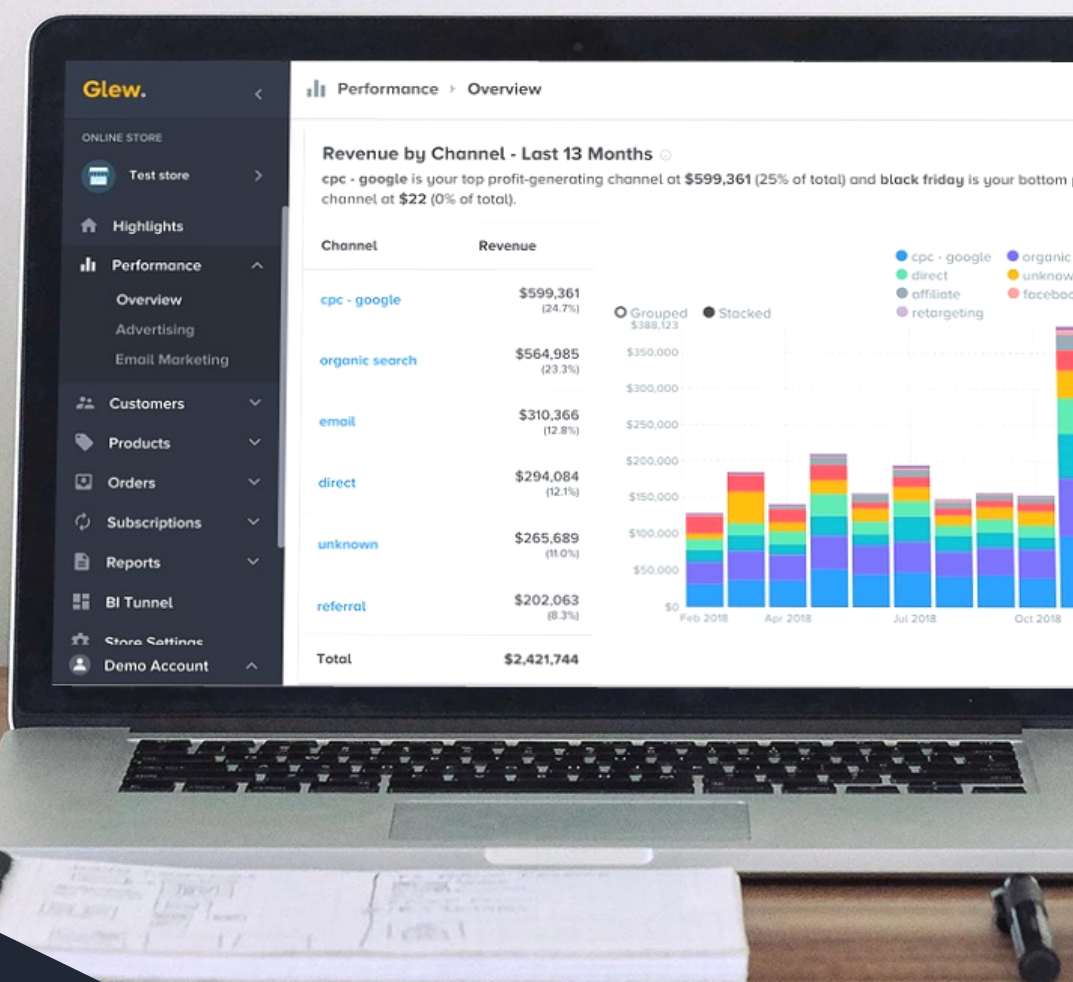


GLEW GUIDE

Our Top 10 Reports



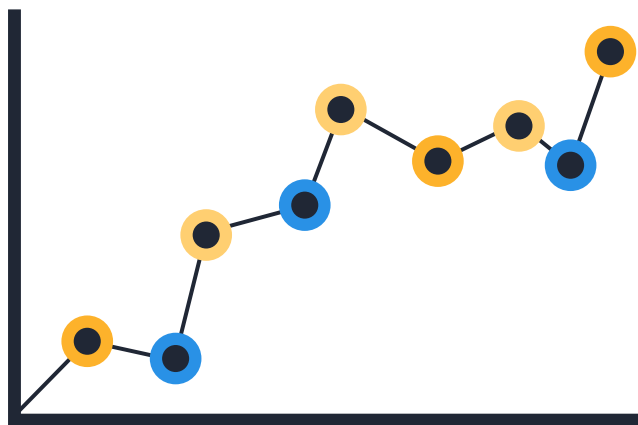
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GLEW'S TOP 10

If you own an ecommerce store, you know that there's a *ton* of data to sift through on a daily, weekly and monthly basis - and getting to the most impactful metrics can be a challenge.

We have a lot of experience when it comes to ecommerce reporting, and we have a few all-time favorite reports - the ones we recommend that every store create when they first start using the Glew platform. These are easy to create, automate and schedule in Glew - we've even included step-by-step instructions below.

Check out our top 10 favorite reports:





1. Store LTV

SCHEDULE THIS: Monthly

LTV is the cornerstone of every ecommerce store - you always want this line to be trending in the right direction. LTV can tell you a lot about your strategy and where you should be focusing your efforts. Do you see a big spike in your LTV curve? Either you're doing a great job upselling, or you're lacking new customers. Is your curve starting to level out? Either you did a great job getting new customers, or you're not upselling enough.

Create this report using: Lifetime value KPIs in Glew

- Create Report > Add Metrics
- Find Customers: Lifetime Value
- Add 1 Lifetime Value KPIs, 1 New vs. Repeat Customers, 1 LTV Profitability by Channel
- Click "Add Metrics to Report"
- Click "Email" to schedule recurring monthly



2. Revenue by device

SCHEDULE THIS: Weekly

When working on your customer acquisition strategy, you need to know: what devices are your highest-paying customers purchasing through? You may find that you're making exponentially more on mobile than on desktop - or vice versa, depending on what you sell. That will help you both focus your marketing strategy and optimize your site for the right customers.

Create this report using: Revenue metrics and device filters in Glew

- Create Report > Add Metrics
- Find Highlights
- Add 3 Revenue
- Click "Add Metrics to Report"
- Apply filter to each: 1 Desktop, 1 Mobile, 1 Tablet
- Click "Email" to schedule recurring weekly



3. At Risk Customers

SCHEDULE THIS: Monthly

This tells you your customers who fall within 20% of your store's lapse point (the number of days you have for a customer to buy again before you lose them) and are at risk of not buying from you again. For example: if your store's lapse point is 100 days, everyone who hasn't purchased for 80+ days would be considered at-risk. This report helps you figure out which of your customers are at risk, so you can reach out to them with targeted marketing and incentives to encourage them to buy again.

Create this report using: Customer segments in Glew

- Create Report > Add Metrics
- Find Customers: Segments
- Add 1 At Risk
- Click "Add Metrics to Report"
- Click "Email" to schedule recurring monthly



4. Product Segment Breakdown

SCHEDULE THIS: Weekly

This report helps you create action items based on product performance. Do you have products performing well in specific channels? Find out why so you can recreate that strategy. Are there products being refunded more than usual? See whether there's an issue with the manufacturer. Do you have products trending that you need to monitor inventory for - or underperforming that you need to discount or promote? This report helps you stay on top of performance across your product segments so you can take action to drive profitability.

Create this report using: Product segments in Glew

- Create Report > Add Metrics
- Find Products: Segments
- Add 1 of each product segment you want to evaluate
- Click "Add Metrics to Report"
- Click "Email" to schedule recurring weekly



5. Customer Segment Breakdown

SCHEDULE THIS: Weekly

Just like you need to look at your product segment performance, you need to track your customer segment performance. Look at your most loyal customers and VIPs to brainstorm ways reward them for their loyalty - or get them to refer their friends. Look at your low AOV customers to figure out ways to upsell them. Analyze your first-purchase customers to maximize the chance they'll become repeat customers.

Create this report using: Customer segments in Glew

- Create Report > Add Metrics
- Find Customers: Segments
- Add 1 of each customer segment you want to evaluate
- Click "Add Metrics to Report"
- Click "Email" to schedule recurring weekly



6. Ad Channel Optimization

SCHEDULE THIS: Monthly at the beginning of each month

This report helps you understand the value of and optimize your ad channel performance. Look at your lifetime value by channel. Then, look at the number of customers coming from each channel. If your LTV is high but the number of customers is relatively low, you may want to invest more in that channel - or vice versa. Also pay attention to key lifetime metrics like LTV-based ROAS and LTV:CAC for each channel.

Create this report using: LTV profitability by channel in Glew

- Create Report > Add Metrics
- Find Customers: LTV
- Add 1 LTV Profitability by Channel
- Click "Add Metrics to Report"
- Click "Email" to schedule recurring monthly at the beginning of each month



7. Net Profit By Channel

SCHEDULE THIS: Monthly at the end of each month

Now that you're making the right adjustments and strategic decisions for your channels, this will tell you how you're actually doing, profit-wise. This calculation subtracts your cost of goods sold and your advertising expenses in Glew and tells you how much you're making from each of your channels, like direct traffic, organic search, paid search, email, affiliates and more.

Create this report using: Net profit by channel in Glew

- Create Report > Add Metrics
- Find Performance
- Add 1 Net Profit by Channel
- Click "Add Metrics to Report"
- Click "Email" to schedule recurring monthly at the end of each month



8. Customers by Number of Purchases

SCHEDULE THIS: Weekly

Knowing what type of company you are can help you make important decisions about your business model, customer acquisition strategy and more. Are you a one-purchase company, like a company that sells fidget spinners? Or are you retention-based, like an apparel company? Where in the customer lifecycle do you tend to lose customers - and how can you overcome that? Benchmark how many customers you are pushing from zero to one, one to two, two to three, and so on.

Create this report using: Customer purchase behavior metrics in Glew

- Create Report > Add Metrics
- Find Customers: Future Value
- Add Customer Purchase Behavior
- Click "Add Metrics to Report"
- Click "Email" to schedule recurring weekly



9. Customer Status Report

SCHEDULE THIS: Monthly at the beginning of each month

This report will help you break down the status of your current customers - and help you figure out if your next play should be retention or acquisition. Lots of Active customers? Great - go focus on getting some new ones. More in the At-Risk bucket? Work on retaining those people first before you prioritize acquisition.

Create this report using: Customer segments in Glew

- Create Report > Add Metrics
- Find Customers: Segments
- Add 1 Active, 1 At Risk, 1 Lost
- Click "Add Metrics to Report"
- Click "Email" to schedule recurring monthly at the beginning of each month



10. Net Profitability

SCHEDULE THIS: Weekly

How did you do this week? No, really - how did you do? This report looks at your true profitability, with cost of goods and advertising spend subtracted from your revenue. Knowing true profitability is an a-ha moment for ecommerce stores and is the backbone of most of your important business decisions.

Create this report using: Performance KPIs in Glew

- Create Report > Add Metrics
- Find Performance: Overview
- Add Performance KPIs
- Click "Add Metrics to Report"
- Filter for Net Profit
- Click "Email" to schedule recurring weekly