COHORA

FOR FASHION & APPAREL BRANDS

Most of your customers buy once. You don't know why.

Fashion brands spend heavily to win a first order, then know little beyond what was in the cart. For many brands, **60–70% of first-time buyers never buy again.** Cohora closes that gap by learning who your customers are *between* transactions.



THE CHALLENGE — Your data tells you what they bought. Not why.

The first order misleads
A sale item or a gift says little about what they'll want next.

Fit and style live nowhere
Repurchase runs on fit, taste and occasion. None of it is in order history.

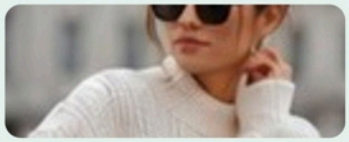
Customers drift quietly
By the time a 12-month lapse flag fires, they're shopping elsewhere.

Win-back defaults to discounts
A homepage and a promo code train customers to wait for the sale.

THE SOLUTION — The customer intelligence your stack is missing.

Your ESP helps you activate what you know. Cohora helps you know more, by uniting three signals your tools keep apart.

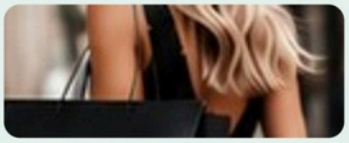
TRANSACTIONAL	BEHAVIORAL	DECLARED
What they buy	What they engage with	What they tell you



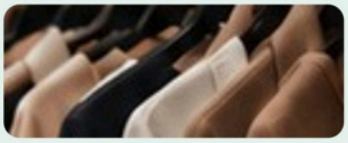
SECOND PURCHASE
Know which first-time buyers will return, and what they want next.



CROSS-CATEGORY GROWTH
Map category affinity so your denim buyers discover your knitwear.



EARLY DRIFT
Spot fading engagement before purchases stop, while they're still reachable.



BEST-CUSTOMER DNA
Learn what your best customers share, and find more people like them.

THE OUTCOME — What changes when you know your customer.

1 — More second purchases
First-time buyers get a next step built on who they are.

2 — More revenue from your existing base
Re-engage customers early, without markdowns.

3 — Higher lifetime value
Customers buy more often, across more categories.

Start with a Customer Health Analysis.

Using your order history alone, we'll show how much of your base has gone dormant, the revenue sitting there, and which first purchases lead to repeat.

COHORA

KNOW MORE. KEEP MORE.

cohora.com