

The background features a blurred image of a laptop. Overlaid on this are several circular icons representing different business and technology concepts: an envelope, an open book, a house, a television, a computer monitor, a shopping cart, and a document. The overall color scheme is a light, monochromatic blue.

 commercialise

**Top 10**  
**Analytical Reports**





# Ecommercialise Top 10 Reports

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If you own an ecommerce store, you know that there is a wealth of data to sift through on a daily, weekly and monthly basis and getting to the most impactful metrics can be a challenge. We have a lot of experience when it comes to ecommerce reporting, and we have a few all-time favourite reports - the ones we recommend that every store create when they first start using the Ecommercialise platform.

These are easy to create, automate and schedule in Ecommercialise, but you'll be able to pull them together even outside of Ecommercialise (it might just take you a little longer).

Check out our top 10 favourite reports:

## 1. Store Life Time Value (LTV)

*Schedule this: Monthly*

LTV is the cornerstone of every ecommerce store - you always want this line to be trending in the right direction. LTV can tell you a lot about your strategy and where you should be focusing your efforts. Do you see a big spike in your LTV curve? Either you're doing a great job upselling, or you're lacking new customers. Is your curve starting to level out? Either you did a great job getting new customers, or you're not upselling enough.

*Create this report using: Lifetime value KPIs*

## 2. Revenue by Device

*Schedule this: Weekly*

When working on your customer acquisition strategy, you need to know: what devices are your highest-paying customers purchasing through? You may find that you're making exponentially more on mobile than on desktop - or vice versa, depending on what you sell. That will help you both focus your marketing strategy and optimise your site for the right customers.

*Create this report using: Revenue metrics and device filters*



### 3. At Risk Customers

*Schedule this: Monthly*

This tells you your customers who fall within 20% of your store's lapse point (the number of days you have for a customer to buy again before you lose them) and are at risk of not buying from you again. For example: if your store's lapse point is 100 days, everyone who hasn't purchased for 80+ days would be considered at-risk. This report helps you figure out which of your customers are at risk, so you can reach out to them with targeted marketing and incentives to encourage them to buy again. (PS: we calculate lapse point for you).

*Create this report using: Lifetime value KPIs*

### 4. Product Segment Breakdown

*Schedule this: Weekly*

This report helps you create action items based on product performance. Do you have products performing well in specific channels? Find out why so you can recreate that strategy. . Are there products being refunded more than usual? See whether there's an issue with the manufacturer. Do you have products trending that you need to monitor inventory for - or underperforming that you need to discount or promote? This report helps you stay on top of performance across your product segments so you can take action to drive profitability.

*Create this report using: Product segments*

### 5. Customer Segment Breakdown

*Schedule this: Weekly*

Just like you need to look at your product segment performance, you need to track your customer segment performance. Look at your most loyal customers and VIPs to brainstorm ways reward them for their loyalty - or get them to refer their friends. Look at your low AOV customers to figure out ways to upsell them. Analyse your first-purchase customers to maximise the chance they'll become repeat customers.

*Create this report using: Revenue metrics and device filters*



## 6. Ad Channel Optimisation

***Schedule this:*** *Monthly at the beginning of each month*

This report helps you understand the value of and optimise your ad channel performance. Look at your lifetime value by channel. Then, look at the number of customers coming from each channel. If your LTV is high but the number of customers is relatively low, you may want to invest more in that channel - or vice versa. Also pay attention to key lifetime metrics like LTV-based ROAS and LTV: CAC for each channel. (Don't know how to find these metrics? We can help).

***Create this report using:*** *LTV profitability by channel*

## 7. Net Profit By Channel

***Schedule this:*** *Monthly at the end of each month*

Now that you're making the right adjustments and strategic decisions for your channels, this will tell you how you're actually doing, profit-wise. This calculation subtracts your cost of goods sold and your advertising expenses Ecommercialise and tells you how much you're making from each of your channels, like direct traffic, organic search, paid search, email, affiliates and more.

***Create this report using:*** *Net profit by channel*

## 8. Customers by Number of Purchases

***Schedule this:*** *Weekly*

Knowing what type of company you are can help you make important decisions about your business model, customer acquisition strategy and more. Are you a one-purchase company, like a company that sells fidget spinners? Or are you retention based, like an apparel company? Where in the customer lifecycle do you tend to lose customers - and how can you overcome that? Benchmark how many customers you are pushing from zero to one, one to two, two to three, and so on.

***Create this report using:*** *Customer purchase behaviour metrics*



## 9. Customer Status Report

*Schedule this: Monthly at the beginning of each month*

This report will help you break down the status of your current customers - and help you figure out if your next play should be retention or acquisition. Lots of Active customers? Great - go focus on getting some new ones. More in the At Risk bucket? Work on retaining those people first before you prioritise acquisition.

*Create this report using: Customer segments*

## 10. Net Profitability

*Schedule this: Weekly*

How did you do this week? No, really - how did you do? This report looks at your true profitability, with cost of goods and advertising spend subtracted from your revenue. Knowing true profitability is an a-ha moment for ecommerce stores and is the backbone of most of your important business decisions.

*Create this report using: Performance KPIs*

Like these reports and want to know how you can easily incorporate them into your performance reporting? **We can help!**

Everything you read about here is easy to create and automate in Ecommerce using our simple report builder.

Contact us at [admin@ecommercialise.com](mailto:admin@ecommercialise.com) or click [HERE](#) to start a **FREE** trial today to see more!