



andzen

CUSTOMER LIFETIME VALUE

Practical ways to grow the value of your customers



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ECOMMERCE MARKETING MASTERY

Customer Lifetime Value - practical ways to grow the value of your customers



3 KEY SCENARIOS I'LL ADDRESS



Post Purchase



Replenishment



Milestones



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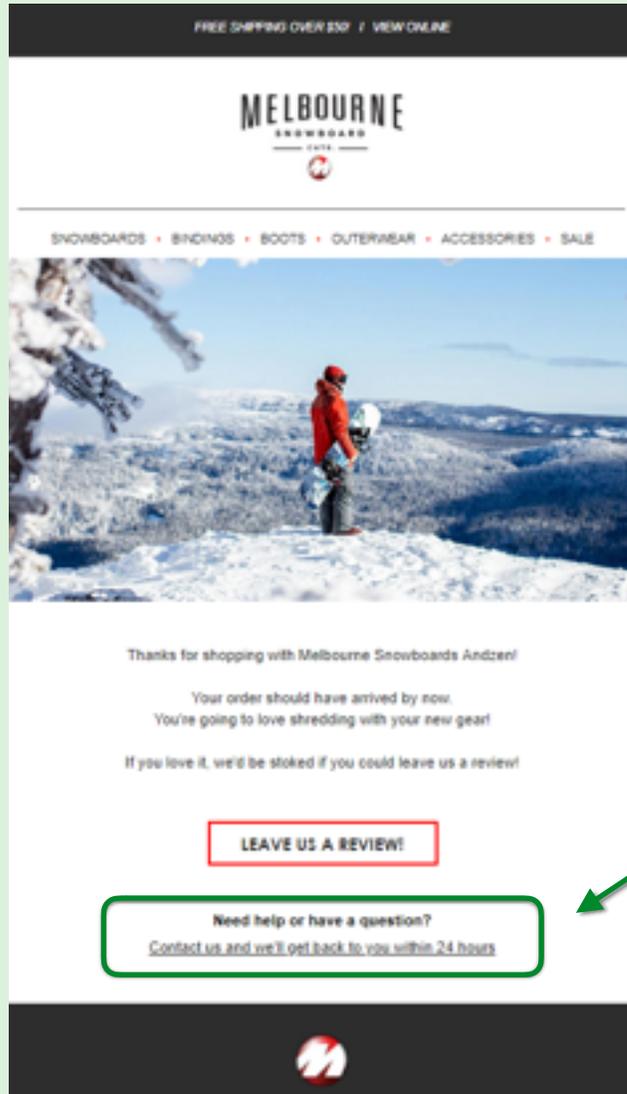
THE POST-PURCHASE CUSTOMER EXPERIENCE



INDIRECT VALUE

Asking for customer reviews...

- Provides social proof
- Generates unique customer content
- Makes your customers feel like you care
- Offer 'offline' customer support



PRO TIP:

**USE THE SHIPPING ADDRESS TO TAILOR THE DELIVERY TIME OF THIS EMAIL
AND ENSURE IT'S NOT EARLY**





CROSS-SELL

Cross-selling products or categories

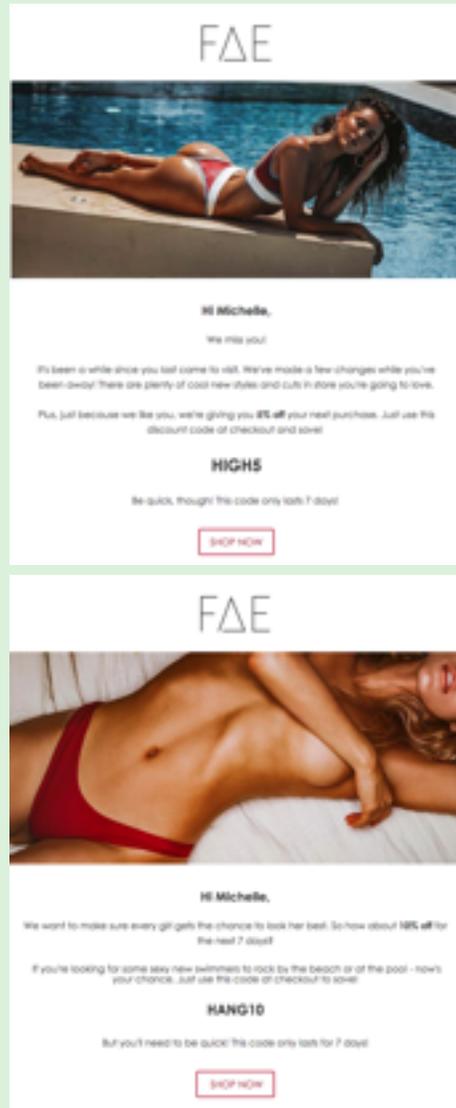
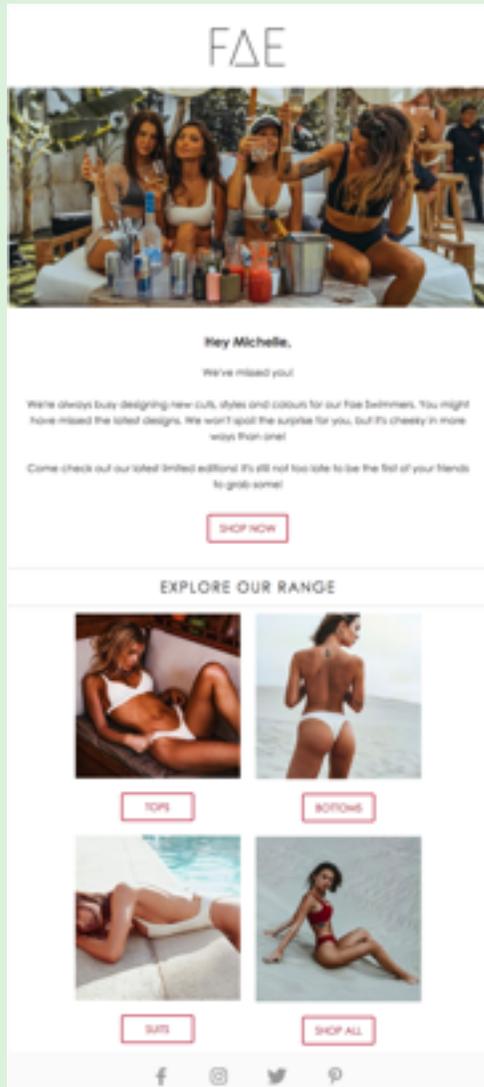
- Timed to be 7 days before second purchase
- Dynamically recommended categories
- Fall-back content to popular categories
- Dynamic Product recommendations

PRO TIP:

SPLIT TEST THE HIERARCHY OF PRODUCT RECOMMENDATIONS VS CATEGORY RECOMMENDATIONS



LAPSED CUSTOMER WIN-BACK



Win back lost or inactive customers

- Timed 2 weeks after average repeat purchase
- Keep it aspirational
- Don't stop at 1 email
- Ladder your discounts
- Update content regularly
- Consider excluding repeat offenders



PRO TIP:

TRACK THE LATENCY BETWEEN SPECIFIC PURCHASES AND TIME YOUR EMAILS TO MATCH





REPLENISHMENT AUTOMATION

CARBON COCO™

Want More? GET 15% OFF

Hey David!

One little jar of our activated charcoal polish lasts so long it's easy to forget to stock back up! But you need to make sure you have plenty of polish on-hand so if you want to keep your celebrity smile!

We're here to help. Take 15% off a new jar of tooth polish and leave that smile bright white without any nasty toxic chemicals.

Just use this discount code at checkout and save!

GET YOURS

BRUSH UP YOUR ROUTINE!

\$5.95 **\$29.95**

BAMBOO CHARCOAL TOOTHBRUSH **ACTIVATED CHARCOAL TOOTHPASTE**

BUY NOW **BUY NOW**

LIKE // SHARE // FOLLOW // JOIN THE COCO CREW

#CARBONCOCO **#CARBONCOCOPRODUCTS** **#SMILE**

REPLENISHMENT

Top up products that are consumable

- Timed for 1 week before average use time
- Quick link to product
- Include complementary or up-sell products
- Consider an incentive to hook them
- Promote your community

PRO TIP:

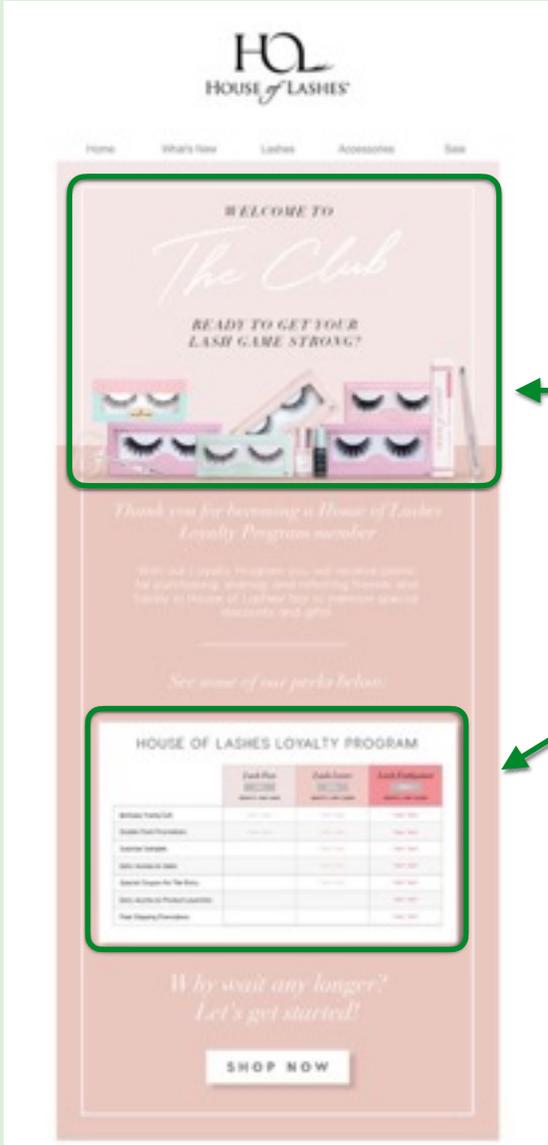
SYNC THIS UP WITH YOUR WIN-BACK SERIES SO THIS COMES FIRST





CUSTOMER MILESTONES

MILESTONE CAMPAIGNS



Celebrate your best customers

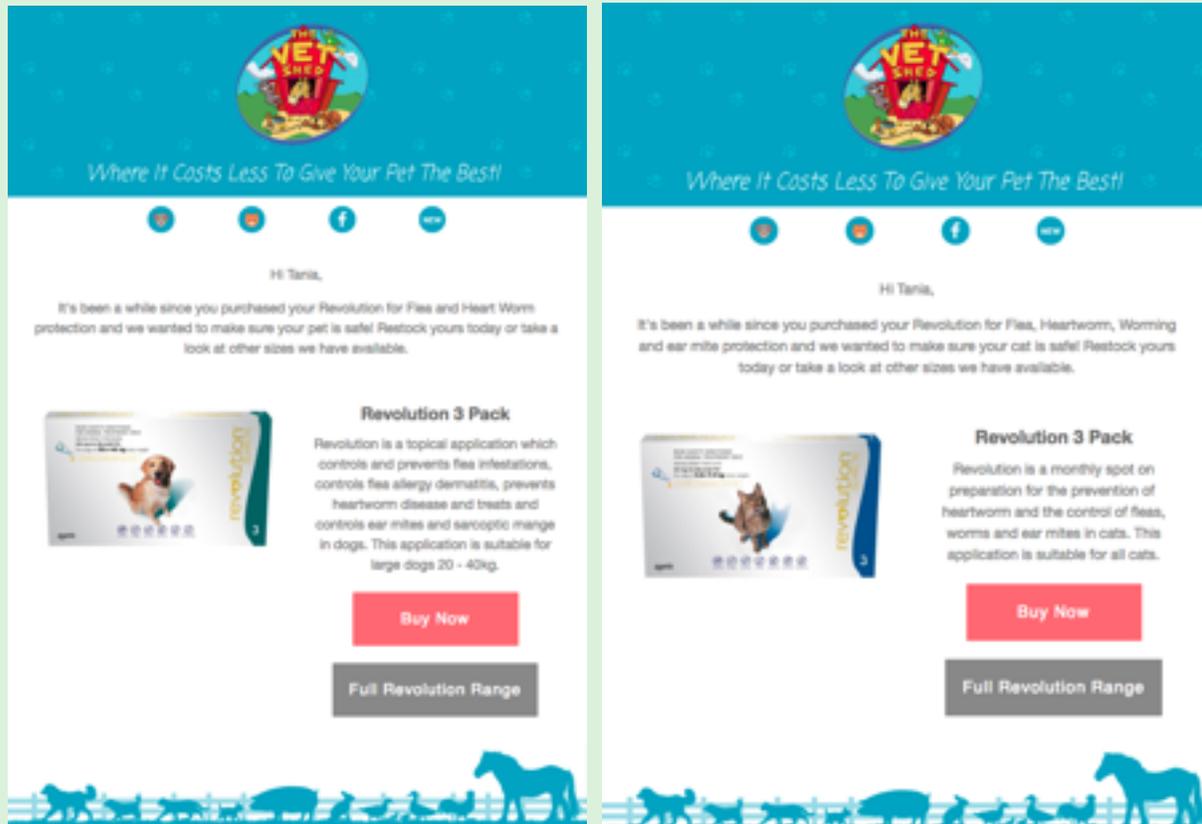
- Make it transparent
- Keep it on brand
- Make it personal
- Make the reward worth it
- Remind people of rewards
- Make your goals achievable

PRO TIP:

ASK YOUR BEST CUSTOMERS FOR CONTENT AND FEATURE THEM IN YOUR MARKETING



SEGMENT YOUR CAMPAIGNS



Use purchase data to segment content

- Keep your emails relevant
- Show you're listening
- Send your emails regularly
- Filter out recent customers
- Resend to people who didn't open



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PRO TIP:

ENSURE ANYONE RECEIVING AN AUTOMATED EMAIL DOESN'T RECEIVE A CAMPAIGN ON THE SAME DAY



THINGS TO REMEMBER

- 1. EXISTING CUSTOMERS SPEND MORE, AND ARE (MUCH) CHEAPER TO CONVERT**
 - TAKE CARE OF THEM**
- 2. WHAT'S THE AVERAGE LIFESPAN OF YOUR PRODUCT(S)?**
 - SIMPLIFY THE REPURCHASE PROCESS**
- 3. LET YOUR CUSTOMERS DICTATE WHEN THEY RECEIVE CAMPAIGNS**
 - SET TRIGGERS BASED ON ACTIONS**
- 4. DON'T STOP AFTER ONE CAMPAIGN**
 - LADDER YOUR DISCOUNTS TO SAVE MARGIN**



THANKS!



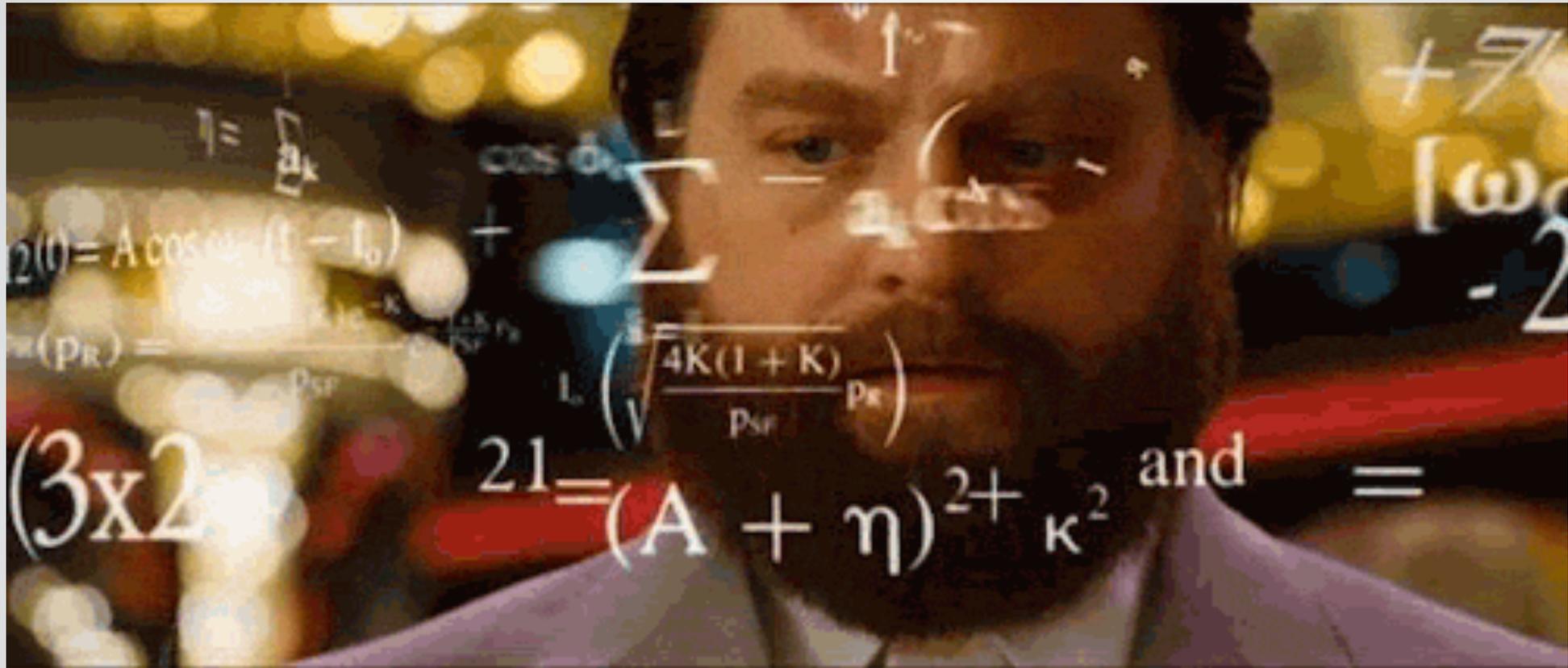
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andzen.com.au

jason@andzen.com.au



DEVOTE
Digital



LTV VS

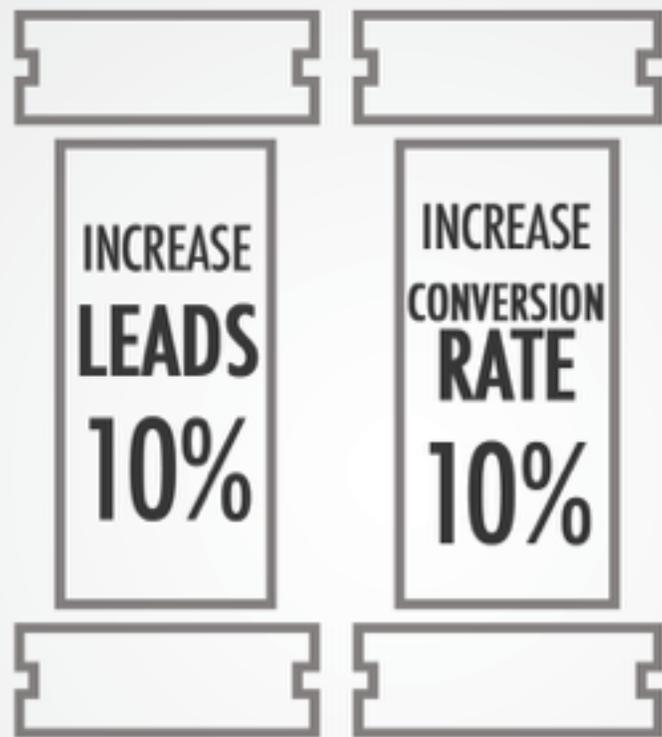
LTV

VS



LTV

VS



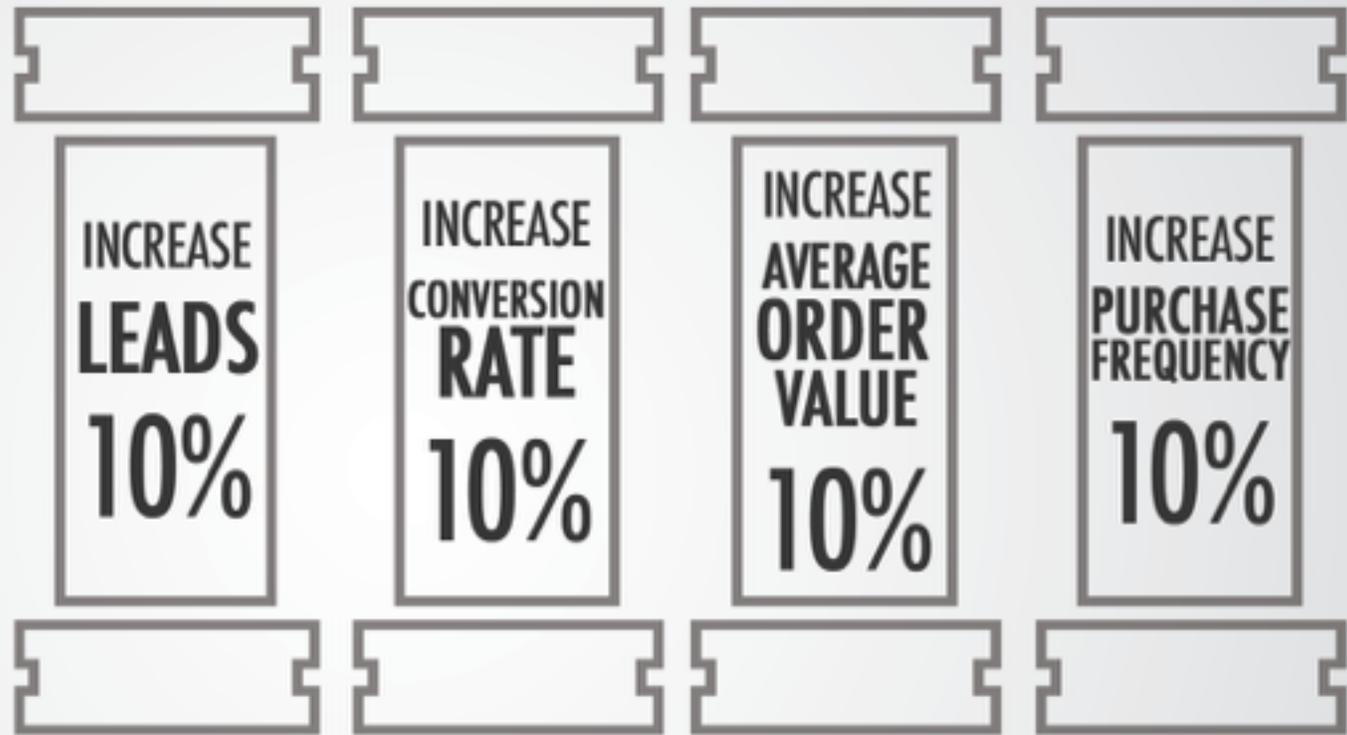
LTV

VS



LTV

VS





Can't I just do nothing?



GYM = DIGITAL MARKETING



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4 TIMES A WEEK = 4 FACEBOOK CAMPAIGNS



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PERSONAL TRAINER = THIRD PARTY AGENCY



GYM = DIGITAL MARKETING
4 TIMES A WEEK = 4 FACEBOOK CAMPAIGNS
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SCALES = P&L STATEMENT OR ROI..



DIGITAL IS LIKE GOING TO THE GYM
CONSISTENCY OVER INTENSITY
DOING A LITTLE BIT A LOT

LTV IS IMPORTANT BECAUSE IT TELLS US...

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- HOW MUCH MONEY WE SHOULD BE SPENDING ON ACQUIRING CUSTOMERS

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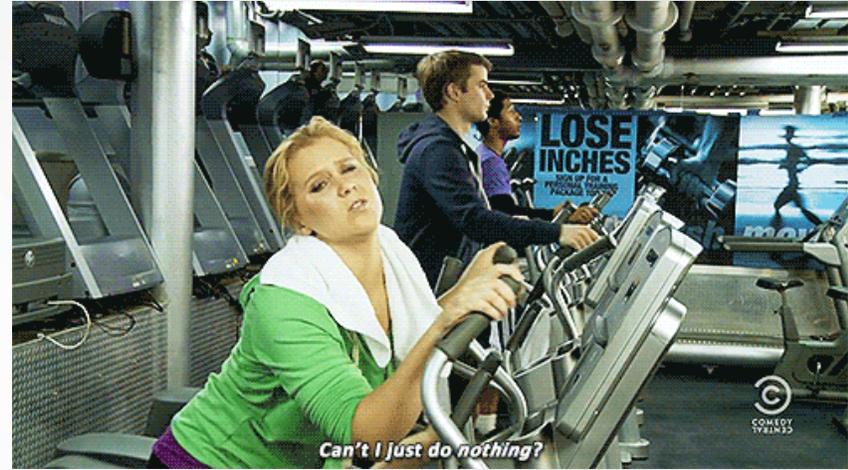
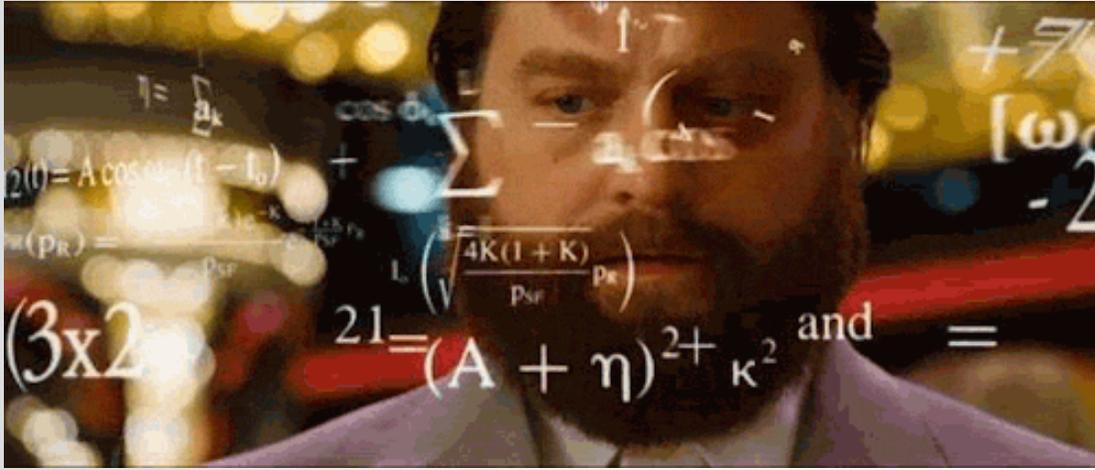
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- WHICH CUSTOMER SEGMENTS ARE THE MOST VALUABLE TO OUR BUSINESS

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- HOW WELL OUR OVERALL MARKETING AND BUSINESS STRATEGIES ARE PERFORMING



**WHY WOULDN'T
LTV
BE MEASURABLE?**

$$\begin{aligned} & \text{(AVERAGE VALUE OF A SALE)} \\ & \text{(NUMBER OF REPEAT TRANSACTIONS)} \\ & \text{(AVERAGE RETENTION TIME FOR A TYPICAL CUSTOMER)} \end{aligned} = \text{LIFETIME VALUE}$$

NUMBER OF REPEAT TRANSACTIONS AKA PURCHASE FREQUENCY = NUMBER OF CUSTOMERS WHO BOUGHT MORE THAN ONCE IN 365 DAYS

÷

TOTAL NUMBER OF CUSTOMERS IN 365 DAYS

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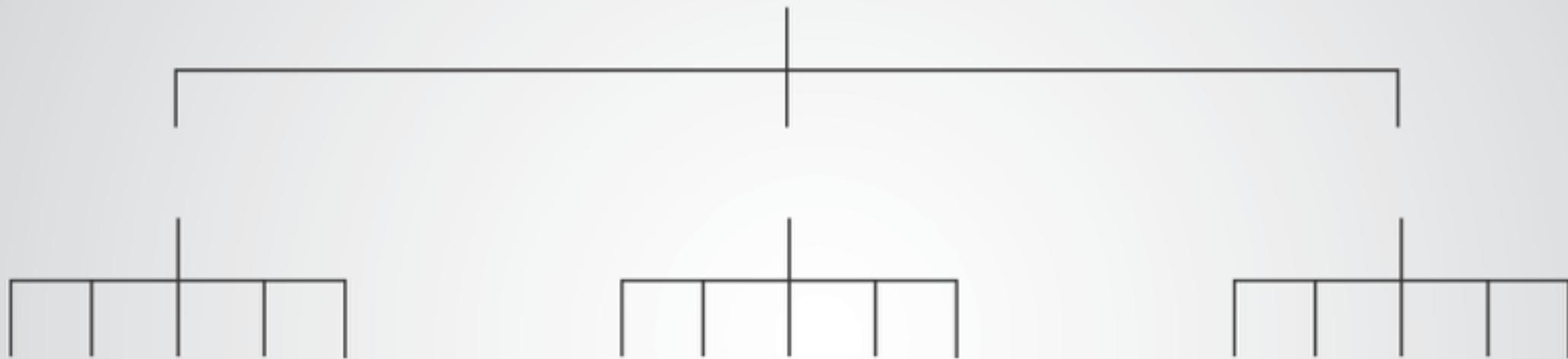
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(AVERAGE VALUE OF A SALE)
(NUMBER OF REPEAT TRANSACTIONS)
(AVERAGE RETENTION TIME FOR A TYPICAL CUSTOMER) = LIFETIME VALUE

AVERAGE RETENTION TIME IN MONTHS OR YEARS FOR A TYPICAL CUSTOMER = PICK A NUMBER BETWEEN 1 AND 3....

ADRENO[®]

LIVE IT. BREATHE IT. DIVE IT.



ADRENO[®]

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ONLINE BRISBANE SYDNEY MELBOURNE PERTH



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LIVE IT. BREATHE IT. DIVE IT.



8 YEARS =

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LIVE IT. BREATHE IT. DIVE IT.



8 YEARS = QUICK BOOKS + CMS

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LIVE IT. BREATHE IT. DIVE IT.



8 YEARS = QUICK BOOKS + CMS / QUICK BOOKS + MAGENTO

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8 YEARS = QUICK BOOKS + CMS / QUICK BOOKS + MAGENTO / REX + XERO + MAGENTO / REX + XERO + SHOPIFY

EXPECTATION

LIFETIME CUSTOMER VALUE

$$\begin{aligned} & - \\ & \text{(AVERAGE VALUE OF A SALE)} \\ & \times \\ & \text{(NUMBER OF REPEAT TRANSACTIONS)} \\ & \times \\ & \text{(AVERAGE RETENTION TIME IN MONTHS OR YEARS FOR A TYPICAL} \\ & \text{CUSTOMER)} \end{aligned}$$

REALITY

STARTING WITH TWO SETS OF DATA FROM OUR ACCOUNT SOFTWARE.
"CUSTOMER DETAILS" AND "PURCHASE TRANSACTIONS."
THERE WERE MORE THEN **100,000 CUSTOMERS** AND OVER **500,000 PURCHASES**.

MAKING ANY SORT OF MANUAL DATA SORTING **IMPOSSIBLE!**

WE HAD TO RELY ON EXCEL FUNCTIONS.

SOMETIMES CUSTOMERS FORGET THEY HAVE AN ACCOUNT OR FORGET THEIR LOGIN DETAILS.

THEY THEN CREATE A NEW CUSTOMER ACCOUNT WHICH WILL SKEW YOUR RESULT.

THE OTHER PROBLEM IS OFTEN CUSTOMER DATA IS INCOMPLETE. NOT EVERYONE FILLS

EVERYTHING OUT PROPERLY. OUT OF OVER 100,000 CUSTOMERS WE USED :

EMAIL ADDRESSES / MOBILE NUMBERS / FIRST AND LAST NAMES
TO COME TO 60,000 WE KNEW WERE UNIQUE.

THE NEXT STEP WAS TO **WORK OUT AVERAGE SALE VALUE AND NUMBER OF TRANSACTIONS.**

WE ORGANISED ALL TRANSACTIONS BY CUSTOMER ID.

USING THE EXCEL SUMIF FUNCTION WE WORKED OUT THE TOTAL TRANSACTION VALUE OF EVERY CUSTOMER ID.

WE ALSO RAN ANOTHER SUMIF FUNCTION TO WORK OUT THE NUMBER OF TRANSACTIONS OF EACH CUSTOMER ID. THEN USING A VLOOKUP FUNCTION, WE PULLED THE TRANSACTION VALUE AND TRANSACTION NUMBER TO OUR 60,000 UNIQUE CUSTOMER LIST.

BY DIVIDING TOTAL SALES BY NUMBER OF TRANSACTIONS WE CAN GOT **AVERAGE SALE VALUE.**

FINALLY, TO WORK OUT RETENTION TIME WE ORGANISED TRANSACTIONS BY THEIR DATE AND THEN LOOKED AT CUSTOMER ID'S **FIRST PURCHASE VS THEIR LAST.** THIS DIFFERENCE WAS THEN PULLED WITH A VLOOKUP INTO THE UNIQUE CUSTOMER LIST.

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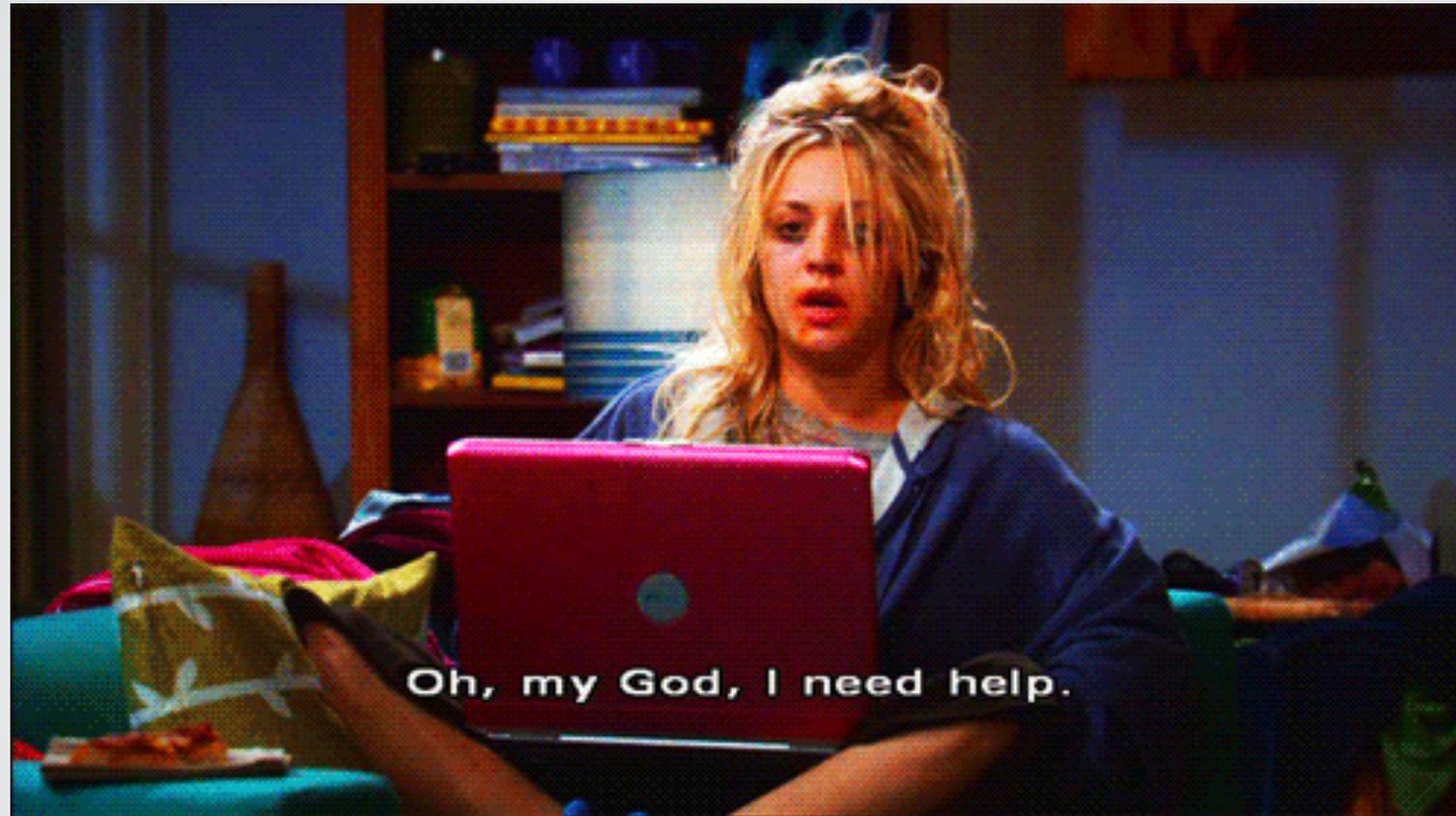
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Oh, my God, I need help.

BUT, THAT DOESN'T MATTER!



LTV



LTV

LTV

INCREASE
LEADS
10%

LTV

INCREASE
LEADS
10%

INCREASE
CONVERSION
RATE
10%

LTV

The diagram illustrates the components of Lifetime Value (LTV). At the top, the letters 'LTV' are centered within a large triangle. Below the triangle, three vertical pillars support the structure. Each pillar is topped and bottomed with a decorative bracket-like shape. The pillars contain the following text from top to bottom: 'INCREASE', a specific metric, and '10%'.

Metric	Percentage
INCREASE LEADS	10%
INCREASE CONVERSION RATE	10%
INCREASE AVERAGE ORDER VALUE	10%

INCREASE
LEADS
10%

INCREASE
CONVERSION
RATE
10%

INCREASE
AVERAGE
**ORDER
VALUE**
10%

LTV

The diagram illustrates the components of Lifetime Value (LTV) as a classical building. The roof is labeled 'LTV'. It is supported by four columns, each representing a different metric. Each column contains the text 'INCREASE' at the top, the metric name in the middle, and '10%' at the bottom. To the right of these four columns, a large closing curly brace groups them together, followed by the text '40%', indicating that these four 10% improvements collectively contribute to a 40% increase in LTV.

INCREASE
LEADS
10%

INCREASE
CONVERSION
RATE
10%

INCREASE
AVERAGE
**ORDER
VALUE**
10%

INCREASE
PURCHASE
FREQUENCY
10%

} 40%

NEW USERS



ENGAGEMENT



ROI

REACH

CLICKS



WATCH TIME



CONVERSIONS



FOCUS ON ONE

INCREASING LEADS



INCREASING LEADS

- HIGH INTENT SEARCHES - ADWORDS



INCREASING LEADS

- HIGH INTENT SEARCHES - ADWORDS
- SEO
-
-
-

INCREASING LEADS

- HIGH INTENT SEARCHES - ADWORDS
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- FACEBOOK ORGANIC OR PAID - PAY TO PLAY
-
-

INCREASING LEADS

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- IMPORT YOUR CURRENT CUSTOMERS WITH HIGH LTV TO FIND LOOKALIKE AUDIENCES WHO ALSO HAVE HIGH LTV - SHOPIFY EXPORT VALUE OF EACH CUSTOMER SO YOU MIGHT JUST SEGMENT BY THAT IF YOU DON'T HAVE LTV
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- EMAIL MARKETING

INCREASE CONVERSION RATE

INCREASE CONVERSION RATE

- INCREASE CONVERSION RATE



INCREASE CONVERSION RATE

- INCREASE CONVERSION RATE
- DECREASE PAGE LOAD TIME - 50-70% INCREASE
-
-
-
-

Thanks Shopify!

ECOMMERCE CONVERSION RATE

PAGE LOAD TIME

ADRENO
SCUBADIVING



ADRENO
SPEARFISHING



WETSUIT
WAREHOUSE



INCREASE CONVERSION RATE

- INCREASE CONVERSION RATE
- DECREASE PAGE LOAD TIME - 50-70% INCREASE
- ADD LIVE CHAT TO YOUR WEBSITE - 10-20% INCREASES
-
-
-

Thanks Shopify!

INCREASE CONVERSION RATE

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- ENSURE YOU'RE ANSWERING CUSTOMER QUERIES THROUGHOUT THE WHOLE PROCESS, NOT JUST AT THE CHECKOUT PAGE - WHEN WILL IT SHIP, WHEN WILL IT ARRIVE, WHAT'S THE SHIPPING COST, WHAT HAPPENS IF I DON'T LIKE IT
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- WELCOME SERIES - EMAIL COUPON CODE -10% INCREASE - \$300,000+ IN A FEW MONTHS
-

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Thanks Shopify!

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- FACEBOOK REMARKETING - 1 IN 100

AOV

AOV

● UP-SELLS & CROSS-SELLS



AOV

- UP-SELLS & CROSS-SELLS
- INTRODUCE FREE SHIPPING THRESHOLDS - 15% INCREASE
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PURCHASE FREQUENCY

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PURCHASE FREQUENCY

- EMAIL MARKETING - BIRTHDAY EMAILS, ANNIVERSARY EMAILS, RE-PURCHASE EMAILS,
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-
-

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DEVOTE
Digital

DEVOTEDIGITAL.COM.AU/ANDZEN-AND-SHOPIFY-ARE-AWESOME

Strategies for Increasing CLV

Joshua Bitossi

*shopify*plus

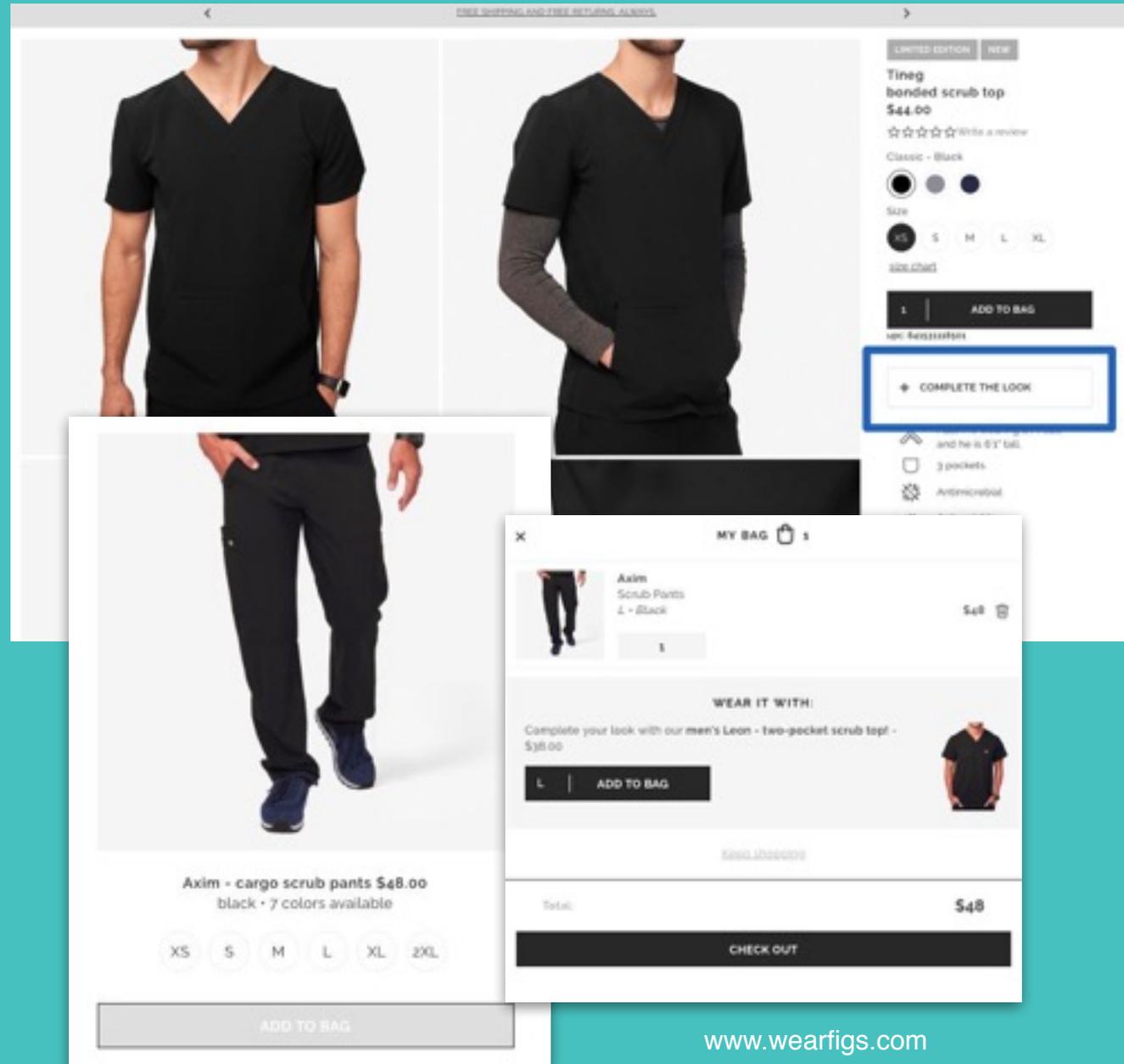
Why Customer Lifetime
Value?

Two Businesses with 100 Visitors

	Conversion (C)	Average Order Value (A)	Purchases (P)	Life Time Value (CAP)
Merchant 1	10%	\$10	1	\$10
Merchant 2	1.5%	\$30	8	\$360

A.O.V #1 - Cross-sells

- Related products
- Seamless, complimentary experience
- Shoes + Socks, Meals + dessert, Foundation + brush etc. etc. etc.
- Can you segment and upsell post-purchase with email?



Immediate **discount feedback**. Instant upselling with custom AJAX solution and Shopify scripts.

THINX

shop ▾ get \$13.79 aud customize your cycle set reviews how it works giveback periodical ▾

log in 

 Hip hugger - M / Black \$46.88 AUD

[remove](#)

[Increase Quantity](#)

Subtotal	\$46.88 AUD
Cycle Set Discount	- \$0.00 AUD
Add 2 more undies or activewear to save 10%	
Total	\$46.88 AUD

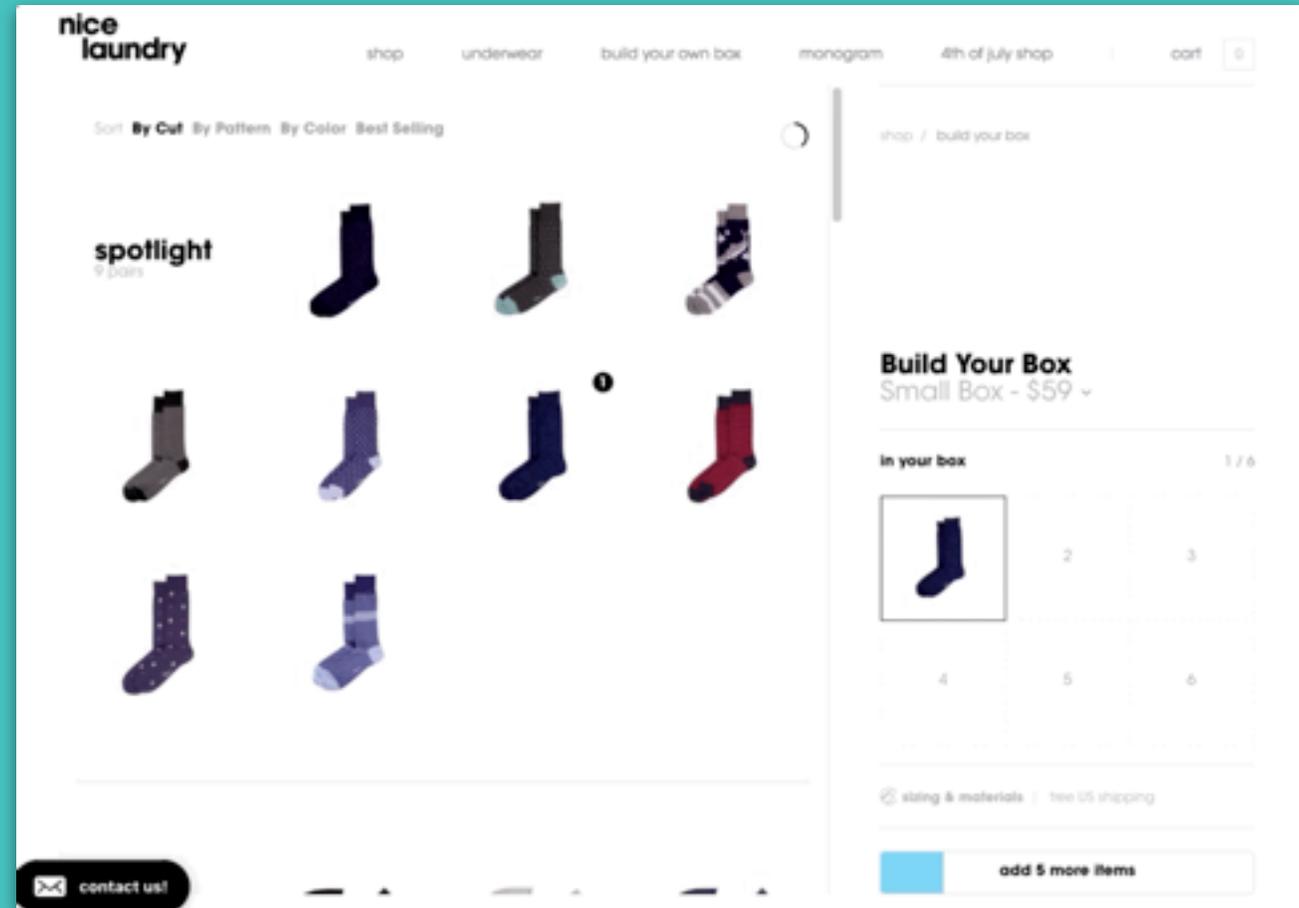
[create an account](#) for free US shipping on your first order!

[log in and checkout](#)

[guest checkout](#)

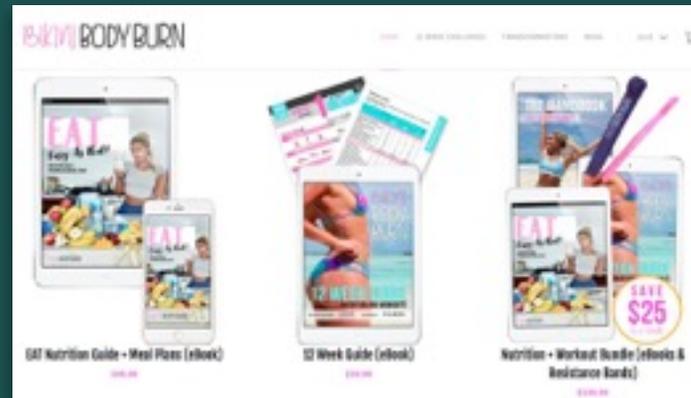
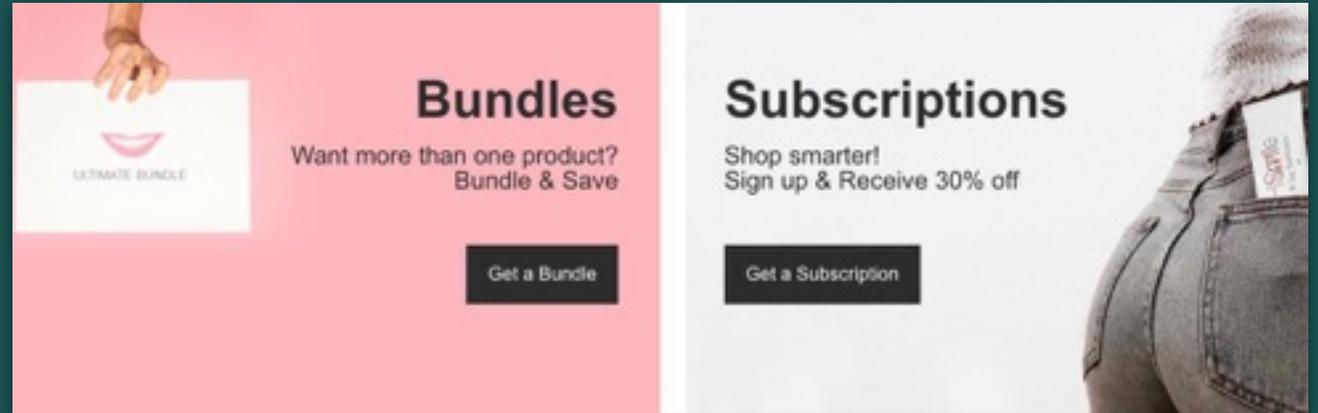
A.O.V #2 - Bundling

- Offer discounts on bundled products
- Customer saves on shipping
- Are people are on the fence for multiple products?
- Be creative



Purchases #1 Subscription

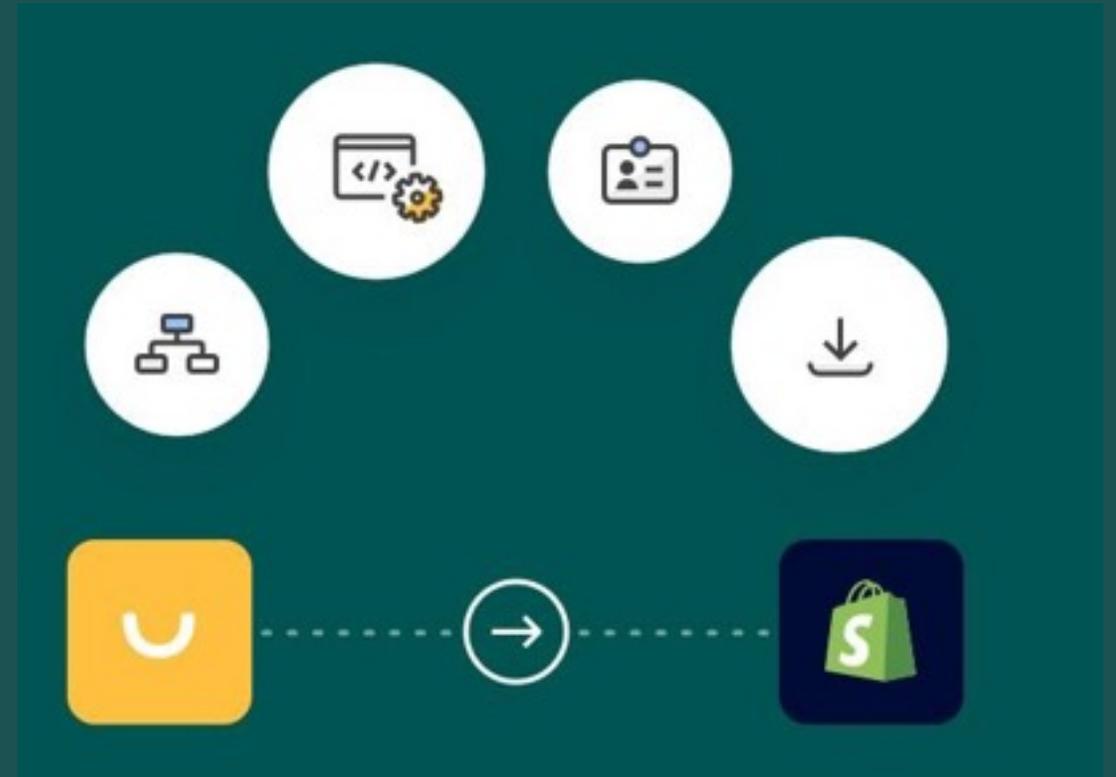
- Is your product already suited to repeat purchase? - HiSmile
- Analogous verticals - Moana Bikini + Bikini Body Burn
- Can it complement your existing business? - Fridays Off Fabrics
- ReCharge



Purchases #2

Loyalty Programs

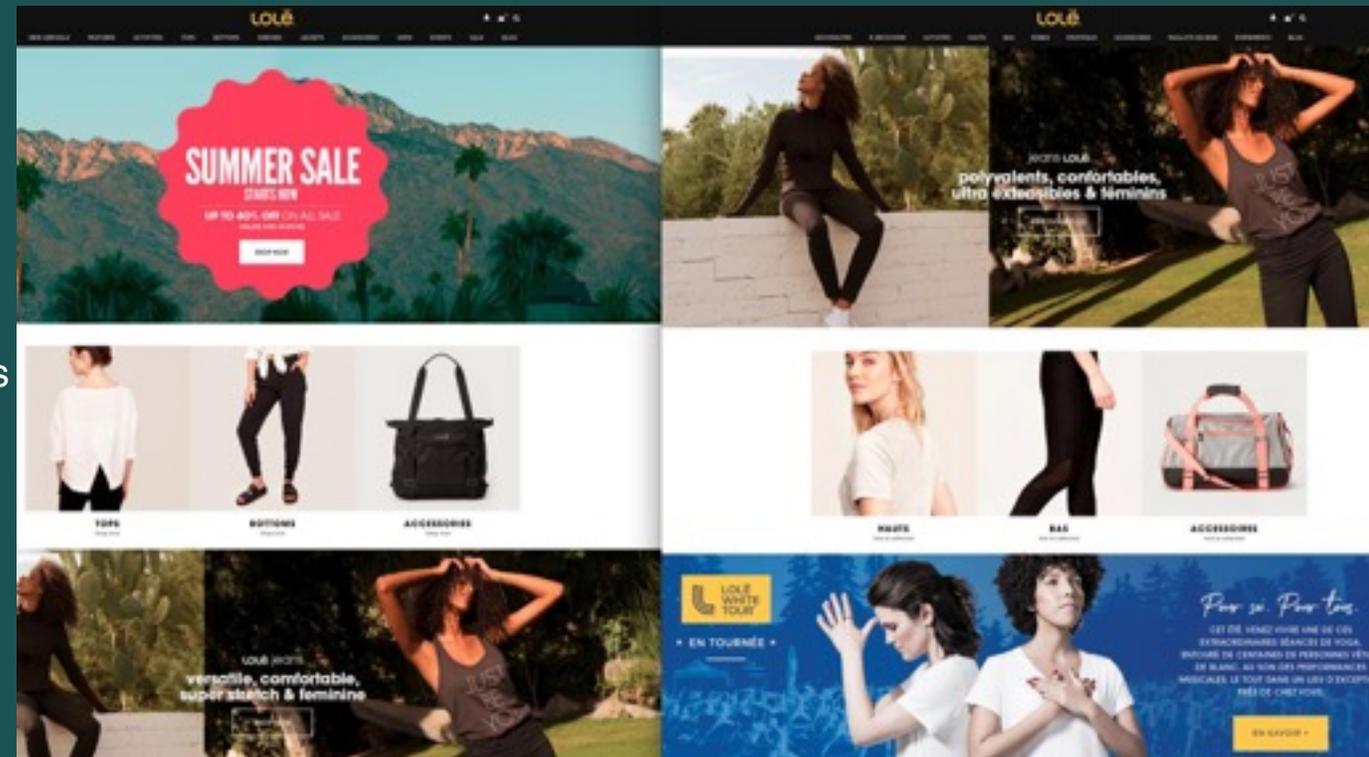
- Reward customers for actions
- Give them the tools to express their loyalty with friends
- Mark customers as VIP
- More gamified / sticky shopping experience
- Automate for the future with Flow + Smile.io



Purchases #3

Localisation

- Selling in the user's currency (coming to Shopify Payments in 2018)
- Creating localised content with expansion stores
- Seasonal product catalogues and marketing
- Localised shipping



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Customer Interaction

GET A FURTHER 30% OFF ALL SALE STYLES! ALL AUS & US ORDERS SHIPPED EXPRESS! NOT PAYDAY YET? AFTERPAY IT!

Instagram, Snapchat, Facebook, Pinterest, YouTube icons (highlighted with a red box and arrow labeled "Social is highlighted")

Heart icon, Envelope icon (highlighted with a red box and arrow labeled "Encourage interaction"), User profile icon, Shopping bag icon, \$AUD

Tiger Mist.

Always fresh content (arrow pointing to the INSTAGRAM menu item)

LATEST (highlighted with a red box), SHOP, INSTAGRAM (highlighted with a red box), CAMPAIGNS, BLOG (highlighted with a red box), SEARCH

CHECK THEM OUT

The main visual features two models wearing white turtlenecks and black berets. The text "CHECK THEM OUT" is overlaid on the image.

Thanks!

*shopify*plus