

Percentage of Repeat Customers (E-Commerce)

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Percentage of Repeat Customers (E-Commerce)

Definition & Measurement Details



What is Percentage of Repeat Customers (E-Commerce)?

The number of customers who complete multiple transactions over a certain period of time divided by the total number of customers who purchased products from the company, as a percentage.

Why should this KPI be measured?

Percentage of Repeat Customers is an indicator of customer loyalty, which is essential to any company's revenue stream. A company's most loyal customers account for a much larger percentage of revenue than

How is this KPI calculated?

Two numbers are used to calculate this KPI: (1) the number of customers who complete multiple e-commerce transactions, and (2) the total number of customers who purchased products from the

ABRIDGED CONTENT
Purchase to View Full Definition & Measurement Details!

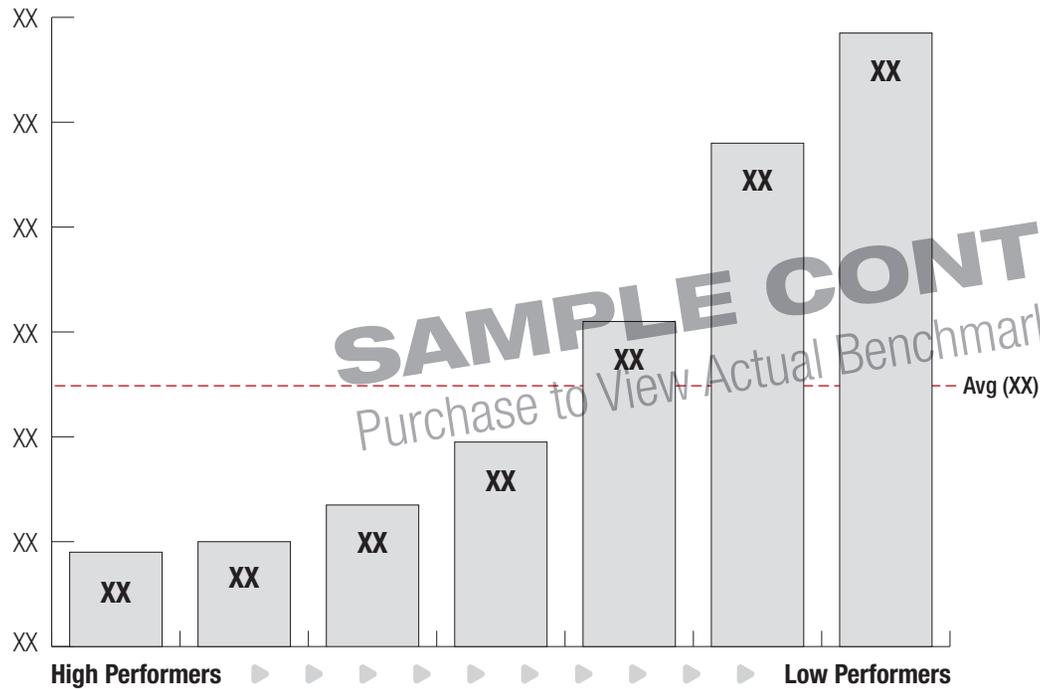
Percentage of Repeat Customers (E-Commerce)

Benchmarks & Characteristics of High Performers



Percentage of Repeat Customers (E-Commerce)

(Number of Customers Who Complete Multiple Transactions / Total Number of Unique Customers) * 100



Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

How to read this chart: This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

Benchmarking Report Terms & Conditions

OpsDog KPI Reports



© 2017 OpsDog, Inc.

The OpsDog KPI Reports and their contents are protected by copyright laws, contain the trademark OpsDog, Inc., and are OpsDog's proprietary information. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording or otherwise, without written permission from OpsDog, Inc.

OpsDog, Inc. assumes no liability with respect to the use of the information contained herein which is provided "as is" and there are no warranties of any kind provided by OpsDog with respect to this report. OpsDog assumes no responsibility for errors or omissions and will not be liable for any damages resulting from the use of the information contained herein.

OpsDog, Inc.

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888