

**CUSTOMER VALUE  
OPTIMISATION PROGRAM**



**DEFIANT\***



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# IT'S TIME TO KICK YOUR CONVERSION RATE ADDICTION

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Find yourself needing a bigger hit all the time?

Maybe you're chasing that high that has alluded you for a while?

Conversion rate is a metric that we've all been hooked on for too long. We need to take a more diverse approach to growth rather than fixating on a number that, let's face it, means very little on its own.

By optimising the relationship between all your metrics, rather than just maximising one, you can insulate yourself from volatility in that single number.

You need to start benefitting from the compounding effects of adding new customers to an already growing customer base. Focussing on conversion rate alone is going to leave you out in the cold, continually searching for new customers.

Talking of new customers, how's your acquisition strategy?



# LET'S TALK ABOUT CAC BABY

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Are your acquisition costs a source of pain? Are your margins getting eroded because of ever increasing Customer Acquisition Cost?

**You're probably experiencing some of these other impacts too:**

- 01.** Your business isn't growing as fast as you'd like - or at all.
- 02.** Your customer retention could be better and your customers are churning.
- 03.** The things you used to do are having less and less impact.
- 04.** The plan you've been using is not as effective as it once was.
- 05.** You're struggling for ideas on what to do next.

With acquisition costs higher than ever, the time has come to double down on your targeting and cut the wasted spend.

Rather than slashing acquisition budgets, we'll give you the ability to target your most profitable customers, outspend your competitors, and tip the scales in your favour.

Some call it an unfair advantage. We call it Customer Value Optimisation.



# WHY YOU NEED CVO IN YOUR LIFE

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Customer Value Optimisation gives you a holistic view of all your numbers and metrics, removes silos, and shows how your metrics impact each other. Most importantly, CVO makes sure profit is at the top of the list, so you know the impact your next move will make to your business. All from day one.

You'll have clarity on where the problems and opportunities lie, and a focus on what actions you can take to deliver growth.

**Through CVO, we make your whole business work.**

- 01.** Your growth will be accelerated by reducing customer churn and increasing retention, removing your reliance on conversion rate.
- 02.** Your acquisition budget will perform better, delivering less waste and greater profit.
- 03.** You'll be able to accurately predict results and have confidence in the outcomes to deliver long-term growth.
- 04.** You'll solve entire business problems, not just tinker with singular site metrics.



# HOW DEFIANT CAN HELP

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## **Together, let's focus on what matters.**

Whatever you're facing, you're not alone. We've seen these issues before.

Customer Value Optimisation allows you to overcome problems by delivering clarity, growth and profit.

We take care of analysing your customers, your data, finding answers, providing strategy, delivering actionable insights and meaningful reporting.

Every month we execute a clearly defined plan to help you hit targets in the short and long term. No more sweating the small stuff.

## **You'll get the following:**

- 01.** Clarity and transparency on your data and confidence in the results.
- 02.** The ability to understand and monitor the metrics of your eCommerce store that really matter.
- 03.** A clearer and less time consuming process for reviewing results giving you more time to focus on the other tasks you need to do.
- 04.** Specific and defined action to deliver growth every month.



# REVENUE $\neq$ GROWTH

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**If you don't know the costs, you don't know the profit.**

When your metrics deceive you, it's hard to know where to turn. A growth formula that's missing metrics doesn't show growth at all.

Opposite is a traditional growth formula used by many businesses. It's broken - it's missing profit.

By adding profit into the mix, we'll help you break down your growth into something transparent and measurable.

$$\begin{array}{ccccccc} \textit{T} & \times & \textit{CR} & \times & \textit{AOV} & = & \textit{G} \\ \text{TRAFFIC} & & \text{CONVERSION} & & \text{AVERAGE ORDER} & & \text{GROWTH} \\ & & \text{RATE} & & \text{VALUE} & & \end{array}$$



# A WINNING FORMULA

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**Profit matters, even if it's not the goal.**

Knowing your profit allows you to make moves. Big moves.

Whatever your goal - steal market share, increase in profits, dominate your competitors - knowing your profit unlocks all of your options.

Combine this with your other metrics then sit back and watch the fireworks.

$$\frac{\begin{array}{c} \textbf{PF} \\ \text{PURCHASE} \\ \text{FREQUENCY} \end{array} \times \begin{array}{c} \textbf{GM} \\ \text{GROSS} \\ \text{MARGIN} \end{array} \times \begin{array}{c} \textbf{AOV} \\ \text{AVERAGE ORDER} \\ \text{VALUE} \end{array} \times \begin{array}{c} \textbf{CL} \\ \text{CUSTOMER} \\ \text{LIFESPAN} \end{array}}{\begin{array}{c} \textbf{\# NEW CUSTOMERS} \\ \text{NUMBER OF NEW CUSTOMERS} \end{array}} = \begin{array}{c} \textbf{G} \\ \text{GROWTH} \end{array}$$



# PEOPLE FOCUSSED, DATA LED

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**Helping you grow is our sole purpose.**

Defiant allows you to maximise your return on investment, by taking a holistic, strategic approach to attracting, converting, and retaining customers.

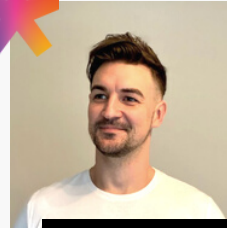
Through in-depth analysis of business-wide metrics, Defiant identifies your ideal customer profiles, understands your gross margin and defines your Customer Lifetime Value. Understanding these key metrics allows us to deliver a plan to target a highly profitable, engaged customer base with high retention rates that you can confidently acquire more of. All in the face of outside economic conditions.

By placing the customer at the heart of your offering, Defiant increases Customer Lifetime Value (CLV) by clearly defining your ideal customer profile. When you know who your target customer is, how much they're worth, and how much you can afford to spend to acquire them, acquisition, conversion and retention all become much easier.



# WHO'S BEHIND DEFIANT?

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**JASON  
CHAPPEL**

Defiant is the brain child of Jason Chappel.

Jason has been helping brands achieve growth for over 17 years. Working with brands from across the globe, Jason's passion is helping them find, define, and own their niche.

He's spent time at some of the UK's leading eCommerce agencies such as Blend Commerce and Eastside Co. delivering projects for Absolute Collagen, Oliver Sweeney, Motel Rocks, Lazy Oaf, and Tropic Skincare to name a few.

Through his work in CVO, Jason has delivered some killer metrics for brands including:

- + 254% increase in Revenue
- + 60% Conversion Rate increase
- + 500% increase in subscriber base in 6 months



# IT'S TIME FOR YOU TO BE DEFIANT

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Don't be a victim of the times.

If you want to look at how Defiant can help you using your own numbers, no theoretical or hypotheticals, get in touch.

Whatever it is - high CAC, recession, inflation, increased competition - don't let market conditions dictate your business.

**Be Defiant.**

# LET'S TALK

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**Contact us to learn more**

Jason Chappel

[www.wearedefiant.io](http://www.wearedefiant.io)

[jason@wearedefiant.io](mailto:jason@wearedefiant.io)

+44 (0) 1483 904 098

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