



# Analyzing Advertiser Retention After First Sale

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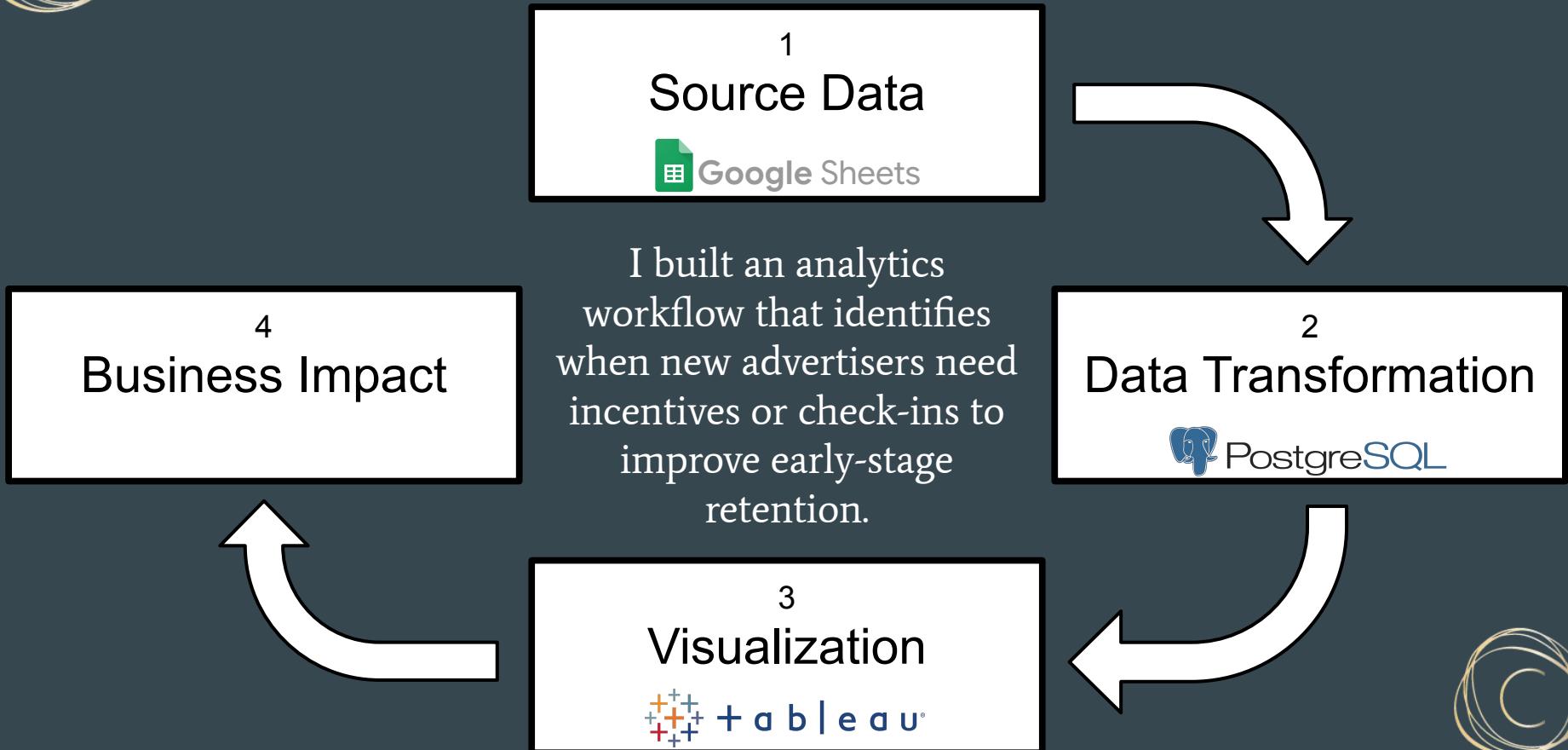


# Business Question

For each month (defined as the month of the advertiser's first sale), what percentage of advertisers completed a second and third sale within 28 days of the previous sale?



# End-to-End Analytics Overview





# Data Transformation

- Retention Logic
  - Second sale within 28 days of the first sale
  - Third sale within 28 days of the second sale
- Results are aggregated by advertiser first-sale month.



# Declining New Advertiser Retention



Both second and third sale retention rates are declining over time, suggesting that new advertisers are becoming harder to retain.



# Business Implications

Because early repeat sales are a commonly accepted signal of advertiser loyalty,  
this analysis enabled our advertising team to:

- Identify at-risk new advertisers early
- Deliver timely, targeted incentives
- Maintain consistent follow-ups during the critical early sales window





# Next Steps

- Test with a shorter retention window to align with the volatile market
- Collaborate with the advertising department to set when to use incentives and outreach.
- Monitor early retention trends to evaluate the effectiveness of engagement strategies

