

The first purchase is only the opening.

Fashion loyalty has to earn purchase two—and expand the relationship.



RETURN

Did the customer buy again?

EXPAND

Did the category mix broaden?

CONTRIBUTE

Did it add contribution?

Ask about the journey, not just the points.

Track cohorts from first purchase to repeat contribution.

Cohorts reveal where repeat purchase weakens.

Define the same follow-up window before comparing acquisition months.

FIRST PURCHASE

NEXT QUALIFYING PURCHASE

1

FULL-PRICE COHORT

Separate normal buying from offer-led return.

2

OFFER-LED COHORT

Check whether behaviour persists after the incentive.

3

CATEGORY COHORT

Compare occasion wear, everyday wear and accessories.

Use net qualifying purchases, matched identities and only customers with the full observation window.

Measure repeat and time to purchase two.

Split by store, acquisition source and first-purchase category.

Category expansion is a journey to test.

A relevant next category can be more useful than a blanket discount.

PROPOSED FASHION JOURNEY



EVENT

First qualifying apparel purchase



DATA

Chosen preferences + purchase category



DECISION

Check stock, permission and margin



BENEFIT

Test useful styling or relevant access



MEASURE

Repeat + category breadth + contribution

AI finds patterns. Teams choose the test.

Avoid guessing a customer's needs from a purchase alone.

Did the programme add profitable business?

A CEO needs a comparison, a cost definition and an accountable owner.



- COMPARE** Test an extra benefit against the base programme.
- PRESERVE** Keep all promised benefits; use equal follow-up.
- COST** Include rewards, fulfilment, communications and operations.
- DECIDE** Scale, revise or stop based on incremental contribution.

Use evidence to choose the next test.

Proposed KPIs—not reported customer outcomes.