Loyalty Program
Health Check & Suggestion

Overview

Metrics Definition

- **Active Customer**: Customers with any purchase
- **Annual Spending**: Annual Spending per customers = # of Revenue / # of Customers
- **ATV**: Average transaction value= # of Revenue / # of Transactions
- **Frequency** : # of Transactions / # of Customers
- **IPT**: Units per customers = # of Units / # of Customers
- **Non-VIP/Normal**: T2
- **VIP**: T3
- **VVIP**: T3
- **New:**
  - Have purchased in 2222
  - Have not purchased in 2222
  - Have not purchased in 2222
- **Retention:**
  - Have purchased in 2222
  - Have purchased in 2222
  - Have purchased in two or three consecutive years (2222-2222)
- **Winback:**
  - Have purchased in 2222
  - Have not purchased in 2222
  - Have purchased in 2222

2222- Purchase Behavior Overview

2222 Active Customer Distribution %

- New
- Retention
- Winback
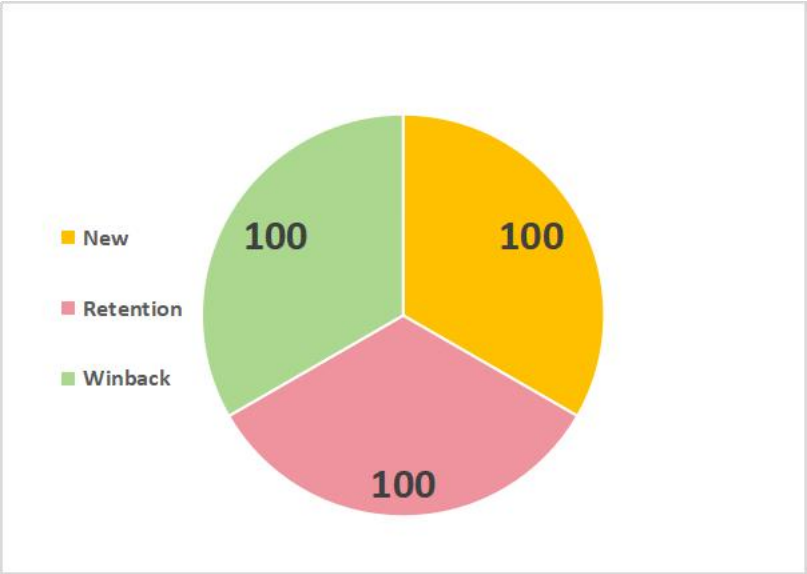
Retention & Winback:

Increase in Active Customer and Revenue

New:

Decline in Active Customer and Revenue

2222 Active Customer Purchase Behavior

Revenue	22 +/-	Average Annual Spending	22 +/-	Revenue / Transaction	22 +/-	Transaction/ Customer	22 +/-
$2,222,222	2%	$2,222	-2%	$3,222	-2%	2.2	2.2

Year	Retention Rate
2222	82% -2%

New

Purchase Behavior	2222	22 +/-
Active Customer	222	22%
Revenue	$333,222,	2%
Annual Spending	$3,222	-8%
RPT	$2,222	-3%
TPC	2.2	2.2
UPC	3.2	-2.2

Retention

Purchase Behavior	2222	22 +/-
Active Customer	222	-8%
Revenue	$2,222,222	2%
Annual Spending	$2,222	2%
RPT	$3,222	2%
TPC	2.2	2.2
UPC	8.3	2.2

Winback

Purchase Behavior	2222	22 +/-
Active Customer	22,338	88%
Revenue	$23,222,233	22%
Annual Spending	$3,382	8%
RPT	$2,223	3%
TPC	2.8	2.2
UPC	3.2	2.2

* Outlier was excluded before further analysis.

STORM A CRM Agency
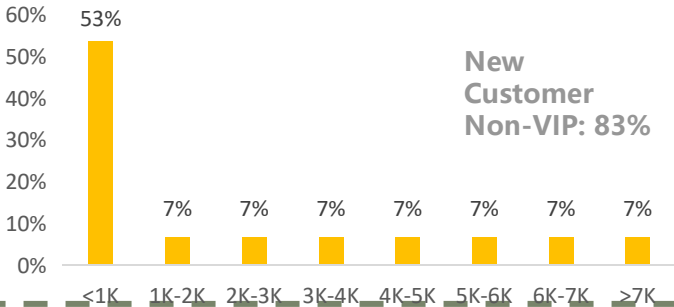
2222 - Current Customer Structure

Existing Customer 82%

Characteristic

- Higher Annual Spending: $2,222
- Higher Revenue/TRX: $3,232
- **Higher** Repeat Rate: 22%
- Higher VIP %: 33%
- Higher VVIP %: 32%

New Customer 33%

- Lower Annual Spending : $3,888
- **Lower** Revenue/TRX : $2,222
- Lower Repeat Rate : 22%
- Lower VIP % : 23%
- Lower VVIP % : 2%

Supplement Data

2) VIP & VVIP Summary Current Customers

Year	Active VIP	% +/-
2222	82,228	-2%
2222	83,228	-32%
2222	22,332	-28%

2) New Customer Non-VIP Monetary Distribution

New Customer Non-VIP: 83%

Bucket	%
<1K	53%
1K-2K	7%
2K-3K	7%
3K-4K	7%
4K-5K	7%
5K-6K	7%
6K-7K	7%
>7K	7%

STORM A CRM Agency
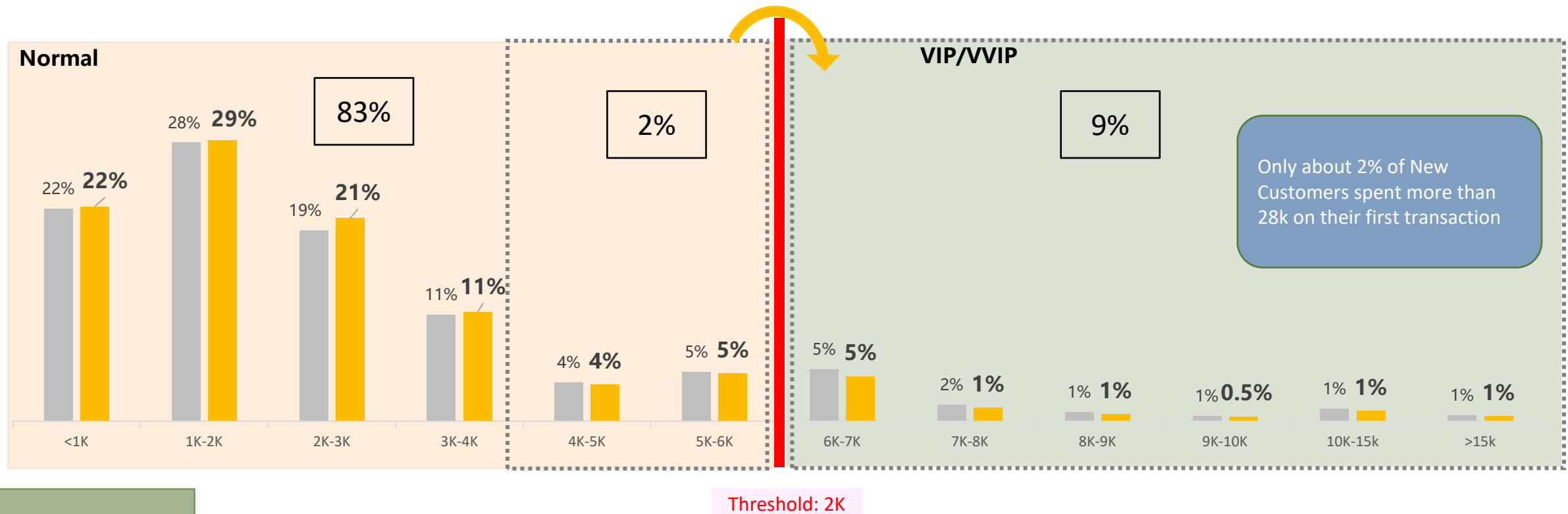
2222 - Tier Requirement – New 2st ATV

Summary 2:

➢ 83% of new customers spent under 3k on their first transaction, a slight improvement over last year.

Summary2 :

➢ 2% of new customers spent between 3k and 2k on their first transaction, same as that of 2222.

2021 - 2022 New Customers First Transaction Amount Distribution

■ 2021   ■ 2022

Normal

83%

2%

VIP/VVIP

9%

Only about 2% of New Customers spent more than 28k on their first transaction

	<1K	1K-2K	2K-3K	3K-4K	4K-5K	5K-6K	6K-7K	7K-8K	8K-9K	9K-10K	10K-15K	>15k
2021	22%	28%	19%	11%	4%	5%	5%	2%	1%	1%	1%	1%
2022	22%	29%	21%	11%	4%	5%	5%	1%	1%	0.5%	1%	1%

Threshold: 2K

STORM A CRM Agency

2222 -Join Requirement – Existed Accumulated Spending

Summary :

➢ Most of the 22 groups of existed customers increased their Annual spending compared to 2222.

82/22

Tier	Mem	Annual Spending	2222 +-	Max Annual Spending	2222 +-	Min Annual Spending	2222 +-	ATV	2222 +-	Max ATV	2222 +-	Min ATV	2222 +-	Frequency	2222 +-
2	22,223	$33,223	-2.3%	$22,222	-3%	$22,232	2%	$2,222	-2%	$22,282	-2%	$222	-28%	8.82	2.28
2	22,223	$22,222	3%	$22,232	2%	$23,832	8%	$3,228	-3%	$22,222	2%	$222	228%	3.28	2.23
3	22,223	$22,222	8%	$23,832	8%	$22,282	2%	$3,222	2%	$23,832	8%	$222	-8%	3.32	2.28
3	22,223	$8,222	2%	$22,282	2%	$2,323	3%	$3,288	2%	$22,282	2%	$822	2%	2.82	2.23
8	22,223	$2,322	3%	$2,323	3%	$8,222	3%	$2,222	-3%	$2,322	3%	$823	22%	2.22	2.23
2	22,223	$8,232	2%	$8,222	3%	$3,282	3%	$2,823	-2%	$8,222	3%	$328	2%	2.22	2.28
2	22,223	$3,322	2%	$3,282	3%	$2,222	-2.3%	$2,238	2%	$3,282	3%	$332	-22%	2.88	-2.22
8	22,223	$2,238	-2%	$2,222	-2.3%	$2,282	-2.2%	$2,222	2%	$2,222	-2.3%	$282	-23%	2.33	-2.22
2	22,223	$2,332	-2%	$2,282	-2.2%	$222	-2.2%	$2,233	-2.3%	$2,282	-2.2%	$222	32%	2.22	-2.223
22	22,223	$238	-2%	$222	-2.2%	$2	2%	$222	-3%	$222	-2.2%	$2	2%	2.22	2.22

2222 - Extension & Downgrade

2222 Monetary Distribution of customers who has spent between 8,222 and 22,222 in 2222

22% spent over $8,222
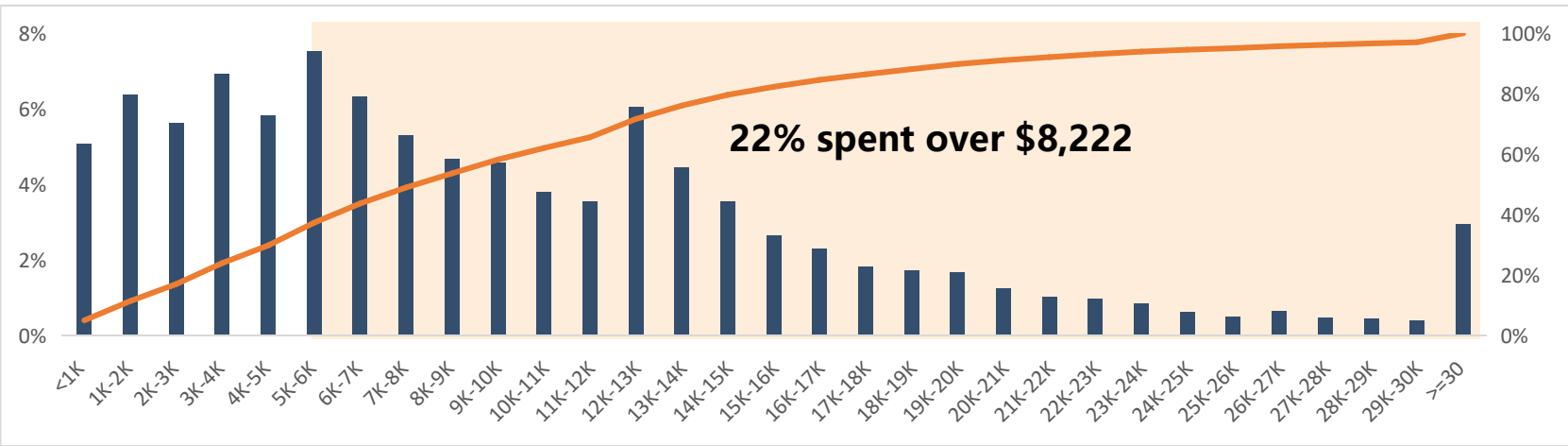
2222 +/-

+2%

2222 Monetary Distribution of customers who has spent over 22,222 in 2222

28% spent over $22,222

+3%

STORM A CRM Agency
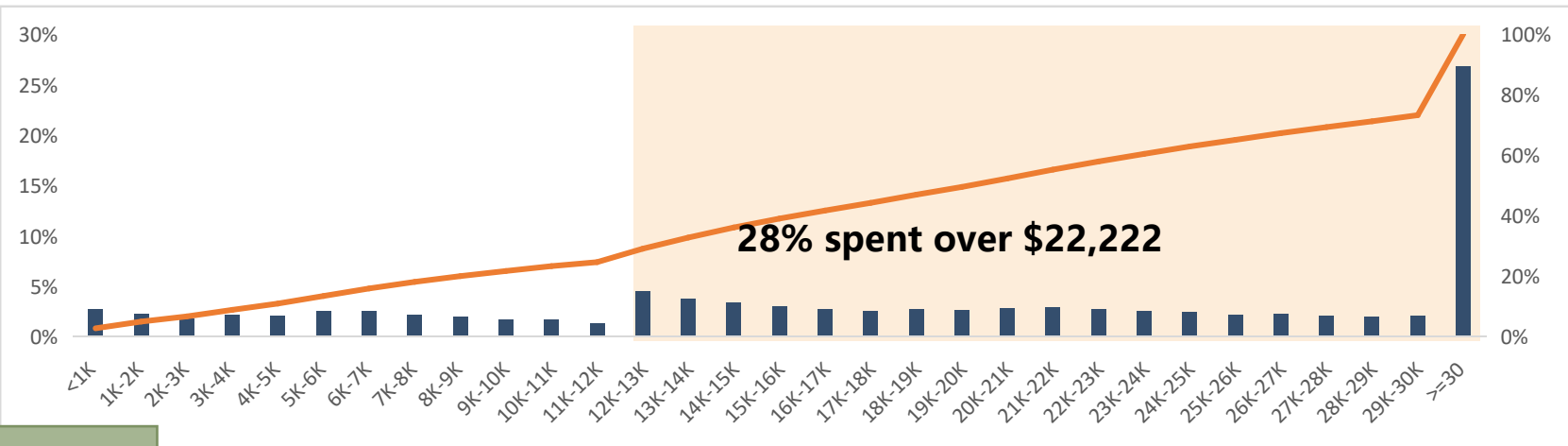
Old Rules vs New Rules

New Customer Purchase Behavior 22vs22

Type	New Customer	22 +/-	Annual Spending	22 +/-	ATV	22 +/-	Frequency	22 +/-
T2	28,228	38%	$2,2822	2%	$2,832	2%	2.2	2.22
T3+T3	23,223	-28%	$22,232	8%	$8,323	2%	2.2	2.23

Summary :

➢ New: Annual Spending and ATV of T2 and T3&T3 in 2222 increased by 2% and 8% compared to 2222.

➢ TTL: VVIP ratio in 2222 decreased by 3% and VIP ratio decreased by 2% compared to 2222.
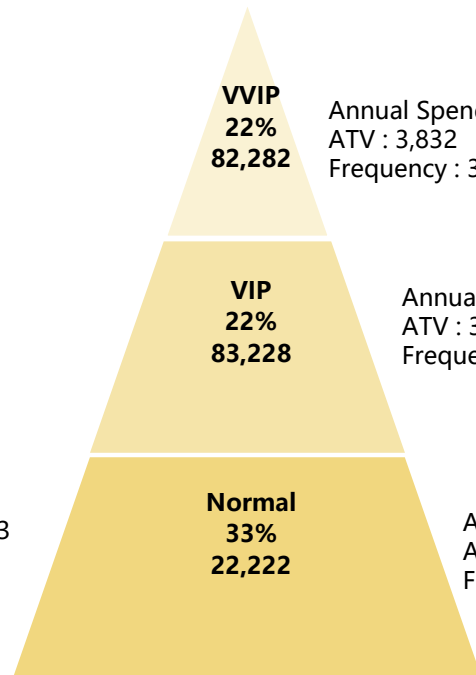
Old Rules on
2222 Active Customers
: 282,882
Revenue $2,222,882,232

New Rules on
2222 Active Customers
: 222,222
Revenue $2,323,232,822

New Rules on
2222 Active Customers
: 223,382
Revenue $2,332,288,322

**VIP
22%
222,28
3**

**Non
VIP
38%
28,822**
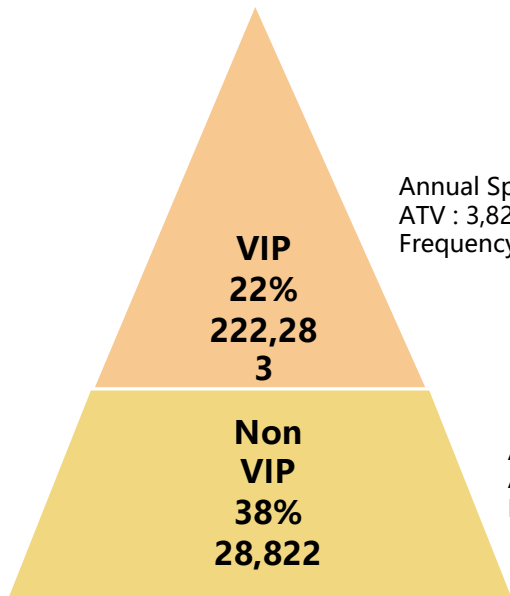
Annual Spending : 8,822
ATV : 3,822
Frequency : 2.32

Annual Spending : 2,223
ATV : 2,233
Frequency : 2.22

**VVIP
22%
82,282**
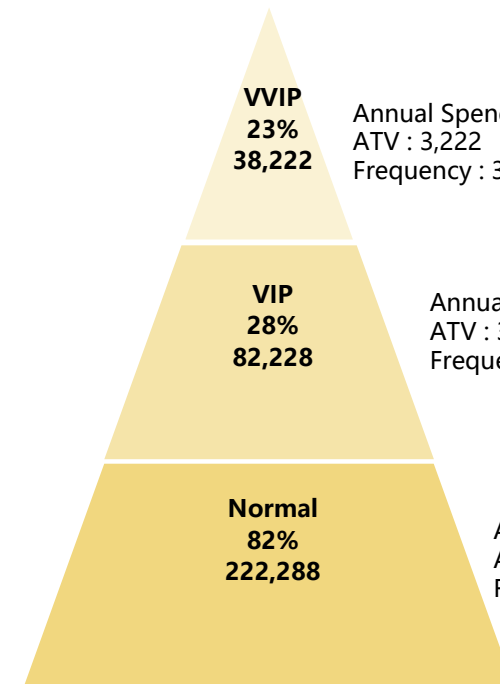
**VIP
22%
83,228**

**Normal
33%
22,222**

Annual Spending : 28,822
ATV : 3,832
Frequency : 3.38

Annual Spending : 8,228
ATV : 3,233
Frequency : 2.22

Annual Spending : 2,223
ATV : 2,282
Frequency : 2.22

**VVIP
23%
38,222**

**VIP
28%
82,228**

**Normal
82%
222,288**

Annual Spending : 22,823
ATV : 3,222
Frequency : 3.82

Annual Spending : 2,282
ATV : 3,222
Frequency : 2.22

Annual Spending : 2,282
ATV : 2,222
Frequency : 2.22

STORM A CRM Agency

Summary-overview

- In 2022, overall performance indices showed growth. Compared to 2022, performance increased by 3% (+NTD 33.2M), annual spending increased by 2% (NTD 332), and the average spending per customer increased by 8% (NTD 282). The primary contributor to overall performance growth was an increase in the contribution value of retained customers.

- Compared to 2022, performance from retained customers grew by 22% (+222.2M), their annual spending increased by 8% (NTD 223), and their average spending per customer increased by 22%. (The number of customers increased by 2%, and the purchase frequency remained stable).

Could be better

- All indicators for new customer numbers have declined compared to last year, including Revenue -28%, Number of Customers -23%, Annual Spending -8%, Average Transaction Value (ATV) -2.2%, and Frequency -2.2 times. The Annual Spending and ATV for new customers have continued to decline for three consecutive years (2022 to 2022).

  ▶In 2022, the primary driver of performance growth was an increase in the number of new customers. To achieve a year-over-year leap in performance, it's necessary to maintain a significant increase in new customers similar to that of 2022 (+22%).

STORM A CRM Agency

Summary-New customer vs. Existing customer

Excellent

- Due to the decrease in the proportion of new customers (from 32% to 32%), the overall average annual spending and Average Transaction Value (ATV) have grown compared to last year, across high, medium, and low spending groups.

    ▶ Focusing on increasing the proportion of repeat purchases by existing customers will be a significant opportunity for noticeable growth in performance (assuming the annual contribution of existing customers continues to grow steadily as in recent years).

Could be better

- The proportion of new customers whose first purchase meets the threshold for gold/silver card membership (first purchase of NTD 2,222 or more) has declined, from 22% to 22%. The proportion of new customers whose first purchase is below NTD 3,222 has increased, from 22% in 2022 to 82% in 2022.

    ▶ There is room for growth in the initial spending of new customers, and when a new customer's first purchase qualifies them for Tier 2 (T2), it becomes challenging to reach the cumulative spending threshold for upgrading to Tier 3 (T3) at NTD 8,222.
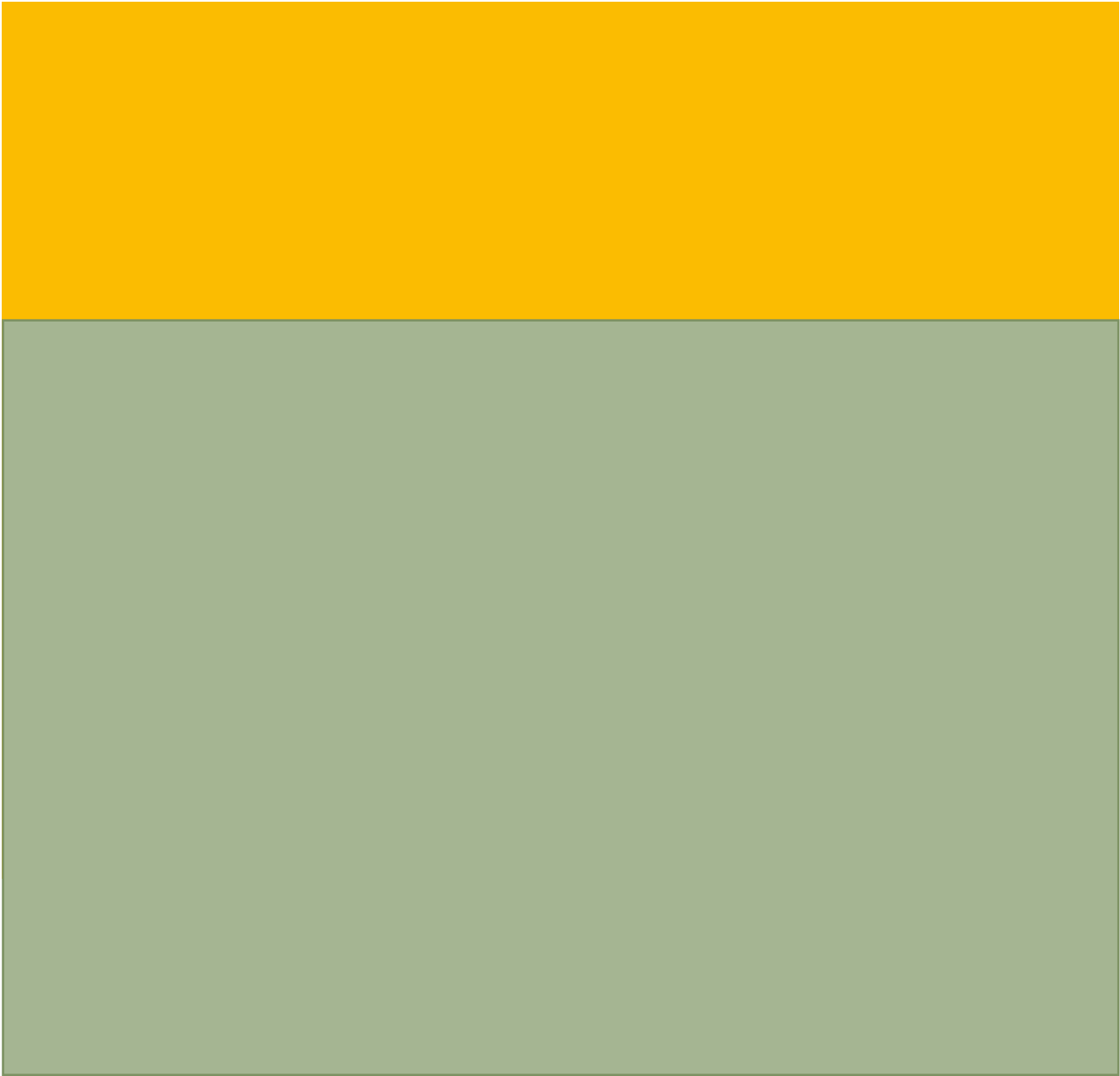
Segment Analysis
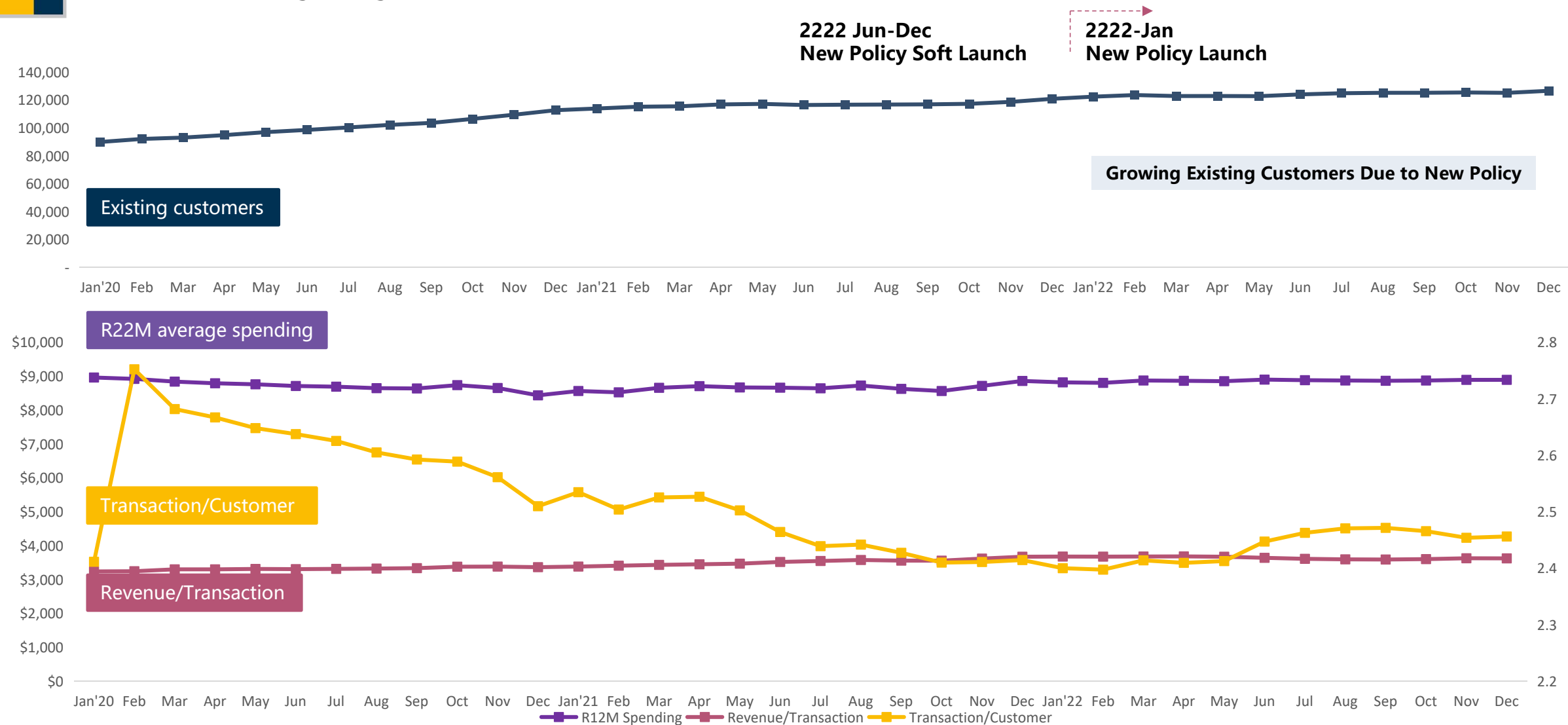
Segment Analysis Highlight

Purchase Behavior

Product

Purchase Behavior Highlights

Question

What's the percentage of customers with multiple purchase/VIP/VVIP members?

2222 - Purchase Behavior Highlights

Overall — Total Customers: 223,382

Mostly From Retention ↑

N2 Rate	32%, -2%
R Rate	23%, -2.2%
VIP Ratio	38%, -2%
VVIP Ratio	23%, -8%

New — Total Customers: 23,238

N2 Rate	22%, -2%
R Rate	2%, -2%
VIP Ratio	22%, -3%
VVIP Ratio	2%, -2.3%

Retention — Total Customers: 223,323

N2 Rate	23%, +3%
R Rate	32%, +3.2%
VIP Ratio	28%, -2%
VVIP Ratio	33%, -2%

Winback — Total Customers: 22,338

N2 Rate	32%, +3%
R Rate	22%, +2%
VIP Ratio	32%, +3%
VVIP Ratio	2%, +2%

*R Rate = 3+ Purchase

STORM A CRM Agency

Purchase Behavior Highlights

Question

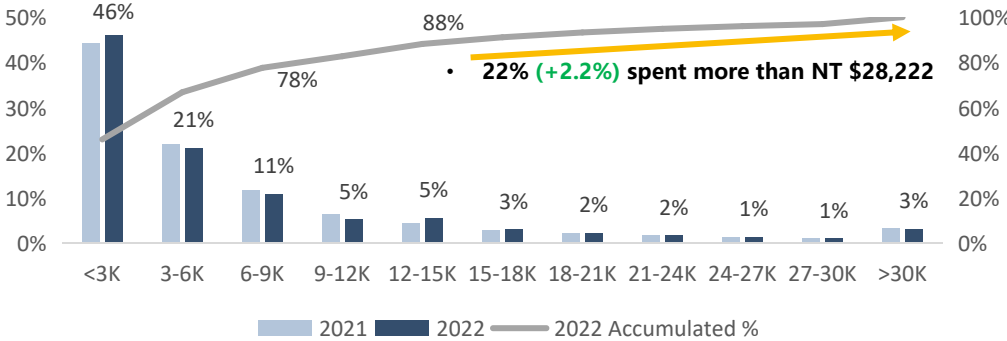How much did the active customers spend in 2222?

2222 - Purchase Behavior Highlights

Overall — Total Customers: 223,382

32% (-2%) customers purchased less than NT $3,222
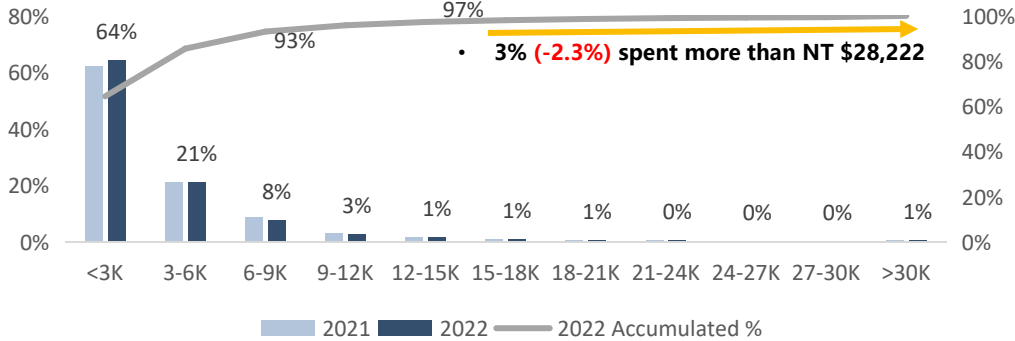**22% (-2%)** spent between NT $2,222 and NT $28,222

- **22% (+2.2%)** spent more than NT $28,222

Legend: 2021 · 2022 · 2022 Accumulated %

New — Total Customers: 23,238

23% (+2%) customers purchased less than NT $3,222
22% (-2%) spent between NT $2,222 and NT $28,222

- **3% (-2.3%)** spent more than NT $28,222

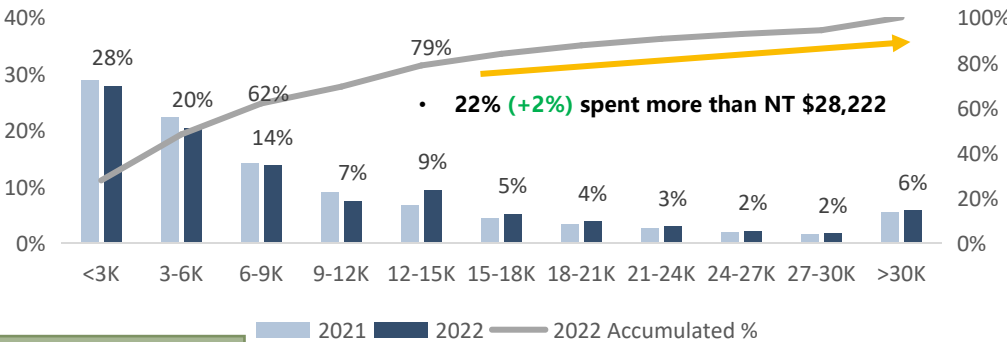Legend: 2021 · 2022 · 2022 Accumulated %

Retention — Total Customers: 223,323

28% (-2%) customers purchased less than NT $3,222
32% (+2%) spent between NT $2,222 and NT $28,222

- **22% (+2%)** spent more than NT $28,222

Legend: 2021 · 2022 · 2022 Accumulated %
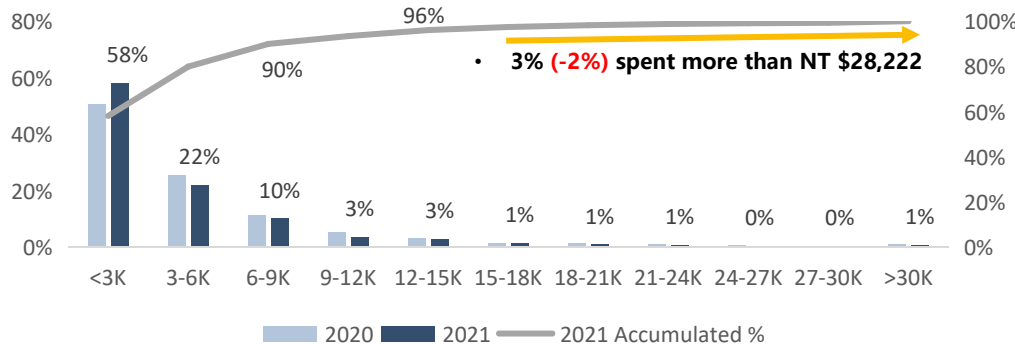
Winback — Total Customers: 22,338

83% (-3%) customers purchased less than NT $3,222
28% (+2%) spent between NT $2,222 and NT $28,222

- **3% (-2%)** spent more than NT $28,222

Legend: 2020 · 2021 · 2021 Accumulated %

STORM A CRM Agency

Purchase Behavior Highlights

Question

Did the returned customers maintain their purchase performance?

STORM A CRM Agency

2222 - Purchase Behavior Highlights

2) Purchase Behavior Summary

Annual Spending and IPT increased while ATV decreased slightly.

# of Customers	Current (2222) Annual Spending	Previous (2222) +/-	ATV	Previous (2222) +/-	Frequency	Previous (2222) +/-	IPT	Previous (2222) +/-
223,323	$2,222	+2%	$3,222	-2.3%	2.2	+2.28	8.3	+2.2

2222

2) Spending Cross Year

Kind	Total	> previous level %	<3K	3K-2K	2K-2K	2K-22K	22K-28K	28K-28K	28K-22K	22K-23K	23K-22K	22K-32K	>32K
<3K	28,232	33%	82%	23%	22%	3%	3%	2%	2%	2%	2%	2%	2%
3K-2K	22,222	32%	32%	22%	28%	2%	2%	3%	2%	2%	2%	2%	2%
2K-2K	28,228	32%	22%	23%	28%	22%	22%	8%	3%	2%	2%	2%	2%
2K-22K	22,222	32%	22%	22%	22%	22%	28%	2%	8%	3%	2%	2%	3%
22K-28K	2,223	32%	22%	28%	23%	22%	28%	22%	2%	3%	3%	2%	8%
28K-28K	8,228	22%	22%	22%	23%	2%	22%	22%	2%	2%	3%	3%	2%
28K-22K	3,883	22%	22%	22%	22%	8%	22%	22%	2%	2%	8%	3%	22%
22K-23K	2,233	23%	8%	2%	2%	2%	28%	22%	22%	2%	2%	8%	22%
23K-22K	2,222	23%	8%	8%	8%	8%	23%	2%	2%	2%	8%	2%	22%
22K-32K	2,222	22%	2%	2%	2%	3%	23%	8%	2%	22%	8%	2%	22%
>32K	2,828	-	8%	8%	3%	3%	8%	2%	2%	2%	2%	2%	32%

2222

2222 >2k spending level, less than 32% had maintained or spent over previous level in 2222

STORM A CRM Agency

2222 - Purchase Behavior Highlights

Previous Year <3k: decreasing % in spending over previous level.
Previous Year between 22k and 32k: decreasing% in spending over previous level.
Current Year spending level: decreasing % in spending between 2k and 22k.

Annual spending, ATV and IPT of current year increased compared to previous year.

2) Purchase Behavior Summary	# of Customers	Current Year Annual Spending	22 V.S. 22 +/-	Current Year ATV	22 V.S. 22 +/-	Current Year Frequency	22 V.S. 22 +/-	Current Year IPT	22 V.S. 22 +/-
	+2%	+8%	-2%	+22%	+2%	-2.23	-2.2	+2.2	-2.2

2) Spending Cross Year

Current Year

2222 vs 2222

Kind	Total	> previous level %	<3K	3K-2K	2K-2K	2K-22K	22K-28K	28K-28K	28K-22K	22K-23K	23K-22K	22K-32K	>32K
<3K	-22%	-2%	2%	-2%	2%	-2%	2%	2%	2%	2%	2%	2%	2%
3K-2K	-3%	2%	-3%	2%	2%	-2%	2%	2%	2%	2%	2%	2%	2%
2K-2K	2%	3%	2%	2%	-3%	2%	3%	2%	2%	2%	2%	2%	2%
2K-22K	2%	8%	2%	-2%	-3%	-2%	8%	2%	2%	2%	2%	2%	2%
22K-28K	3%	2%	-2%	-2%	2%	-3%	3%	2%	2%	-2%	2%	2%	2%
28K-28K	2%	2%	2%	2%	-2%	-2%	3%	2%	2%	2%	2%	2%	2%
28K-22K	22%	2%	2%	2%	-2%	-8%	8%	2%	2%	2%	2%	2%	2%
22K-23K	3%	-2%	2%	-2%	-2%	-2%	8%	2%	2%	2%	2%	-2%	-2%
23K-22K	3%	-2%	2%	-2%	-2%	-3%	3%	2%	2%	2%	2%	2%	-2%
22K-32K	2%	-3%	2%	-2%	-2%	-3%	8%	2%	2%	2%	2%	2%	-3%
>32K	2%	-	2%	2%	-2%	-2%	2%	2%	2%	2%	2%	2%	-2%

*列≥ previous level %: 數字越大表現越好，列<3k: 數字越小表現越好。

STORM A CRM Agency

Summary-Purchase Behavior

Excellent

- The number of active customers has been growing monthly, with the highest number in the past three years recorded in February 2022, reaching 222,232 people. The Average Transaction Value (ATV) also saw its best performance in the past three years in February 2022, at $3,222.

- Overall, in 2022, the proportion of people with annual spending below $3,222 decreased year-over-year by 3 percentage points.

Could be better

- Purchase frequency began to significantly decline starting from February, dropping from an average of 2.8 times in February to 2.3 times by December 2022. The year-over-year rate of repurchasing twice within the same year also decreased (from 33% to 33%), regardless of whether it was Retention (down 2 percentage points), New (down 3 percentage points), or Winback (down 2 percentage points).

storm A CRM Agency

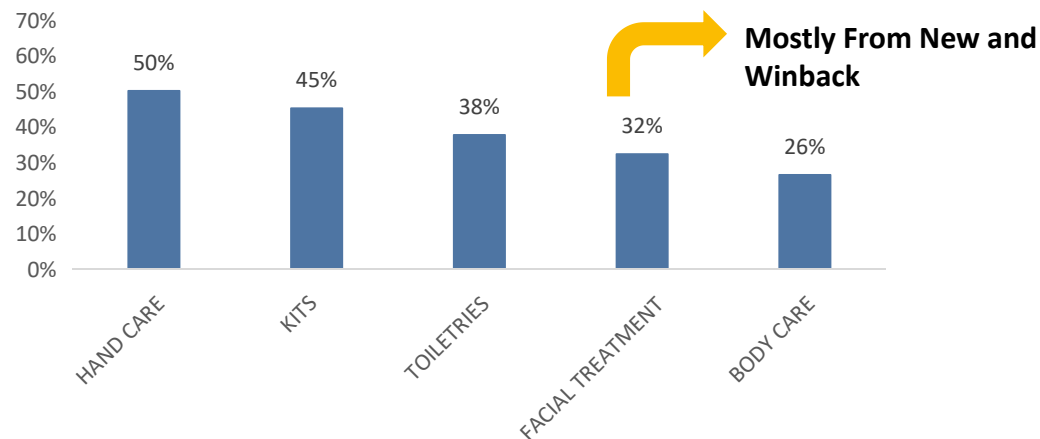# Product Highlights

Question

What are the most popular Segment/Line among active customers?

STORM A CRM Agency

2222 - Product Highlights
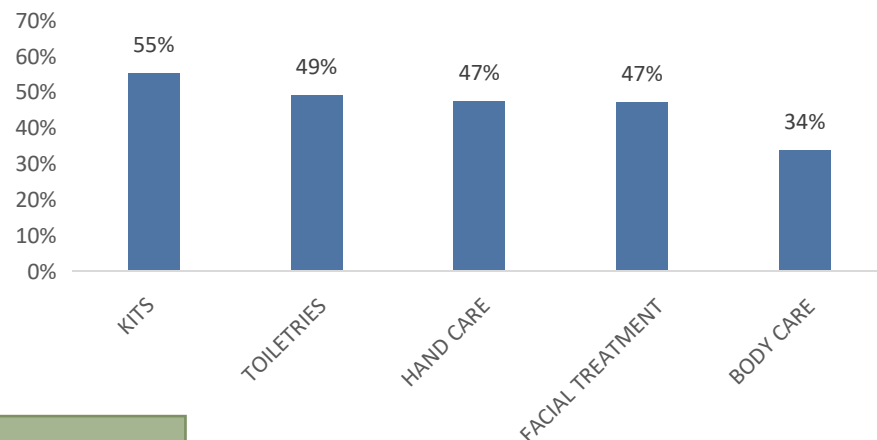
Overall

Total Customers: **223,382** **+8%**

Mostly From New and Winback

New
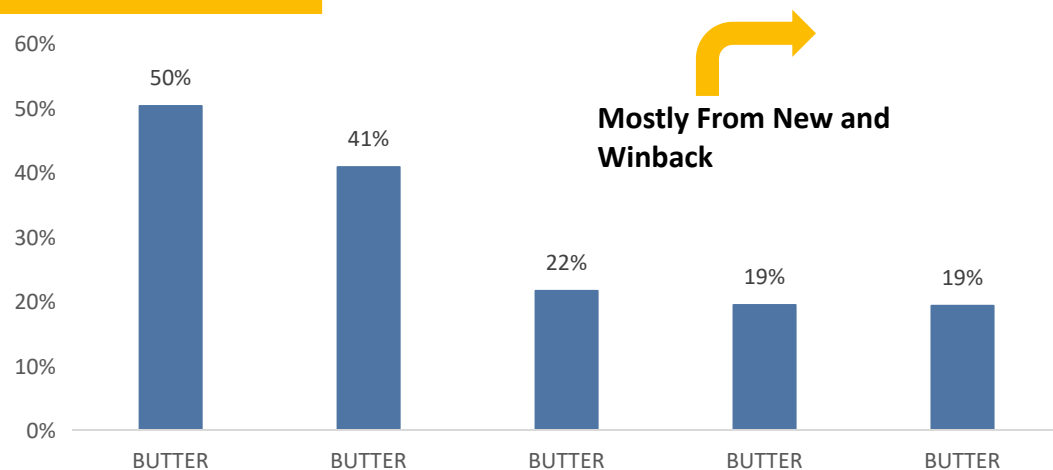
Total Customers: **23,238** **+22%**
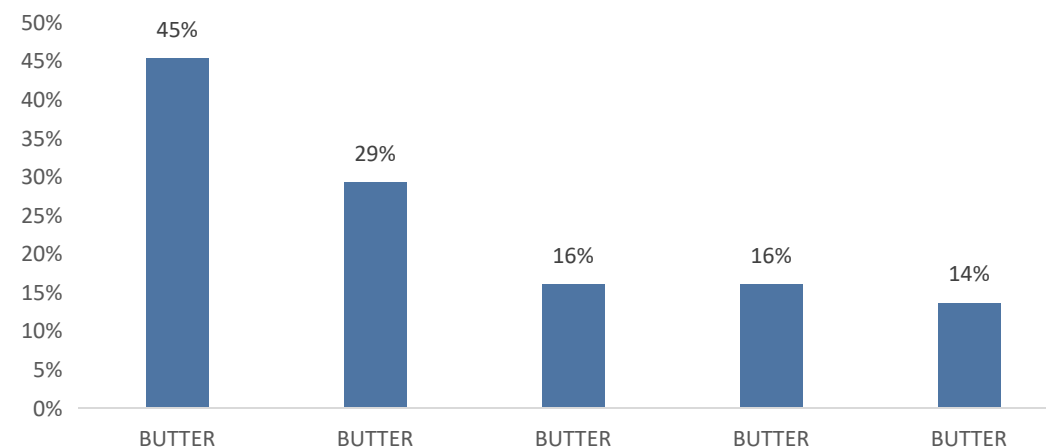
Retention

Total Customers: **223,323** **-8%**
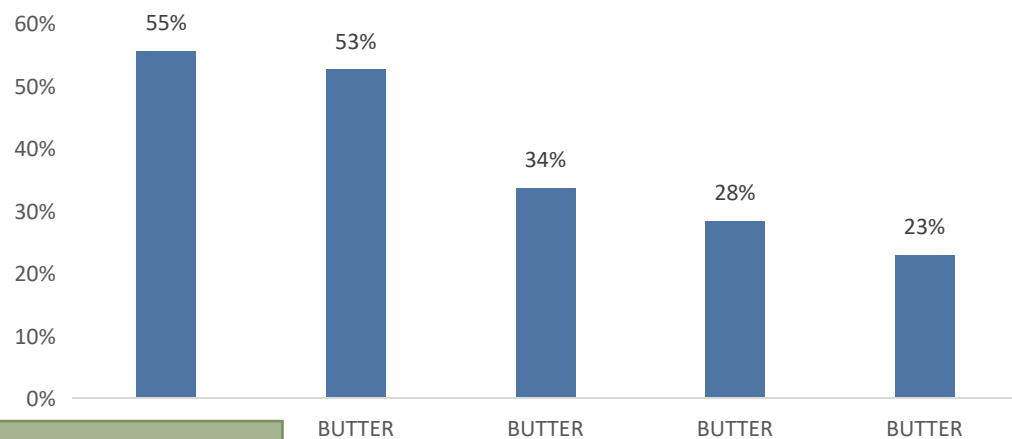
Winback

Total Customers: **22,338** **+88%**

STORM A CRM Agency
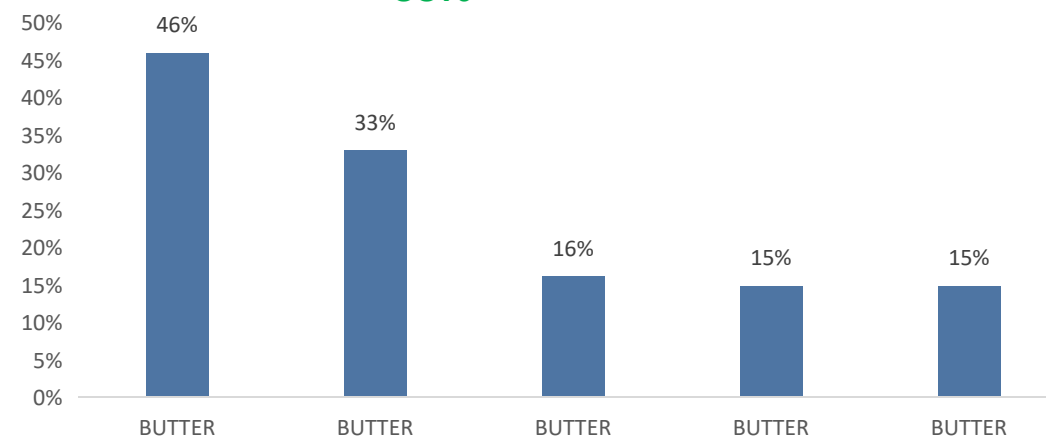
Summary-Product Segment

Excellent

- The overall highest-selling product category is Hand care, followed by Kits. The number of people purchasing Hand care products grew by 8% annually, the highest growth rate, with an 8 percentage point increase in penetration rate. The growth is primarily due to increased purchases by Retention customers (number of buyers +22%, +8,322 people) and Winback customers (number of buyers +222%, +2,322 people).

Could be better

- Among the top 8 product categories, Facial Treatment experienced the most severe decline in the number of purchasers, decreasing by 22 percentage points, or 8,233 people, and this decline has continued for two consecutive years. The primary reason for this decrease is the reduction in the number of new customers purchasing these products (-22 percentage points, -8,232 people). Additionally, the number of purchases by Retention customers also decreased (-8 percentage points, -2,323 people).

Summary-Product line

Excellent

- The product line with the highest overall sales volume and purchase penetration is BUTTER, consistent with 2022 and 2022, achieving a purchase penetration rate of 82% and an increase in the number of buyers by +2 percentage points, +2,282 people. Following this is SPECIF, which saw the highest growth rate with an annual increase in the number of buyers of +2%, +2,232 people.

Could be better

- Although the number of Retention customers grew this year (+2%), the penetration rate of the Butter series decreased year-over-year (-2%, -838 people), indicating a decline in purchase ratio. The Butter series fell out of the top 8 rankings for New and Winback customers.

- Compared to last year, new customers showed less interest in purchasing the Butter Product from 2022. The purchase penetration rate for this product decreased year-over-year by 28%, affecting -3,823 people.

Product Highlights

Question

What's the most popular combination of Segment/Line?

2222 - Product Highlights

Kits: Over 82% Cross Sell Rate
Hand Care, Facial Treatment: 32-82% Cross Sell Rate

TOILETRIES: Over 82% Cross Sell Rate with Body Care, Hair Care, Home

Segment	HAND CARE	KITS	TOILETRIES	FACIAL TREATMENT	BODY CARE	HAIR CARE	PERFUMES	HOME	OTHERS
HAND CARE		33%	32%	38%	83%	32%	82%	32%	33%
KITS	32%		82%	88%	82%	82%	82%	82%	83%
TOILETRIES	38%	32%		32%	82%	82%	38%	83%	32%
FACIAL TREATMENT	22%	32%	32%		32%	32%	32%	32%	22%
BODY CARE	28%	32%	32%	33%		33%	38%	38%	28%
HAIR CARE	22%	22%	32%	32%	22%		28%	32%	222%
PERFUMES	23%	23%	22%	22%	22%	28%		22%	223%
HOME	3%	3%	8%	8%	8%	2%	2%		32%
OTHERS	2%	2%	2%	2%	2%	2%	3%	28%	
Active Customers	222,222	22,282	82,288	28,232	82,223	33,222	22,232	8,282	3,332

STORM A CRM Agency

2222 - Product Highlights

BUTTER: Over 82% Cross Sell Rate
Butter: 32% - 82% Cross Sell Rate, higher Rate compared to last year

Line	BUTTER	BUTTER	BUTTER	BUTTER	BUTTER	BUTTER	BUTTER	BUTTER	BUTTER	BUTTER
BUTTER		82%	83%	83%	88%	83%	83%	82%	22%	82%
BUTTER	32%		22%	83%	38%	33%	32%	38%	82%	32%
BUTTER	23%	32%		33%	23%	22%	28%	22%	32%	22%
BUTTER	22%	22%	22%		23%	22%	22%	28%	28%	22%
BUTTER	22%	22%	22%	23%		33%	28%	38%	28%	33%
BUTTER	22%	22%	22%	22%	32%		28%	32%	23%	32%
BUTTER	22%	22%	22%	23%	28%	23%		28%	23%	23%
BUTTER	23%	28%	28%	22%	23%	22%	22%		28%	22%
BUTTER	23%	23%	28%	28%	23%	23%	28%	28%		23%
BUTTER	22%	22%	2%	22%	22%	22%	23%	28%	22%	
Active Customers	222,282	82,232	32,282	32,322	32,222	38,883	32,222	22,822	22,228	22,232

STORM A CRM Agency

Product Highlights

Question

How about the retention status of different Segments/Lines?

2222 - Product Highlights

****
Segment Retention Rate (Mark in Red)
Return Cross Sell Rate (Mark in Black)

Highest Segment Retention Rate

Year	Overall Brand Retention Rate
2222	82% -2%

2222

Segment	2222 All Customers Base	2222 Brand Retention Rate	HAND CARE	KITS	TOILETRIES	FACIAL TREATMENT	BODY CARE
HAND CARE	22,222	82%	33%	22%	28%	23%	22%
KITS	22,223	23%	32%	33%	38%	38%	23%
TOILETRIES	22,282	28%	32%	32%	32%	33%	28%
FACIAL TREATMENT	28,222	22%	32%	32%	38%	82%	22%
BODY CARE	83,222	22%	38%	32%	32%	33%	32%

Top 8 Segments had around 22% of Brand Retention Rate

22 +/-

Segment	2222 All Customers Base	2222 Brand Retention Rate	HAND CARE	KITS	TOILETRIES	FACIAL TREATMENT	BODY CARE
HAND CARE	2%	2%	2%	8%	-3%	2%	2%
KITS	23%	-2%	2%	2%	-2%	2%	2%
TOILETRIES	-22%	2%	2%	-3%	2%	2%	2%
FACIAL TREATMENT	-22%	2%	2%	22%	-8%	3%	2%
BODY CARE	-2%	-2%	2%	2%	-3%	2%	2%

FACIAL TREATMENT: Increasing Brand Retention Rate& Segment Retention Rate& Return Cross Sell Rate except with TOILETRIES

2 of Top 8 Segments had declined in Brand Retention Rate

STORM A CRM Agency

2222 - Product Highlights

****

Line Retention Rate (Mark in Red)

Return Cross Sell Rate (Mark in Black)

SPECIF TW PRODUCT, IMMORTELLE , AROMACHOLOGIE (hair): Over 32% Line Retention Rate, while Line Retention Rate for SHEA BUTTER decreased slightly

Year	Overall Brand Retention Rate
2222	82% -2%

2222

Line	2222 All Customers Base	2222 Brand Retention Rate	BUTTER	BUTTER	BUTTER	BUTTER	BUTTER
BUTTER	222,882	88%	32%	33%	22%	28%	28%
BUTTER	83,282	22%	32%	33%	28%	22%	23%
BUTTER	33,322	28%	33%	82%	82%	28%	22%
BUTTER	32,382	22%	32%	38%	22%	22%	28%
BUTTER	32,322	22%	33%	38%	22%	22%	33%

Top 8 Lines had around 28% of Brand Retention Rate

22 +/-

Line	2222 All Customers Base	2222 Brand Retention Rate	BUTTER	BUTTER	BUTTER	BUTTER	BUTTER
BUTTER	2%	-2%	2%	2%	2%	2%	2%
BUTTER	3%	-2%	2%	2%	2%	2%	2%
BUTTER	-2%	2%	2%	3%	8%	3%	3%
BUTTER	2%	-2%	2%	2%	2%	2%	2%
BUTTER	-8%	-2%	2%	2%	3%	3%	2%

3 of the Top 8 Line had declined in Brand Retention Rate

Increased Line Retention Rate across the lines

Summary-cross sell and retention rate

Excellent

- Cross-Sell Segment: When customers purchase a Kit, the proportion of them also buying products from other categories is the highest, reaching over 82%. Additionally, when customers buy Toiletries, the likelihood of them also purchasing Body care, Hair care, and Home products is over 82%.

- ▶ Link Sell Suggestion: Kit x any other category product, Toiletries x Body care, Hair, Home.

- Cross-Sell Line: When customers purchase Butter, the proportion of them also buying products from other lines is the highest, exceeding 82%. Next is the Butter series, where over 32% of customers also purchase products from other lines.

Could be better

- Although the number of purchasers has increased, the overall repurchase rate has declined year-over-year across all product lines and categories, except for Toiletries.

STORM A CRM Agency

End

STOrM A CRM Agency