



GROWTH — EXECUTIVE BRIEFING

Acquisition Economics Briefing

What a customer costs, and what they return

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
AEB-27-048	September 2027	Growth	6	Illustrative sample

The read

Acquisition clears on second order and not on first, and 61% of customers never place a second. The constraint is not acquisition cost; it is the gap between first and second order, which nothing in the current programme addresses.

61% Of customers never reorder	2nd Order at which acquisition clears	94 days Median gap to second order	0 Programmes targeting that gap
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WORKING

- 01 Acquisition cost, stable and competitive.
- 02 First-order conversion.
- 03 Second-order economics, where they occur.

NOT WORKING

- 01 Progression from first to second order.
- 02 Anything addressing the 94-day gap.



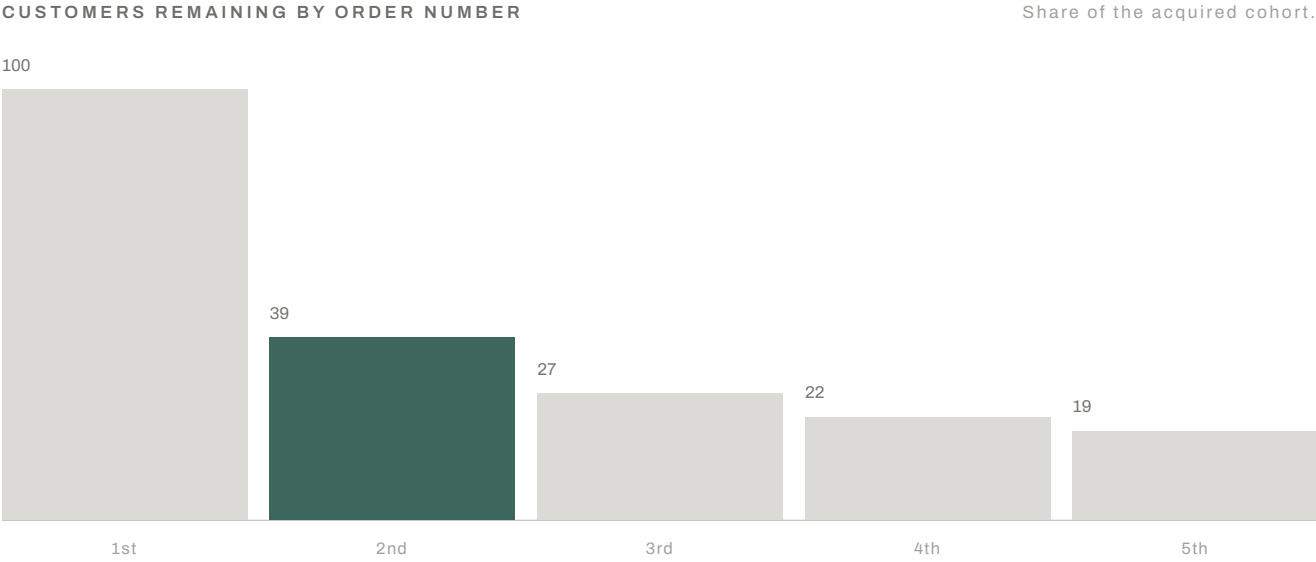
What a customer sees first.

THE IMAGE · MCLEUKER HOUSE SET

SO WHAT

Buying more first orders at a cost that only clears on the second is the definition of a treadmill. The single highest-value change is not in acquisition at all.

The cohort



ECONOMICS BY ORDER		
ORDER	SHARE REACHING ITCUMULATIVE MARGIN	AGAINST ACQUISITION COST
First	100%BELOW	-
Second	39%CLEARS	Break-even
Third	27%CLEARS	Positive
Fourth	22%CLEARS	Positive

SO WHAT

The drop from first to second is the whole shape of the curve. Everything after it is nearly flat, which means the retention problem is entirely in one step.



One image, one page and one decision, repeated several thousand times a day.

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The gap

WHAT WE KNOW

Median gap	94 days
Beyond 120 days	Reorder rate falls sharply
Current contact	One transactional sequence, no reorder programme
Returns	Customers who return an item reorder at half the rate
Not assessed	Whether the returns effect is causal or a selection effect

SEQUENCE

NOW	Target the 90-day window specifically It is the point where the curve is decided.
+ 1 MO	Separate the returns cohort They behave differently and are treated identically.
+ 3 MO	Re-read progression, not acquisition The number that matters is second-order rate.

SO WHAT	Reorder rate falls sharply past 120 days and the median gap is 94, so the window is narrow and known. Nothing currently happens inside it.
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Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Build a programme targeting the 90-day window	Head of Growth	30 Sep	Acquisition keeps buying orders that do not clear
Separate the returns cohort in reporting	Head of Insight	31 Oct	Two very different behaviours are averaged
Report second-order rate as the headline metric	Growth Director	30 Sep	Acquisition cost stays the reported number
Establish whether the returns effect is causal	Head of Insight	31 Dec	An intervention is built on a selection effect

SOURCES AND BASIS

Cohort progression — our own order data, cohorts as defined internally.
Acquisition cost — our own marketing records over the same period.
Margin by order — modelled from realised prices and returns; basis stated.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Acquisition Economics Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.