



# Customer acquisition analytics

## Healthy food company

Analyzed digital customer acquisitions and their digital footprint to identify acquisition channel, and tracked their spend across channels (digital & non-digital) every week to estimate LTV and ROI by channel

# Healthy food company needs customer acquisition analysis

## Picture this...

You're looking to analyze new customer base each week, segment them based on the promotions that have been applied on the first transaction and estimate their weekly spend going forward. At present, you want to understand the impact of the company's marketing spend across various channels and track it on a weekly basis.

## You turn to Accordion.

We partner with your team to analyze digital customer acquisitions and their digital footprint to identify acquisition channel and track their spend across channels (digital & non-digital) every week to estimate LTV and ROI by channel, including:

- 1) Analyzing transactional data to review various promotional campaigns that have been run over the time period by combining POS information and the digital footprint of the customer (tracked by third party platform)
- 2) Prioritizing the order of the promotions as there are multiple promotions applied on the same transaction
- 3) Assigning customer acquisition cohort based on the priority and estimating customer spend and ROI by channel

## VALUE LEVERS PULLED

- Customer acquisition cohort analysis
- Estimate LTV and ROI channel

## Your value is enhanced.

You have the ability to evaluate the impact of marketing spend over various platforms and estimate ROI across various channels. You have started to invest more in paid media and affiliate channels as they were identified as the most profitable channels.

# Approach & methodology

	Data	Outcome
<div>01</div> <div>Analyzed transactional data to review various promotional campaigns</div>	<ul style="list-style-type: none"><li>Item-transaction level data for 4 years (2014-18)</li><li>Data from <b>Amplitude</b>, a product analytics platform for web and mobile, that tracks customer digital footprint</li></ul>	<ul style="list-style-type: none"><li><b>Transactions mapped</b> to Referral codes, promotion codes (influencers, partnerships, emails)</li><li>Identified <b>source of acquisition for digital transactions</b>, e.g., paid media, organic search, affiliates etc.</li></ul>
<div>02</div> <div><div>Prioritized the order of the promotions as there are multiple promotions applied on the same transaction</div><div>Assigned customer acquisition cohort based on the priority of channels/spend</div></div>	<ul style="list-style-type: none"><li>In case of <b>multiple acquisition sources mapped to a new customer transaction</b>, <b>order of priority</b> of source was applied as follows, Paid Media, Affiliates, email sign-ups, influencers, partnerships, in-store activations, customer referrals</li></ul>	<ul style="list-style-type: none"><li>Each newly <b>acquired customer is assigned a single cohort</b>, i.e., source of acquisition</li></ul>
<div>03</div> <div>Estimated customer LTV and average spend per week going forward, by different acquisition channel cohorts</div>	<ul style="list-style-type: none"><li>Estimated <b>total net revenues across digital and non-digital channels</b> each week for customers for every acquisition channel</li></ul>	<ul style="list-style-type: none"><li>Estimated <b>ROI of various acquisition channels</b> based on customer spend and attrition over time</li></ul>

# Customer acquisition analysis – Example for “paid media” channel

Customer acquisition week

Total revenue from customers who were reactivated through “Paid Media” in the acquisition

Average LTV of customer acquired/reactivated via “Paid Media”

Actuals								
Year	Week	Week ending date	New Customers	Reactivated Customers	Initial Revenue, \$		Life Time Value, \$	
					New Customers	Reactivated Customers	New Customers	Reactivated Customers
	P08W1	7/19	59	38	\$3,037	\$2,140	\$203	\$182
	P08W2	7/26	60	41	\$3,260	\$1,536	\$273	\$153
	P08W3	8/2	67	51	\$3,279	\$2,597	\$259	\$303
	P08W4	8/9	78	47	\$3,768	\$2,530	\$200	\$186
	P09W1	8/16	90	42	\$5,058	\$2,333	\$286	\$229
	P09W2	8/23	68	46	\$3,470	\$2,322	\$276	\$142
	P09W3	8/30	74	44	\$3,897	\$2,052	\$282	\$154
	P09W4	9/6	83	40	\$4,393	\$2,185	\$215	\$178
	P10W1	9/13	86	55	\$4,233	\$3,498	\$179	\$245
	P10W2	9/20	71	67	\$3,490	\$3,427	\$230	\$152
	P10W3	9/27	98	54	\$5,199	\$2,865	\$204	\$138
	P10W4	10/4	96	68	\$4,655	\$3,822	\$182	\$127
	P11W1	10/11	105	79	\$5,148	\$4,496	\$181	\$162
	P11W2	10/18	92	61	\$3,653	\$2,699	\$152	\$124
	P11W3	10/25	99	70	\$4,777	\$4,010	\$127	\$146
	P11W4	11/1	103	59	\$3,823	\$2,821	\$123	\$98
	P12W1	11/8	110	66	\$4,362	\$3,297	\$113	\$87
	P12W2	11/15	75	65	\$3,468	\$3,378	\$95	\$91
	P12W3	11/22	25	34	\$1,020	\$1,764	\$62	\$80
	P12W4	11/29	83	76	\$2,878	\$3,912	\$39	\$57
	P13W1	12/6	22	11	\$714	\$604	\$32	\$62
	P13W2	12/13						
	P13W3	12/20						
	P13W4	12/27						

Total revenue from customers who were acquired through “Paid Media” in the acquisition week

# Customer acquisition analysis – Example for “paid media” channel

Customer  
acquisition  
Cohort

Slicers to estimate Acquisition  
count at various  
Market/Location/Channel levels

Customer  
Acquisition Week

**New Acquisition Report ( YTD)**

Select Acq. Market: Austin, Dallas, Houston, Philadelphia

Select Acq. Location: SK01/TR, SK02/KI, SK03/6t, SK04/MP, SK05/AR, SK06/WL, SK07/FW, SK08/OA

Select Acq. Channel: Digital, Retail

Select Acq. Week: (Multiple Items)

Customer Cohort	P09W1	P09W2	P09W3	P09W4	P10W1	P10W2	P10W3	P10W4	Total
Retail Walk-in	393	421	385	401	437	393	407	475	3,312
In-store Activated	423	338	345	274	288	311	271	262	2,512
Customer Referral	213	187	155	148	185	164	178	160	1,390
Digital Media	155	129	111	49	122	103	123	114	906
Affiliates	11	18	13	9	18	17	13	11	110
Influencers	6	4	9	8	5	4	3	5	44
Email/Push	5	7	7	3	6	6	6	9	49
Direct Mail		1					1		2
Partnerships									0
LSM			1						1
Radio		3	3						6
Organic Search	54	37	34	6	31	43	40	46	291
Unknown	116	141	136	163	165	132	110	124	1,087
Others									0
Overall	1,376	1,286	1,199	1,061	1,257	1,173	1,152	1,206	9,710

Total customers who were acquired through various  
customer cohort in the acquisition week

# Customer acquisition analysis – example for “paid media” channel

