

# ACQUIA

## 100 QUESTIONS TO ASK YOUR CUSTOMER DATA

Data. Everyone knows they need it, but many struggle with what to do once they have it. Executives want to know how using customer data can boost revenue, marketers want to understand how to target customers and sales teams want to understand where their revenue comes from and how to maximize it. In his book, *Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data*, Acquia's Chief Science Officer Omer Artun shares a list of 100 questions teams should ask their data to inform decision-making and strategy.

### SALES DATA

1. How many new customers am I acquiring each month?
2. What is the true cost to acquire new customers?
3. What is my revenue per customer? How is it trending?
4. How seasonal are my revenue and margin?
5. Is most of my revenues coming from new or repeat buyers?
6. Is most of my margin coming from new or repeat buyers?
7. What is my annual total number of orders of products I shipped?
8. What is my order value by month?
9. What is my annual average order value, and how is it trending over time?
10. How does my revenue break down by access device (mobile, tablet, etc.)?
11. How does my revenue break down by geography?
12. How does my revenue break down by store or by sales representative?
13. How much of my revenue comes from non-marketable customers?

### CUSTOMER DATA

#### PRODUCT CLUSTERS

14. How many customers are in each product-based cluster?
15. How much is each product-based cluster member worth?
16. Which product-based cluster produces the most revenue?
17. Which product-based cluster produces the most margin?
18. What channel does each product-based cluster prefer?

#### BRAND CLUSTERS

19. How many customers are in each brand-based cluster?
20. How much is each brand-based cluster member worth?
21. Which brand-based cluster produces the most revenue?
22. Which brand-based cluster produces the most margin?
23. What channel does each brand-based cluster prefer?

#### BEHAVIORAL CLUSTERS

24. How many customers are in each behavioral cluster?
25. How much is each behavioral cluster member worth?
26. Which behavioral cluster produces the most revenue?
27. Which behavioral cluster produces the most margin?
28. What channel does each behavioral cluster prefer?
29. What percentage of my customers are discount buyers?
30. What percentage of my customers are frequent buyers?
31. What percentage of my customers are full-price (high margin) buyers?
32. What percentage of my customers are one-time buyers?
33. Who are my high-return and most dissatisfied customers?
34. Who are my seasonal customers?
35. Who are my single-channel customers?

#### LIFETIME VALUE

36. Who are my most valuable customers?

37. What is the (predicted) lifetime value of my top 10% of customers?
38. What percentage of revenues comes from my top 10% (or bottom 10%) of customers?
39. What is the order frequency of my top 10% (or bottom 10%) of customers?
40. What brands do the highest spenders prefer?
41. What product categories do the highest spenders prefer?
42. What channels do the highest spenders prefer?
43. How does the business define a VIP?
44. How many high value customers do I have that are at risk of leaving?
45. What is my share of wallet for each customer?
46. How is my share of wallet distributed by customer segment?
47. Which accounts have a high potential lifetime value, but a low penetration?
48. What is the predicted lifetime value by gender?
49. Is the predicted lifetime value of bargain hunters lower?
50. Is the lifetime value of mobile shoppers higher or lower?
51. What brand preferences do my most valuable customers have?
52. Is the lifetime value of loyalty program participants higher than average?

#### LIKELIHOOD TO BUY

53. What is the revenue (and margin) impact of offering free shipping?
54. Did discounts drive incremental sales?
55. Did discounts drive incremental margin – considering the costs of the promotion?

# 100 QUESTIONS TO ASK YOUR CUSTOMER DATA

## CUSTOMER DATA

### LIKELIHOOD TO BUY

- 56. What are the best incentives to give to each of our customers?
- 57. Which are my high potential leads of people coming in?
- 58. Should I charge a membership fee?
- 59. Which existing customers are most likely to buy again?

### LIFECYCLE STAGE

- 60. How many active customers do I have (who bought in the past 12 months)?
- 61. How many of my customers have lapsed?
- 62. Is most of my revenue and margin coming from new or repeat customers?
- 63. How quickly will a buyer typically make their second purchase?
- 64. How many customers can I re-engage with a replenishment campaign?
- 65. How many customers can I re-engage with a new customer welcome campaign?
- 66. How many buyers with known emails have been to my website recently but did not purchase?
- 67. How many customers have recently opened an email but did not buy in a long time?
- 68. Should I focus on retention?
- 69. Are my new customers returning (and is this getting better or worse)?

- 70. How many multi-time buyers do I have and when did they last purchase?

- 71. Which customers are at risk of churn?

### DEMOGRAPHICS

- 72. How many individual households buy from me?
- 73. What is the average order value by gender?
- 74. What is the distance to my closest store for each customer (segment)?

### RECOMMENDATIONS

- 75. What product to recommend to each customer next?
- 76. What is the primary channel for each of my customers?

## MARKETING & CHANNELS DATA

- 77. How many shopping carts are being abandoned each month?
- 78. How many web searches are being abandoned each month?
- 79. What is the revenue per email and how is this changing over time?
- 80. How many engaged subscribers actually read my emails?
- 81. Is my number of engaged subscribers growing or declining?
- 82. What is the performance of my direct marketing campaigns?
- 83. What programs are giving me the best return?
- 84. Which promotions drive the most sales?

- 85. Does my catalogue add profits?

- 86. Which customers have not received any emails from me in the past year?

- 87. What percentage of my sales comes from which channel?

- 88. What percentage of margin comes from which channel?

- 89. How are my sales trending by channel (annual revenue by channel)?

- 90. How are my sales trending by channel (monthly revenue by channel)?

- 91. How is my margin trending by channel?

- 92. Which channel gets us the most profitable customers?

- 93. Which channel gets us the most loyal customers?

## PRODUCT DATA

- 94. What is my revenue and margin by product category?
- 95. How many people can I target with my product introduction campaign?
- 96. What product categories are performing the best?
- 97. What is the purchase frequency of certain product categories?
- 98. Are people in a specific zip code buying specific products?
- 99. Which customers will be interested in this new product/content/event, etc.?
- 100. How many different product types does each customer buy from us?

Customer data is the key to unlocking valuable business opportunities and understanding how to best connect with your current and future customers. Start asking your data the right questions and discover how the answers you find can inform a successful marketing strategy in our e-book: [Working With Customer Data: From Collection to Activation](#).