

decile

The Home Goods
E-Commerce Checklist



Overview

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

Personas

GOAL

Grow the value of the brand's top persona



Identify the top personas for your brand, and how their purchasing behaviors differ



Discover key attributes, lifetime revenue, average order value, and core demographics of your top personas



See which products each persona is most likely, and least likely, to purchase

Analysis

Personas Summary x Product Affinity

Use Decile's Personas Summary to identify your brand's unique personas in minutes and understand which products they favor.

PERSONAS (6)

High Income Urban Milli
Size — 4.92K

Mid-income Xennial Bac
Size — 8.53K

Suburban Seniors
Size — 7.83K

CORE METRICS

	High Income Urban Millennials	Mid-income Xennial Bachelors	Suburban Seniors	M
Average Lifetime Revenue	\$116	\$115	\$112	\$8
Average Order Value	\$47	\$41	\$46	\$4
Total Addressable Market	2.20M	8.32M	5.90M	7

KEY ATTRIBUTES

	High Income Urban Millennials	Mid-income Xennial Bachelors	Suburban Seniors	M
Gender	Female	Male	Female	Fe
Age	26 - 35	36 - 45	66 and older	26
Household Income	\$250k +	\$50k - \$100k	\$50k - \$100k	\$8
Net Worth	\$500k +	\$500k +	\$500k +	\$8
Urbanicity	Urban	Urban	Smaller Suburbs or Towns	Sm
Children in Household	No Child(ren) Present	No Child(ren) Present	No Child(ren) Present	N
Marital Status	Married	Single	Married	Si
Region	West	West	South	Se
Education	Completed High School	Completed High School	Completed College/Graduate Sc...	Co

	High Income Urban Millennials		
Product Category	# Customer Count	Share of Customers	% more/less likely than benchmark
Face	3,176	64.5%	2.69%
Body	2,219	45.1%	4.19%
Kit	1,075	21.8%	(-6.53%)
Skin	848	17.2%	14.63%
Hair	313	6.4%	8.90%
Merch	306	6.2%	1.93%
	4,923	100.0%	0.00%



Personas

Checklist



Tailor product categories and PDPs based on the persona preferences



Enhance content and creative align with the unique needs and behaviors of the persona attributes within the bounds of the brand's overall messaging

Hero Products

GOAL

Increase cohort value



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



Identify products that drive valuable, long-term customers

Analysis

First Purchase Report

Use Decile's First Purchase reports to explore post-acquisition purchase behaviors and how your product mix changes over time. Discover products generating the highest value customers, understand which products are driving repeat business, and examine incremental revenue.

Products - First Purchase

Product Dimension: Title | Product Dimension Value: is any value | Customer Acquisition Date: is in the last 2 years | Post-Acquisition Window: 12 months | Audience Name: any value | More · 11

Customer Metrics by First Purchased Product

	Title	Customers Acquire	Share of Customers	Average Revenue (1st Purchase)	LTR (Post-Acquisition Window)	LTR excluding 1st Purchase (Post-Acquisition Window)	Repurchase Window)
1	Deodorant	5,516	28.4%	\$34.00	\$56	\$22	27.8%
2	Face Wash	4,319	22.3%	\$56.80	\$91	\$35	33.1%
3	Sample Set	2,900	14.9%	\$36.34	\$69	\$32	30.0%
4	Recovery Cream	2,466	12.7%	\$72.32	\$120	\$48	30.5%
5	Face Balm	2,078	10.7%	\$68.99	\$108	\$39	35.5%
6	Face Wipes	2,029	10.5%	\$55.04	\$90	\$35	30.0%
7	Face Tonic	1,878	9.7%	\$67.38	\$109	\$41	33.7%
8	Face Lotion	1,750	9.0%	\$86.08	\$137	\$51	37.1%
9	Shampoo	1,432	7.4%	\$66.86	\$112	\$45	36.8%
10	Skin Lotion	1,164	6.0%	\$91.00	\$146	\$55	31.5%
11	Conditioner	1,046	5.4%	\$71.48	\$122	\$50	35.1%
12	Shave Cream	760	3.9%	\$63.80	\$126	\$62	36.2%
13	Soap	757	3.9%	\$64.43	\$112	\$47	33.0%
14	Replacement Bottle	469	2.4%	\$61.84	\$101	\$40	31.3%
15	Travel Kit	469	2.4%	\$71.13	\$112	\$41	30.7%
16	Flash Mask	466	2.4%	\$97.24	\$157	\$60	38.3%
17	Body Wash	371	1.9%	\$87.11	\$145	\$58	35.0%



Hero Products

Checklist



Leverage Product Badges on your site where hero products are most visible, eg. “Best Seller,” “Most Popular,” etc.



Feature hero product(s) with strong LTV & repurchase rates in prospecting campaigns.



Personalize your drip campaigns for hero products to drive subscribers that have not converted.

Product Analysis

GOAL

Increase units sold by customer and category



Identify products that are not leading to repurchase or have declined in sales over time



Discover which products have been the most consistent in profitability since launch

Analysis

Product Metrics

Use Decile's Comparative Analytics report to uncover the categories associated with each persona, and the length of time to purchase between large items vs. everyday items.

	Product Dimension	Total Product Revenue	Customer Count	Product Purchase Frequency	Revenue per Customer	Average Days Between Product Purchases	AOV	Repeat Product Purchaser
1	Deodorant	\$277,728	8,255	1.6	\$34	172	\$42	2,714
2	Face Wa...	\$308,531	7,894	1.5	\$39	244	\$62	2,919
3	Face Balm	\$234,917	4,604	1.5	\$51	234	\$72	1,796
4	Face Wip...	\$189,396	3,696	1.6	\$51	195	\$60	1,322
5	Recovery...	\$247,694	4,216	1.3	\$59	224	\$79	1,053
6	Face Ton...	\$130,497	3,766	1.4	\$35	242	\$72	1,261
7	Face Loti...	\$218,715	3,181	1.4	\$69	189	\$92	845
8	Shampoo	\$83,989	2,593	1.4	\$32	137	\$77	646
9	Sample ...	\$76,506	3,399	1.0	\$23	365	\$39	176
10	Skin Loti...	\$130,579	2,537	1.3	\$51	258	\$92	682
11	Soap	\$53,218	1,631	1.7	\$33	140	\$63	513



Product Analysis

Checklist



Adjust products featured across campaigns by purchase funnel (prospecting vs retention)



Sunset products that no longer lead to profitability or customer retention by offering them at discounts

Seasonality

GOAL

Increase seasonal revenue



Uncover when the influx of seasonal purchases begin



Identify SKU's that convert higher LTV customers

Analysis

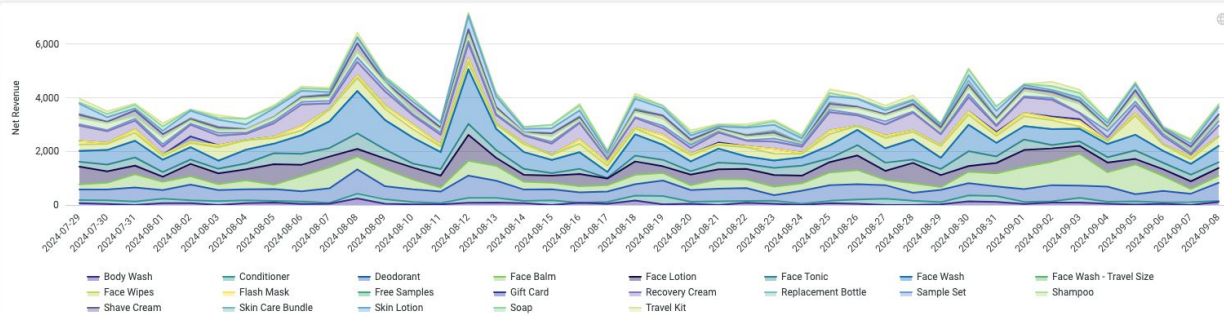
Product Sales

Use Decile's Sales - Product reports to understand how share of revenue changes seasonally for varying products or product categories.

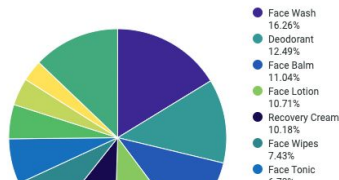
Sales - Product

1h ago

Order Date: is in the last 6 complete weeks
Metric: Net Revenue
Period Granularity: Day Week Month
Product Dimension: Title
Audience Name: any value
More · 4



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 AOV's that align with each persona's seasonal purchases



Onboard personas as custom seed lists to create lookalikes. Feed to platforms and personalize discovery campaigns

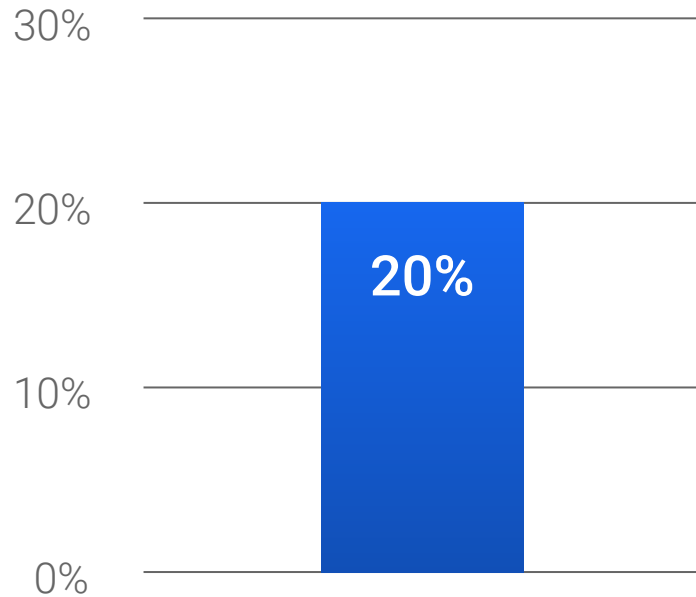
Benchmarking

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

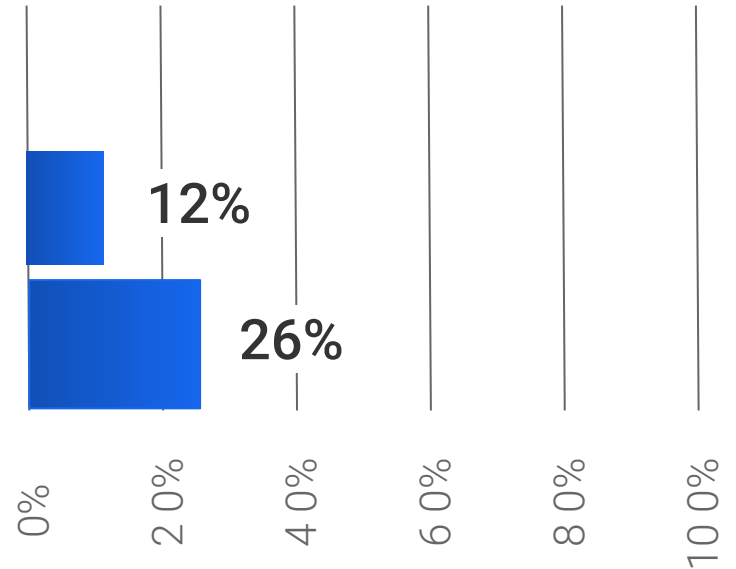
These are averages and thresholds based on a sampling of Decile clients in the home goods industry. Thresholds represent high and low ends of the spectrum.

Repurchase Rate

Average

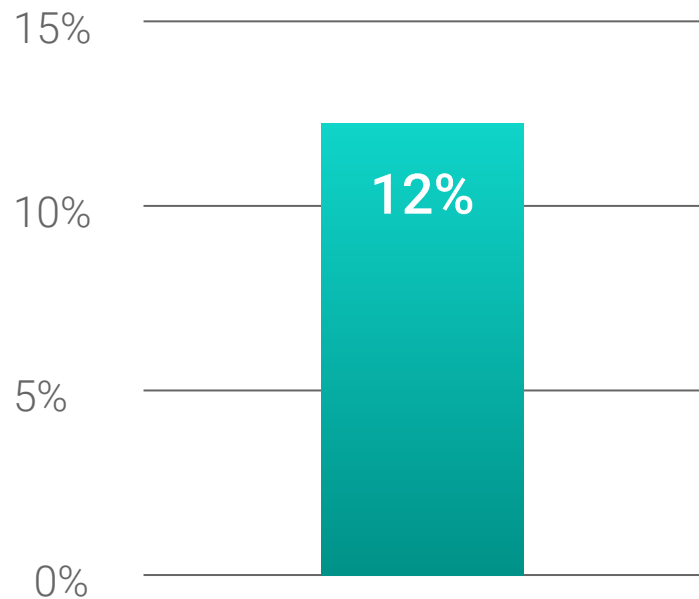


Thresholds

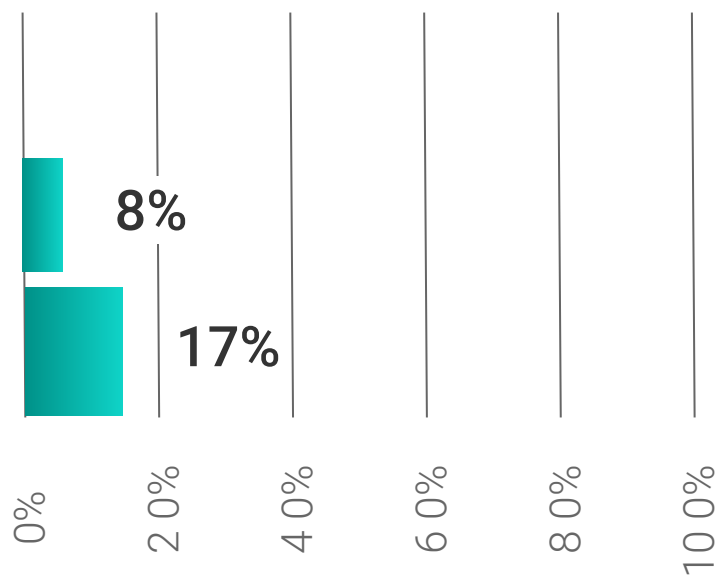


Retention Rate

Average

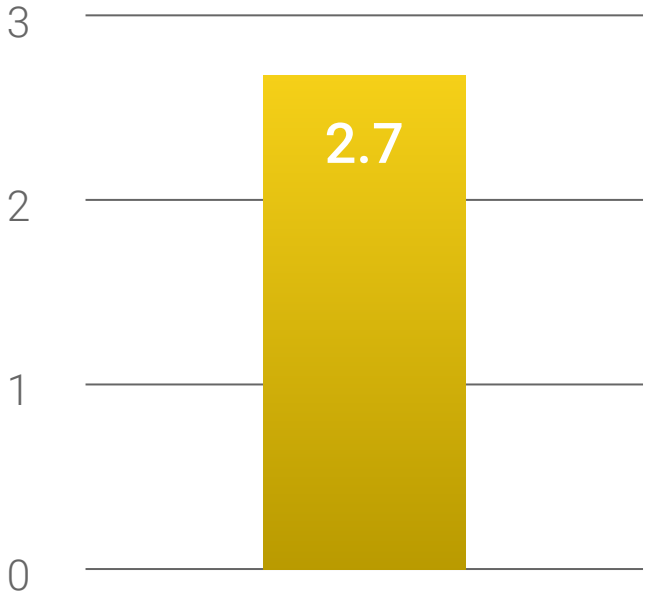


Thresholds

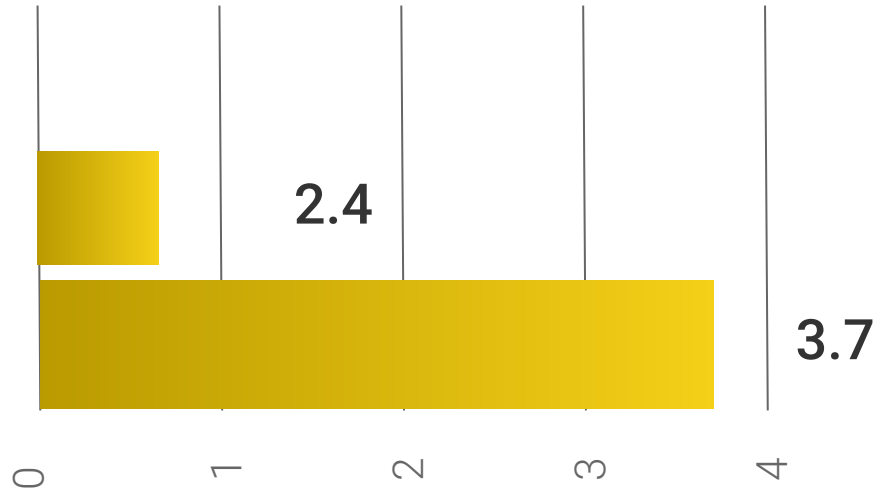


LTV:CAC Ratio

Average

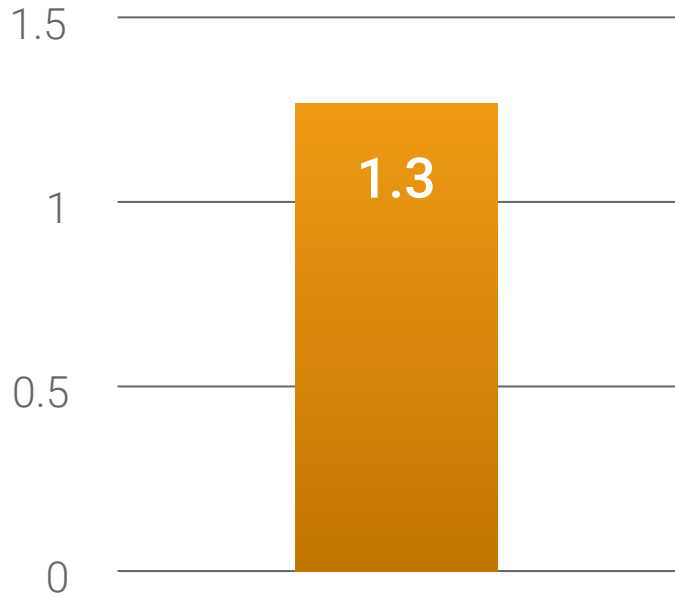


Thresholds

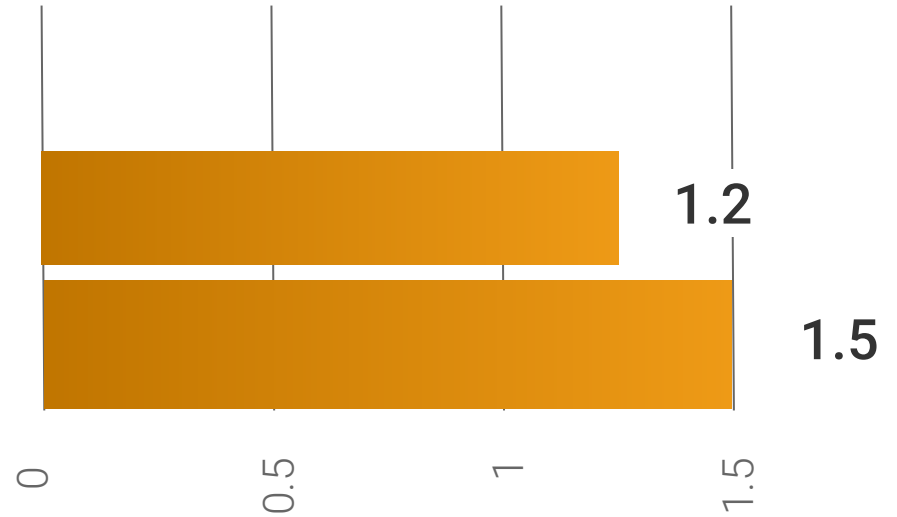


Frequency

Average

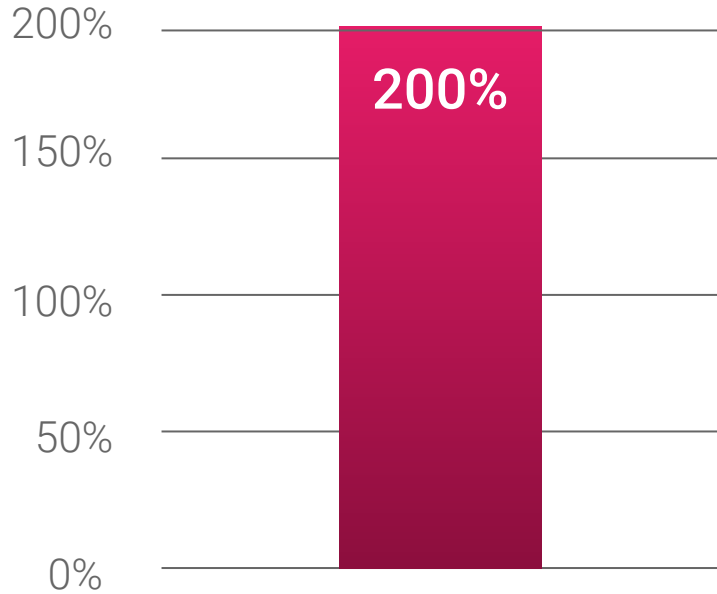


Thresholds

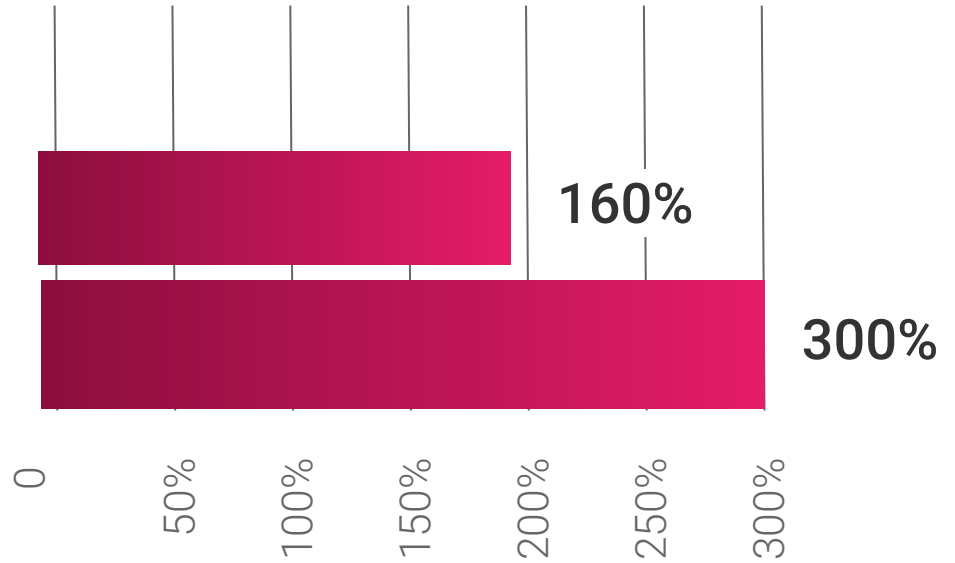


First Order Payback Rate

Average



Thresholds



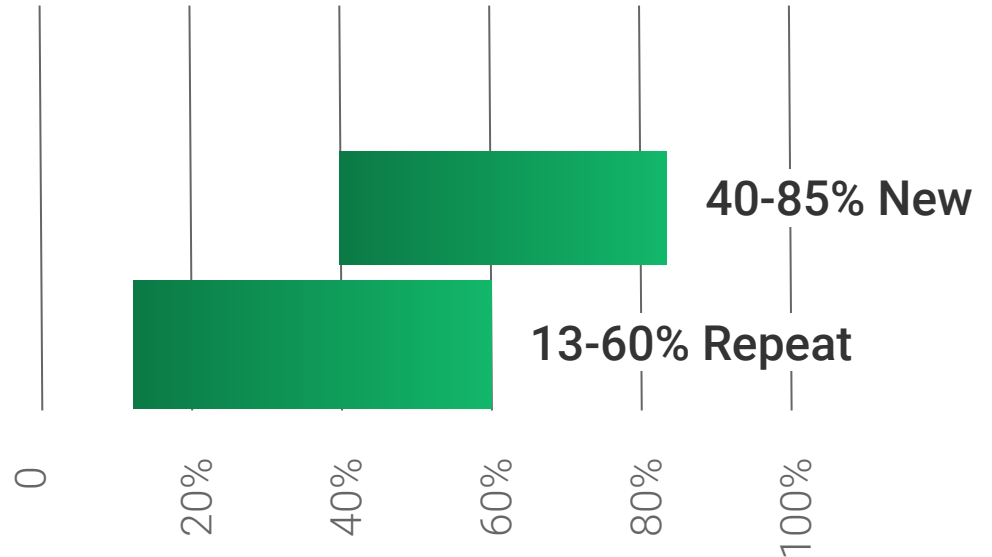
New v. Repeat Customers

Average



54% New v. 46% Repeat

Thresholds



Case Study

Porcelanosa increased the average LTV using Decile's AI-generated personas



Business Question

With homeowners returning back to the new norm post-covid, Porcelanosa saw a decline in average LTV. There was desire for a better understanding of current customers and how to market to them. With increasing acquisition costs, it was especially important to narrow in on a qualified audience to optimize spend.

The Solution

Decile created four AI-generated personas using traits from top customers. Personas were utilized during their semi-annual sales, and during evergreen marketing efforts to improve the quality of leads.



The Result

22%

Increase in LTV compared to the year prior

decile

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

[Book a Demo](#)