



2024

How did you stack up against industry peers?

Introduction

A question we often get is “how do my metrics compare against industry peers?” We’ll share the most requested metrics of 2024 by industry. **Data derived from a sampling of Decile clients.*

We’ll explore:

- Average Order Value (AOV)
- Revenue per Customer
- New/Returning Customers
- Purchase Frequency
- Repurchase Rate
- Retention Rate
- LTV:CAC Ratio
- First Order Payback Rate



Home Goods



Fashion & Apparel



Health & Beauty



Food & Beverage

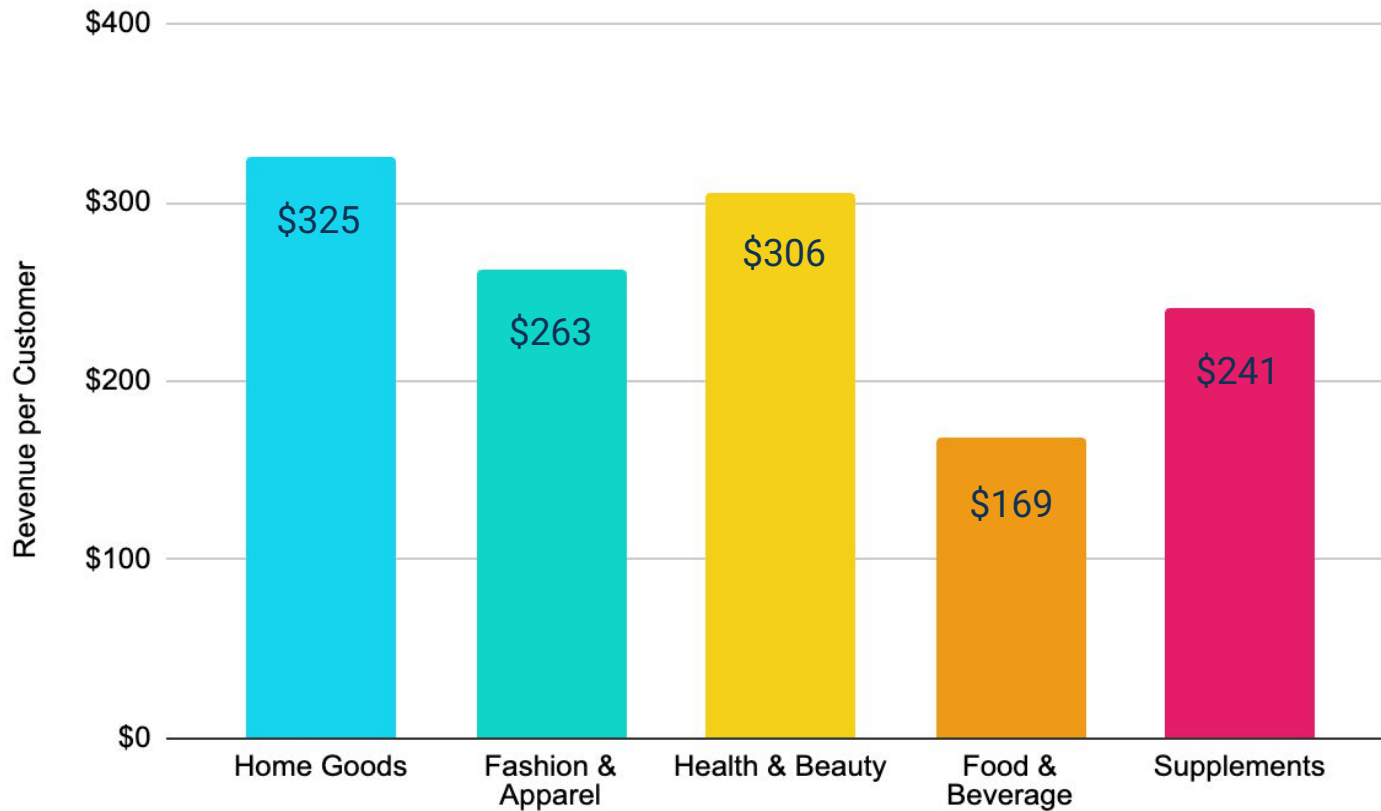


Supplements

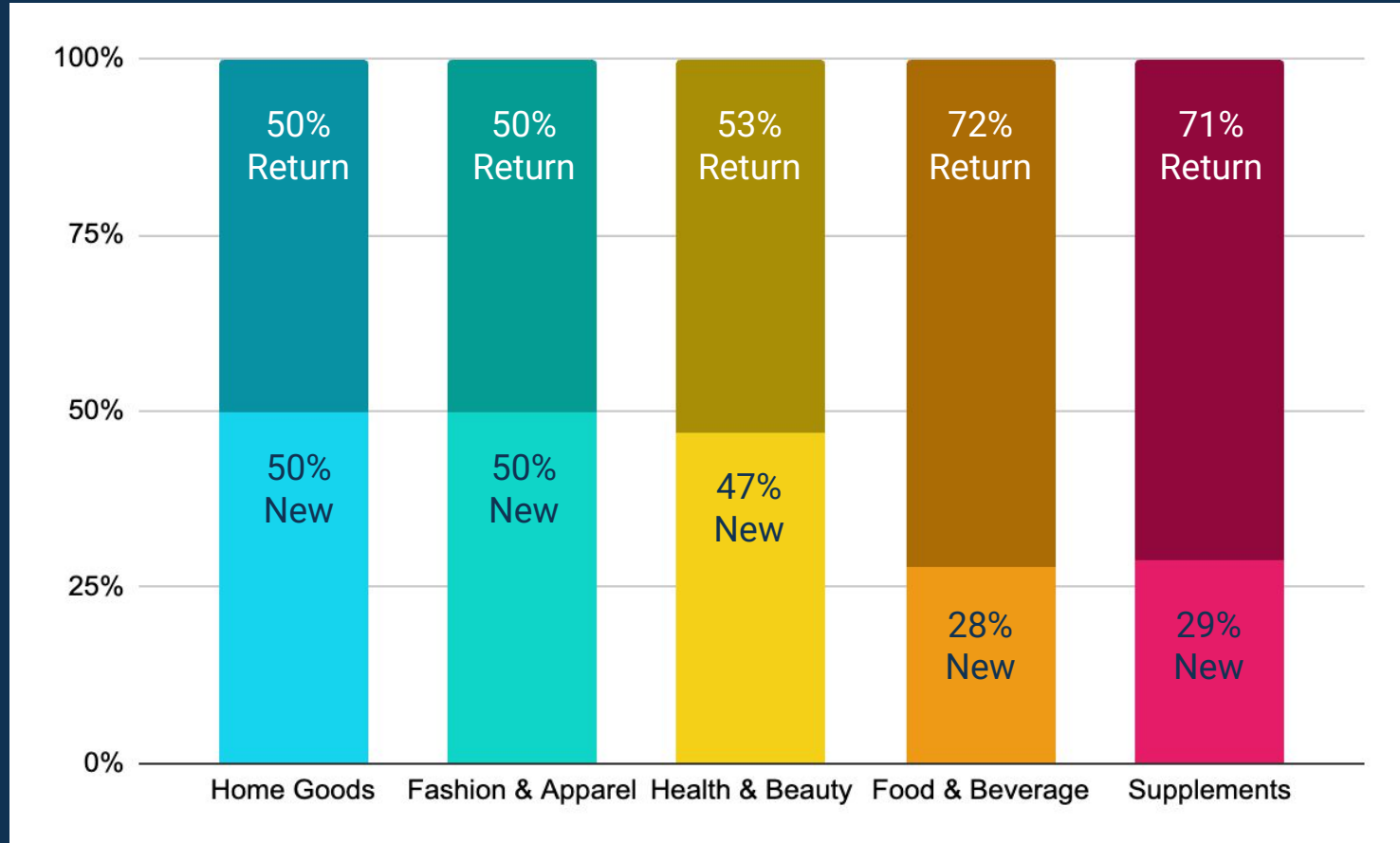
Average Order Value



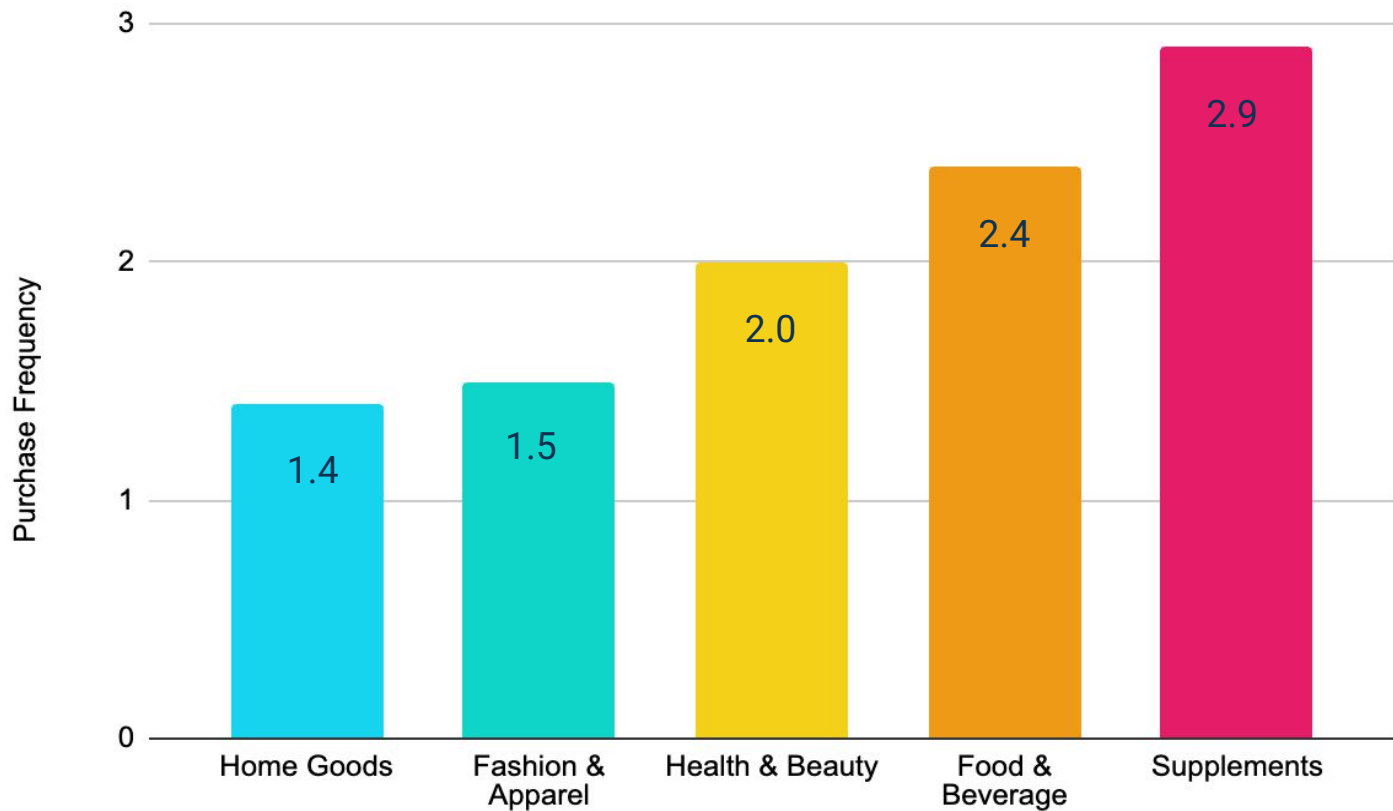
Revenue per Customer



New / Returning Customers

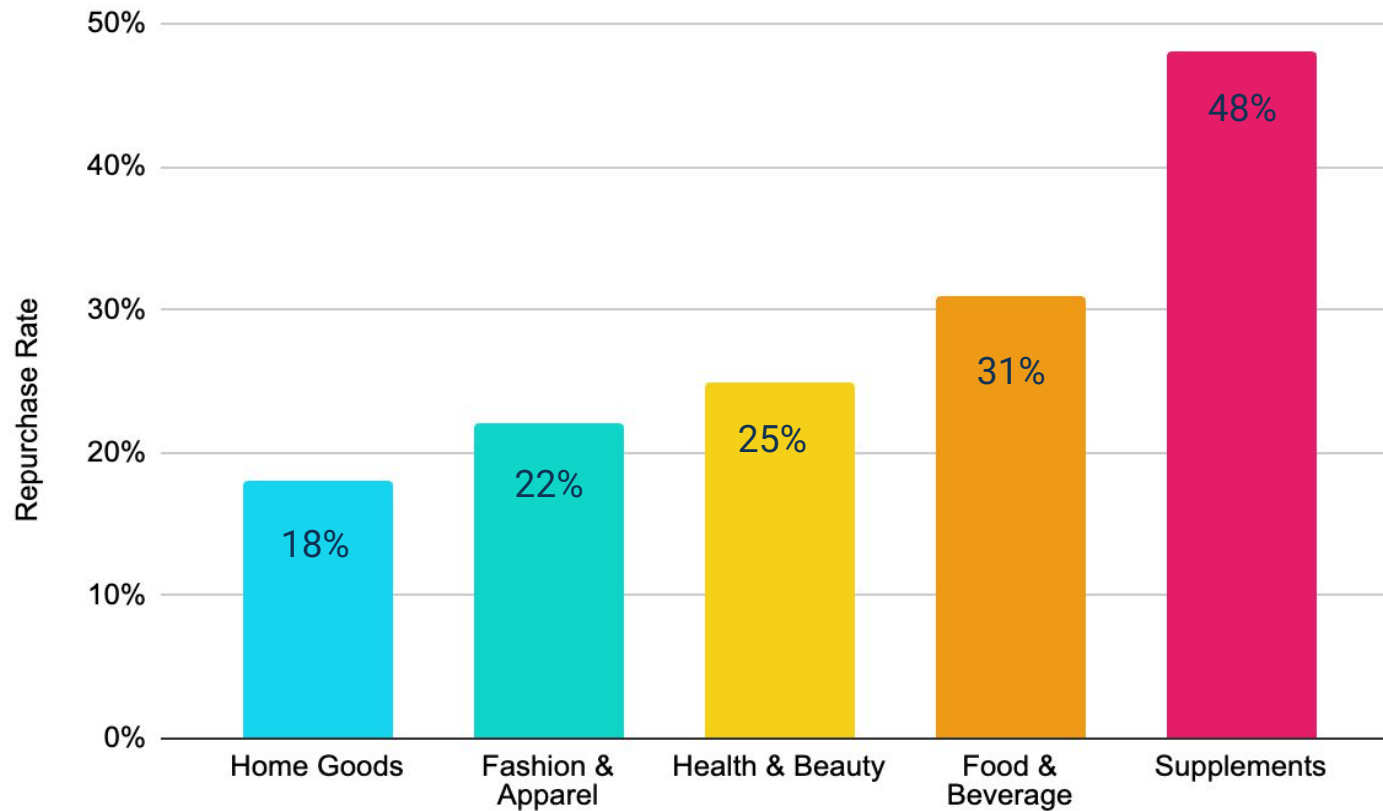


Purchase Frequency

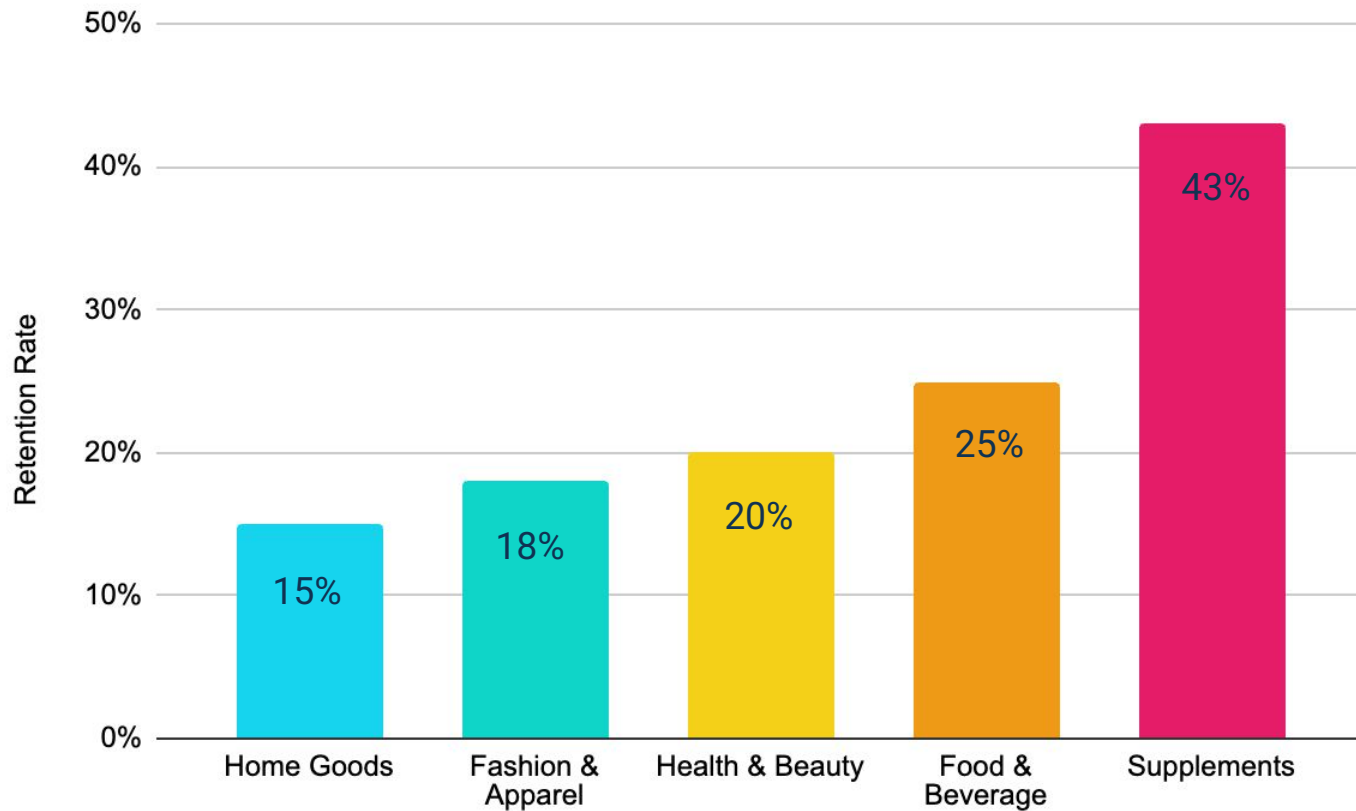


Repurchase Rate

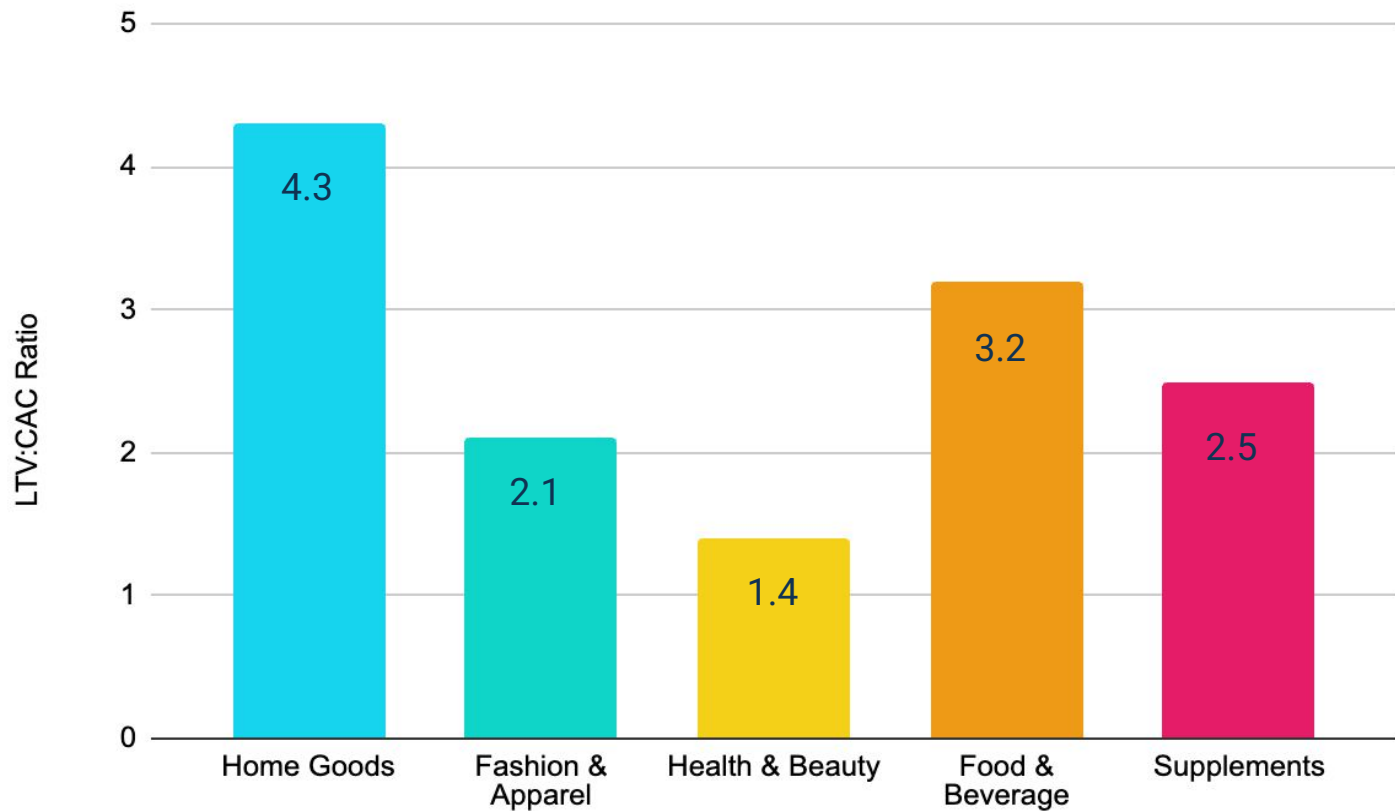
**Based on a 6 month post-purchase window*



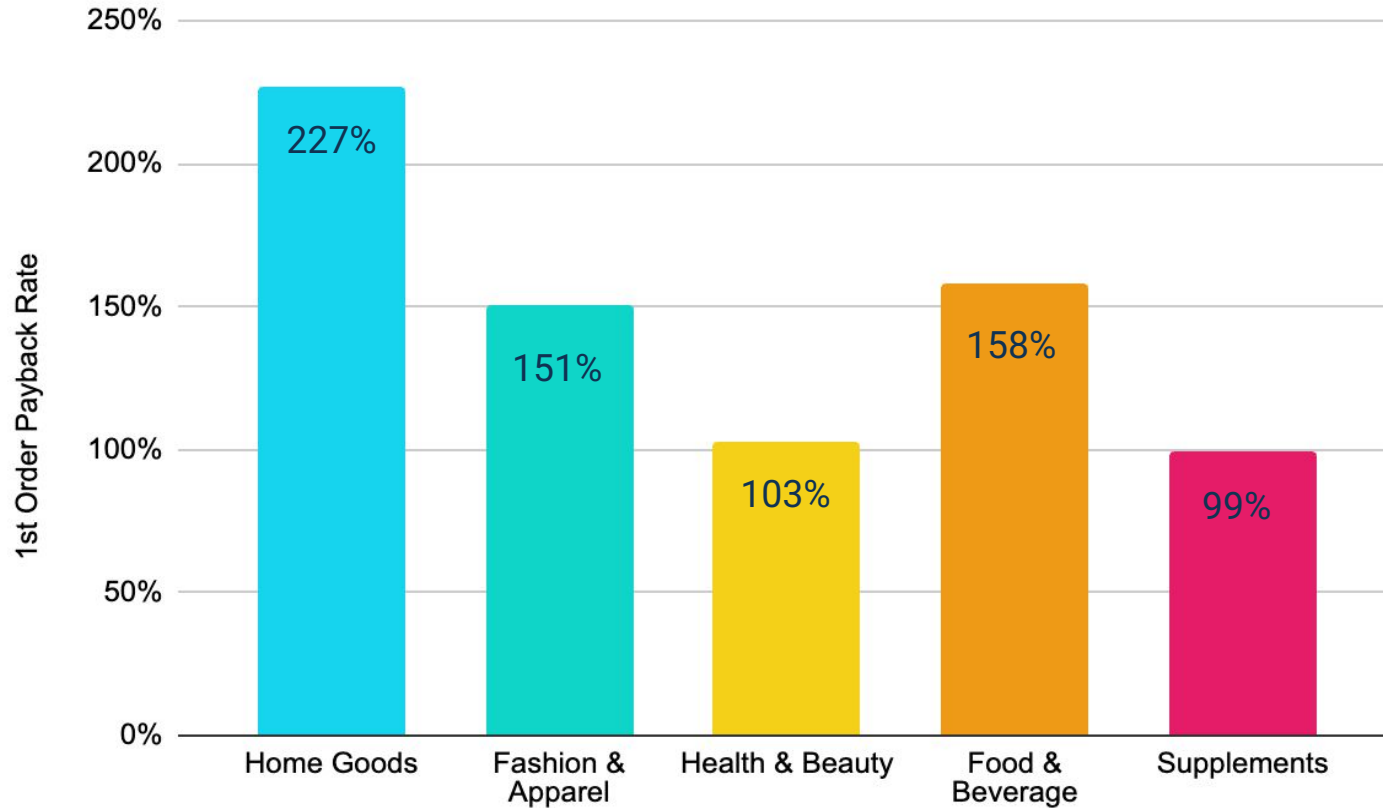
Retention Rate



LTV:CAC Ratio



First Order Payback Rate



decile

To learn more about Decile, or to schedule a demo, [visit us at decile.com](https://decile.com).