

decile

The Fashion & Apparel
E-Commerce Checklist



Overview

Built for the ecommerce fashion & apparel industry, this checklist will walk you through expert tips on how to take action on your analytics to maximize profitability.

Personas

GOAL

Grow the brand's highest value personas



Identify your brand's top personas, including purchase preferences, purchase history, and core demographics

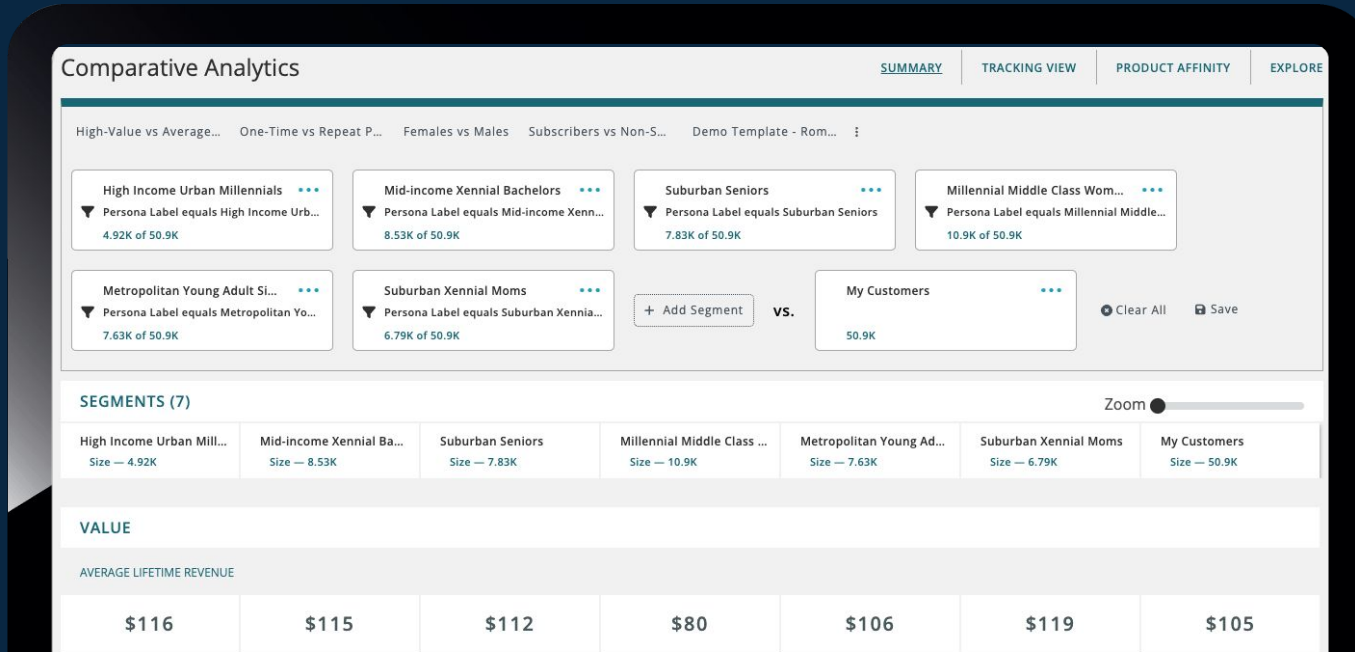


Understand which persona is most likely to repeat purchase and how to target similar potential customers

Analysis

Personas & Comparative Analytics

Use Decile's Personas and Comparative Analytics reports to compare traits - and find opportunities





Personas

Checklist



Tailor incentives with exclusive benefits for loyal customers, eg. early release of new collection



Create personalized email / sms messages with bespoke offers for new subscribers that resonate with the persona



Utilize average days between purchases so you're reaching out to personas at the peak timing for "likelihood to purchase"

Hero Products

GOAL

Increase product
revenue



Determine which acquisition product(s) have the highest retention & lifetime value

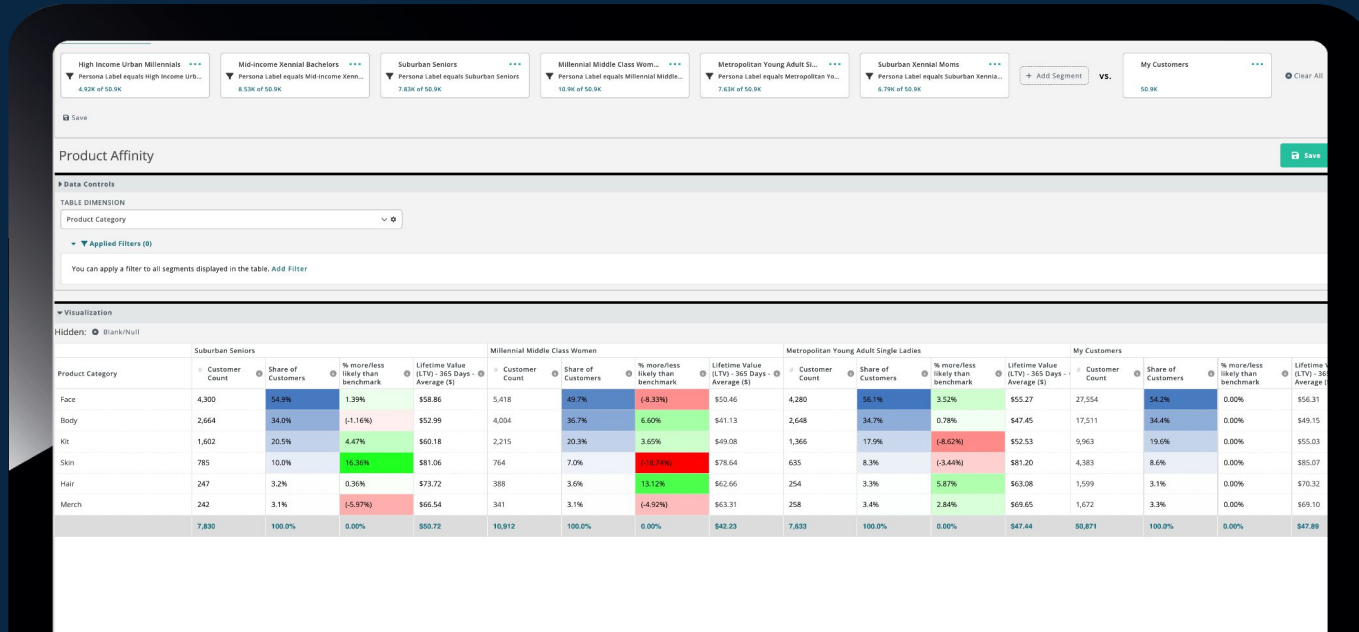


Uncover the value-based metrics associated with your hero product(s)

Analysis

Product Affinity

Use Decile's Comparative Analytics view to explore product affinity by high-value personas. Discover products generating the highest value customers and understand which products are driving repeat business.





Hero Products

Checklist

- Define which product(s) drive high value and larger customer counts among each persona
- Create prospecting campaigns with creative that features your hero product(s)
- Create early access campaigns for new versions or limited editions of hero product(s) to keep loyal customers engaged

Seasonality

GOAL

Increase seasonal revenue



Uncover when the influx of seasonal purchases begin



Review inventory to ensure availability of featured products in correspondence to the season

Analysis

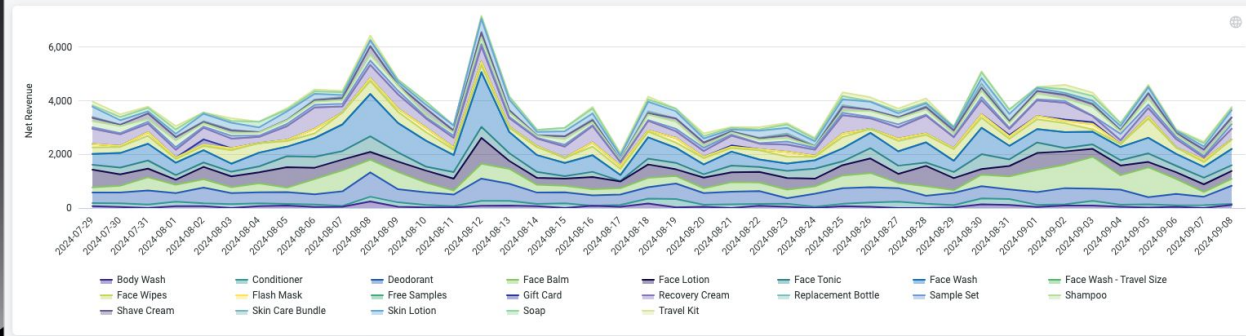
Product Sales

Use Decile's Sales - Product reports to understand how share of revenue changes seasonally for each product category.

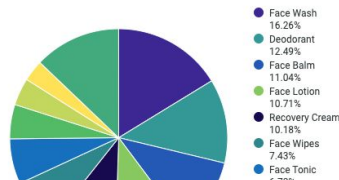
Sales - Product

1h ago

Order Date: Metric: Period Granularity: Product Dimension: Audience Name:



Share of Net Revenue



Sales by Product

Title	Customer Count	Number of Orders	Unit Quantity	Net Revenue
Free Samples	2,123	2,231	2,488	\$0
Face Wash	942	956	1,051	\$25,875
Deodorant	847	875	1,227	\$19,878
Face Balm	518	520	559	\$17,565
Face Tonic	411	419	459	\$10,695
Recovery Cream	348	348	364	\$16,201
Face Wipes	342	353	413	\$11,830
Face Lotion	323	327	345	\$17,041
Shampoo	250	253	273	\$6,463
Skin Lotion	201	202	214	\$8,112



Seasonality

Checklist

- Align product inventory with expected customer behaviors
- Leverage product affinity by persona to identify products to highlight in your promo calendar, paying attention to AOVs that align with each persona's seasonal purchases
- Onboard personas as custom seedlists to create lookalikes. Feed to platforms and personalize discovery campaigns

Refunds

GOAL

Decrease refund rates

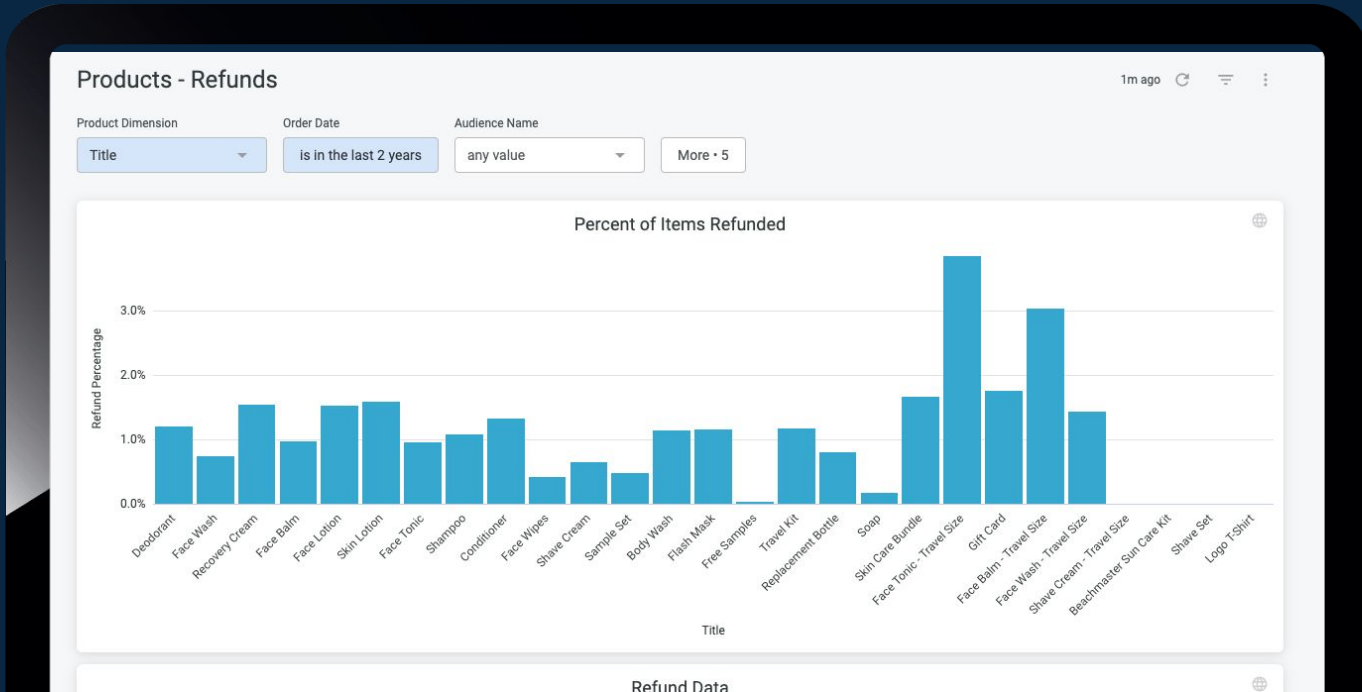


Discover which products customers return the most, and why

Analysis

Refunds

Use Decile's Refunds report to quickly identify items with a high return rate.





Refunds

Checklist



Move products with high refunds rates below the fold on landing pages



Remove emphasis of same products from prospecting campaigns



Review data from Refunds report with your product team for product analysis

Cross-Sell | Upsell

GOAL

Increase repeat purchasers cohort

Increase lifetime AOV






Understand which product combinations complement each other, and which act as substitutes


Analysis

Market Basket Analysis

Use Decile's Market Basket Analysis to identify which products are purchased together, which are substitutes, and which have no correlation.

Products - Market Basket Analysis (MBA) just now   

Product Dimension: Order Date: Select MBA Results: Frequency: Audience Name:

MBA Results 

	Product A	Product B	Lift	# of Purchases w/ Combination	% of Total Purchases	Product A Purchase Count	Product B Purchase Count
1	Conditioner	Shampoo	Strong Complements	2,179	4.74%	2,567	3,548
2	Face Wash	Replacement Bottle	Moderate Complements	1,026	2.23%	11,515	1,039
3	Body Wash	Shampoo	Moderate Complements	337	0.73%	1,095	3,548
4	Body Wash	Skin Lotion	Moderate Complements	253	0.55%	1,095	3,208
5	Body Wash	Conditioner	Moderate Complements	235	0.51%	1,095	2,567
6	Face Balm	Face Wash	Weak Complements	2,469	5.37%	6,974	11,515
7	Face Tonic	Face Wash	Weak Complements	1,972	4.29%	5,269	11,515
8	Face Balm	Face Tonic	Weak Complements	1,315	2.86%	6,974	5,269
9	Face Lotion	Recovery Cream	Weak Complements	868	1.89%	4,318	5,398
10	Face Lotion	Face Tonic	Weak Complements	658	1.43%	4,318	5,269
11	Face Lotion	Skin Lotion	Weak Complements	424	0.92%	4,318	3,208
12	Shampoo	Soap	Weak Complements	394	0.86%	3,548	2,706
13	Shampoo	Skin Lotion	Weak Complements	384	0.84%	3,548	3,208
14	Conditioner	Skin Lotion	Weak Complements	300	0.65%	2,567	3,208
15	Shampoo	Shave Cream	Weak Complements	286	0.62%	3,548	2,632
16	Face Lotion	Flash Mask	Weak Complements	268	0.58%	4,318	1,178
17	Conditioner	Soap	Weak Complements	262	0.57%	2,567	2,706



Cross-Sell | Upsell

Checklist

- Build out “complete the look” functionality based on complementary products
- Re-engage customers with the most relevant product positioning at the right time
- Encourage additional sales from one-time purchasers with products that are complementary to their first purchase

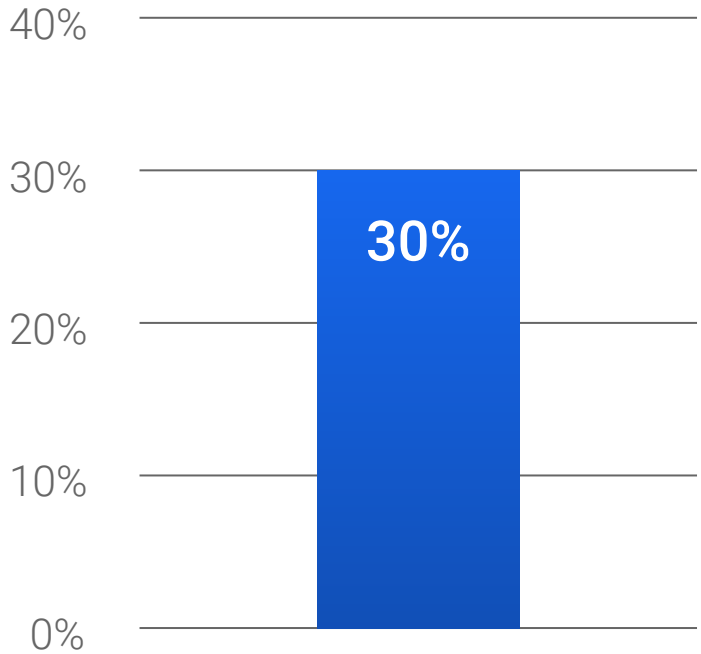
Benchmarking

Wondering how you stack up against your peers? We've compiled some metrics to help you benchmark against.

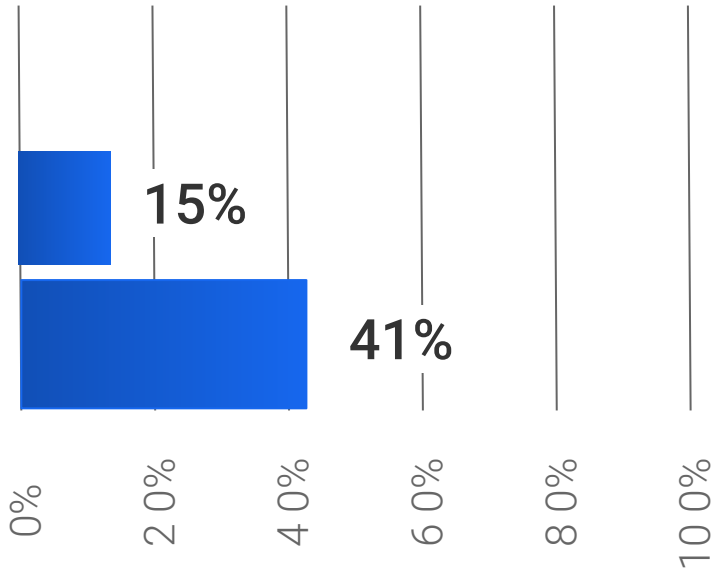
These are averages and thresholds based on a sampling of Decile clients in the fashion & apparel industry. Thresholds represent high and low ends of the spectrum.

Repurchase Rate

Average

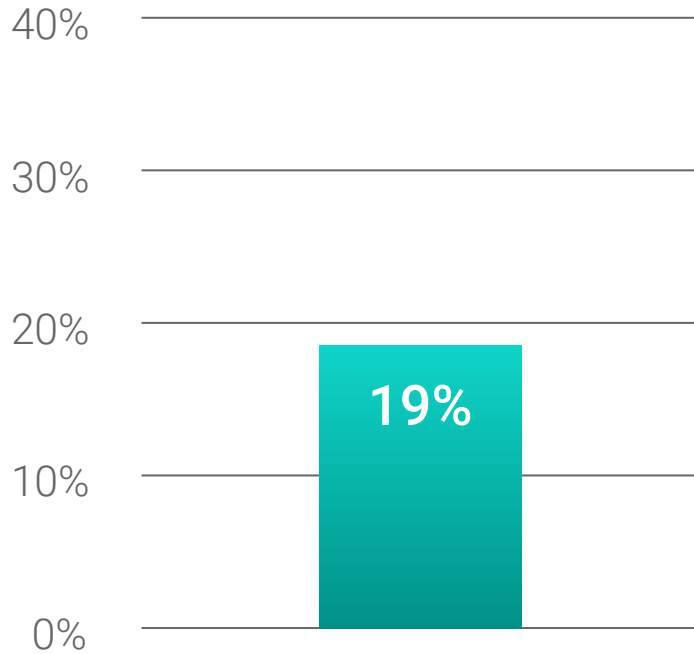


Thresholds

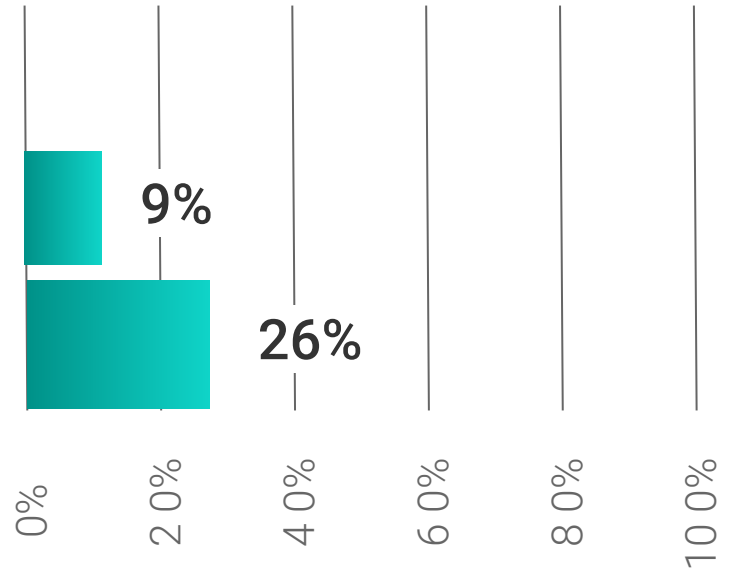


Retention Rate

Average

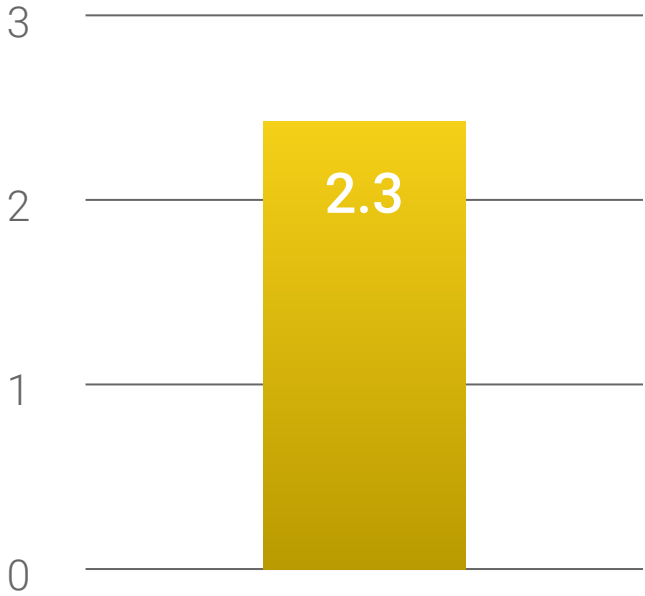


Thresholds

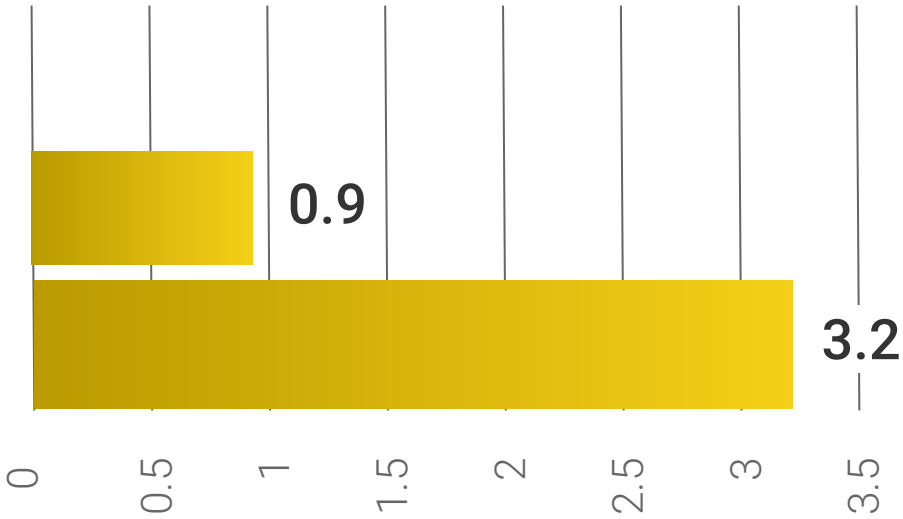


LTV:CAC Ratio

Average

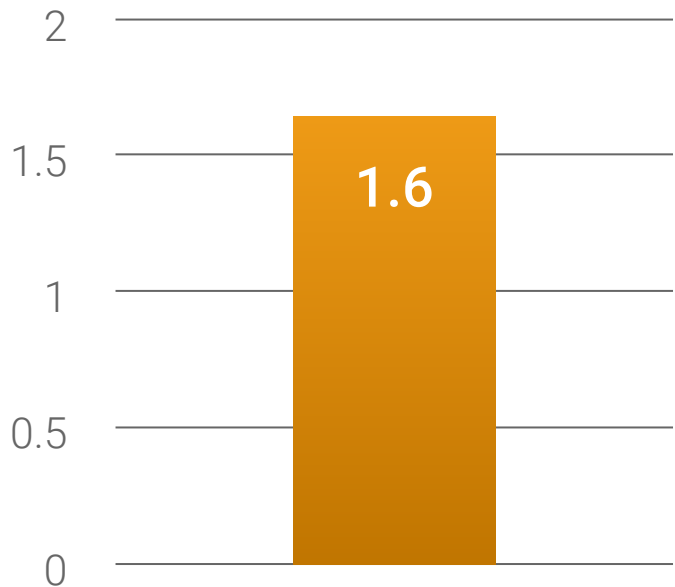


Thresholds

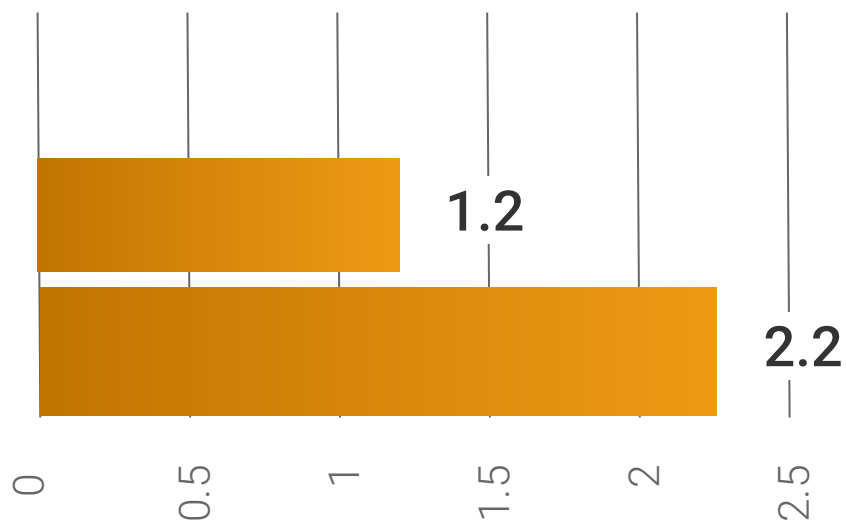


Frequency

Average

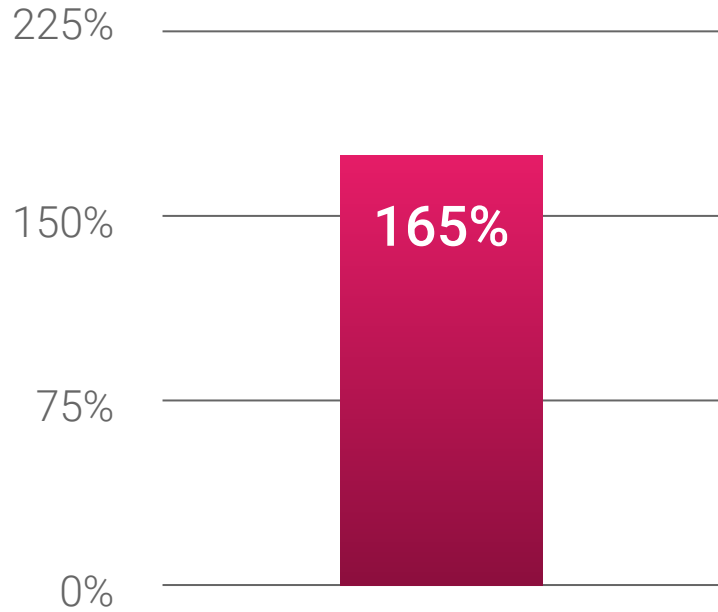


Thresholds

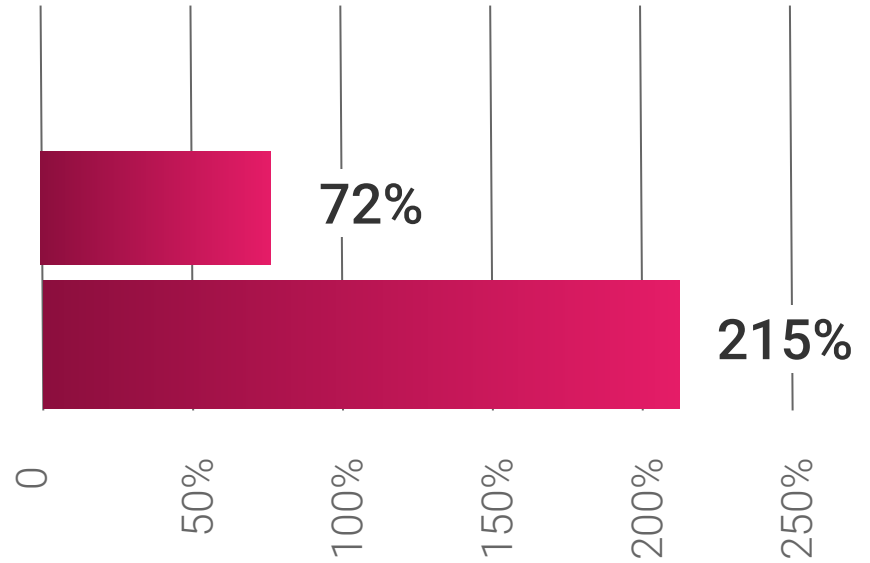


First Order Payback Rate

Average



Thresholds



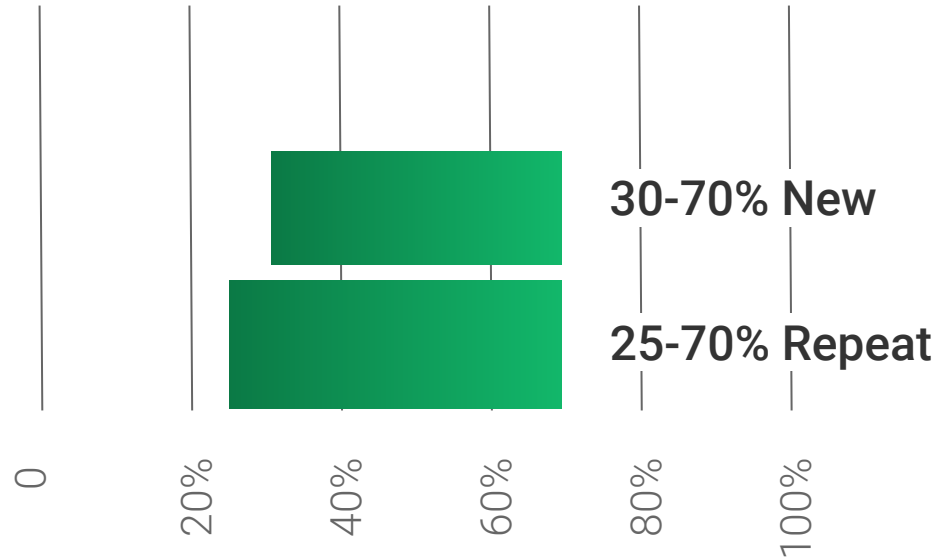
New v. Repeat Customers

Average



48% New v. 52% Repeat

Thresholds



Case Study

Luxury fashion brand drove customer acquisition while decreasing acquisition costs to meet their goals.



Business Question

The brand was searching for ways to meet customer acquisition goals that had been set. In an effort to ramp up new customer volume, they increased their advertising spend, resulting in increased acquisition costs above the company's baseline. They needed to identify ways to drive customer acquisition, while also driving down CAC.

The Solution

Utilizing Decile's Sequential Purchase and Refunds reports, they were able to identify that hero products were not being placed in front of potential customers. In both ad campaigns and on the website, products were displayed based on the strength of the creative rather than purchase history. By changing the focus to feature hero products, the team was able to improve performance and reach acquisition goals.



The Result

+45%

Customers acquired YoY

-28%

Acquisition costs



Decreased returns,
Increased high LTV cohorts

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To learn more about Decile visit us at decile.com.

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