that doesn't happen, you're at least likely to create a few more sales with a higher spend, so it's a winwin either way.

Oldest Purchase	October, 2016	Repeat Purchase Rate	21.60% (340 customers)
Newest Purchase	December, 2017	Median 1st to 2nd Purchase	39.0 days
Total Customers	1,574	Median Days of Customer Lifetime	87.0 days
Total Amt Orders	\$62,003.93	Median CLV	\$25.98
Total # of Orders	2,436	Average CLV	\$39.39
Average Order Value	\$25.45	Average # of Orders	1.55
Special Notes	None		

RFM Analysis (Continued)

Food & Drug Industry | <\$100K/yr

Recency Rating	Start Days	End Days	Percent of Customers	Number of Customers	Total Customer Lifetime Revenue	Percent of CL Revenue
5—Stars	—	30	5.46%	86	\$9,014.25	14.54%
4—Stars	31	60	2.48%	39	\$4,219.69	6.81%
3—Stars	61	90	1.84%	29	\$2,132.52	3.44%
2—Stars	91	180	13.34%	210	\$11,063.19	17.84%
1—Star	181	—	76.87%	1210	\$35,574.28	57.37%
Recency: 5—star rating based on days since last paid Order			100.00%	1,574	\$62,003.93	100.00%

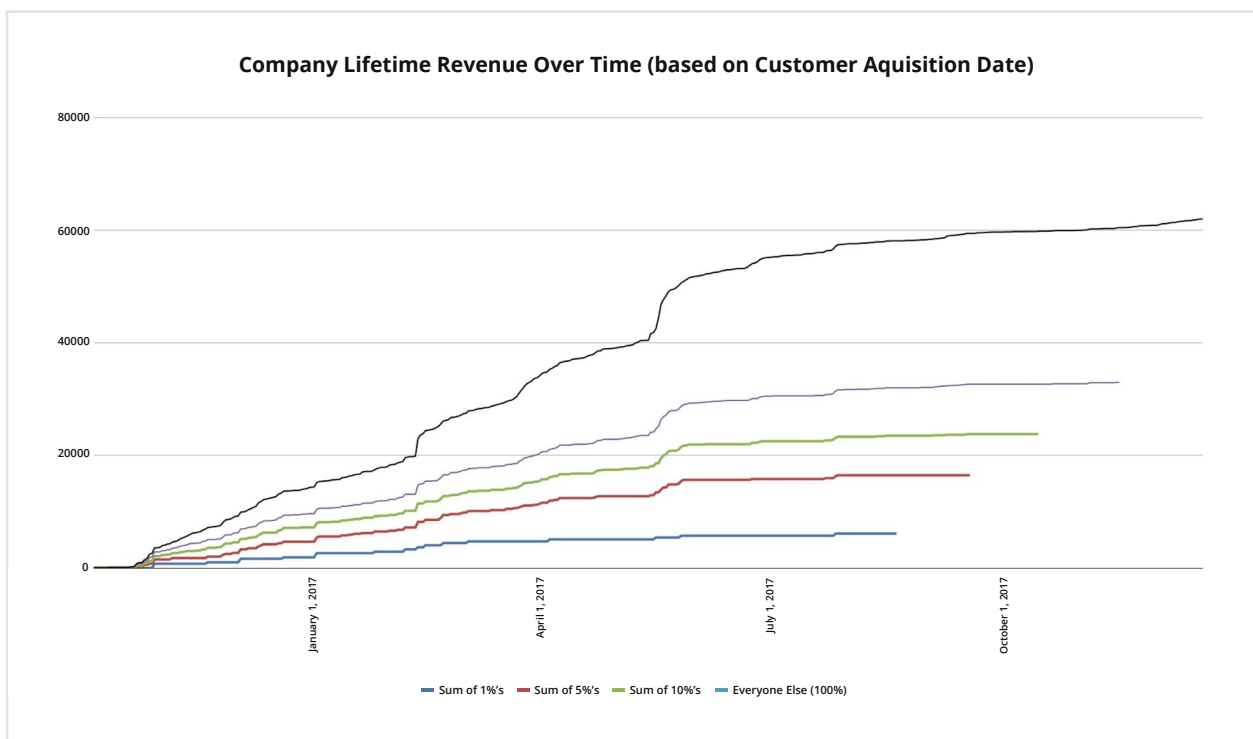
Frequency Rating	Min Number of Orders	Max Number of Orders	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	9	—	1.40%	22	\$ 6,001.78	9.68%
4—Stars	5	8	2.54%	40	\$7,092.17	11.44%
3—Stars	3	4	5.21%	82	\$7,577.30	12.22%
2—Stars	2	2	12.45%	196	\$10,985.67	17.72%
1—Star	1	1	78.40%	1234	\$30,347.01	48.94%
Frequency: 5—star rating based on total # of Orders			100.00%	1,574	\$62,003.93	100.00%

Monetary Rating	Min Amount of Orders	Max Amount of Orders (less—than)	Percent of Customers	Number of Customers	Total Amount of Revenue	Percent of Revenue
5—Stars	\$360	—	0.51%	8	\$4,019.59	6.48%
4—Stars	\$170	\$360	2.03%	32	\$6,997.02	11.28%
3—Stars	\$120	\$170	2.48%	39	\$5,725.53	9.23%
2—Stars	\$25	\$120	48.22%	759	\$34,549.81	55.72%
1—Star	—	\$25	46.76%	736	\$10,711.98	17.28%
Monetary: 5—star rating based on total lifetime revenue			100.00%	1,574	\$62,003.93	100.00%

Lifetime Revenue QC Timeline

Food & Drug Industry | <\$100K/yr

Looking at this chart you can see the gigantic growth spike that we spoke of earlier. While we encourage this company to see what caused that sudden jump, we'd also ask them to look at why the only group that didn't see a major spike in growth were their Top Customers. That group has remained flat for quite a while, and more effort should be put into making sure the Top 1% are tracking with overall growth.



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