RETINA

Retina Customer Intelligence Analysis

See how you compare to your top competitors in terms of customer lifetime value, user and sales growth, retention, and more. Next, Retina can provide strategies to help improve:

- Targeting and ad relevance
- Conversion rates
- Customer loyalty

Key Takeaways: **Leading Apparel Retailer***

- Average number of orders per customer = **7.5 orders**
- Average order value per customer = **$122.70**
- **25%** of customers are lifetime unprofitable based on CLV analysis
- Average LTV:CAC ratio for 2020 = **22.3x**
- **20%** of customers bring in **68.7% of total revenue**

*This data was compiled from 4.6M anonymous random U.S. customers (2018-2021) to understand LTV trends across merchants. We assumed CAC = $40 and gross margin = 60%.

About Retina

Retina is the customer intelligence solution that provides accurate, predictive customer lifetime value metrics at or before first purchase.
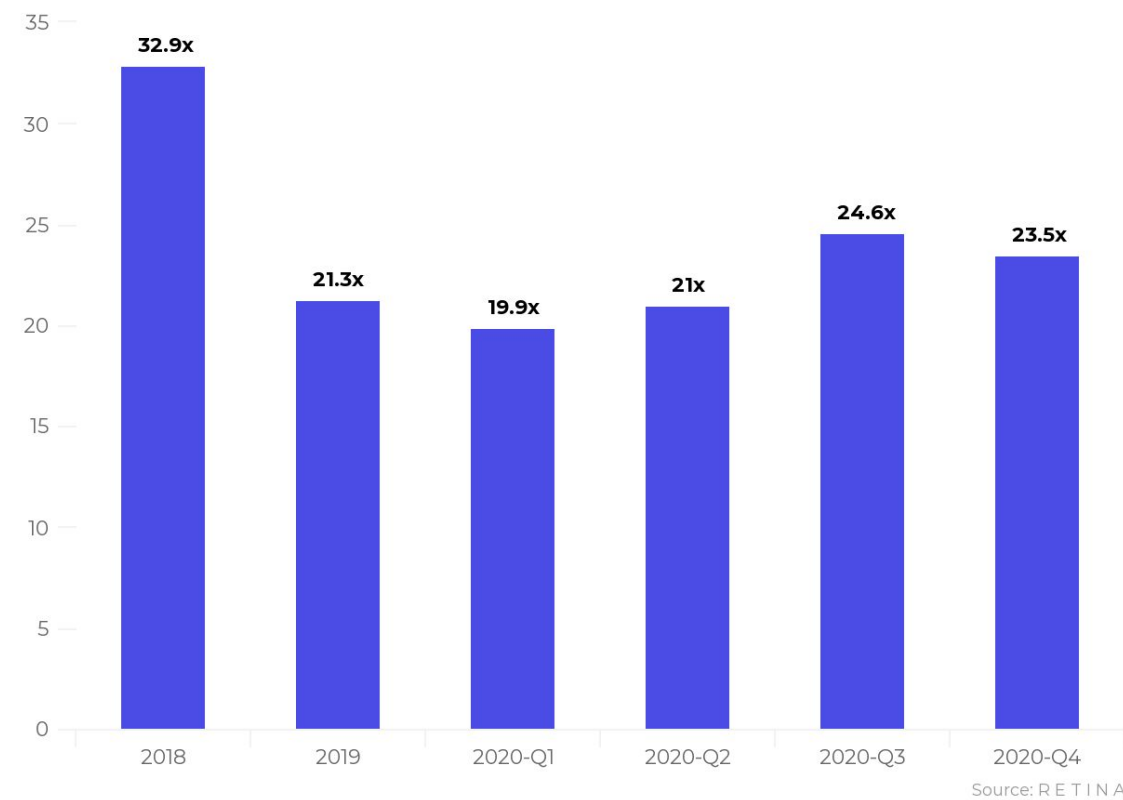
Analysis of Leading Apparel Retailer

Key insights from January 2018 to January 2021

5 Year LTV (Profit) to CAC Ratio by Cohort

Customer Lifetime Value (Profit) truncated at 5 years divied by Customer Acquisition Costs by Cohort

Source: R E T I N A

The **LTV:CAC Ratio** chart shows the customer lifetime value to customer acquisition cost ratio in 2018, 2019, and by quarter in 2020.

- LTV:CAC dropped significantly in 2019, but increased steadily in 2020, apart from a slight drop in Q4.
- The very high LTV:CAC ratio signifies this retailer's customers are worth much more than the cost to acquire them.

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Customer Segmentation

15% Champions: the most loyal customers who repurchase and spend the most
- Build lookalike audiences to acquire more customers similar to them
- Upsell higher value products and ask for reviews

60% Potential loyalists: customers who have purchased a few times but are not high lifetime value yet
- Offer membership / loyalty program and recommend other products
- Provide on-boarding support and start building relationships

4.4% Can't lose them: customers on the verge of lapsing
- Send personalized notifications or emails to reconnect and engage
- Win them back via renewals or newer products

1% Lost high value: previous high lifetime value customers who churned
- Test potential revival campaigns to engage them for high AOV products
- Revive interest with reach out campaign and rebuild brand equity

Interested in seeing where you fit on the CLV curve?

Contact Retina to get a customized (complimentary!) comparison report using your first party data. See how your customer lifetime value, retention, and payback period compare to your competitors.