Order of priorities for customer groups will look something like this:
RETENTION AND VALUE COHORTS (first purchase)
-$5 membership customers
-$10 membership customers
-$10 one-time customers
-$25 one-time customers
-all membership customers
-all one-time customers
-alt entry (first acquisition point is free sign up)
-50 bonus entry (first acquisition point is 50 bonus entry to sign up)
-15% off entry (first acquisition point is 15% off to sign up)
-first month free groups:
    -$15
    -$5
    -$10
-$25 membership customers
-$50 one-time customers
-$100 one-time customers