Understand Customer Analytics

Customer Analytics is a suite of four reports that give you insights into customer retention and reactivation. The reports can all be used in tandem to proactively identify patterns and trends in your customers' movement.

For more information on setting up this report or troubleshooting unexpected results, see Customer Analytics setup.

View Customer Analytics

To access Performance Metrics, navigate to [   ] **Analytics** and in the Customer Analytics section, click **Performance Metrics**. The Performance Metrics appears.

To access any of the Cohort Analysis reports, navigate to [   ] **Analytics** and in the Customer Analytics section, click **Cohort Analysis**. The First Identification to First Purchase report appears by default. To view a different Cohort Analysis report, click the report name in the sidebar.

Performance Metrics overview

Performance Metrics is a single report that shows your portfolio's weekly year-over-year performance in one week (Sunday through Saturday), which you can adjust through filtering.

The analytics shows reports where you can measure revenue, AOV, customer count by type, and purchase frequency.

You can view the reports based on the following customer types:
- New customers
  - Customers who made their first purchase during the selected week.
- Retained customers
  - Customers who made a purchase in the prior year and purchased again in the selected week.
- Reactivated customers
  - Customers who did not make a purchase in the prior year but purchased during the selected week.
- One-time customers
  - Customers who have only made one lifetime purchase.
- Repeat customers
  - Customers who have made two or more lifetime purchases.

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Filters

You can filter the report by the following:
- Is Week Complete
  - Indicates if you want to see the last complete week or the current incomplete week.
    - Yes shows the last full week, from last Sunday through Saturday.
      - For example, if today is Monday, September 9, the last full week would be Sunday,

September 1st through Saturday, September 7.
- No shows the data from Sunday to the current day.
    - For example, if today is Monday, September 9, this would display data starting from Sunday, September 10.
  - Defaults to Yes.
- Week Starting
  - Compares the current week's performance to a specific week in the past.
  - Defaults to the last 13 months.

Cohort Analysis overview

Cohort Analysis contains three reports that focus on customer movement during specific lifecycle stages:
- First identification to first purchase
  - Customers who are first identified by Bluecore and then made their first purchase.
- First purchase to repeat purchase
  - Customers who made their first purchase and then made their second or more purchase.
- Bluecore Predictive Lifecycle: At-risk to active
  - Uses Bluecore's predictive life cycle stages to measure customers who move from at-risk to active.

Conversion rate reports

The Cumulative Rate Report and Incremental Rate Reports are both available in all of the Cohort Analysis reports, and show cumulative and incremental changes in customer conversion by month, respectively.

You can use these reports to track conversion rates based on the month campaigns were launched.

For example, you launch a best sellers campaign in August with the goal of acquiring new customers. After the launch in the August row, the month 0 column shows August's conversions. You can continue to see how this campaign contributes to conversion as long as it's active by checking month 1 column to see September results, month 2 to see October's results, etc.

Campaign goals

You can use these reports and specific campaign types or audiences to focus on your department's or company's goals. Each of the following goals has specific reports to track the metrics and campaign ideas

Acquire new customers or convert non-customers to new customers

Use the following reports to track this goal:
- Performance Metrics
  - New Customer Revenue
  - New Customer AOV
  - New Customers
- Cohort Analysis
  - First Identification to First Purchase

The following campaigns may help drive this metric:
- Best sellers
- Exit capture
- Non-customer

Retain customers

Move your customers from first-time customers into active and loyal customers.

Use the following reports to track this goal:
- Performance Metrics
  - Retained Customer Revenue
  - Retained Customer AOV
  - Retained Customers
  - One-Time Customer Revenue compared to Repeat Customer Revenue
  - One-Time Customer AOV compared to Repeat Customer AOV
  - One-Time Customers compared to Repeat Customers
- Cohort Analysis
  - First Purchase to Repeat Purchase

The following campaigns may help drive this goal:
- Abandoned cart
- Back in stock
- Co-purchase
- Lapsed customers
- Lost active
- Lost inactive
- Next best purchase
- Non-buyer
- One-time customer
- Recently viewed products
- Repeat customer
- Replenishment reminder
- Season winback
- Social proofs like notify me back in stock and coming soon

Filtering your audience to focus on high and mid PCLV customers may also help achieve your goal.

Reactivate customers

Use the following reports to track this goal:
- Performance Metrics
  - Reactivated Customers Revenue
  - Reactivated Customers AOV
  - Reactivated Customers
- Cohort Analysis
  - At-Risk to Active

The following campaigns may help drive this goal:
- Discount affinity
- Lapsed customer

- Seasonal winback

AOV

Use the following reports to track this goal:
- Performance Metrics
    - Overall AOV
    - New Customer AOV
    - Retained Customer AOV
    - Reactivated Customer AOV
    - One-Time Customer AOV
    - Repeat Customer AOV

The following campaigns may help drive this goal:
- Back in stock
- Complete the look
- Holiday stocking stuffers
- Loyalty acquisition
- New arrivals
- New to sale

Order frequency

Use the following reports to track this goal:
- Performance Metrics
    - One-Time Customer Revenue
    - Repeat Customer Revenue
    - One-Time Customer AOV
    - Repeat Customer AOV
    - One-Time Customers
    - Repeat Customers

The following campaigns may help drive this goal:
- Back in stock
- Discount affinity
- Holiday stocking stuffers
- Loyalty acquisition
- New to sale
- While you wait