Continuo

SAMPLE RETENTION AUDIT · PERIOD CARE FICTIONAL BRAND

Sway's emails were all live. They were sending the wrong next message.

This is what a Continuo retention audit looks like. We went through every email, product and discount for Sway, an example period care brand, and found where repeat customers and profit were slipping away. Then we ranked the fixes by what each one is worth.

- Sway is a fictional brand, and every number is modeled to show what you get. Sway sells a reusable heat wrap ($79), Cycle Comfort Patches ($24), a relief balm ($28) and a bundle ($96). The full story is in the Sway case study. For our full supplement audit, read the Lumera sample.

01 · THE SHORT VERSION

Your emails are working hard. They're just sending the wrong next message.

Customers who buy again within 90 days	Repeat orders that needed a discount	Profit per customer after ad costs (90 days)
~~23%~~ **37%**	~~62%~~ **34%**	~~$14.20~~ **$26.10**

- Today's number, then where the plan aims to take it.

What's wrong

Customers get the wrong next email. People who bought a wrap that lasts for years are told to reorder it. People who bought patches get reminded on a fixed day, no matter how many they bought.

What it costs

Fewer than 1 in 4 customers buy again, and most who do need a coupon. Each new customer earns you just $14.20 in profit over 90 days after paying for the ad.

What to do

Keep the emails that work. Send each customer the message that fits what they bought. Stop giving discounts to people who would buy anyway.

02 · YOUR NUMBERS TODAY

Revenue looks healthy. Repeat customers don't.

Klaviyo credits email with almost a third of revenue. But fewer than 1 in 4 customers buy again within 90 days, and most of those repeat orders need a discount.

WHAT WE MEASURED	TODAY	WHAT IT TELLS US
Monthly revenue	$96,700	A healthy, growing store
New customers each month	~1,030	Ads are bringing people in
Average first order	$64.50	Most people start with the wrap
Cost to get one new customer	$31.00	This is what each customer has to pay back
Share of revenue Klaviyo credits to email	31%	Looks great, but it's credit, not proof email caused the sale
Customers who buy again within 90 days	23.1%	Main problem
Revenue per email received	$0.78	Low
Repeat orders that used a discount	62%	Too high
Profit per customer after ad costs (90 days)	$14.20	The number to grow

03 · YOUR EMAILS, SCORED

Two flows are working. Four need fixing.

We scored every automated email flow on how often it leads to a purchase and how much it earns per email sent.

EMAIL FLOW	HOW IT PERFORMS	VERDICT	WHAT TO DO
Welcome	50% open · 1.7% buy · $1.06 per email	Working	Keep. Small copy tweaks only.
Abandoned checkout	51% open · 7.9% buy · $4.88 per email	Working	Keep. Only offer a discount when there's a reason to.
After purchase	54% open · 0.9% buy · $0.42 per email	Weak	Help people use what they bought before selling them more.
Cross-sell	46% open · 1.4% buy · $0.78 per email	Weak	Suggest the next product based on what they already own.
Reorder reminder	45% open · 1.6% buy · $0.81 per email	Weak	Time it to how many patches they bought. Never tell wrap owners to reorder the wrap.
Win-back	40% open · 1.8% buy · $1.03 per email	Needs work	Ask why they stopped first. Replace the automatic 20% off.

04 · YOUR PRODUCTS

A wrap that lasts years isn't the same as a pack of patches.

Sway sells one product customers keep and several they use up. Today they all

get the same reminders, so most customers get a message that doesn't fit.

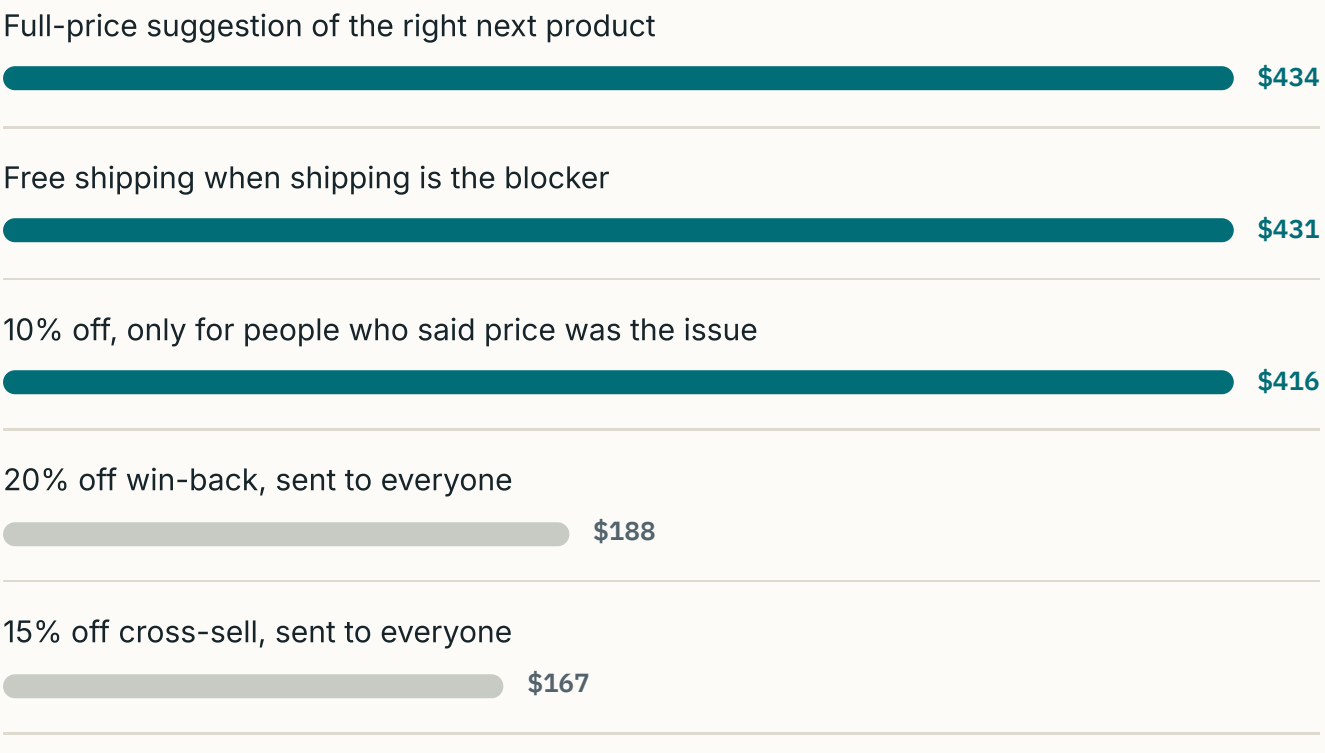
WHAT THE CUSTOMER BOUGHT	WHAT THEY NEED NEXT	WHAT THEY GET TODAY
Reusable heat wrap (lasts for years)	Help using it, then patches or balm	Told to reorder the wrap on day 30
Heat patches (used up)	A reminder when they're actually running low	Same day for 1 pack or 3
Relief balm (used up)	A refill, or a product that goes with it	Generic reminder and offer
Bundle	A refill of just the part that ran out	Treated as one product

05 · YOUR DISCOUNTS

62% of repeat orders used a discount. Most didn't need one.

We compared what each type of offer earns in profit, not just how many people click.

PROFIT EARNED PER 100 CUSTOMERS WHO GET THE OFFER



- The discount that gets the most clicks isn't the one that makes the most money. The right product at full price earned more than twice as much as the blanket discounts.

06 · WHAT TO FIX FIRST

Six fixes, ranked by what they're worth.

Ranked by how much money each fix can add, how hard it is to build, and how sure we are about it.

1. Show wrap owners the patches and balm

Impact: High | Effort: Medium

Fixes the biggest mistake: telling people to reorder a product that lasts for years.

2. Time patch and bundle reminders to real use

Impact: High | Effort: Medium

Reaches customers when they're running low, not on a random day 30.

3. Set clear rules for discounts and win-back

Impact: High | Effort: Low

Stops paying for sales that would have happened anyway.

4. Teach new customers how to get the most from the wrap

Impact: Medium to high | Effort: Medium

Customers who use the product are the ones who come back.

5. Check which ads bring customers who return

Impact: To be measured | Effort: Medium

Some ads may bring one-time buyers. We need the data to know.

6. Refresh the welcome email

Impact: Low | Effort: Low

It already works well, so this comes last.

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07 · YOUR 90-DAY PLAN

What we'd do, month by month.

DAYS 1–30

Get the basics right

- Check that Shopify and Klaviyo data is accurate
- Group customers by what they bought
- Launch wrap owner onboarding and patch and balm suggestions

DAYS 31–60

Fix timing and offers

- Reorder reminders based on how many patches people bought
- Bundle refills for just the part that ran out
- Win-back that asks why, with discounts only when price is the reason

DAYS 61–90

Measure and improve

- Rebuild campaigns so people don't get emails for things they already own
- Review test results
- One simple monthly report on repeat customers and profit

08 · WHAT IT'S WORTH

Nearly double the profit from every new customer.

Here's where the plan aims to take Sway's numbers.

Monthly revenue

~~$96.7k~~ **$126.8k**

Customers who buy again within 90 days

~~23.1%~~ **37.4%**

Repeat orders that needed a discount

~~62%~~ **34%**

Revenue per email received

~~$0.78~~ **$1.43**

PROFIT PER NEW CUSTOMER, FIRST 90 DAYS

Profit on the first order, after the ad cost	$7.50
Profit from repeat orders, today	$6.70
Profit from repeat orders, after the plan	$18.60
Total profit per customer	~~$14.20~~ $26.10

WHAT THAT ADDS UP TO

+$12,257

extra profit from every month's new customers, over their first 90 days. That's 1,030 new customers × $11.90 more profit each, before our fees and tool costs.

- Every figure here is modeled for a fictional brand. In a real audit, every number comes from your own Shopify, Klaviyo and cost data.

09 · YOUR AUDIT

Want this for your brand?

What we'd need from you

- Access to Shopify and Klaviyo (read-only is fine)
- Your product costs and what you pay for ads
- At least 6 months of order history

What you'd get

- A report like this one, built on your real numbers
- A ranked list of fixes with the dollar value of each
- A walkthrough call and a 90-day plan you can run with or without us