CRM Incrementality Summary
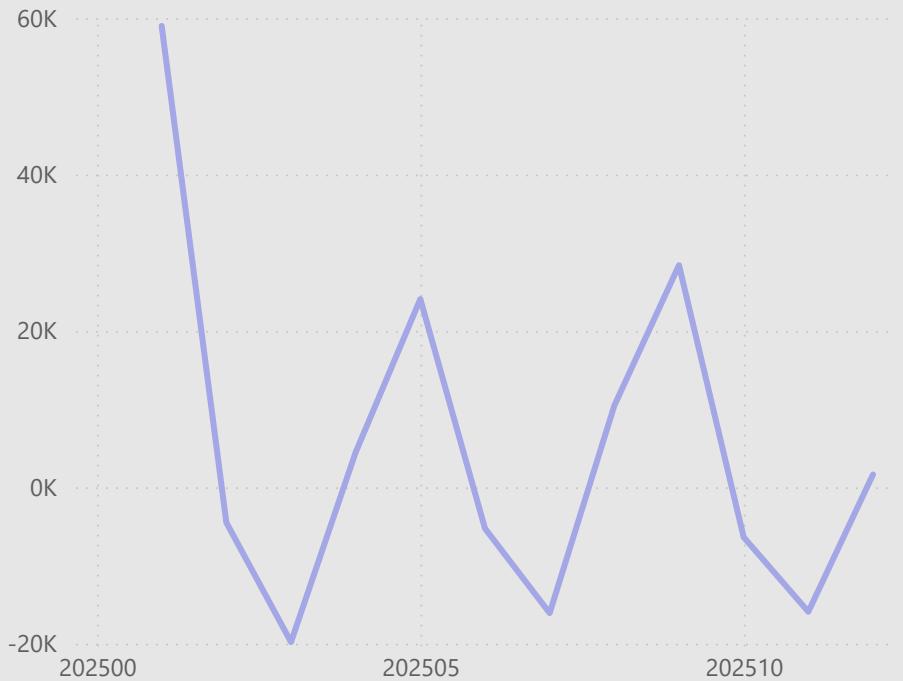
60K	1,089	-10.89
Incremental Revenue	Incremental Transactions	Average Delta AOV
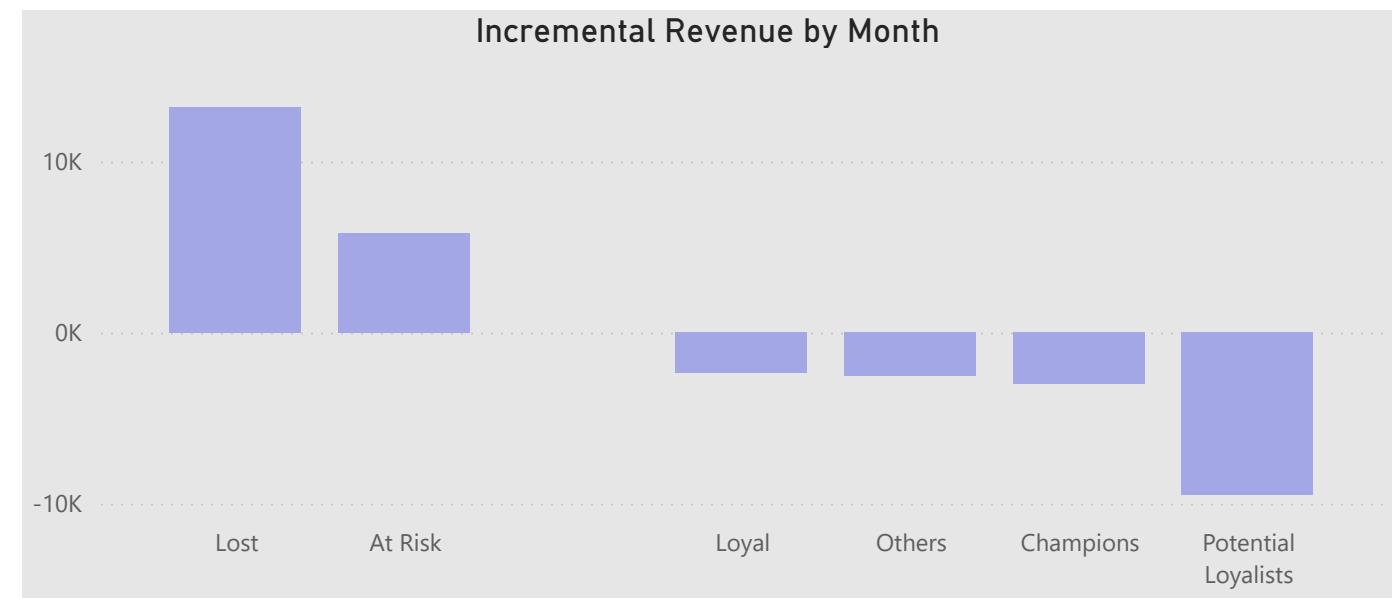
Incremental Revenue by Month
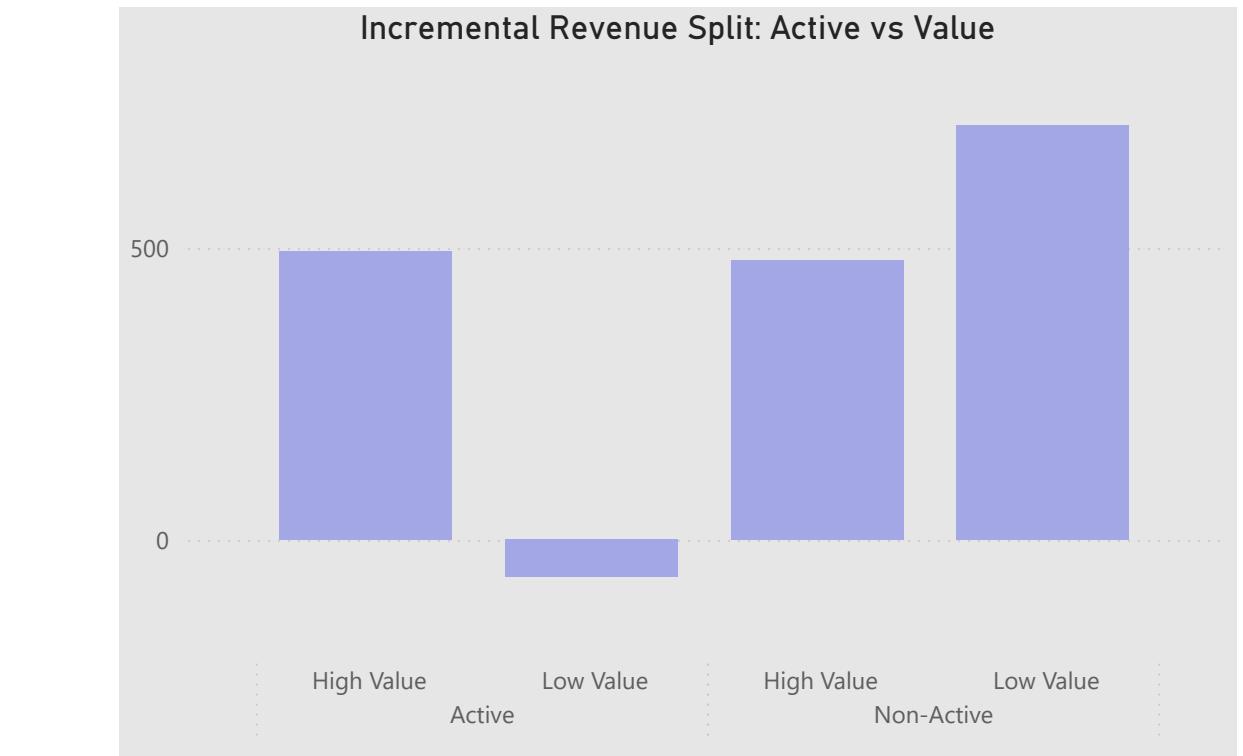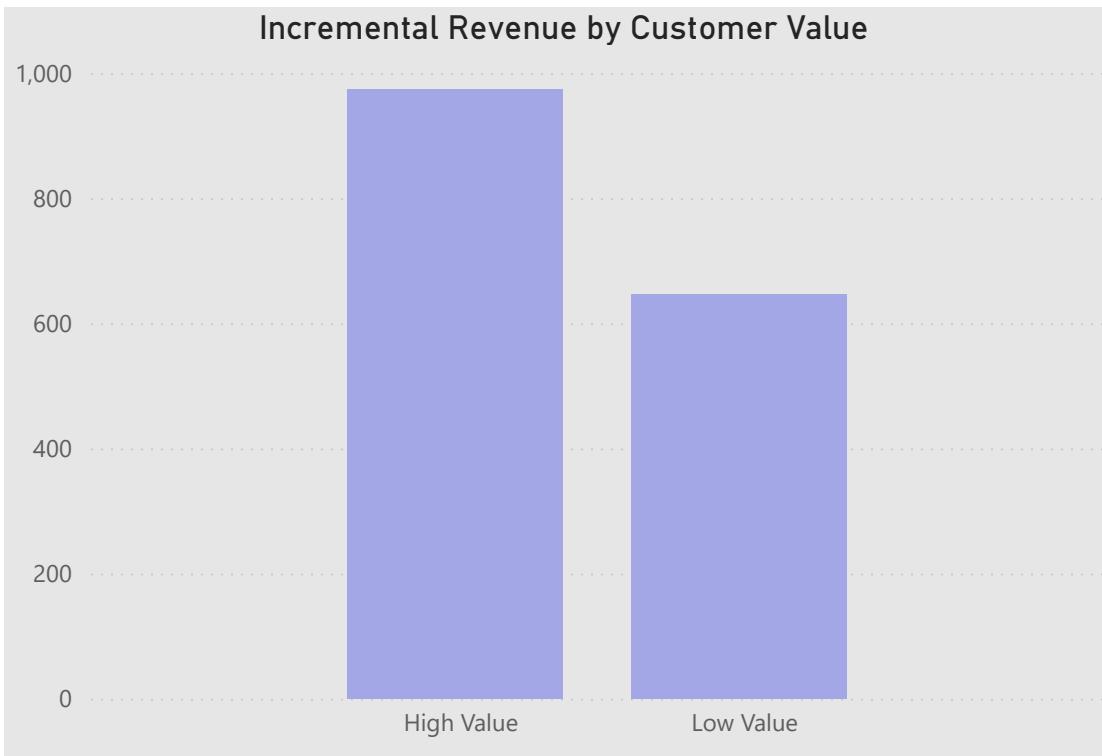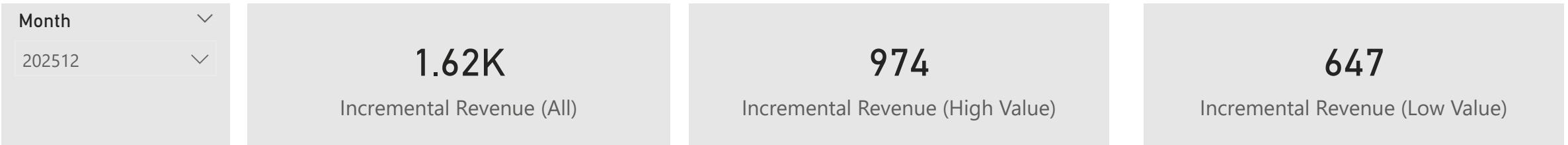
Month

202512

Incremental Revenue by Month

Categories: Lost, At Risk, Loyal, Others, Champions, Potential Loyalists
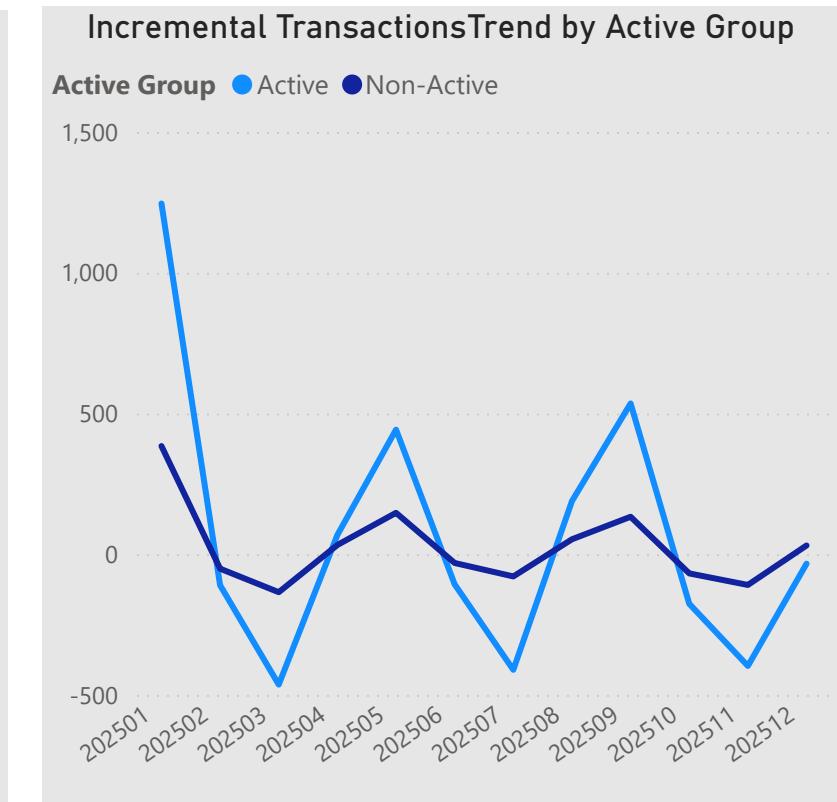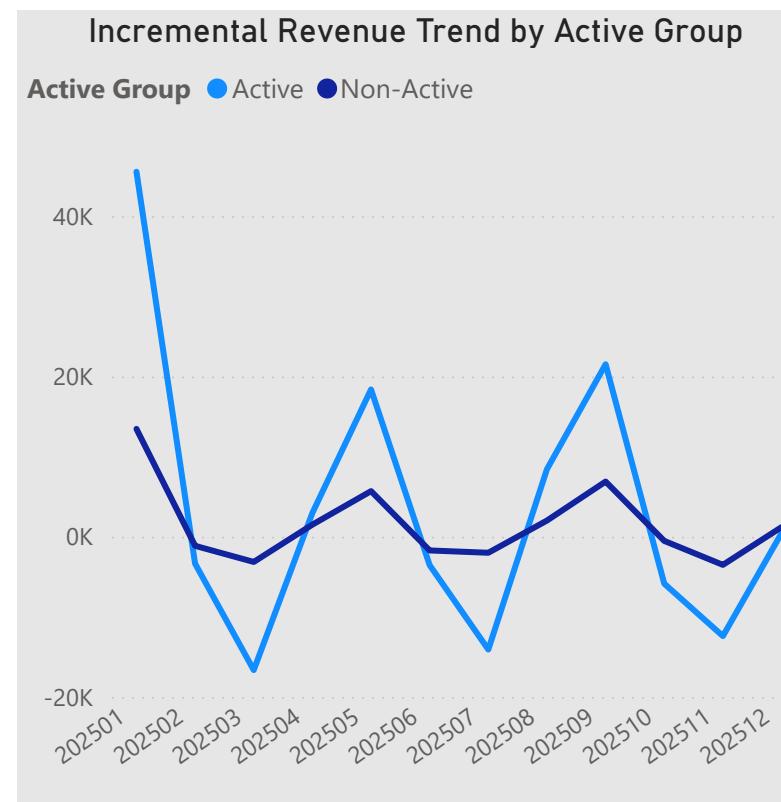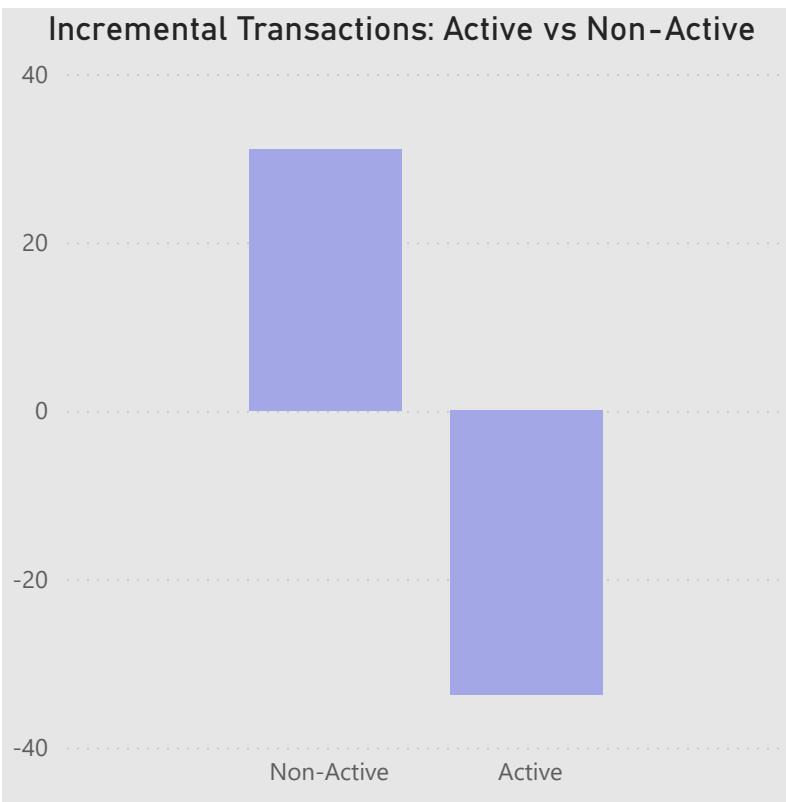
Incrementality by Customer Value

Month

202512

1.62K	974	647
Incremental Revenue (All)	Incremental Revenue (High Value)	Incremental Revenue (Low Value)

Incremental Revenue by Customer Value

Incremental Revenue Split: Active vs Value
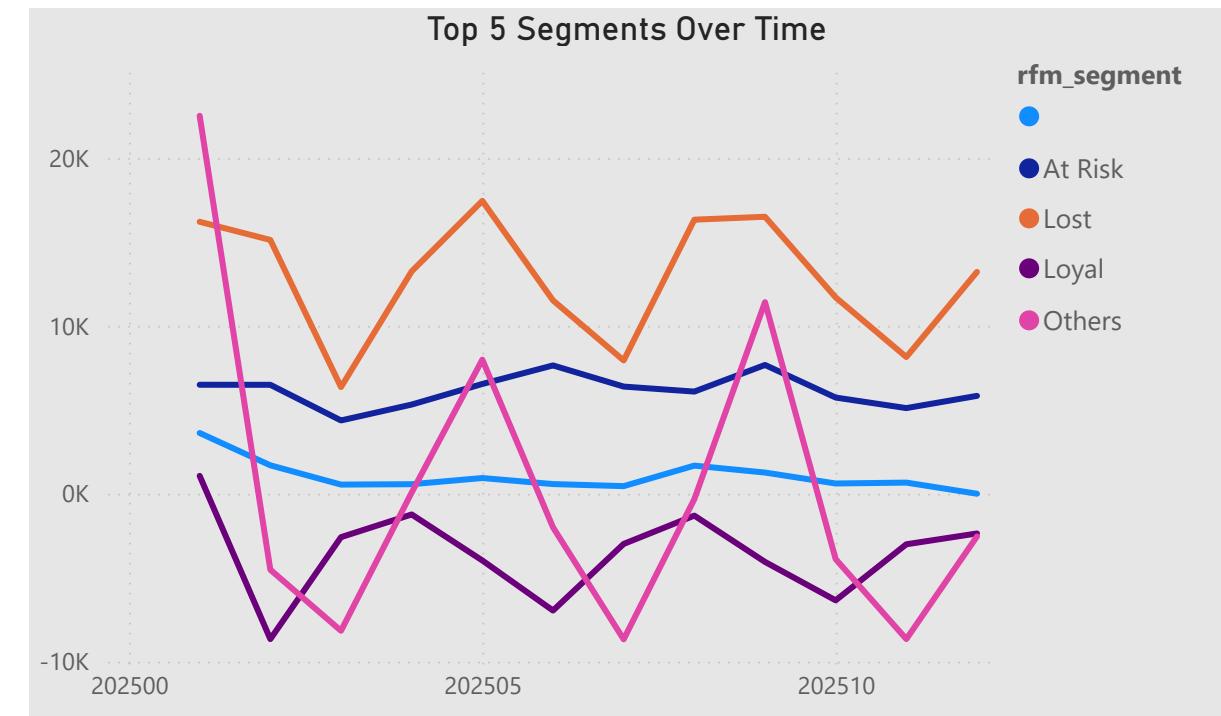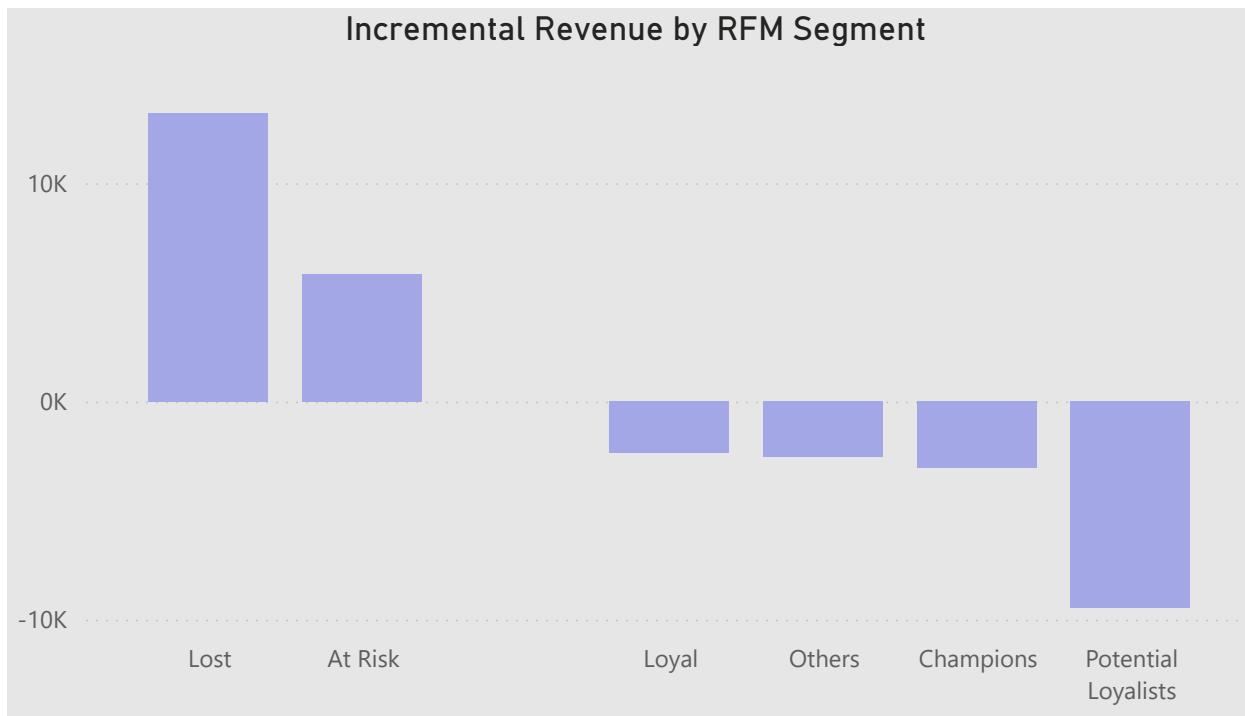
Active vs Non-Active

Month				
202512	**−34** Inc Txns (Active)	**31** Inc Txns (Non-Active)	**431** Inc Revenue (Active)	**1190** Inc Revenue (Non-Active)

Incremental Transactions: Active vs Non-Active

Incremental Revenue Trend by Active Group

Active Group ●Active ●Non-Active

Incremental TransactionsTrend by Active Group

Active Group ●Active ●Non-Active

RFM Deep Dive

202512

1620
Total Incremental Revenue

19.04K
Total Positive Contribution

-17.42K
Total Negative Contributi...

Lost
Top Segment

13K
Top Segment Inc Revenue

Incremental Revenue by RFM Segment

Top 5 Segments Over Time

Diagnostics

Coverage & Sanity Checks

Month
202512

12.96K	12.96K	7,582	11K
Rows (customer-month)	Unique customers	Zero PRE revenue rows	Zero POST revenue rows

Incremental Revenue Distribution