

decile

The Health & Beauty
E-Commerce Checklist



Overview

Built for the ecommerce health & beauty industry, these checklists will walk you through expert tips on how to take action on your analytics to maximize profitability.

Product Demographics

GOAL

Increase LTV of acquired & retained customer cohorts



Determine whether there are products attracting different demographic groups

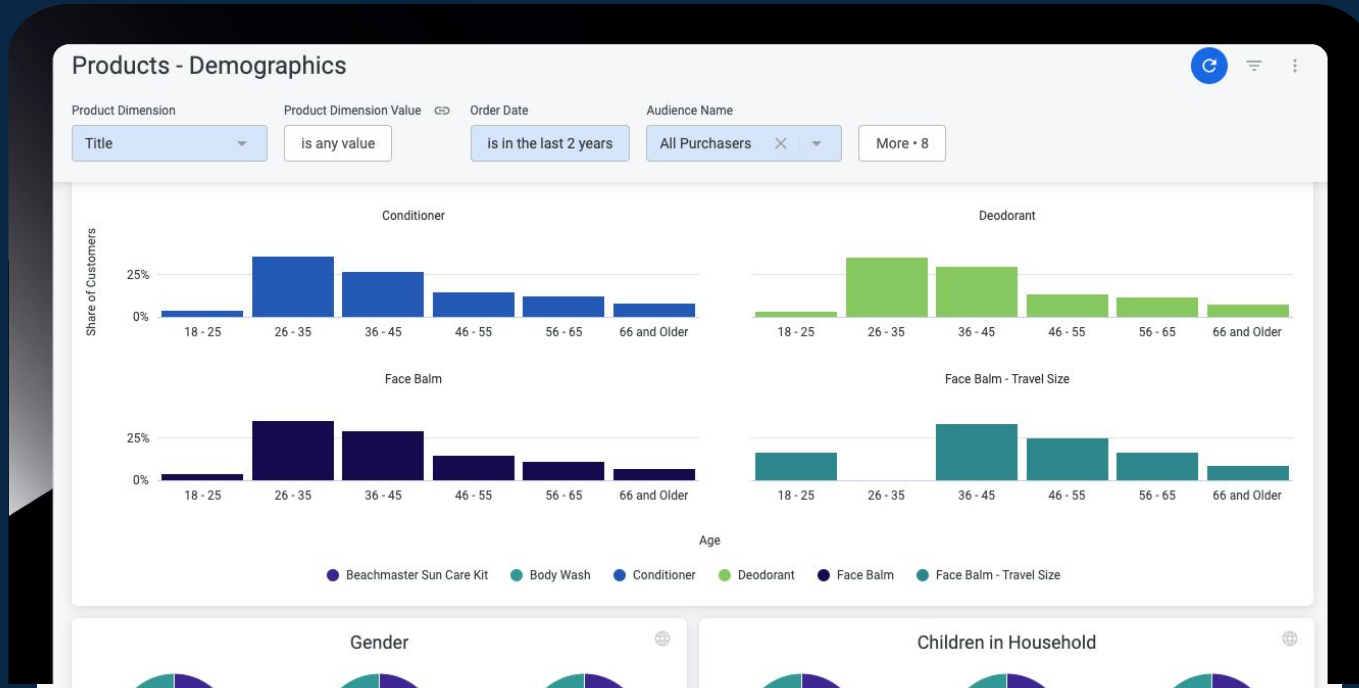


Understand the cohorts of customers buying each product

Analysis

Products - Demographics

Use Decile's Product Demographics report to understand which demographics gravitate toward certain products.





Product Demographics

Checklist



Tailor messaging & creative to align with the interests and demographics identified with the persona



Target the custom segment with products they are likely to purchase

Product Cannibalization

GOAL

Increase revenue across product categories

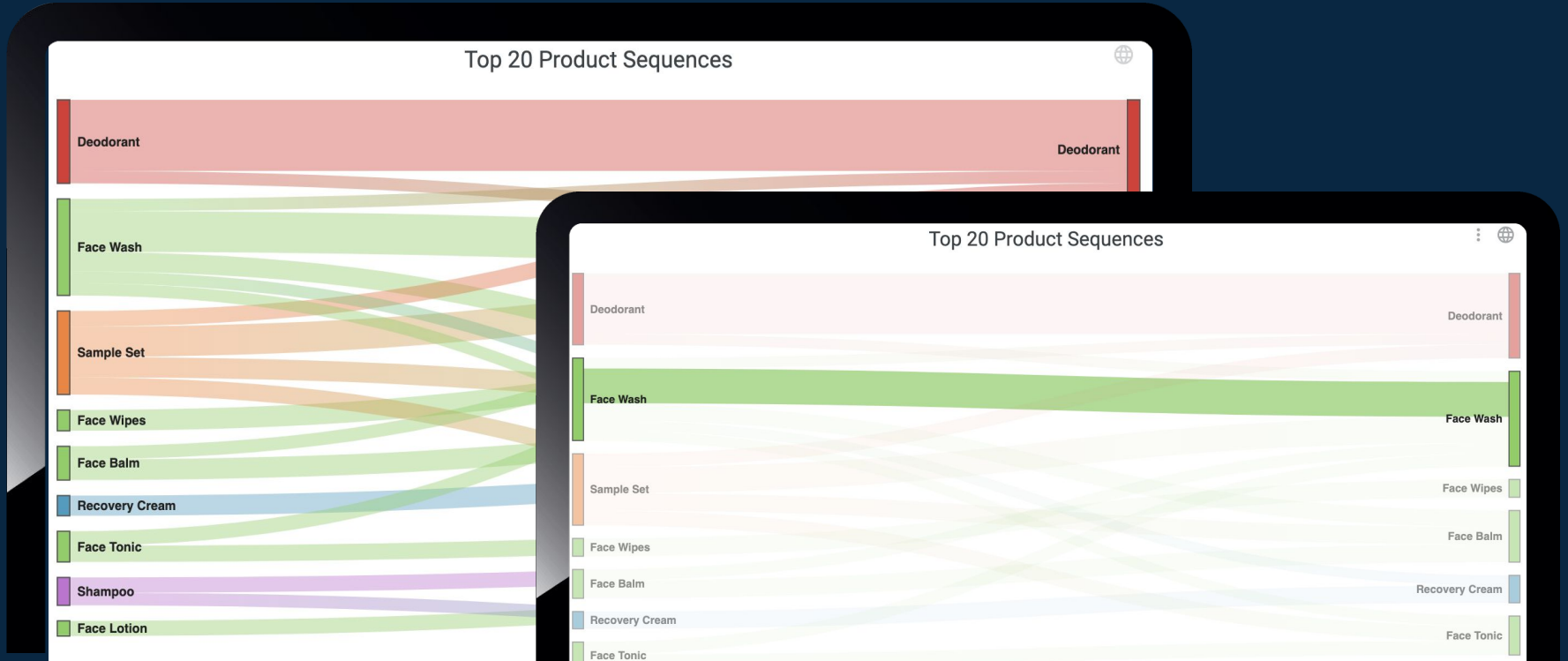


Identify if your newest product releases act as upsell / cross-sell products, or acquisition products

Analysis

Sequential Purchase

Use Decile's Sequential Purchase Report identifies products that are most commonly purchased in succession.





Product Cannibalization

Checklist

- Highlight “best seller” products to your newly acquired customers to increase retention rates
- Identify any key differences or similarities of the customers buying heavily into new products to existing personas

Subscription

GOAL

Increase in number of subscribers



Learn how much revenue subscriptions are currently driving for your business



Understand how your website promotes subscription signup, and the success rate of converting customers to subscribers

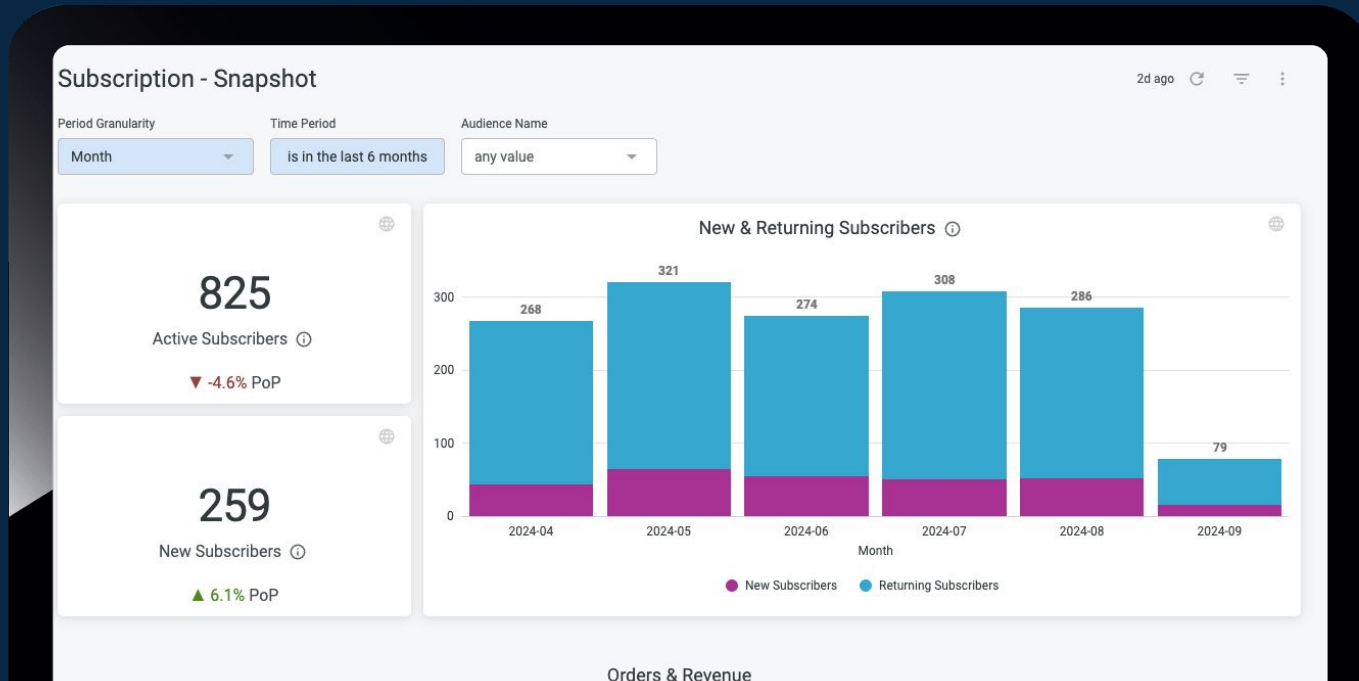


Determine the value of a subscriber compared to an average customer

Analysis

Subscription Summary

Use Decile's Subscription Summary report to examine subscriber metrics, including active subscribers, ARPU, AOV, revenue, and more.





Subscription

Checklist

- Highlight subscription benefits on your homepage
- Feature subscriptions in creative and target to customers that are most likely to sign up for the service
- Adjust prospecting landing pages to subscription checkout
- Adjust subscription frequencies based on how often customers typically repurchase a product

Bundles

GOAL

Increase Average Order Value (AOV)



Learn which products customers are purchasing within the same cart



Uncover the contemporaneous lift of product categories being purchased together

Analysis

Market Basket Analysis

Use Decile's MBA Report to identify products that are often purchased together, as well as those that have no correlation, substitute, weak complement, and moderate complement.

Products - Market Basket Analysis (MBA) just now

Product Dimension: **Title**

Order Date: is in the last 2 years

Select MBA Results: Significant Results

Frequency: is any value

Audience Name: any value

[More · 4](#)

NOTE: This dashboard is computationally intensive and may take several minutes to load.

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



Bundles

Checklist

- Optimize site with “add to cart” or “you may also like” options, highlighting products that are strong compliments to each other
- Create new product bundles based on products frequently purchased in the same cart
- Utilize bundles in post-purchase flows for new customers that are likely to purchase

Personas

GOAL

Grow the brand's top personas



Understand attributes, lifetime revenue, AOV, and core demographics of the top personas unique to your brand



Find which products each persona is most - and least - likely to purchase

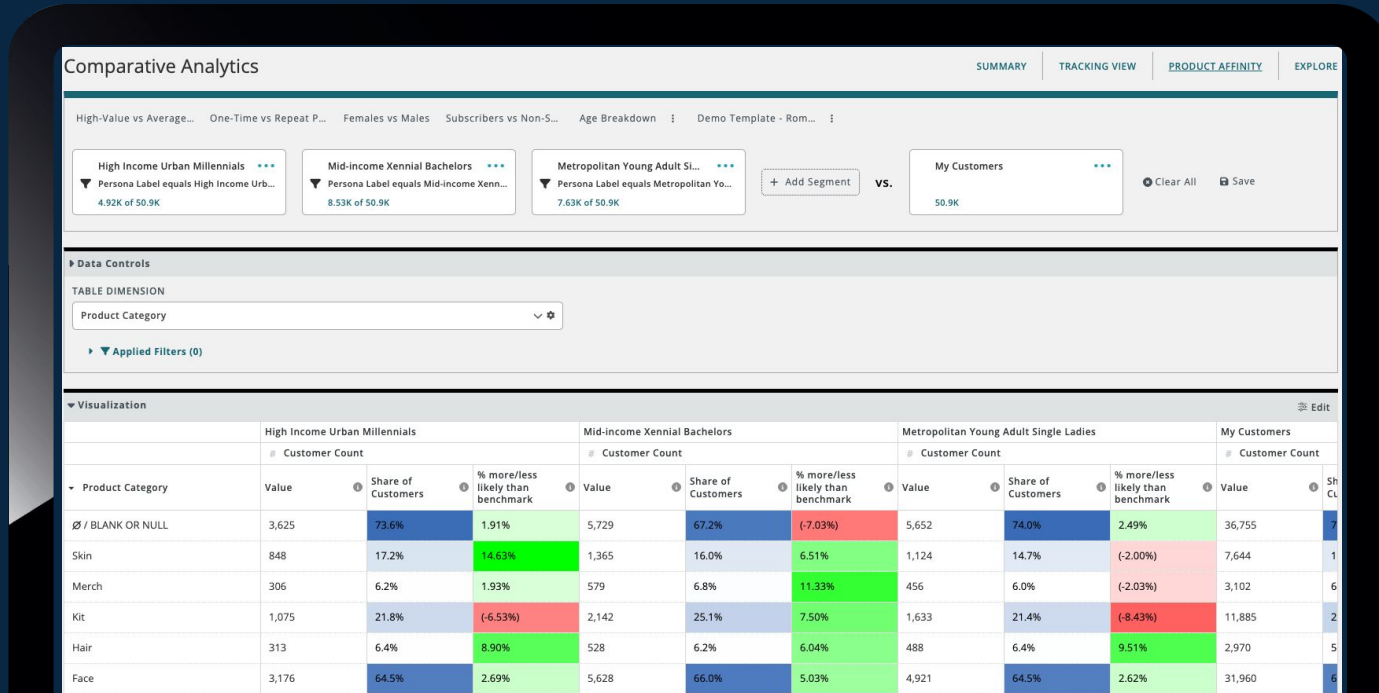


Learn how purchasing behaviors differ within your top personas

Analysis

Comparative Analytics

Use Decile's Comparative Analytics reports to view how likely each persona is to purchase products and their average days between purchases.





Personas

Checklist



Customize the PDP's for each persona within the brand's overall messaging



Ensure marketing outreach speaks to each persona's product preferences, channel preferences and demographic attributes

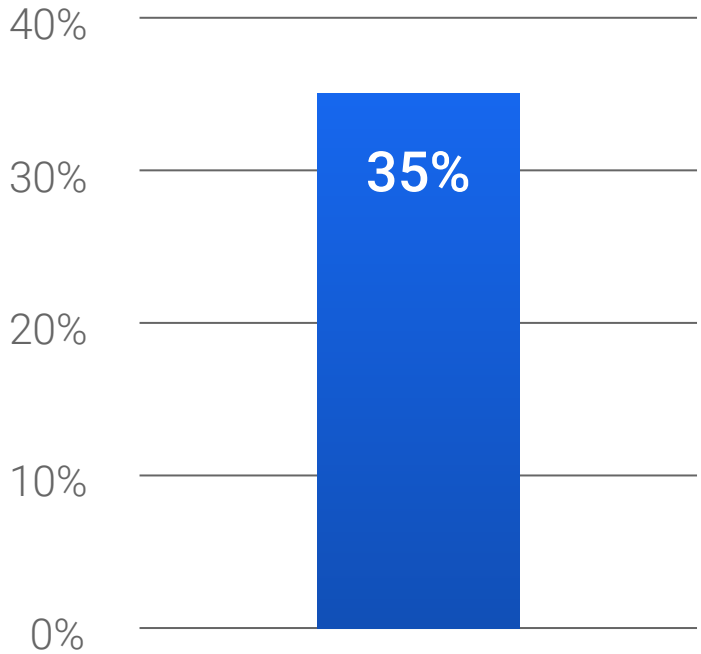
Benchmarking

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

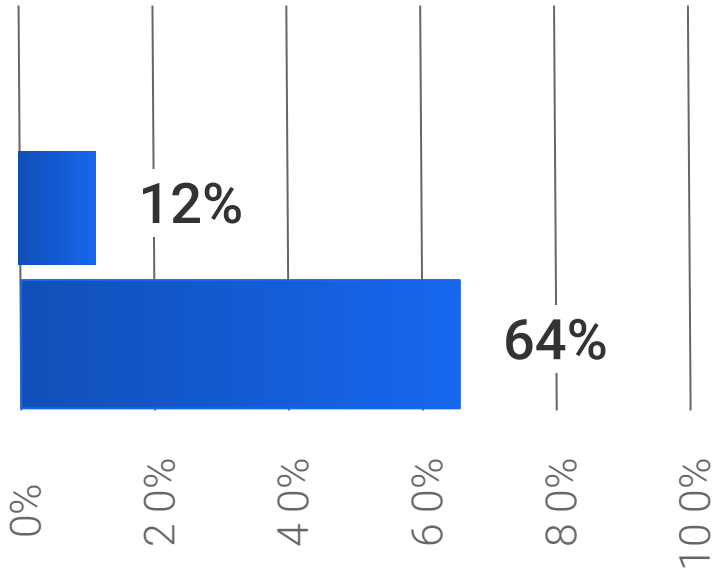
These are averages and thresholds based on a sampling of Decile clients in the health & beauty industry. Thresholds represent high and low ends of the spectrum.

Repurchase Rate

Average

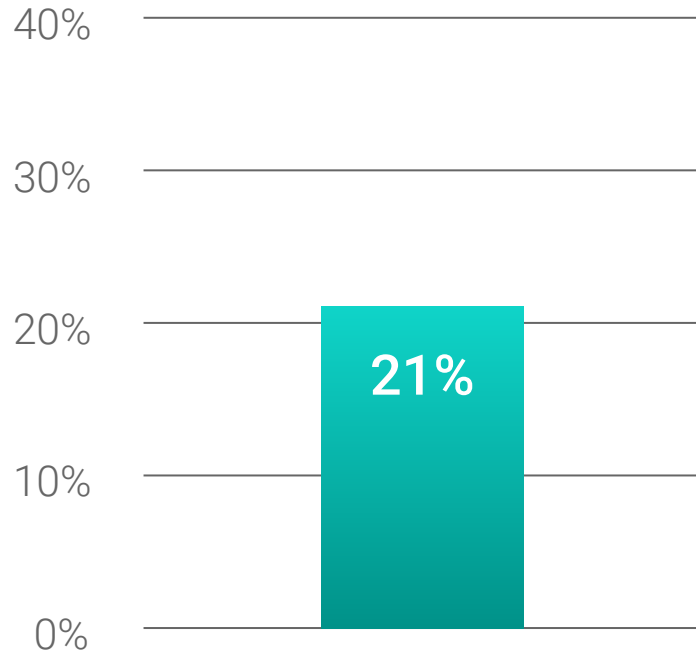


Thresholds

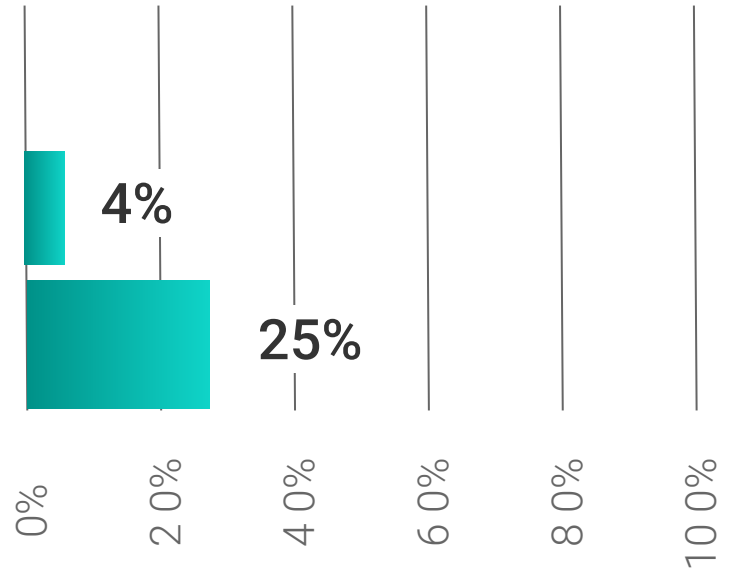


Retention Rate

Average

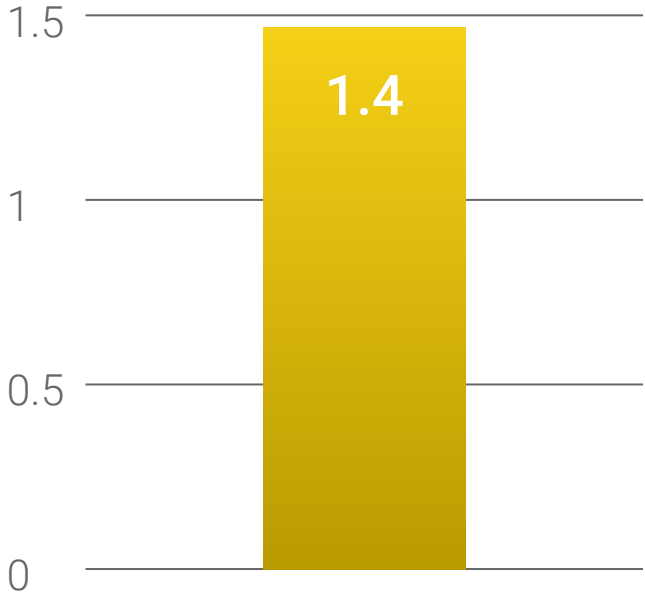


Thresholds

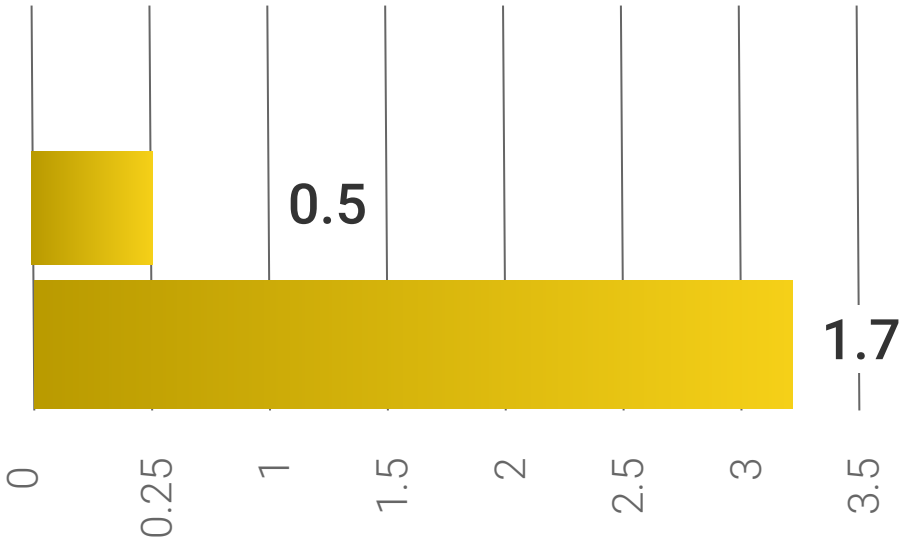


LTV:CAC Ratio

Average

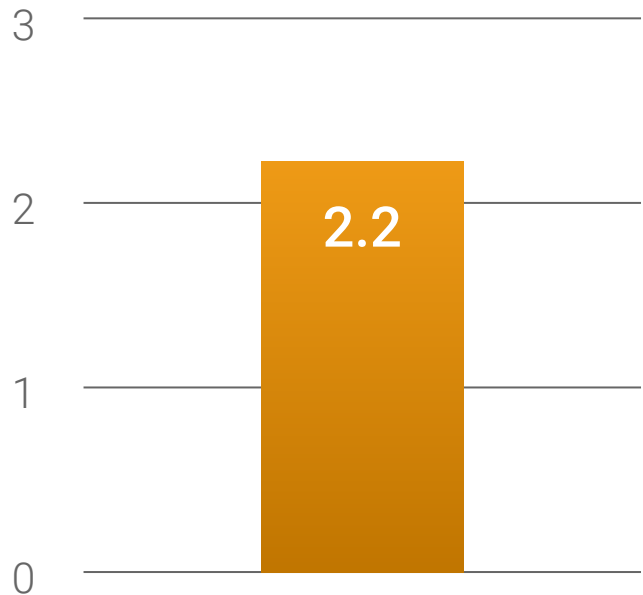


Thresholds

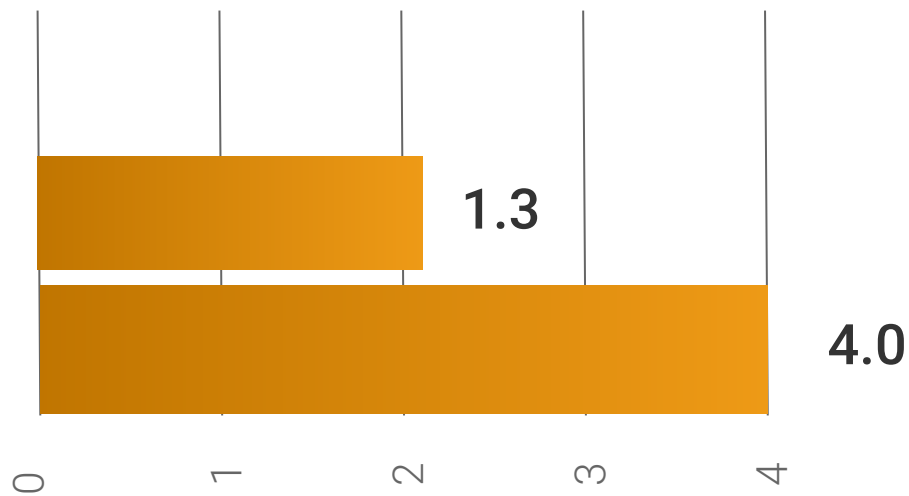


Frequency

Average

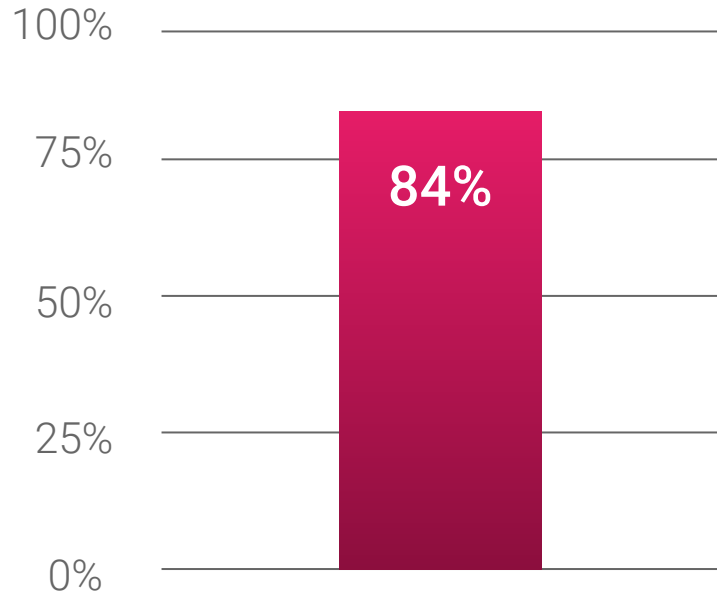


Thresholds

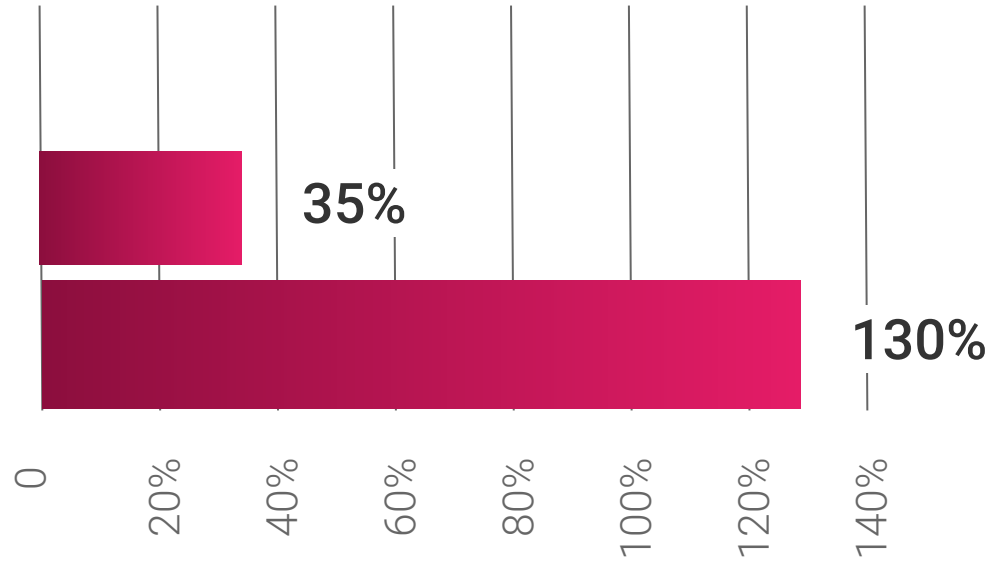


First Order Payback Rate

Average

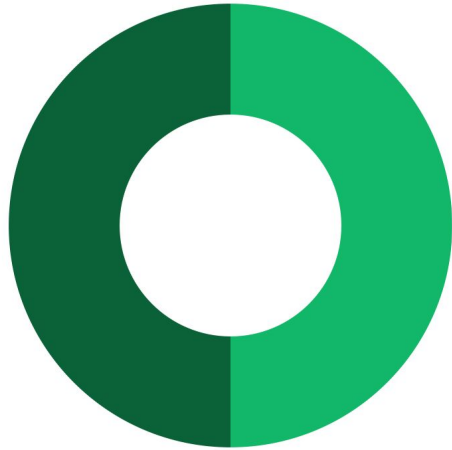


Thresholds



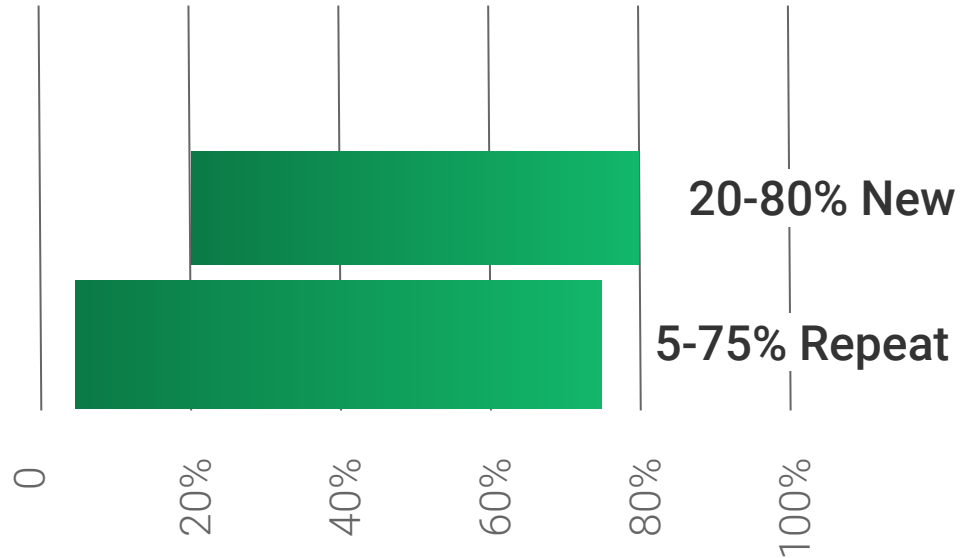
New v. Repeat Customers

Average



50% New v. 50% Repeat

Thresholds



Case Study

Beauty brand used insights from Decile to reduce advertising and production costs, and maximize customer lifetime value.



Business Question

The team was looking to understand whether gifts with purchase were effective in building a strong customer base. Should general discounts on the first purchase be considered to replace a gift with purchase offer?

The Solution

Using Decile, they discovered that customers who were acquired with a gift with purchase had an LTV which was 78% higher than customers who were acquired without it. However, the type of gift with purchase did not have as much impact on the overall LTV.



The Result

10-20%

Greater repurchase rate within a 6 month acquisition window for customers using gift with purchase (*compared to those who did not receive gift with purchase*)



The brand moved from changing the gift with purchase on a monthly basis to seasonally. This **decreased miniature products costs**. They also saw **reduced monthly ad spend** by focusing on high LTV customers.

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

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