



Analyzing Advertiser Retention After First Sale

•••

Lukas Ishihara
Founder | Data Analytics, The Collective
lukas.ishihara@gmail.com



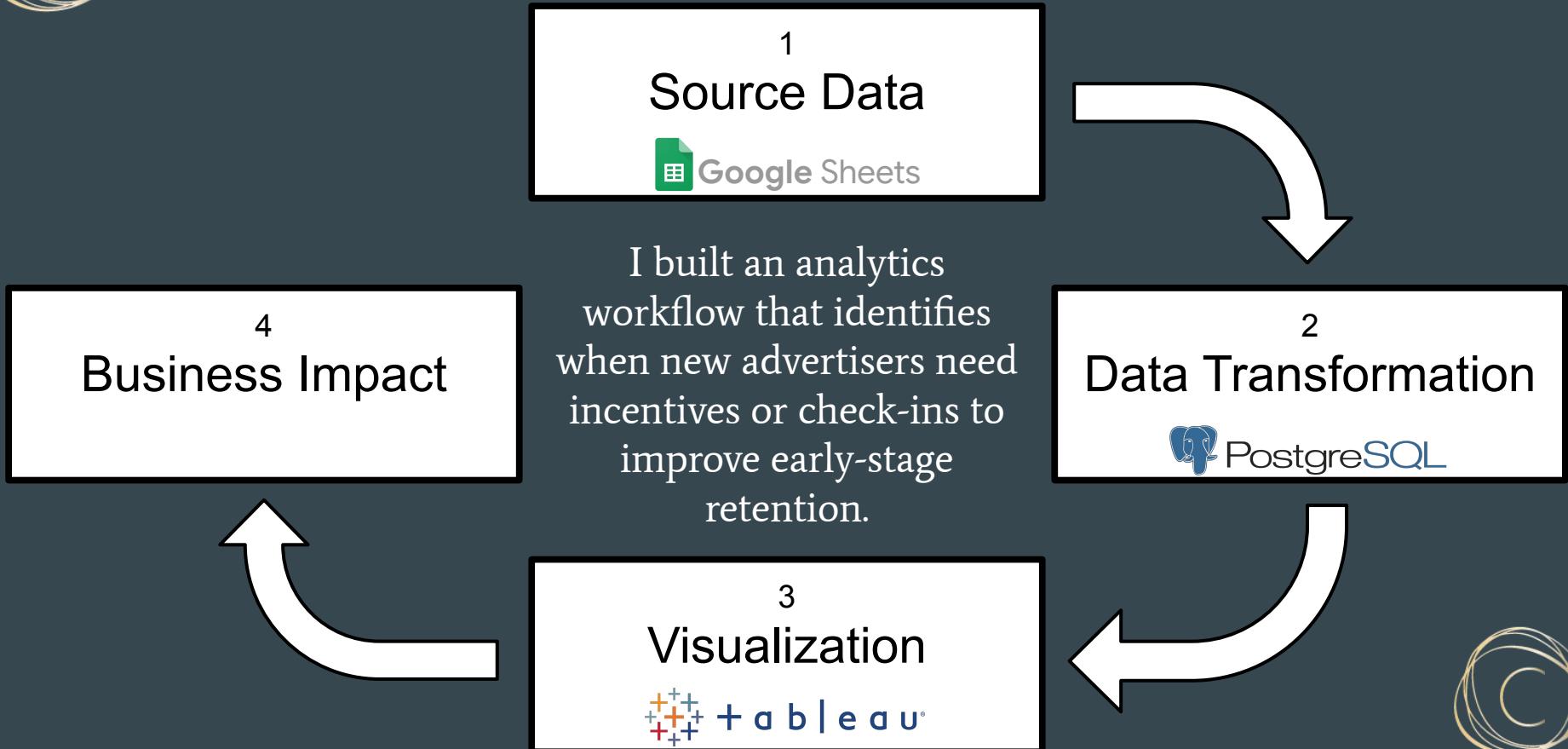


Business Question

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

