

30% Surge in Repeat Purchases - Unmasking the Discount Mystery

Industry: Skincare eCommerce & Retail (CPG), Subscription

Target Persona: CEO, CMO, Director – Retention Marketing

Brand Size: \$50M+

The Problem

The Skincare brand's indiscriminate application of discounts clouded strategic planning and profitability.

A lack of deep insights into how different discounts affected customer segments. Revenue was unstable due to unpredictable customer purchasing behaviors influenced by promotions.

The Solution

Saras Analytics integrated data from Big Commerce, Shopify, Salesforce CRM into a central data warehouse and developed cohort analysis tools, interactive dashboards to visualize key metrics for different discount segments.

- Analyze customer cohorts based on specific discount types (welcome offers, loyalty programs, clearance sales) to understand their impact on repeat purchases, average order value, and customer lifetime value. Understanding each cohort, identifying demographics, preferences, and purchase patterns to refine targeting and personalization strategies.
- Visualize retention rates, churn rates, and purchase frequency across cohorts, revealing which discounts foster loyal customers and which drive fleeting transactions.

The Result

The skincare brand noticed a 30% increase in repeat purchases and enhanced customer lifetime value due to optimized discount strategies. Deeper understanding of customer segments helped them improve personalizations and marketing strategies.

They were able to create a more stable and predictable revenue stream by attracting and retaining profitable, loyal customers.



“Saras Analytics was a game-changer for us. Their cohort analysis dashboard not only revealed our discount strategy's true impact but also revolutionized how we engage with our customers. We've seen a phenomenal 30% increase in repeat purchases, and our revenue curve has never been steadier. They gave us a roadmap to sustainable growth and customer loyalty.”

CMO, D2C Skincare Brand

30%

Increase in Repeat Purchases

Data Sources

Big Commerce, Shopify, Salesforce

Engaged Saras Ecosystem

Daton + Consulting



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