



# Enhanced Customer Metrics\*

## Deeper Insights for Your Campaigns

We're thrilled to announce significant enhancements to our customer metrics reporting, designed to provide you with more precise, flexible, and actionable insights into your campaigns. This update focuses on two key areas: **expanded coverage and enhanced logic**.

### What's changing?

#### 1. Expanded coverage (increased granularity)

Previously, new and returning customer data was limited to aggregated campaign levels. With this update, you'll gain **deeper and more granular insights** into customer behaviour.

- Customer KPIs will now be compatible with **all ZMS reporting dimensions** instead of on an independent tab.
- Customer KPIs will also be available for Awareness campaigns.
- This means you can report new and returning customer metrics across a wide range of breakdowns, enabling more detailed analysis to answer questions like "Which country is best at driving returning customers?".

#### 2. Enhanced logic for new and returning customers

We've refined the underlying logic to ensure **more accurate and reliable customer segmentation**.

- **Edge cases have been addressed:** For example, a customer placing multiple orders on the same day will now be correctly classified as "new" for their first order and "returning" for subsequent orders. This ensures more meaningful customer segmentation in your performance reports.
- We have also enabled aggregations across breakdowns, ensuring a unique customer count.

## How do we define new and returning customers?

- **New customers:** The number of unique brand customers attributed to a campaign who haven't bought from the brand previously for a given timeframe (365 days).
- **Returning customers:** The number of unique brand customers attributed to a campaign who have bought from the brand previously for a given timeframe (365 days).

## What impact can you expect to see?

These enhancements are designed to improve the accuracy and consistency of your customer reporting. You may observe some adjustments in reported values, particularly for returning customers.

### Key Impacts:

- **Expanded reporting scope:** Customer metrics can now be reported across all ZMS dimensions, offering significantly more granular and flexible reporting than the previous campaign-level limitation.
- **Minimal impact on new and overall customers:** Changes to these metrics will be negligible (average impact of less than -0.5%), primarily due to refined classification of first-time orders.
- **Notable impact on returning customers:** The returning customer metric will see an average increase of approximately **20% at the campaign-to-date level**. This reflects our improved logic that now accurately distinguishes repeat behaviour, even within the same day, and addresses other complex edge cases.

**Important Note:** This increase in returning customers is a result of **improved classification logic, not an actual change in customer behaviour**.

## What about your historical campaigns?

To ensure consistency and alignment with the updated logic, the new customer metrics will be **backfilled starting from 1 January 2023**. This means:

- All customer metrics from 2023 onwards will be recalculated to reflect the updated logic and granularity.
- Once live, all your campaigns, both active and historical, will display the updated metric values, ensuring meaningful historical comparisons.

# Understanding edge cases

The core logic for New and Returning Customers is:

- A customer is "new" if they haven't purchased from that brand in the past 365 days.
- On the first qualifying order of the day for a brand, the customer is marked "new." Subsequent orders for that brand on the same day are marked "returning."
- "New customers" are calculated as a distinct count of customer and brand combinations.

Here are a few scenarios to keep in mind:

- **Multi-brand campaign purchases:** If a customer makes a first-time purchase across multiple brands in one campaign, they will be counted as "new" for each of those brands. This aligns with our brand-level "new customer" definition.
- **Non-aggregatable metric across dimensions:** Customer metrics are unique counts. Therefore, the sum of new customers across dimensions (e.g., by day or device type) may appear higher than the total new customers reported at the campaign level. This is because the same customer might appear across multiple dimensions but is only counted once at the overall campaign level.
  - If the same user makes purchases from the same brand on different days, the campaign-level data will count this as one unique customer. However, in the daily breakdown, the data will show one customer on Day 1 and one on Day 2, even though it's the same person.
  - As a result, you cannot sum the daily customer counts to get the total number of unique customers for the campaign, since the same user may appear on multiple days
- **Mixed customer status within a single day:** If a customer places multiple orders with the same brand on the same day, the first order counts them as "new," and subsequent orders as "returning." In this scenario, you'd see 1 New Customer, 1 Returning Customer, and 1 Overall Customer for that day.
- **Variability across granularities:** Similar to the above, a single customer converting via both browser and app will be counted as 1 new customer at the campaign level, but as 1 on browser and 1 on app at the device level.