

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

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.

CUSTOMER ACQUISITION ANALYSIS

VALUE LEVERS PULLED

- Customer acquisition cohort analysis
- Estimate LTV and ROI channel

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Approach & methodology

Data

Outcome

01

Analyzed transactional data to review various promotional campaigns

- Item-transaction level data for 4 years (2014-18)
- Data from Amplitude, a product analytics platform for web and mobile, that tracks customer digital footprint
- Transactions mapped to Referral codes, promotion codes (influencers, partnerships, emails)
- Identified source of acquisition for digital transactions, e.g., paid media, organic search, affiliates etc.

Prioritized the order of the promotions as there are multiple promotions applied on the same transaction

02

Assigned customer acquisition cohort based on the priority of channels/spend

- In case of multiple acquisition sources mapped to a new customer transaction, order of priority of source was applied as follows, Paid Media, Affiliates, email signups, influencers, partnerships, in-store activations, customer referrals
- Each newly acquired customer is assigned a single cohort, i.e., source of acquisition

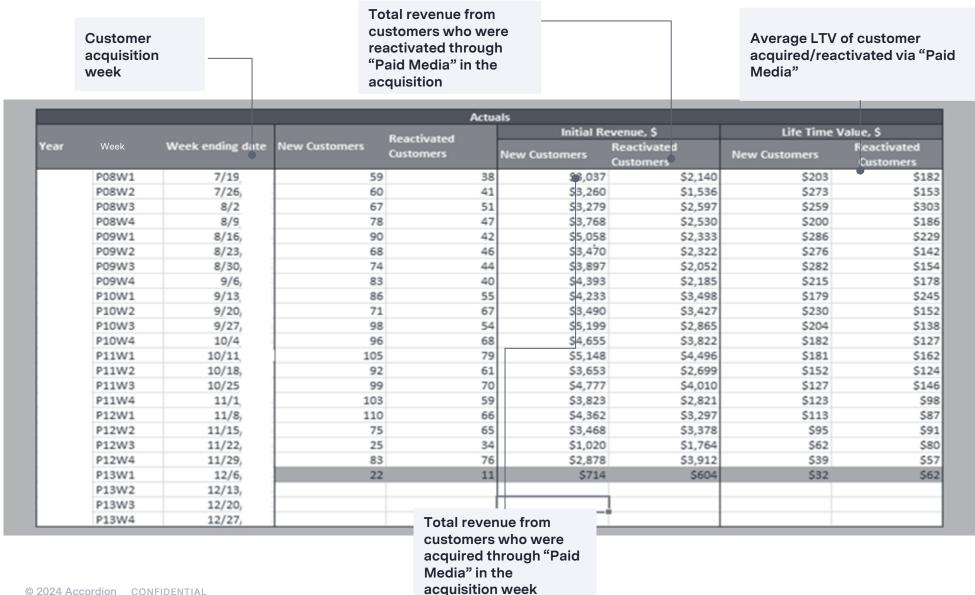
03

Estimated customer LTV and average spend per week going forward, by different acquisition channel cohorts

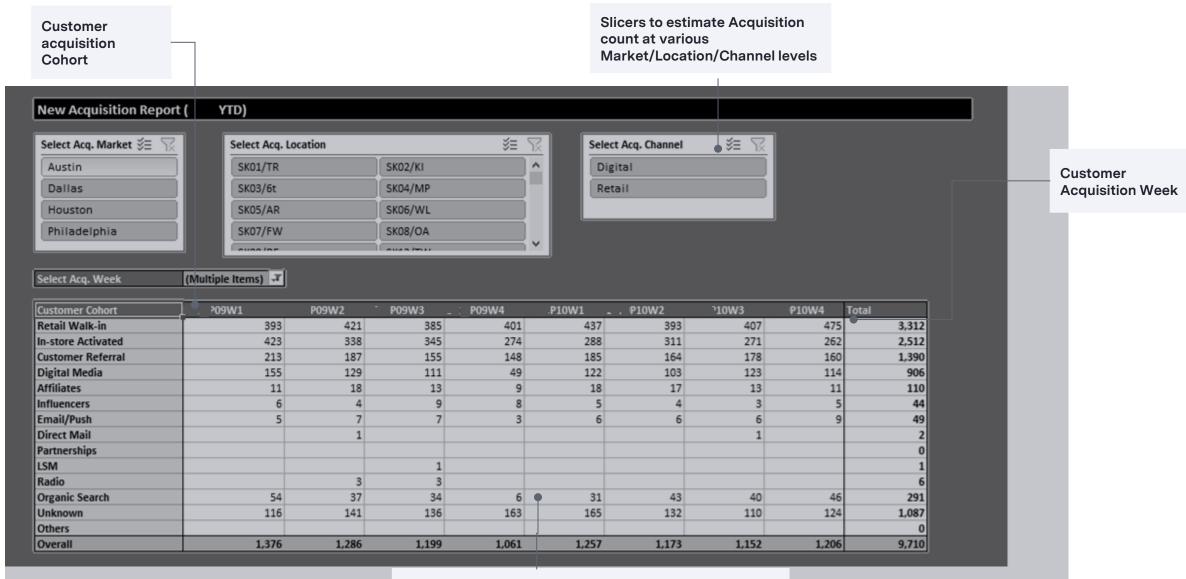
- Estimated total net revenues across digital and non-digital channels each week for customers for every acquisition channel
- Estimated **ROI of various acquisition channels** based on customer spend and attrition over time

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Customer acquisition analysis – Example for "paid media" channel



Customer acquisition analysis – Example for "paid media" channel



Customer acquisition analysis – example for "paid media" channel

