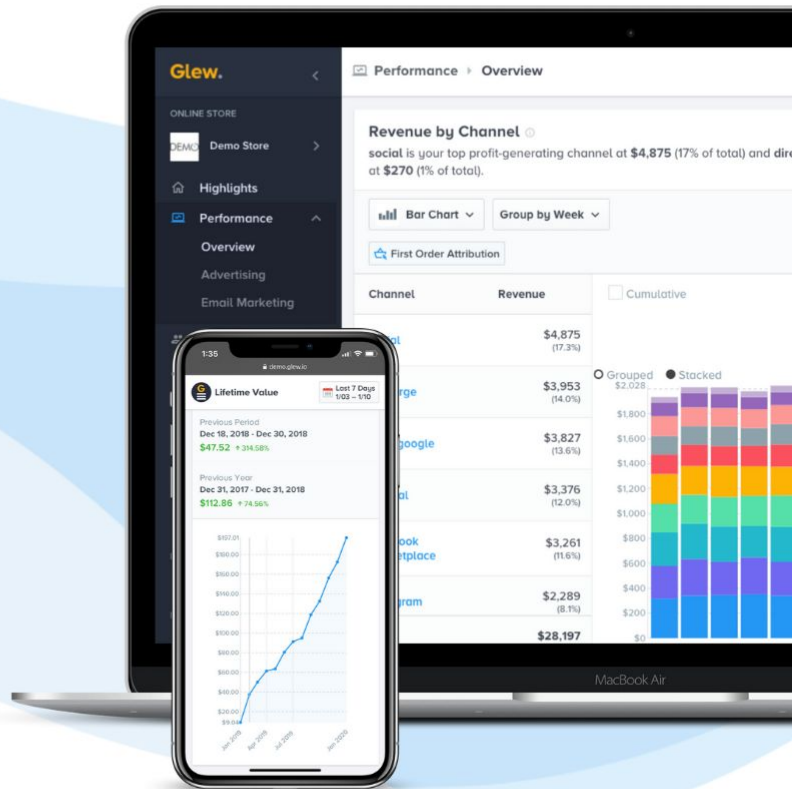


Glew University

Post-Holiday Retention

→ Dec 8th
→ 1pm EST

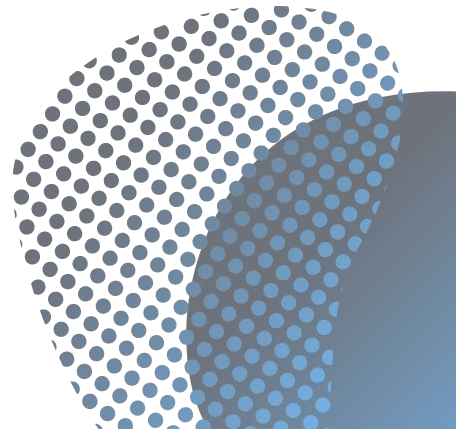
Glew.



OVERVIEW

- **Why it's critical to have a data-driven strategy** for customer retention after the holidays
- **How to identify your new holiday customers** and their buying behaviors, including products purchased and attribution channels
- **Using lapse point and customer status** to develop smart retention strategies
- **The best channels and technologies for customer retention** and how to track them, including email, SMS and more
- **How to set yourself up for stronger long-term relationships** with the right upfront experience

If you don't focus on post-holiday retention, you're missing out.

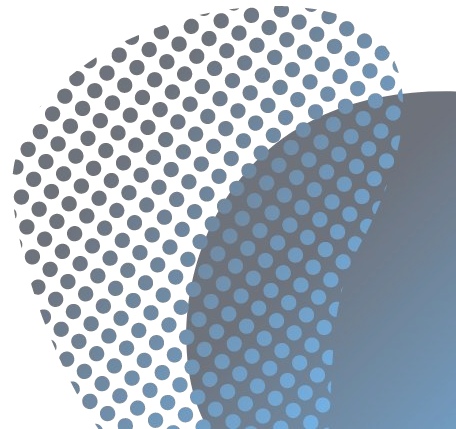


TURN HOLIDAY ACQUISITION INTO RETENTION

- Most merchants focus on acquisition during the holidays, trying to drive the maximum number of new customers and profit between October and December.
But what happens to those new customers after the holidays end?
- To drive the most value, identify the best prospects and work to build relationships with them outside of the holiday season, **turning one-purchase holiday shoppers into repeat customers that drive LTV.**



The first step: how to identify your new customers post-holidays



FINDING YOUR NEW CUSTOMERS

Takeaways:

- Identify customers acquired during the holiday season, isolating by first purchase date or campaign.
- Use customer filters and segments to identify unique characteristics
 - *Acquisition channels**
 - *Products purchased*
 - *AOV/spend*
- Narrow down to identify the best prospects for retention - which customers are the likeliest candidates to buy from you again?

Create Segment

Match: all filters:

Orders > greater than > 0 OR

First Order Date > is after > 2022-11-24 OR

+ Add filter

Segment name

BFCM First Time Buyers 2022

Segment description

Create new segment

Cancel Clear **Create Segment**

*Identify best Acquisition Channel

*Go to your customers > lifetime value > LTV profitability by channel - see top channel in last click for sales (set date range to preferred BFCM range)

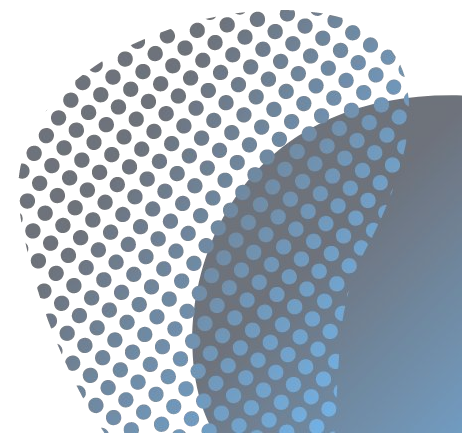
LTV Profitability by Channel ⌵

Compared to your traditional transaction-based ROAS of **\$5,182.46**, your LTV-based ROAS is **\$5,673.91** -- with your New Customer Acquisition Cost at **\$5,163.90**.

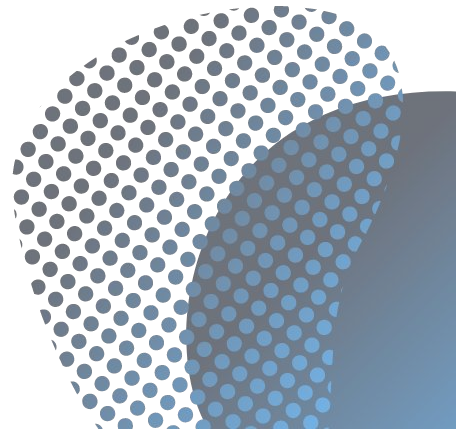
🔄 All Channels ⚙️ Add Filters 🔍 Channel 🔍 Search Channels 📄 4 hidden - 1 pinned

[🔗 Last Click Attribution](#)

Channel	New Customers	Repeat Customers	Ad Spend	Revenue	ROAS	Lifetime ROAS	Lifetime Value	LTV:CAC	New Customer Acquisition Cost	Profit Per New Customer
referral	959	152	\$386.69	\$499.95	\$62.10	\$423.45	\$378.81	\$86.51	\$337.02	\$222.95
email	670	21	\$859.99	\$123.52	\$616.69	\$909.05	\$745.18	\$923.06	\$218.18	\$791.62
recharge	479	750	\$701.18	\$324.93	\$266.59	\$804.76	\$694.82	\$996.93	\$616.83	\$891.40
facebook paid	466	852	\$271.96	\$980.02	\$122.42	\$317.15	\$958.20	\$238.58	\$22.28	\$781.50
affiliate	420	601	\$245.66	\$675.54	\$819.40	\$418.78	\$594.58	\$30.30	\$960.47	\$612.94
facebook marketplace	414	725	\$952.58	\$796.99	\$812.27	\$354.30	\$752.92	\$488.51	\$623.31	\$449.56
social	407	790	\$317.37	\$476.85	\$249.81	\$270.02	\$839.86	\$364.95	\$715.88	\$519.46
cpc - google	366	850	\$899.40	\$134.15	\$868.46	\$854.23	\$330.99	\$336.66	\$732.89	\$228.99
organic search	249	778	\$699.58	\$429.27	\$52.66	\$404.42	\$238.98	\$895.94	\$37.98	\$704.24
direct	205	565	\$717.23	\$87.05	\$839.64	\$599.02	\$702.00	\$153.15	\$608.63	\$13.06
instagram	183	600	\$742.92	\$87.95	\$472.42	\$318.73	\$409.91	\$143.03	\$290.43	\$126.82
Totals	4,818	6,683	\$6,794.56	\$4,616.21	\$5,182.46	\$5,673.91	\$6,646.25	\$4,657.62	\$5,163.90	\$5,342.53



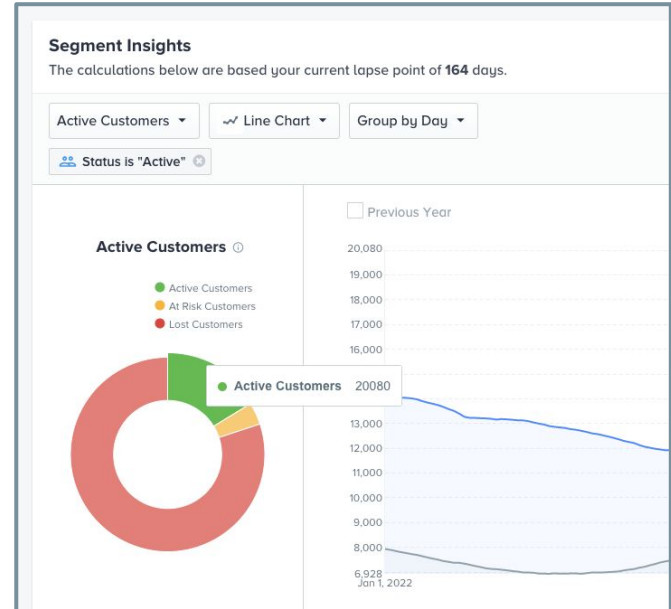
Using lapse point + customer status to drive retention strategies and build relationships.



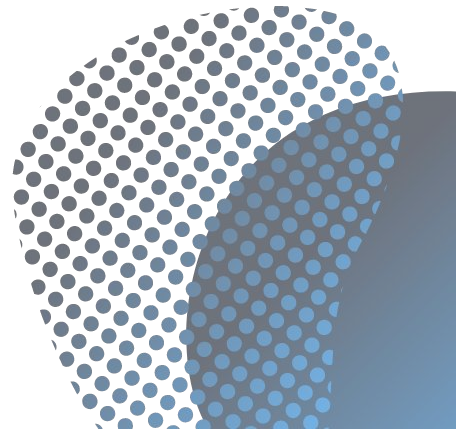
DEVELOPING A RETENTION STRATEGY

Takeaways:

- Lapse Point = your business's unique, data-validated sales cycle. Answers:
 - *What's the optimal time period for a customer to repeat purchase?*
 - *When is a customer considered lost?*
- Lapse point → Customer status → Retention strategy
 - *Active → Nurture; light-touch*
 - *At Risk → Convert; higher-touch*
 - *Lost → Win back; higher-touch*



Technologies for customer retention and relationship building (and how to track them).



CHANNELS TO DRIVE RETENTION

Takeaways:

- Invest in the right channels for relationship-building and retention
 - *Email*
 - *SMS*
 - *Loyalty/rewards - can also use Glew!*
 - *Content*
- Tracking performance for retention channels: focus on different KPIs than acquisition campaigns
 - *Engagement*
 - *Repeat purchases*
 - *LTV*



attentive



smile.io



How to set yourself up for stronger customer retention *now*.



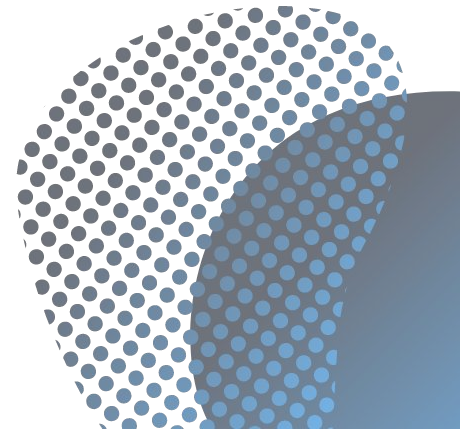
SET YOURSELF UP FOR SUCCESSFUL RETENTION

Takeaways:

- Nail the initial purchase and post-purchase experience *now* to prime your customers for retention:
 - *Clean, easy site navigation and checkout*
 - *Clear communication + expectations around shipping and delivery*
 - *Simple feedback + return process*
 - *Thoughtful post-purchase communication*






What are winning customer retention strategies for 2022?



INSPIRATION

Athletic Greens:

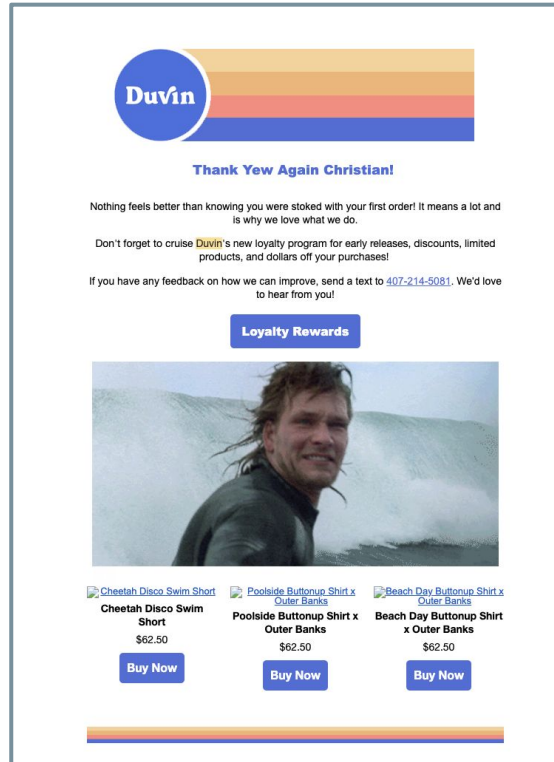
- Subscription option with purchase

	Most Popular	Best Value
One Time Purchase \$99 \$3.30 Per Serving	Single Subscription \$79 \$99 \$2.63 Per Serving	Double Subscription \$149 \$199 \$2.48 Per Serving
		
Try out AG1 <ul style="list-style-type: none">✓ 30 Servings of AG1✓ Ships Once	Best for starting your new healthy habit: <ul style="list-style-type: none">✓ 30 Servings of AG1✓ Delivered Monthly✓ Free Starter Kit: Premium Jar & Shaker✓ No Commitment, Pause or Cancel Anytime✓ Free 5 Travel Packs**	Best for 2 daily drinkers or increased usage: <ul style="list-style-type: none">✓ 60 Servings of AG1✓ Delivered Monthly✓ Free Starter Kit: Premium Jar & Two Shakers✓ No Commitment, Pause or Cancel Anytime✓ Free Vitamin D3+K2, 5 Travel Packs**
Buy Now	Start Now ✓ 90-day money back guarantee	Start Now ✓ 90-day money back guarantee

INSPIRATION

Duvin

- Smart post-purchase emails



Duvin


Thank Yew Again Christian!

Nothing feels better than knowing you were stoked with your first order! It means a lot and is why we love what we do.

Don't forget to cruise **Duvin's** new loyalty program for early releases, discounts, limited products, and dollars off your purchases!

If you have any feedback on how we can improve, send a text to [407-214-5081](tel:407-214-5081). We'd love to hear from you!

Loyalty Rewards



[Cheetah Disco Swim Short](#)
Cheetah Disco Swim Short
\$62.50
Buy Now

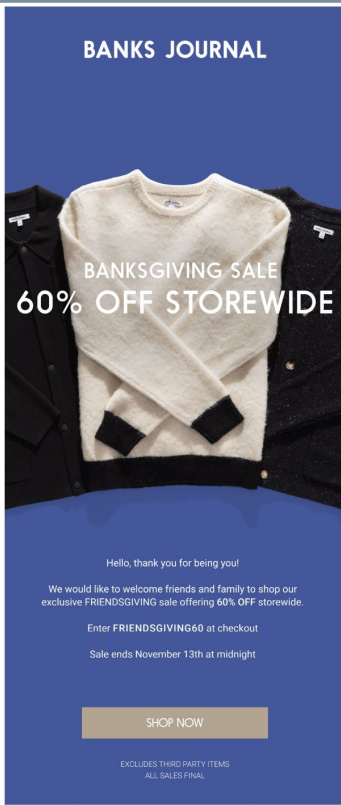
[Poolside Buttonup Shirt x Outer Banks](#)
Poolside Buttonup Shirt x Outer Banks
\$62.50
Buy Now

[Beach Day Buttonup Shirt x Outer Banks](#)
Beach Day Buttonup Shirt x Outer Banks
\$62.50
Buy Now

INSPIRATION

BANKS JOURNAL:

- High-value rewards



BANKS JOURNAL

BANKSGIVING SALE
60% OFF STOREWIDE

Hello, thank you for being you!

We would like to welcome friends and family to shop our exclusive FRIENDSGIVING sale offering 60% OFF storewide.

Enter **FRIENDSGIVING60** at checkout

Sale ends November 13th at midnight


[SHOP NOW](#)

EXCLUDES THIRD PARTY ITEMS
ALL SALES FINAL

INSPIRATION

MeUndies:

- Referral program



The graphic features a purple background with the text "Be a Good Friend" in white. It is surrounded by various colorful icons including hearts, diamonds, gift boxes, underwear, smiley faces, and rainbows.

Get \$20, Give 20%

Your friends get 20% off and you get \$20 off after their first purchase. Win-win for all.

Enter your email to start sharing with friends:

Start Sharing

Terms friendbuy

INSPIRATION

Madewell:

- Content

