

Book Summary

One and Not Done

Leveraging Customer Analytics to Address the One-Time Buyer Problem



80% of a brand's future revenue will come from 20% of their existing customers.* Retention is more important than ever, and a critical step in building loyalty is effectively converting one-time buyers into repeat shoppers.



Weighing in at 133 pages, we can claim with a fair degree of confidence that our self-published book, *One and Not Done*, is the longest ever written about the one-time buyer challenge for today's retailer. Here's a brief summary of what to expect.

[DOWNLOAD THE BOOK](#)

And/or send us a note to request a printed copy at books@custora.com

Download the book at custora.com/oneandnotdone

Chapter 1

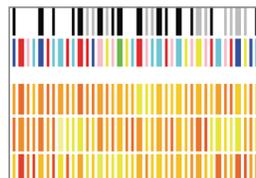
The Shark Graph (Retention is the New Acquisition)



Retail has changed. Ten years ago, the guiding principle for marketers was to acquire as many customers for as little cash as possible. Today, discounts are up, margins are down, and 75% of shoppers are one-time buyers. Marketers have come to realize that customer retention is critical for long term growth.

Chapter 2

Paul Rudd is a Long Way Off (The Status Quo)



Savvy marketers realize more personalized communications improve retention. Ideally, you'd hire Paul Rudd (the world's most likable guy) to send handwritten notes to every customer. Effective, but not easy. Most brands just send generic rule-based email blasts to welcome first time buyers. However, the next leap in effective communication is enabled by advanced customer segmentation.

Chapter 3

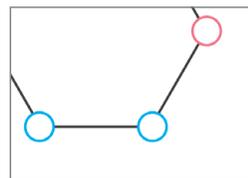
Beyond Farketing (Channels vs. Customers)



Building smart customer segments requires purpose-built tools and metrics focused in customer (rather than channel) behavior. But with the current tools and capabilities in-house, marketers often encounter operational resistance. Friction in the marketing department. We call it "Farketing."

Chapter 4

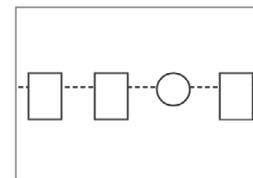
The Hexagon of Power (The Toolkit)



Moving beyond "Farketing" calls for a new set of tools and capabilities. We've outlined six core components: Consolidate data, Apply advanced analytics, Integrate within the "stack", Provide a marketer-friendly interface, Get prescriptive, and Measure incremental impact.

Chapter 5

Getting Tactical (5 Steps to Fewer One-And-Dones)



1. Set goals. Track Predictive Customer Lifetime Value and Early Repeat Rate. 2. Segment. Apply quantitative and qualitative analysis and define a strategy for each group. 3. Build. Create email series combining "regular" communications, a segment-inspired series, and triggered messages/promo's. 4. Deploy. Assign customers to each series and launch. 5. Measure. Use holdout testing and optimize.