



Customer Loyalty Analytics Dashboard

Increase customer lifetime value through data-driven insights from shopping behavior analytics and historical trends.

Analyze your existing customer lifetime value and optimize engagement

“Customer lifetime value” is defined as the value of future cash flow attributed to a customer during their entire relationship with your brand, and the ability to maximize it is imperative to helping brands drive success in the Amazon store. Your loyal top 10% of customers spend 3x more per order than the lower 90%,¹ and a second-time shopper has a 45%¹ chance of purchasing again!

Moreover, finding new customers is essential to building your brand and sustaining long-term growth. The Customer Loyalty Analytics dashboard can empower you to connect with potential new customers, re-engage with existing customers, and optimize your marketing efforts.

A mere 5% in customer retention can boost profits by 60%!² So it's worthwhile to understand who your most loyal customers are and which segments to engage with and when to increase your customer lifetime value.



¹ <https://ecommercefastlane.com/what-is-a-repeat-customer-and-why-are-the-profitable/>

² <https://hbr.org/1993/03/loyalty-based-management>

Introducing the Customer Loyalty Analytics Dashboard

The [Customer Loyalty Analytics](#) dashboard is accessible through the “Brand Analytics” tab in Seller Central. Navigate to the top left menu, hover over “Brands,” and click “Brand Analytics,” the page will default to Customer Loyalty Analytics. You can also bookmark it for quick access in your navigation bar. It enables you to segment customers based on loyalty, analyze segment purchase patterns, and perform targeted engagement to increase your overall customer lifetime value.

This dashboard helps you unlock valuable insights into your customer’s shopping behavior alongside historical trends, giving you visibility into your brand’s performance over time. The dashboard also provides specific recommendations that integrate with programs like [Brand Tailored Promotions](#), enabling you to quickly and easily send customizable promotional codes to your high-intent Amazon customers known as Brand Tailored Audiences.

You can use this dashboard to:



Identify and re-engage

Identify high-value customers who are most likely to respond to promotional efforts and re-engage by advertising to them. This approach can help drive repeat purchases to boost brand and ASIN-level loyalty.



Build the right strategy, for the right customer

Customize the value of purchase incentives and discounts, the marketing content, and the frequency based on the relationship level with a specific customer segment.



Optimize your timing

Engage customers at the optimal purchase stage and with the right product, to make outreach and marketing efforts more efficient.



Optimize marketing and ad spend

Knowledge of the value of each loyalty-based customer segment can help you better plan the cost of engagement against the potential ROI.



Reduce customer acquisition cost

Reach out to potential customers who have already shown interest in your brand and stay top-of-mind to increase consideration and potentially improve conversion.

This dashboard has two views: Brand View and Segment View

Brand View

This tab shows you all of your customers divided into four **loyalty segments**:

Top Tier: Customers who purchased recently and spend the most. Most of these customers buy frequently.

At-Risk: Customers who haven't purchased recently or frequently, and with varied spend.

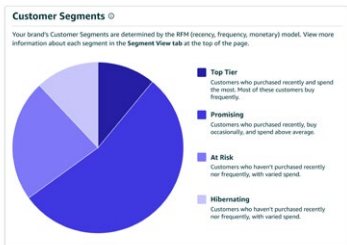
Promising: Customers who purchased recently, buy occasionally, and spend above average.

Hibernating: Customers who haven't purchased in a long time, and purchase infrequently with varied spend.

The screenshot shows the 'Brand View' dashboard for 'Giruek'. It includes filters for Reporting Range (Monthly), Select Year (2024), and Select Month (April). Below the filters are five summary cards for customer segments:

Segment	Count	% of Total	% Change vs. Prior Period
Total Customers	23,594	-	+1.61%
Top Tier Customers	2,543	10.78%	+2.22%
Promising Customers	12,854	54.48%	+1.25%
At Risk Customers	5,399	22.88%	+1.44%
Hibernating Customers	2,798	11.86%	+2.79%

You can filter the data by Brand and timeframe (weekly, monthly, quarterly and yearly).



New & Potential Customers	
New Customers:	373 +21.5%
Orders:	410 +18.86%
Sales:	\$7385.40 +17.69%
Potential Customers:	985 -2.36%
Cart Abandoners: New!	1,127,448 +8.47%
Repeat Customers	
Customers:	2,769 +6.42%
Repeat Purchase Rate:	6.125 +2.24%
Average Repeat Purchase Interval:	45 days -
Orders:	5,123 +12.21%
Sales:	\$153,690 +15.79%

It also includes metrics for your new customers, potential customers (customers showing interest in your brand that have not yet purchased), and repeat customers.

Potential Customers: Identify potential customers who have shown interest in your brand but haven't made a purchase yet.

Repeat Customers: Total number of customers who have ordered your brand's products more than once in the given time period.

Brand View: Insights & Recommendations

Insights and recommendations suggest actions you can take to engage a customer segment to help increase your overall customer lifetime value. Utilize the [Brand Tailored Promotions](#) feature directly from the dashboard to create targeted promotions for cart abandoners or potential new customers.



Cart Abandoners Audience

With this feature, you can re-engage cart abandoners with personalized promotions based on their left-behind items, nudging them towards conversion and reducing abandonment rates.



New Audiences

This feature enables granular audience segmentation, identifying Declining Top Tier and Declining Promising segments projected to spend less in the coming year. By precisely targeting these segments, you can tailor marketing campaigns with personalized messaging and offers, optimizing ROI and driving growth through customer acquisition and retention.

Send your Cart Abandoners a promotion

1,127,448 customers have added your product to their cart in the last 90 days but have not yet purchased. Send them a promotion to encourage a purchase.

Create Promotion

Segment: Cart Abandoners

Send your Potential New Customers a promotion

You have 488,148 Top Tier customers. Send these customers a promotion code to encourage them to continue purchasing.

Create Promotion

Segment: Potential New Customer

Generate targeted promotions for your selected customer segment directly from the dashboard.

Brand View provides the total number of customers in each segment, as well as total orders and total sales. View brand-level trends over time. Change graph metrics from either dropdown.

Primary and Secondary Axis Options:



New Export Feature

Export

Secondary Axis

- Total Sales
- Total Customers
- Total Sales
- Total Orders
- New to Brand Customers
- New to Brand Customer Sales
- New to Brand Customer Orders
- Repeat Customers
- Repeat Sales
- Repeat Orders
- Repeat Purchase Rate
- Average Repeat Purchase Interval
- Potential New Customers

Segment View

This view enables you to dive deeper into each segment. You will see recommendations for engagement actions, and the predicted customer lifetime value (in revenue) for that segment.

Brand View **Segment View**

View segment-level customer loyalty data, including trends over time, and take action based on recommendations.

Brand: Segment: Reporting Range: Select Year: Select Month:

Top Tier Customers

Customers who purchased recently and spend the most. Most of these customers buy frequently. These customers are unlikely to buy from another brand. However, they need to feel important in order to continue purchasing. This can be through discounts, brand engagement, and rewards.

*The metrics below represent the number of Top Tier customers in the given period and their relative sales and orders.

Customers	Sales	Orders
62,363	\$2,649,720.20	62,363

Predictive Customer Lifetime Value

See which Top Tier customers are **currently** projected to grow, maintain or decline. View last year sales and predicted next year sales for each group.

You have 953 growing Top Tier customers. These customers are projected to grow with your Brand in the next year. We expect they will purchase more often with higher spend.

Last Year Product Sales	Next Year Product Sales
\$71.12 per customer	\$97.84 per customer

NOTE

The predicted lifetime value allows you to see which customers in each segment are predicted to grow (spend more), maintain (spend about the same), or decline (spend less), in the next year. This data is refreshed monthly and is not a guarantee of future sales.



Segment View: Insights & Recommendations

Insights and recommendations suggest actions you can take to engage a customer segment to help increase your overall customer lifetime value. Recommendations are provided based on the selected customer segment and reporting period. Eligible customers will find these promotions prominently featured on search pages, product detail pages, and the dedicated promotion shopping page, ensuring broad visibility and maximizing their effectiveness.

Send your Declining Top Tier customers a promotion

You have 417,229 total Declining Top Tier customers based on the trailing **12 months** order history. Send them a promotion to encourage a purchase.

[Create Promotion](#) Segment: Declining Top Tier

Send your Top Tier customers a promotion

You have 488,148 total Top Tier customers based on the trailing **12 months** order history. Send them a promotion to encourage a purchase.

[Create Promotion](#) Segment: Top Tier

Generate targeted promotions for your selected customer segment directly from the dashboard.



Segment View includes a trend chart to analyze your historical data and performance over time for each customer segment. You can view these metrics and the trailing 12 months' historical trends.

Segment Details ⓘ

<p>Sales</p> <p>Total Sales \$126,048.56 28.1% of total ↗ +0.4% vs. prior month</p> <p>Avg. Sales per Customer \$49.57 ↘ -\$0.22 vs. prior month</p>	<p>Orders</p> <p>Total Orders 3,145 31.8% of total ↗ +5.45% vs. prior month</p> <p>Avg. Orders per Customer 3.4 ↗ +1.6% vs. prior month</p> <p>Avg. Order Value \$14.59 ↗ +3.45% vs. prior month</p>	<p>Repeat Purchases</p> <p>Repeat Customers 2,182 85.8% of total</p> <p>Repeat Purchase Rate 51.67%</p> <p>Repeat Orders 2,098 66.7% of total</p> <p>Avg. Repeat Purchase Interval 2 weeks</p> <p>Repeat Sales \$102,385.03 81.22% of total</p>
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The Segment Details section provides sales, order, and repeat purchase metrics for each segment.

Segment Details



Total Sales represents the total revenue generated by the given segment during the specified time period. It includes all sales, excluding returns and same-day cancellations. Please note that this total may differ from the figures reported in your Business Reports.



Average Sales per Customer calculates the average revenue generated per customer within the given segment during the specified time period.



Total Orders represents the total number of orders placed by customers within the given segment during the specified time period.



Average Orders per Customer calculates the average number of orders placed by each customer within the given segment during the specified time period.



Average Order Value calculates the average revenue generated per order within the given segment during the specified time period.



Repeat Customers represents the total number of customers who made multiple purchases within the given segment during the specified time period.



Repeat Orders represents the total number of repeat orders placed by customers within the given segment during the specified time period.



Repeat Sales represents the total revenue generated from repeat purchases made by customers within the given segment during the specified time period. It includes all sales, excluding returns and same-day cancellations. Please note that this total may differ from the figures reported in your Business Reports.



Repeat Purchase Rate calculates the percentage of customers who made repeat purchases within the given segment during the specified time period.



Average Repeat Purchase Interval calculates the average time interval, in days, between repeat purchases made by customers within the given segment during the specified time period.

Eligibility

The Customer Loyalty Analytics dashboard is available to all 3P registered brands in the U.S

FAQs

Who can access Customer Loyalty Analytics?

Customer loyalty data is available only to sellers who own a brand. You must be internal to the brand and responsible for selling the brand in the Amazon store. If you are not able to access brand analytics, go to the [Brand benefit eligibility](#) page to identify as a brand owner and gain access to brand analytics and your other brand-exclusive benefits. If you believe that you do fit these criteria but still don't have access, contact Selling Partner Support.

If you see an error message stating "You do not have permissions to access this page," request your Brand Registry primary account administrator to grant you permissions to "Amazon Brand Analytics" in the Global User Permissions page.

How are my audiences segmented?

Audiences are segmented using an RFM (Recency, Frequency, Monetary) rating, which measures customer loyalty based on their recent purchases, frequency of visits, and spending. We employ a quantile-based scoring method, assigning scores from 1 to 5 for each RFM factor. The most loyal customers, who have purchased recently, frequently, and spent the most, receive a score of (5,5,5), while those who haven't purchased in a long time, visit infrequently, and spend the least, receive a score of (1,1,1).



How is predictive lifetime value calculated?

Our machine learning model includes RFM (Recency, Frequency, Monetary) as one of the dimensions for future prediction along with other historical metrics such as order information, price, engagement, Prime membership, Subscribe and Save enrollment, browsing behavior, add to carts, detail page views, post purchase information, average review rating, historical purchases, as well as many others. This data is used to predict if the customer will repurchase next year and how much they will spend.

How to get started?

Customer Loyalty Analytics is available in the Brand Analytics dashboard under the Brands tab in Seller Central. Data is generally available in Brand Analytics within 72 hours of the close of a given period. Program functionality, features, and benefits are subject to availability in your region and seller country differences may apply.

Get Started