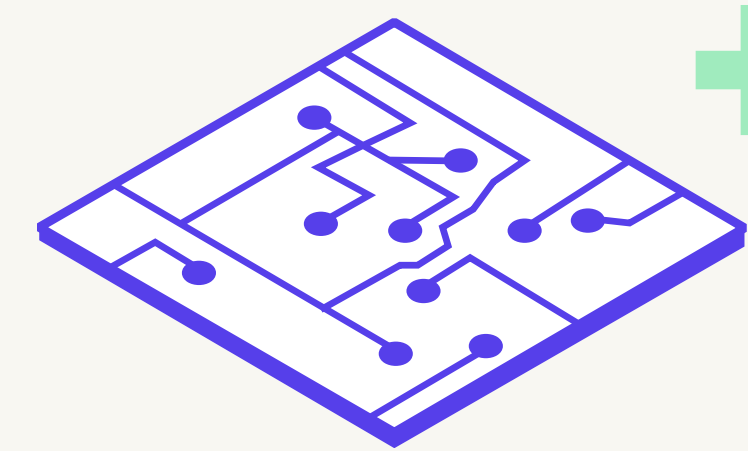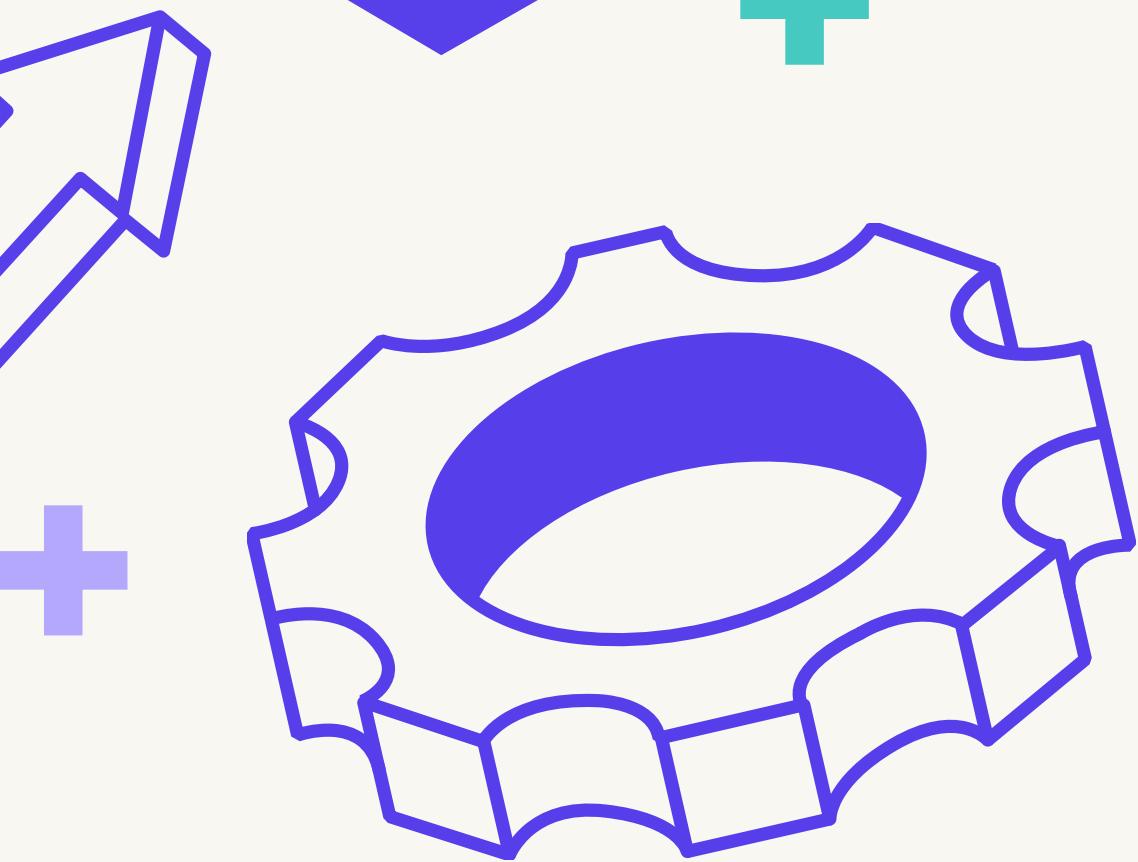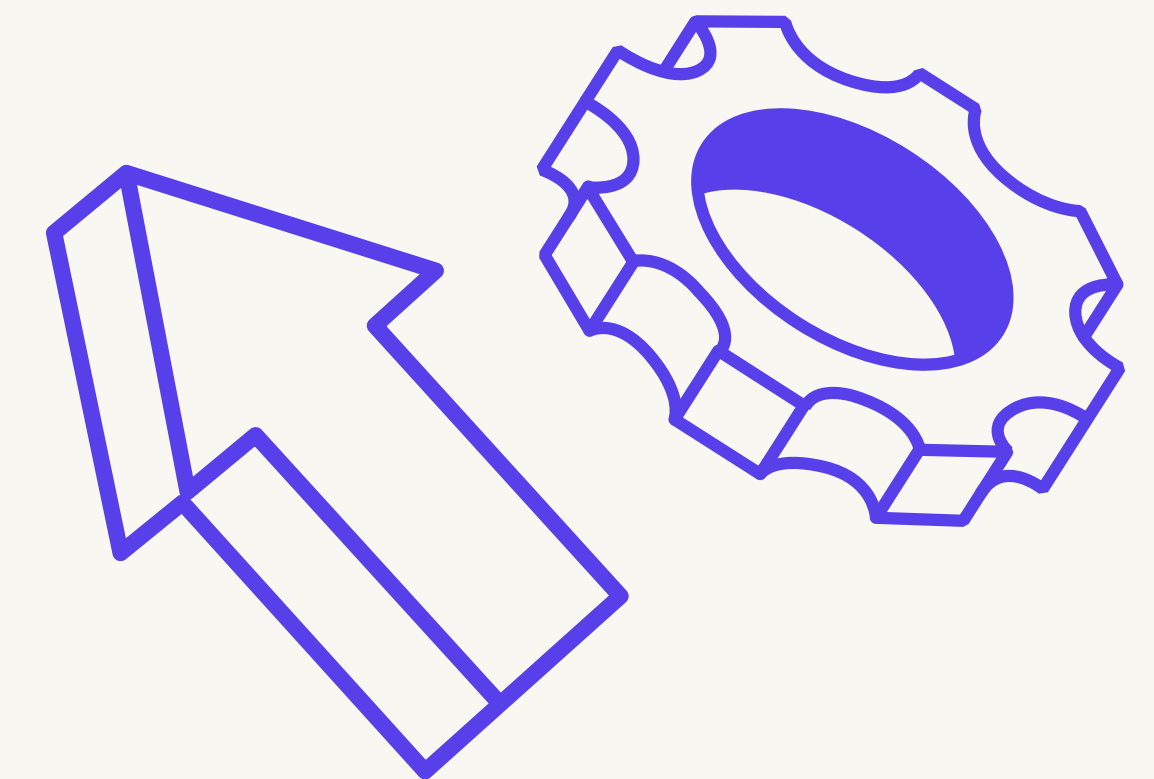tydo

17 Data Deep Cuts

How to use your brand's data to keep a pulse on your business, make smarter business decisions, and increase conversions, retention, and revenue.

tydo

17 Data Deep Cuts

Table Of Contents

Introduction

You've probably heard the saying: Work smarter, not harder.

So, how do you work smarter? Harness your brand's data. By leveraging your analytics, you can make better, more informed decisions about your business and directly increase conversions, improve retention, and drive revenue.

Stick with us. We're breaking down how to do just that.

We asked for deep cuts, and we got them.

We chatted with 20 of our tech and agency partners to find the most critical (and most neglected) data points in their verticals. Read on for advanced analytics around customer experience, conversions, engagement, fulfillment, retention, and more.

Before we go deep, let's hit the basics.

When we say *basics*, we mean the *essentials*. At Tydo, we're focused on providing data reports, visualizations, and insights to help you optimize your store (all for free).

Tydo's platform combines your Shopify store data with the most important tools and channels into a single home for your store's analytics.
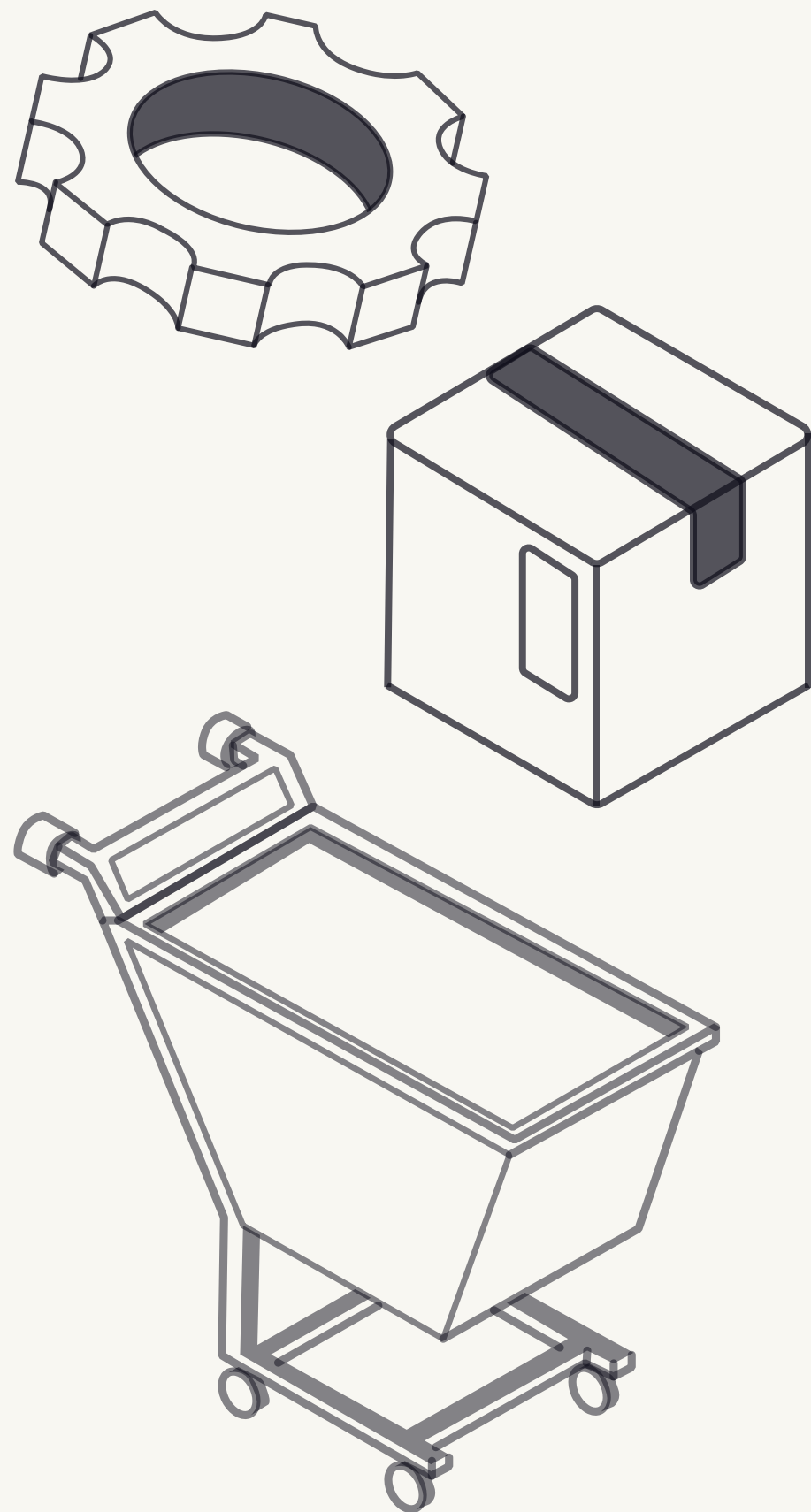
Introduction

Successful brands keep a constant pulse on these metrics.
You can access the following mission-critical metrics using Tydo.

Key performance metrics:
- Total sales
- Total spend
- Users
- Conversion rate
- AOV

Sales data: Know where your dollars come from.
- Compare your sales over any time frame
- Map your highest-performing products to your sales—by units or by dollars
- Understand the percentage of first-time and repeat orders driving sales

Site performance: Discover who is coming to your site and if they are converting. You can see whether there are big dips in performance, possibly flagging an issue like a broken app in your tech store.
- Users
- Orders
- Conversion rate

Channel Efficiency: Confirm that your ad spend is moving the needle. See which channels drive conversions, and which platform gives you the biggest bang for your buck.
- Ad spend (total and per-channel)
- Conversion by medium
- Channel performance: ROAS, CPA, and attributed sales
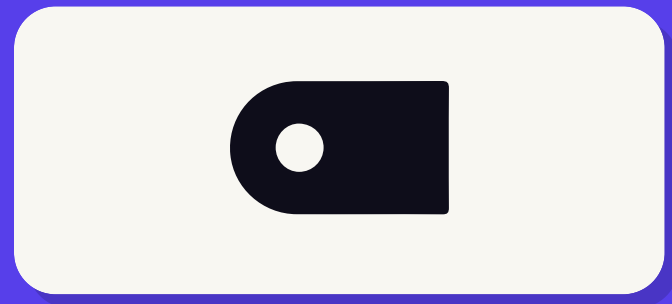
Master the essentials, then go deeper.
As you keep a pulse on your essential metrics, use the expert advice throughout this book to glean deeper insights and fine tune your efforts.

Cheers to better, data-backed decisions!

Kate Cassidy
Partner Marketing Manager

tydo

Top metric for cart-less checkout:

Channel conversion rate

Your content is your commerce. Understand what channels drive engagement and impressions. Study top of funnel channels driving traffic, and more importantly, how those channels result in actual sales conversions.

Keep an eye on:

Online/offline crossover
Most merchants treat online and offline sales as different worlds. Identify where overlaps occur. That will illuminate your most loyal customers. A customer who shops online and also visits your retail store or popup, or scans your QR codes, is more than a customer. They're likely an untapped brand influencer in the making.

The data take:

Great data tells you about the future, not only the past.
Data has historically helped merchants understand the where, when and how—but we're entering an era where *data* shows us the *why*. Understanding *why* people buy will give merchants a competitive edge as content, technology and privacy laws continue to evolve.

Your action plan:

Empower your customers.
Customers are the lifeblood of your business. The more you make them a part of your brand journey, the more they'll stand by your side. Allowing your customers to participate in product decisions or take equity in your brand as ambassadors can result in an enormous ROI.

Boost Inc.
Boost is infrastructure for distributed commerce. Boost generates transactional tags that turn your media, products, customers, and conversations into instant and cart-less checkouts. Turn the world into your store, instead of trying to get the world to your store.

withboost.com →

Expert Advice

"**TikTok presents a massive opportunity to find new customers and scale—but it's not a set and forget it platform.**

We found success expanding beyond our historic top performing products (on platforms like Meta). Activating an entirely new persona on TikTok allowed us to decrease CPA by 111% and increase ROI. Our lesson? Test a variety of personas, creative, and audiences. Doing this took us from spending $0 to 6 figures a month on TikTok."

Jeremy Fenderson
Director of Client Strategy

ad⊕uadrant

EcoCart

Top metric for sustainability:

Carbon offset

Merchants with a sustainability strategy should focus on their carbon offset. Reducing their ecological footprint is the clearest measure of their sustainability strategy's success.

Keep an eye on:

Customer lifetime value
Consumers want to know that brands are thinking about sustainability and taking action. By meeting consumer needs, merchants can show that they're actively taking a stance, resulting in loyalty and growth.

The data take:

It's not just good for the planet, it's good for business.
Keep a pulse on the metrics above to better understand your carbon footprint and make a difference—in the world and for your business. Make optimizations (or offset purchases) to counteract your footprint. Then, share your actions with customers to build loyalty.

Your action plan:

Show you care.
Leverage sustainability as a way to drive engagement, increase cart conversion, and foster loyalty. Show consumers that you care and capture new audiences and improve loyalty among existing customers.

EcoCart
EcoCart is a sustainability solution that calculates ecommerce brands' ecological footprints through machine-learning and then enables them or their customers to offset the emissions of their orders through front-end experiences.

Top brands using EcoCart:

Walmart　Skullcandy.　JUNE SHINE　ZEGNA　CUTS　APL ATHLETIC PROPULSION LABS

Ecocart.io →

Top metric for digital gifting:

Cart spend and AOV

When it comes to gift card orders and gift card recipients, monitor cart spend and AOV. Recipients often spend *more* than the gift card value.

Keep an eye on:

Retention rates with gift card purchases over key sales periods
Look at retention rates, especially as it relates to gift cards and gift subscriptions. 83% of consumers reported previously trying a brand before receiving a gift card for that store, per a recent survey. That's a readymade retention opportunity.

The data take:

If you plan beyond the point of purchase, you'll see great long-term returns.
Improve the gifting experience with enhanced gift cards that go beyond the basics. Try gifting subscriptions, and look at what options you can give customers. Do you cater to different budgets and different levels of product knowledge? How are you promoting gifting options?

Once you nail down your digital gifting experience, ask yourself:
- What's the AOV for gift card orders? Try testing gifting add-ons and different budget options to see if there's improvement.
- What's your cart spend from gift card recipients?
- Are there patterns related to the gift card value redeemed, or in the products typically purchased?
- Look at your retention plan for gift orders. It shouldn't be the same as a regular customer since their path to purchase is different. Look at how you can lift retention rates for gift buyers *and* recipients.

tydo

Your action plan:

Evaluate your current gift strategy.

Try different strategies to recommend products to gift card recipients who might be familiar with your store already. See if you can boost cart spend when they redeem their gift card. Or, test post-purchase engagement and incentives with gift buyers and recipients to see what brings each audience back for their next purchase.

Important note: There are two customers involved in the gifting process—double the retention opportunities and double the data to collect!

Govalo

Govalo is a digital gifting solution for Shopify that empowers merchants to offer the features and products their customers want when shopping for gifts. Merchants can design enhanced gift cards, create real gift subscription experiences with Govalo's integration partners, add giftable products, and manage a store credit program—all in one easy-to-use app.

Top brands using Govalo:

MAGIC® SPOON   BABOON TO THE MOON   Haus   Felix Gray

govalo.com →

Alloy

Top tip for efficiency:

Integrations and automation

Integrating technologies and automating manual tasks saves time—giving your team more time to focus on revenue-driving activities.

Keep an eye on:

Customer experience

Many brands fail to focus on the metrics that help drive retention and customer experience. Shipping time or customer support response times can help improve retention and lead to stronger customer advocacy. Automation helps to surface priority tickets or flag shipping and fraud issues faster.

The data take:

Iterate. Then iterate again.

Find ways to be more efficient with your team's time. Do more with less. Automation is one way to maintain customer experience and team productivity without having to hire extra hands. This is especially critical during the holiday season.

Your action plan:

Streamline operations.

Use automation to sync data, surface customer needs, or help speed up shipping and logistics. The possibilities are endless.

Alloy Automation

Alloy Automation is the integration & automation platform for ecommerce. Connect data & actions across 180+ ecommerce platforms, ERP, marketing, & fulfillment apps. Brands use Alloy to connect and empower their tech stack. SaaS companies use Alloy to add dozens of integrations to their platform automatically.

Top brands using Alloy Automation:

BURBERRY   箱 BOKKSU   INKED GAMING

runalloy.com →

ShoppingGives

Top metric for social impact marketing:

Email conversion rate

Email campaigns generate $\underline{\$38}$ for every $1 spent. When it comes to conversions, your email marketing ROI is hard to beat.

Keep an eye on:

Impact-focused emails

Whether it's through your welcome, announcement, cart abandonment, or re-engagement emails, brands can and should highlight their social impact efforts in email campaigns to create a more engaging customer experience that will drive more conversions.

The data take:

Impact-focused emails have higher conversions.

Align your values with your customers to create high-performing campaigns that increase conversions and boost revenue. Understand what causes matter most to your customers and refine targets for cause-affinity to create more engaging customer experiences.

Your action plan:

Re-engage customers with personalized data.

Send customers emails that remind them to support their favorite cause—by making a repeat purchase—with ShoppingGives.

Use a personalized parameter, linked to a pre-selected URL promoting the specific cause. The customer can shop your website as usual, with their favorite cause pre-set.

It's never too late to get started on your social impact journey! Socially conscious consumers are increasingly making purchasing decisions based on their values and are even willing to spend more if they know that their purchase will benefit a good cause.
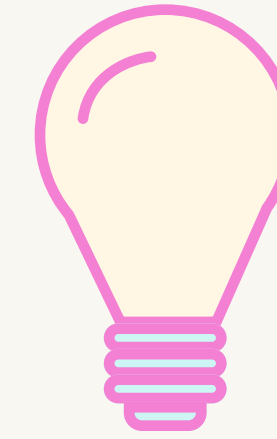
ShoppingGives

ShoppingGives is the all-in-one social impact solution for ecommerce, omnichannel retailers, and direct-to-consumer brands to help them enable purchases with impact while doing well for their business. Through native integrations and customizable giving solutions, ShoppingGives helps brands of all sizes create more engaging and authentic customer experiences while boosting business metrics like average order value, conversion rate, customer loyalty, and lifetime value.

Top brands using ShoppingGives:

COACH   highline wellness   KENNETH COLE   OLAPLEX   STEVE MADDEN

shoppinggives.com →

Justuno

Top metric for better site experiences:

Onsite conversions

Looking to improve site experience. Watch these data points:

- **Sessions to conversions:** To understand what type of pop-up flows to implement
- **Time on site:** To create more effective timers
- **AOV per segment:** To see where coupon codes are used and to understand where different segments stack up
- **Desktop vs. mobile behavior:** To see where most of your sales come from

Keep an eye on:

Key performance metrics
Take a look at: Source traffic, conversion and traffic volume, cart abandonment metrics, AOV per segment and channel, pages traveled per visitor session, and average time on site.

The data take:

Know your numbers, optimize your site experience.
Keep a pulse on key metrics to make more impactful A/B testing decisions and optimize your site experience for each visitor group. For example, knowing the AOV of your email visitors can help you decide if you want to set an order minimum in order to receive an offer.

Your action plan:
Use banners to target order amounts in order to get visitors to the next cart threshold. Look at how many pages your average visitor travels to onsite (look at mobile and desktop separately) and set up an exit offer to fire after (or while) those pages are visited.

Justuno

Justuno is the premiere onsite conversion optimization platform with personalized messaging, AI-powered product recommendations, and advanced visitor intelligence technology to help businesses turn visitors into customers. With over 11 years of experience serving more than 20,000 customers, Justuno empowers brands and agencies alike to create better website experiences through personalized touchpoints, comprehensive analytics, robust traffic segmentation, and more.

Top brands using Justuno:

justuno.com →

Expert Advice

"**To improve engagement, optimize for the challenges of your site's specific visitors.**

Brands seeing the most success constantly talk to their ideal customers and turn those learnings into optimizations that iterate their way to higher conversions and revenue."

———————————————

Jon MacDonald
Founder, President

the **good**

CartHook

Top metric for post-purchase offers:

Average order value

AOV is the average amount each customer spends when they place an order on your site. To calculate your AOV, divide total revenue by the number of orders.

Keep an eye on:

Customer lifetime value
LTV tells you how much each customer is worth to your business (over the course of your relationship with them). When this number is high, it means you're successfully retaining customers, meaning you'll make more money from each customer.

If your LTV is low, focus on reengaging lapsed customers and getting them to buy again, while maintaining your AOV.

The data take:

Know how much you're making per order.
AOV will tell you how much you make from each customer and your ROI from your marketing strategies. Boosting your AOV is an incredibly efficient way to make more money and scale your business without increasing your marketing spend.

Your action plan:

Add post-purchase offers.
Optimize your store to encourage customers to buy more products for every order— or more expensive products. One of the most effective ways to do this is with post-purchase offers. These are offers displayed immediately after the checkout and before the thank you page when customer loyalty is high.
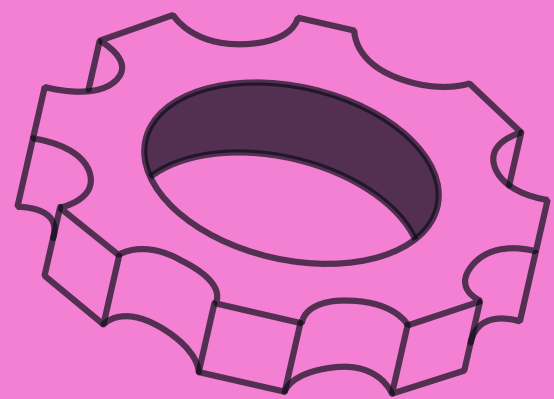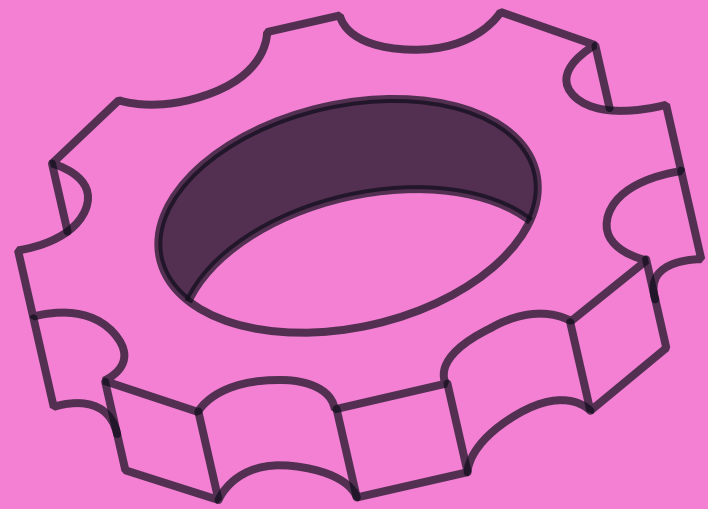
Customize offers based on what customers buy at checkout and consider including unique incentives to make the upsell order irresistible.

CartHook by Pantastic
CartHook is a Shopify app that gives brands the power to increase their AOV with high-converting post-purchase funnels within the native Shopify checkout.

Top brands using CartHook by Pantastic:

disco GLADE EXOGUN tipsyelves OLIVER CABELL

[carthook.com →](carthook.com)

Top metrics for mobile app experience:

Paid media costs

Ad buyers are working harder than ever before and seeing less success and more volatility for their efforts. As a result, we recommend monitoring rising costs of paid media/ acquisition, SMS and privacy.

Keep an eye on:

Customer acquisition costs
CACs are rising, so double down on your loyal customers.

The data take:

Know the difference between subscribers and followers.
Choosing to follow a brand or influencer is an indication of interest, but it's not a commitment you can leverage. The opt-in level of a subscriber (vs a follower) paired with the ability to track campaign performance directly is why focusing resources on owned marketing channels is so important.

Your action plan:

Sustainably (and reliably) grow your brand.
Invest in email, SMS, and push notification. This trifecta makes up the foundation of lifecycle marketing.

Tapcart
Tapcart is a mobile app platform that helps Shopify ecommerce stores transform their website into a mobile app with zero coding skills required. With the same drag and drop interface as Shopify's ecommerce website builder, Tapcart enables you to create an app and send free push notifications in just a few short weeks vs. months of custom coding.

tapcart.com →

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Expert Advice

"**With CPAs rising, focusing on improving website conversion is critical.**

We tend to focus on the search experience where we see 3-5x conversion vs any other page on the site. We make search more prominent on both desktop and mobile, which impacts conversion with just a few small tweaks. With so much traffic coming from mobile, enhancing the experience by adding sticky items (add to cart, filters/facets, search bar) to your PLP and PDP can lead to an immediate boost in conversion."

Drew Himel
CEO, Cofounder

glood.ai

Top metric for personalization:

Conversions and AOV

Shoppers are most attracted to brands who target their interests and use personalization. Deliver relevant suggestions and content to drive AOV and conversions.

Keep an eye on:

Product views per-session

Track the average number of products a potential customer views during their site visit. This metric gives you insight into how each product performs, what drives the most conversions, and the relevancy of your products.

The data take:

Support your remarketing strategy.

Focus your efforts on increasing the spend on users who have viewed a large number of products—but haven't converted yet. Combined with existing conversion data, these product views per-session help you understand your sales cycle and which products are most likely to convert a shopper, allowing your remarketing efforts to drive faster conversions and higher AOV.

Your action plan:

Experiment with personalized recommendations.

Collect relevant and accurate data about your users' interests, session history, and previous purchase patterns in order to provide more personalized recommendations.

Constantly reevaluating the data you've collected and the locations you're making recommendations in will result in higher conversions and AOV.

Glood.AI

Glood.AI is a complete personalization and marketing platform, allowing you to provide a seamless personalized shopping experience at a consistently high standard. Glood's data-powered personalization tools ensure dynamic and engaging shopping experiences for your customers through real-time personalization. Leverage their AI-enhanced marketing tools to effortlessly engage visitors and boost sales, and drive growth.

Top brands using Glood.AI:

UNCLAIMED Baggage EST. 1970   **GAP**   **PUBLIC GOODS**   **J.ING**   **POLÈNE**

glood.ai →

Expert Advice

"Our clients are focused on 3 facets of driving AOV:

1. Pre- and post-cart upsells using AI driven product recommendations.
2. Intelligent product recommendations driven by behavioral science and AI.
3. Implementing tools to help better understand our customer: Gorgias for customer inquires, Okendo for purchase trends and affinity for product lines, and Tydo for business intelligence."

Wes Buckwalter
CEO/Creative Director

SeaMonster
STUDIOS

Junip*

Top metric for customer feedback:

Review submission rate

Reviews are essential when building trust with potential customers. The review submission rate measures the percentage of customers who leave a review compared to the number of orders you receive.

Keep an eye on:

Review ratings
The actual star rating can be leveraged to gain deeper insights into how your product is doing, and as an email segmentation tool for more personalized campaigns.

The data take:

Prioritize customer engagement and effective communication.
Pay attention to customers who leave 5-star ratings versus those who leave 2 or 3-star rating reviews. That information provides actionable feedback. Whether it's building stronger relationships with customers who love your product, generating more sales from up-sells or cross-sells, or stopping customer churn by actioning negative reviews—all of these actions help improve your customer's LTV.

Your action plan:

Increase review submissions by nailing the ask.
The timing of the email is key. Ask for a review 7-10 days after the package has shipped since customers need time to enjoy the product before they can leave a review. Try segmenting your email lists based on the star rating left on each review. For example, customers who leave a 5-star review for a product can be used as the base list for that product's 'Back in Stock' campaign.

tydo

Junip

Junip helps 3,000+ of the fastest growing brands on Shopify gather more reviews and display them everywhere that matters.

Top brands using Junip:

KOTN **BLUME** OLIPOP™ oats over night

junip.co →

BRIJ

Top tip for QR codes:

Capture first party data

Using QR codes? Keep a pulse on customer emails captured (registrations) and registration rates (number of registrations / total scans and number of registrations / total sales).

Keep an eye on:

On-product communication
Once you add a QR code to your product or packaging, pay close attention to scan rate (number of customers who scan / number of customers who purchase). The best way to boost scan rate is to make the QR code highly visible and provide a clear call to action, and add additional benefits your customer can only get by scanning.

The data take:

Make better digital connections with customers.
Adjust your product's packaging to make the QR code and CTA more prominent. If you see poor conversion after scanning, iterate with different incentives. If your goal is to provide a great post-purchase experience, track what content gets the most engagement and edit in real-time.

Capture this data and understand how your brand's offline vs online customers are engaging with your content.

Your action plan:

Get visibility into customer data.
Capture first party data in order to know who your customers are and do so across all your channels. Understanding your customer's QR code engagement is vital to your brand's success.

tydo

Brij

Brij is a no-code platform powering one-touch 1st party data capture, product/warranty registration, reorder, and subscription opt-in with the simple scan of a QR code, allowing brands to collect valuable customer data regardless of the channels they sell through.

With Brij's Shopify app and robust dashboard, brands can create dynamic experiences in minutes and track rich engagement data down to the SKU or even unit level that provides valuable insights for your brand. Easily add a QR code to a product insert to customize your unboxing experience.

Top brands using Brij:

iwi.   CALPAK   **Branch**   *Cool Cat*   canopy   UNE FEMME

brij.it →

tydo Fulfillment

ShipBob

Top metric for logistics:

SKU Velocity

Know how much inventory you have, and how long it will last. Watch SKU velocity and inventory turnover at the SKU-level.

Keep an eye on:

Average shipping zone
Based on how carriers charge for shipping, using zones, the farther away (and higher the zone), the more expensive and slow the delivery will be. If you find your average shipping zone is high, you may realize you need to utilize a fulfillment center in another region (or more centrally located), or another fulfillment center altogether to have better coverage. Then, you can effectively ship orders from the warehouse closest to the end customer.

The data take:

Retire products that aren't popular or profitable.
For SKU velocity, you need a clear understanding of your bestsellers and slow-moving items. You never want to be out of stock or lose sales, but you don't want to over-stock or be unable to sell through your inventory.

Often, brands think, "The more products I sell, the more sales I'll make." However, for most brands, the reality is that almost all sales come from only a few, top-selling SKUs. Maintaining more SKUs can add complexities like higher storage costs, too much capital tied up in unsold inventory, and ultimately deadstock (from obsolete, expired inventory).

Rather than continuously expanding your product line (for the sake of hoping customers will buy more products from you), leverage your SKU velocity to retire products that aren't popular or profitable.

Reducing your average shipping zone reduces shipping costs and transit times, helping brands achieve faster shipping (and reduce the number of "Where's my order?" support inquiries).

Your action plan:

Set reminders based on thresholds.

Set up email notifications that alert you when a SKU has less than a certain quantity left. This helps ensure that you can replenish the SKU in time— taking manufacturing, ocean freight, and receiving lead times into account.

ShipBob

ShipBob is the leading global omnifulfillment platform designed for small and medium-sized businesses to provide them access to best-in-class supply chain and fulfillment capabilities. The ShipBob platform provides merchants with a single view of their business and customers across all of their sales channels, and enables them to manage products, inventory, orders and shipments, and leverage analytics and reporting to run their business effectively.

Top brands using ShipBob:

ShipBob.com →

If your product goes viral unexpectedly and you get 1,000 or 10,000 orders overnight, how will you handle that demand? Demand forecasting is critical but not a perfect science. Being able to flex up and down, matching supply and demand is even more important for this ever-changing supply chain.

Top metric for order tracking:

Time to delivery

Moving a lot of product? Listen up. Time to delivery is the period that starts at order placed and ends at order delivered. Understanding this metric can help you scrutinize your fulfillment and shipping offerings, reduce support, and drive customer satisfaction.

Keep an eye on:

Customer support

'Where's my order' can take up half of your inbox. If you're properly tagging your customer support tickets, you can build a metric around shipping support tickets per 100 shipments.

Answering tickets around bad shopping experiences can be expensive and time consuming—if you measure it, you can improve it.

The data take:

Prioritize solving real shipping-related problems.

Shipping support tickets are the most expensive ticket category for agents. They're slow, manual, require research and there's rarely a fast or easy solution. Ask yourself:
- ◘ Are your shipping updates working properly?
- ◘ Is fulfillment slow or is your carrier dropping the ball?
- ◘ Are packages frequently damaged?

Your action plan:

Learn from complaints.

Complaints are a lagging indicator that tell you a problem already exists. Sending shipping updates and monitoring shipping performance proactively solve problems. Customers who implement these recommendations typically see a 40-50% reduction in shipping support ticket volume.
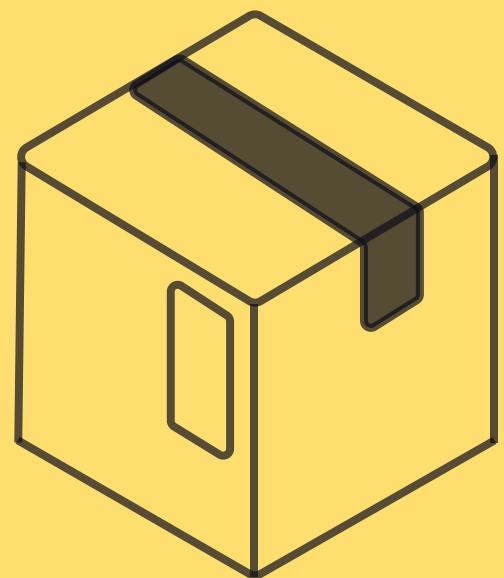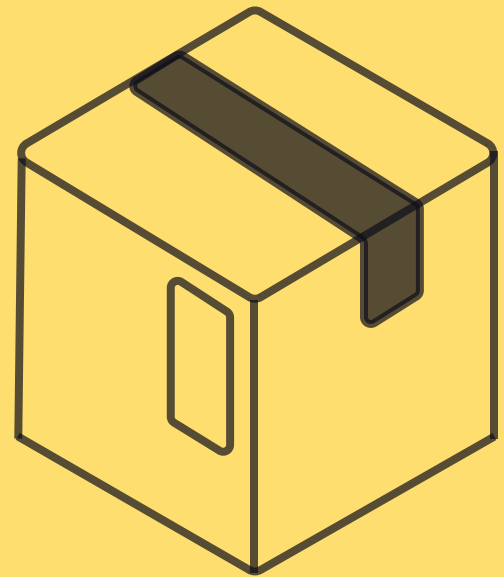
Wonderment

Wonderment is an order tracking platform that turns shipping into a part of your brand experience. Have full visibility into your shipments and solve problems for customers before they know about them. Proactively notify customers about the status of their order, including delayed or lost shipments.

We also help you bring your traffic back to your site with your own tracking page. On average customers check their shipment status 4 to 5 times. Bring that traffic to your site, not the carriers!

Top brands using Wonderment:

three ships Kettle & Fire hydrant JONES ROAD the RIDGE

[**wonderment.com**](wonderment.com) →

Social Snowball

Top metric for affiliate programs:

Referral revenue as a percentage of GMV

Knowing how referrals are contributing to your topline revenue provides you with the data you need to adjust referral incentives, which helps you maximize word of mouth revenue and ROI.

Your action plan:

Frequently test incentives.
Think of referral incentives like manual bidding for a CPA. If your incentives are too low, affiliates will be less motivated and won't refer much. But if your incentives are more generous, affiliates will be motivated to generate as many referrals as possible.

You can often afford to pay a higher CPA to affiliates than you can to traditional paid media because referral customers tend to have a higher LTV than other customers.

Social Snowball
Customer focused affiliate programs for ecommerce.

Top brands using Social Snowball:

CROSSNET™   ZOX   EVERY MAN JACK   doe   Schoolyard Snacks

socialsnowball.io →

Expert Advice

"Use your best LTV clients to create lookalike audiences to clone the top spenders and use the worst LTV clients and where they came from to smooth the buyer's journey."

Scott Zaleski
Director of Growth

hawkemedia
YOUR OUTSOURCED CMO®

Keep an eye on:

Returning customer conversion rate

Send retention efforts to the right spot. Email and SMS are the most used tools for retention and have their own attribution windows (unlike Facebook). The channel you choose to operate in is just half of the reorder experience. Where are you sending returning customers? A PDP, category page, your homepage? Make sure that the path you send customers down is converting into repeat sales.

The data take:

Understand your customer's reorder intervals.

Dial in on this metric and align reorder marketing efforts to when a customer is most likely to buy again. When we think of personalization, we don't often think of message timing. But personalizing timing, alongside what was previously bought, increases the likelihood that the customer accepts the offer.

Your action plan:

Send better retention communication, not more.

Creating a dedicated reorder experience for returning customers makes them more likely to convert. Brands that build their dedicated reording experience with Repeat end up seeing a 15% increase in conversion rates and 20% increase in AOV compared to sending returning customers to a product detail page.

🛒 repeat

Top metric for customer retention:

Reorder interval per product

Reorder interval per product is the amount of time that passes between multiple purchases of a particular product. Understanding reorder intervals allows you to effectively time reorder marketing efforts.

tydo

Repeat

Repeat is the buy again button for CPG. Brands like Youth to the People, Dr. Squatch, and Olipop use Repeat to drive the best repurchase experience on Shopify: a pre-loaded, personalized cart built for reordering.

Top brands using Repeat:

MID-DAY SQUARES™ DR. Squatch OLIPOP™ OSEA YOUTH TO THE PEOPLE

getrepeat.io →

Expert Advice

"When launching a new product, we make it available on pre-order at a steep discount.

Then, we slowly increase the price and measure changes in conversion rate as it gets closer to shipping. If your CR decreases at a rate lower than your AOV increases, you know that raising the price was a good call."

Kaitlyn Witman
Marketing Executive

RAIN
FACTORY

smartrr

Top metric for subscription management:

Active subscribers

To scale your subscription business, monitor active subscribers (or subscription counts) for a big picture view.

Keep an eye on:

Sales by specific products and cohort analysis
Analyze your top-performing subscription products and prioritize pushing the most popular ones.

Many merchants just want to see a number for churn, which is a constantly moving number. Churn is fairly meaningless if you consider it as an absolute number for your brand; instead, it is best to look at churn in a matrix over time. Note how long it takes for a subscription (or subscriber) to churn and how long a subscription is retained—not "what is our annual churn rate."

The data take:

Watch sales by specific products and churn over time to measure subscription growth.
Leverage that data to see if your brand is growing, how fast, and if you need to promote your subscriptions more or shift strategy.

Example: Say you offer a large discount for a customer's first order, and decrease the discount for recurring orders. After analyzing how long it took for subscribers to churn, you'll see if customers were canceling their subscriptions after their first order. Offering a large discount for first orders helps acquire customers, but it does not develop long-term customer relationships.

Your action plan:

If you're looking to increase LTV, consider getting rid of large, upfront discounts. Instead, reward customers for loyalty. Also, utilize different frequency options by looking at the most popular frequency choice and make that your default.

When you start breaking things down by cohort, you'll have a clearer path to iteratively test offerings (discounts, new products, shop UI, etc.). If you offer a new discount to May subscriptions, and 70% of the May cohort is still active three months out, while only 30% of the April cohort is active three months out, you have a clear data point for the offering.

Smartrr

Smartrr is the premium subscription management solution for DTC Shopify Brands. Built with your end-customer in mind, Smartrr increases brand engagement and LTV with a variety of easy to implement subscription models, a beautifully branded subscriber account experience, member only benefits and more. Merchants using smarter have seen an average of 15X more sales over the lifetime of a subscriber.

Top brands using Smartrr:

remi   jolie   STARFACE

smartrr.com →

Expert Advice

"One of the best unlocks for increasing LTV is creating a tractional email and SMS experience for one-shot users.

We send them to order tracking pages pre-populated with the benefits of the subscription program and why they should become a subscriber. This drives a ton of subscription growth for our clients and ultimately increases LTV!"

Brandon Amoroso
Founder & President

ELECTRIQ
A **DRINKS** Company

smile.io

Top metric for brand loyalty:

Retention rate

Knowing how many of your customers are engaged and loyal to your brand—and willing to make a second purchase—is key. Retention rate can show how you're getting customers —maybe it's because of the deals you're running or maybe shoppers are interested in your brand and product, not just the price.

Keep an eye on:

Redemption rate

Moving away from *retention*, let's talk *redemption*. If you're giving customers more points than they redeem, your loyalty program isn't configured right and customers aren't earning quick enough to participate. Rather than motivating customers to purchase more, you might be demotivating them because they don't see the value in your rewards program.

The data take:

Give your brand direction.

Try collecting first-party data that tells you about what your shoppers like and dislike, their buying journey, and engagement levels.

Your action plan:

Growth doesn't guarantee loyalty.

As your business grows, it's not always guaranteed that brand and customer loyalty will follow. Try offering VIP tiers (and keeping those perks fresh)! Offer a new slate of rewards and benefits. It shows customers that they're top of mind.

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tydo

Smile.io

Turn first-time customers into forever customers with Smile.io—experts in loyalty, referrals, and VIPs, powering reward programs that help increase sales, repeat purchases, and brand loyalty.

With Smile, you can create and customize a loyalty and rewards program that is easy to launch and even easier for customers to engage with and build long-term brand loyalty.

Top brands using Smile.io:

Polaroid ORIGINALS   PIXI   steelseries   topps

smile.io →

tydo

Keep a pulse on your business.

Get started with Tydo

Store Overview

A high-level snapshot of your store.

+ One spot, all your data covered.

+ Know what to care about, when it matters most.

+ From insights to action, real fast.

Email Reports

Data delivered to your inbox.

+ Stay up to date with your most important metrics, wherever you are.

+ Customize your reports with a library of 10+ cards, curated for you.

+ Set targets and see how you're pacing against your goals.

Store Overview dashboard showing:

Sales	Total spend	Users	Conversion rate	AOV
$345,500	$18,610	501	2.9%	Add integration

Sales comparison — this month · last period · by week

Nov 2021	Nov 2020
$345,500	$294,100

$400k

$200k

July 1 · Aug 1 · Sept 1 · Oct 1

Product performance — last month · by units

Shoes	32% — 14,203
Shirts	20% — 12,203
Hats	18% — 11,203
Socks	15% — 10,203
Glasses	14% — 9,203
Beanies	5% — 4,203
Pants	3% — 1,203

Orders by customer type — this month · by week

All customers	First order	Repeat Orders
3,203	1,239	1,964

Site performance — this month · by week

Users	Order	Conversion rate
12,023	589	1.2%

Hi Nora,
Your weekly Email Report is ready!

We're here to make tracking the performance of your business easier. Here is an overview of your key metrics for the week.

Summary

Sales	Total spend
$345,500	$18,610
↰ $321,302 ↗ 2.3%	↰ $21,016 ↘ 13.1%

Conversion rate	AOV
2.9%	$102.32
↰ 3.5% ↘ .9%	↰ $99.54 ↗ 1.2%