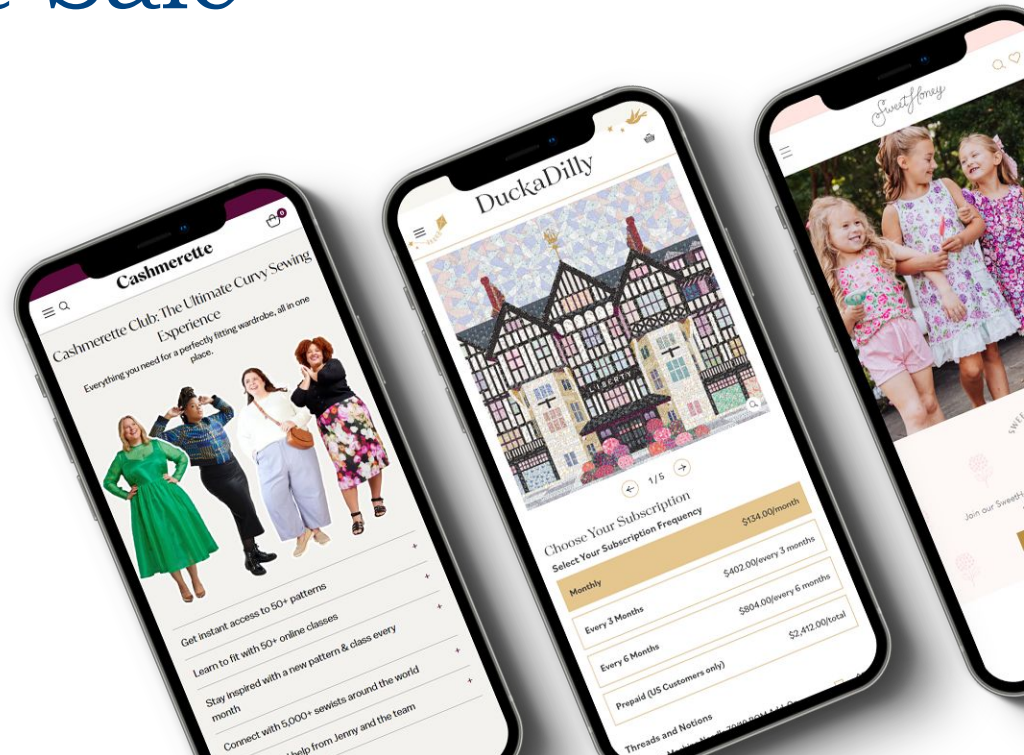
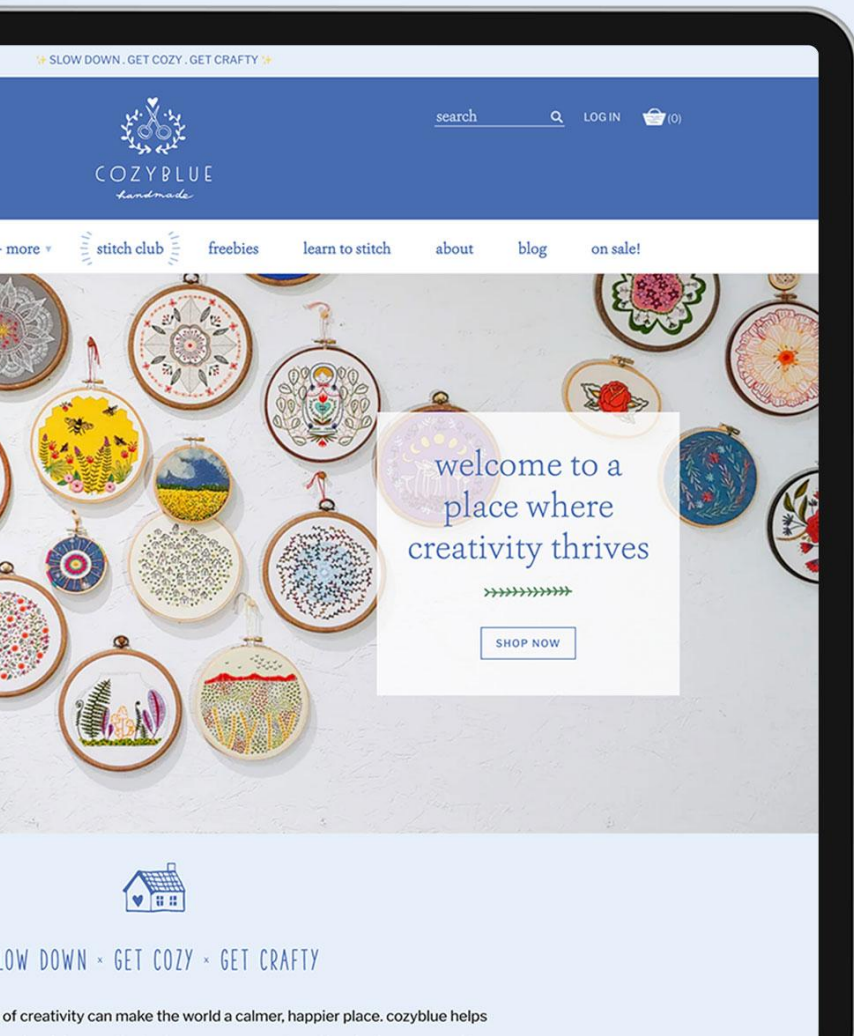


# Beyond *the* First Sale

Building Customer Loyalty  
That Lasts

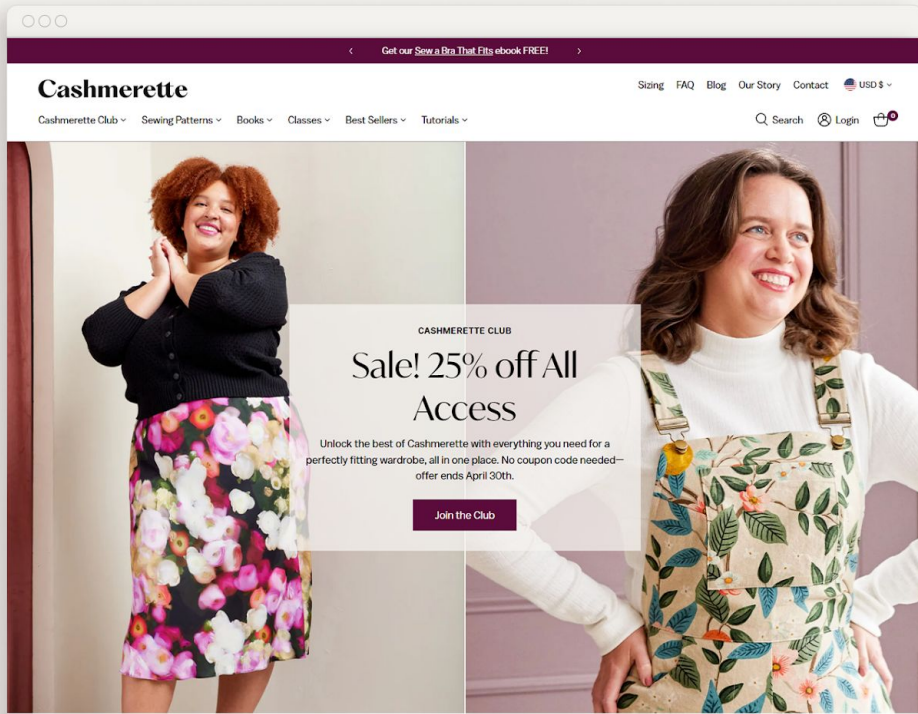




## We help merchants

- ◆ Branding
- ◆ Shopify websites
- ◆ Email marketing
- ◆ Optimization & maintenance

**AEOLIDIA.COM**



From 75% individual pattern sales to over 75% recurring revenue.

Sew the fit *your curves deserve.*



Made for Curves

Great fits start with great fit. That's why we specialize in sizes 0-32 and cup sizes C-H.



Made for Confidence

When you wear clothes that fit all of you—your body, your style, your individuality.



Made for Community

Experience sewing like never before—not as a solo craft, but as a shared experience.



# What you'll leave with today...

1

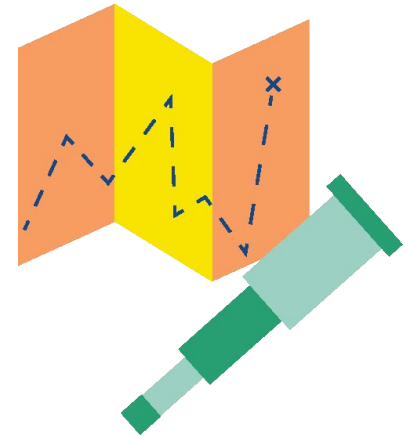
A new way to think about your existing customers

2

Practical strategies you can use now, whatever your business size

3

The metrics to track, and exactly where to find them



# Why Retention Matters





Customer acquisition  
costs have surged by 222%  
over the past decade





# The Leaky Bucket



# Your most valuable customer is already in your store.

Existing customers are likely to spend **67% more** than new customers.

A **5% increase** in customer retention produces more than a **25% increase** in profit.





# The Psychology of Retention



## Identity



*"I am a knitter"*

## Endowment



We value what we own.

## Reciprocity



Generosity earns loyalty.

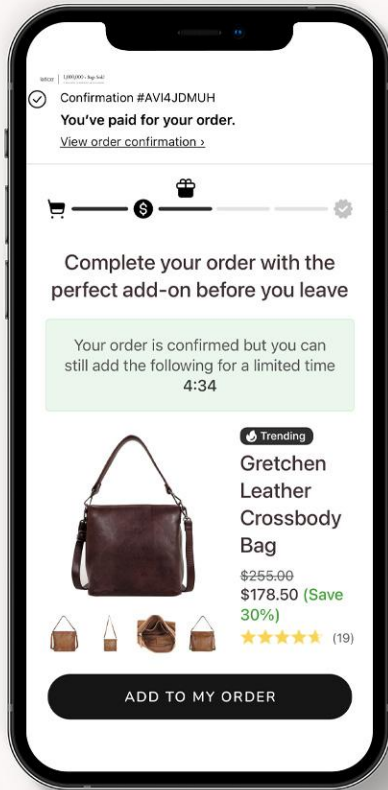
## Commitment



Purchases compound.

# The Post-Purchase Window







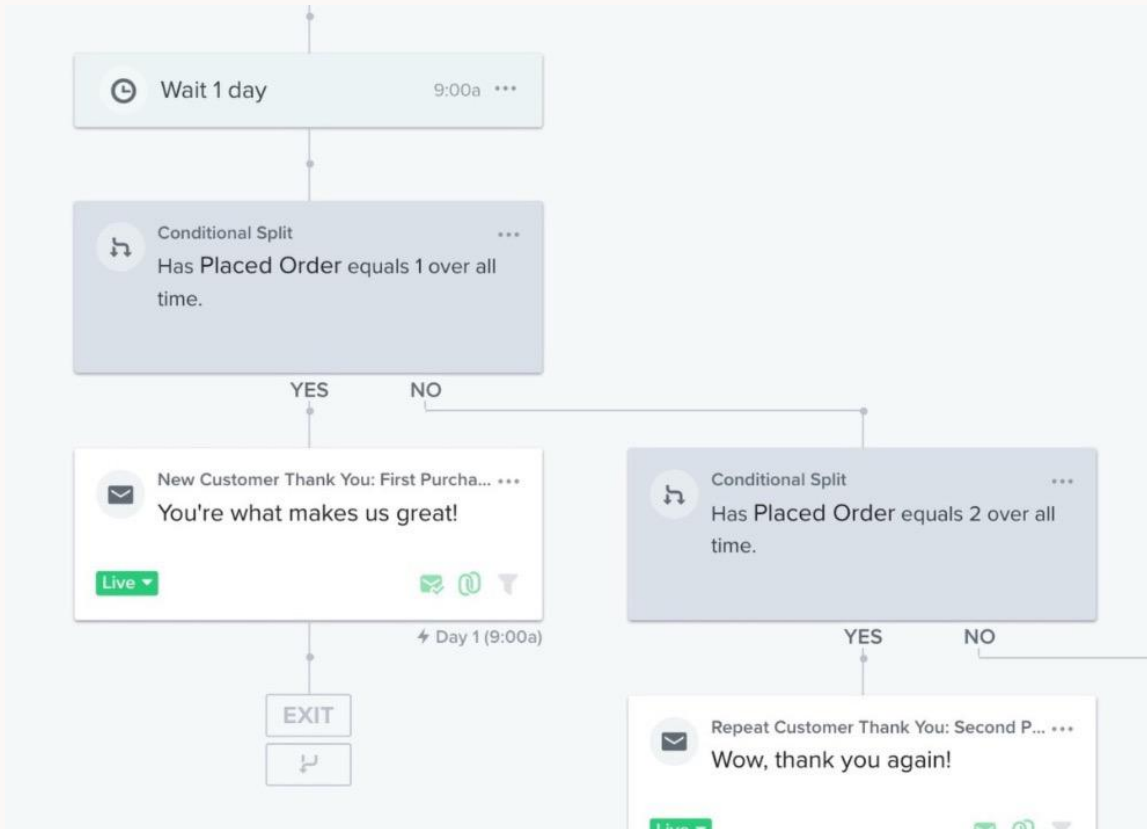
## Your Order Has Been *Confirmed*

We're thrilled you've chosen heirloom-quality leather!

You'll receive an update as soon as your order ships. Have questions about your purchase? We're here to help.

[READ FAQ'S](#)





# Review Requests



## Customer Reviews

### SIGNATURE SPIRAL PLANNER

“Once I found this planner I knew I was never going to be the same. It has everything I need each week to be organized without too much clutter. It sits on my desk or at times comes away with me. I glance at the goals for the month and break them down weekly. Best planner ever!!!!”

[SHOP NOW](#)

Hot Off the Press



FREE SHIPPING FOR DOMESTIC ORDERS OVER \$175

## BABY BEAU & BELLE

Hi Helen,

We hope you love your recent order from Baby Beau + Belle! Nothing makes us happier than dressing your little dude. We know he's handsome in whatever he wears, but we'd like to think we make his look a little extra 😊

Here are a few more items from [the Harrison collection](#) that we thought you might like:



[Harrison 3-Piece Suit | Quilted Cotton](#)



[Harrison Quilted Newsboy Cap](#)



[Harrison Booties](#)



[Harrison Romper](#)



[Muslin Keepsake Garment Bag](#)



[Harrison Bib](#)

SHOP HARRISON COLLECTION

THE BABY BEAU & BELLE BLOG

SHOP GIRLS BY COLLECTION





## Packaging As A Retention Touchpoint

- QR codes linking to tutorials or community
- Care instruction inserts that reinforce value
- A handwritten-style note



# Subscriptions & Memberships



# Subscribe & Save

Home / Winter Shrubs /

## Meyer Lemon + Green Coriander Shrub

★★★★★ 3 reviews

\$24.95

---

ONE-TIME PURCHASE \$24.95

**SUBSCRIBE & SAVE 10% \$22.46**

Delivery every 1 Month ▼

[Subscription details](#)

QUANTITY

- 1 +

**ADD TO CART**

Pay over time for orders over **\$35.00** with [shop](#) [Learn more](#)



✓ Pickup available at Little Apple Treats Farm  
Usually ready in 2-4 days  
[View store information](#)

In stock, ready to ship

### YOUR CART

FREE SHIPPING to continental US on orders over \$300

You are \$280.05 away from FREE SHIPPING


 Original Apple Cider Vinegar 

- 1 + \$19.95

**Upgrade to Subscription & Save 10%**

ADD A GIFT NOTE - PRICES WON'T SHOW ON YOUR RECEIPT!

YOU MAY ALSO LIKE

 Passionfruit, Blood Orange and Guava Shrub **Add**

\$24.95



Home | Sew Indulgent Box - June 2025



*sew indulgent*



## Sew Indulgent Box - June 2025

★★★★★ 10 reviews

\$140.00

17 days 23 hours 4 mins 30 secs left for you to grab the June Sewing Subscription Box!

Part of the Rome Collection, the Cielo Top and Dress is an easy, breezy take on a boxy tee and shift dress. Loaded with interesting details and interchangeable features, it will fast become a wardrobe building favorite.

Choose between a semi-cropped top with a cuffed short sleeve (View A) or dramatic gathered long sleeve (View B). Or make an easy-fitting dress with sleek in-seam pockets (View C) or without pockets (View D). All views have a slightly dropped shoulder, angled shoulder yoke and roomy fit, with a choice between an elegant bias binding or faced neckline finish. [MORE...](#)

*Ships starting June 2, 2025*

**Include a Pattern**

**Select Your Fabric**

**Select Your Plan**

Is this a gift?



What you'll receive each month

Monthly boxes:

tion.  
for that month's section.

ber of prints, so each month  
specific to the section you are

oundation Paper Piecing  
ed PDF illustrations  
these files will be located



## Shipment Schedule

Regent Street is an 18-month BOM.

### Monthly Subscribers

- Shipments will begin July 2026.
- When you signup, that is considered your Month 1 charge.
- You won't be charged again until Month 2 (August 2026).
- You will receive a total of 18 monthly shipments.

### Every 3 Months Subscribers

- Your first box, containing materials for Months 1, 2, and 3, will ship September 2026.
- You won't be charged again until Month 4 (October 2026), and your charge will be for Months 4, 5, 6.
- Your second shipment will have materials for Months 4, 5, 6, shipping December 2026.
- You will receive a total of 6 trimonthly shipments.

### Prepaid Monthly Subscribers

- Your first box, containing materials for Month 1, will ship July 2026, and you will receive 18 monthly shipments.
- International customers: please contact us before checking out with a Prepaid Monthly Subscription. Additional shipping charges will apply.

## Subscriber Benefits



ACCESS INSTRUCTIONS IN  
YOUR ACCOUNT



DISCOUNT ON BACKING AND  
BINDING FABRICS

Free U.S. shipping on orders over \$100

# DuckaDilly

SEARCH DESIGN WALL LOG IN

BLOG RESOURCES ABOUT CONTACT

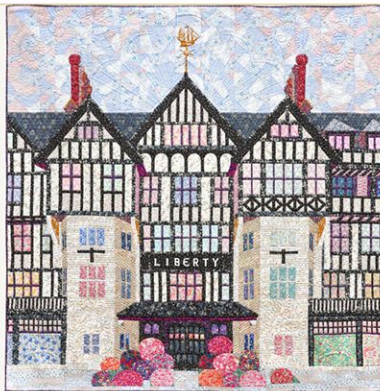
SHOP LIBERTY FABRICS COLLECTIONS SUBSCRIPTIONS BUNDLES KITS & PATTERNS SUPPLIES FABRIC FRENZY

HOME / REGENT STREET

## Regent Street BOM

*Come walk the streets of London with us. Everyone is bustling, people going home, journeying to meet friends. But we're heading somewhere particular. Somewhere special. As we turn onto Regent Street, what we notice first isn't the familiar black-and-white building, but the sky's sunset colors reflecting down from the dark timber-framed windows. Drawing closer, we're wrapped in the all-encompassing scent of flowers, blooming heralds of the beauty inside.*

*Approaching the open doors, adorned with those six colorful crests, we pass through time into another world. The bright evening light becomes softer. The scent of flowers gives way to the unmistakable smell of antique wood. And as we take the staircase up, up, up to the fourth floor, our hand trailing along the polished wooden banister, we dream of what new textile inspiration awaits us.*



## Choose Your Subscription

### Select Your Subscription Frequency

Monthly	\$134.00/month
Every 3 Months	\$402.00/every 3 months
Every 6 Months	\$804.00/every 6 months
Prepaid (US Customers only)	\$2,412.00/total

### Threads and Notions

Microtex Machine Needle 70/10 BOM Add-On  + \$5.75

DuckaDilly x Aurifil Thread Set  + \$52  
3 Large 50wt Aurifil Spools (2 White and 1 Black)

## Summary



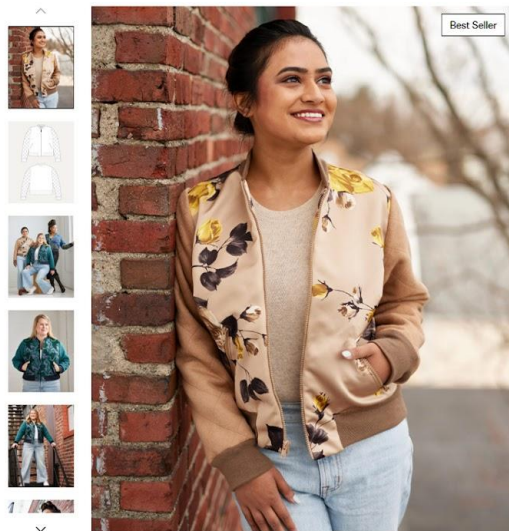


## Paid Memberships

- Exclusive content & patterns
- Private community or forum access
- Early access to new releases
- Member-only events and discounts



Home / Best Selling Sewing Patterns / Kimball Bomber Jacket



Cashmerette Club

## Kimball Bomber Jacket

Free with Club ★★★★★ 17 Reviews

Classic bomber jacket sewing pattern made specifically for curves with cup sizes C-H and bust darts for shaping.

Size & format: [Find my size](#)

PDF

0:32

This is a Cashmerette Club exclusive pattern. Join 5,000+ curvy sewists from around the world and download this pattern instantly when you join the Club!

[Learn more](#)

Join Cashmerette Club All Access

Already a member? [Log in here](#)

Why it's special:

-  Bust darts in cups C-H
-  Roomy pockets
-  Ideal for color-blocking
-  Quilted

More like this: [Jackets](#) / [Woven](#) / [Bestsellers](#)

### Pattern Description

Are you looking for a fun bomber jacket that fits your curves? The Kimball Bomber Jacket is for you. Featuring cup sizes from C-H and bust darts for shaping, it has a relaxed fit through the shoulders and back so you get the classic bomber jacket look, but is neat through the bust and shoulders so you're not overwhelmed with fabric. It also features awesome quilted sleeves, a clean-finish faced zipper, and handy angled zipper pockets. The unlined jacket is slightly cropped, and is finished with ribbed cuffs, hem band and neckband, and has bound seams for a beautiful finish inside.

Pattern Details	+
Fabric & Supplies	+
Sizing	+






# Personalized Product Recommendations









# Personalized Homepage

○○○

**Favorites, revisited.**  
TOP SELLERS JUST FOR YOU.

←  **Family Planning Pad** \$38.00  **Work/Life Spiral Notebook** \$18.00  **Flax Holiday Card Book** \$65.00 →

 **Single Cards**  **Journals**  **Baby Books**  **Planners**  **Notepads**



# Rebuy + Klaviyo Integration



## Our Latest Designs



Educational World Map Art Print  
\$47.00



New Jersey Illustrated State Map Art Print  
\$24.00



Illustrated Animals World Map Art Print  
\$47.00



Alabama Illustrated State Map Art Print  
\$24.00



*just for you*



Petal Party 7.5" Bowl Cover (fits up to 11")  
\$18.00



Your Value Comes From The Lord Sticker  
\$4.00



3.25" Flower Garden Jar Cover (fits up to 4.25")  
\$10.00



Just in Case - Sticker  
\$4.00

*shop the latest*




# Rebuy Reorder Landing Page

15% OFF auto-applied to you cart! ✕

## Duradry


### YOUR PREVIOUS ORDER



**Duradry Wash** \$9.00

2.5 FL. OZ. / Single

- 1 +




**Duradry PM Gel** \$18.50


Single

- 1 +

### YOU MIGHT ALSO LIKE



**Duradry AM Stick** \$10.00




**Duradry Body Spray** \$9.00

Single

Add to Cart

Your Cart 3




**Duradry PM Gel - Single** \$15.73

Yes! you got 15% OFF

- 1 +

Upgrade to Subscription & Save 20%




**Duradry Wash - 2.5 FL. OZ. / Single** \$7.65

Yes! you got 15% OFF

- 1 +

Upgrade to Subscription & Save 20%



**Duradry AM Stick - 3-Pack / Barça** \$20.39

Yes! you got 15% OFF

- 1 +

Upgrade to Subscription & Save 20%

Source: [Rebuy Inspiration Gallery](#)



# Loyalty Programs



## ◆ Points System

Customers earn points per dollar spent, redeemable for discounts or free gifts.

## ◆ Referral Rewards

Customers earn points or rewards for referring friends who make a purchase.

## ◆ Tier System

Customers level up as they spend more, unlocking better perks at each level.

## ◆ Birthday and Anniversary Perks

Personalized timing, reliably well-received.



FREE SHIPPING ON ORDERS OVER \$99! CONTIGUOUS U.S. ONLY\*

Search

*Sweet Honey* Home FAQ About Contact Rewards Blog


NEW ▾ CLOTHING ▾ SWIM ▾ ACTIVEWEAR ▾ MADE TO PLAY ▾ PAJAMAS ▾ SHOES ▾ SCHOOL & SPORTS ▾

SPECIAL OCCASIONS ▾ BAGS & BACKPACKS ▾ CUSTOMIZE ME ▾ BEDDING ▾ SALE ▾

SWEET HONEY  
*Rewards*

Join our SweetHoney Rewards program to start earning points on your purchase!

[SIGN UP](#) [LOG IN](#)



## How It Works



*Sign Up*  
to get started



*Earn Points*  
for shopping and more



*Redeem Points*  
for your SweetHoney favorites

Join SweetHoney Rewards and get rewarded while you shop. You'll get **300 points** for signing up. What are you waiting for?

[Join now](#)

[Log in](#)

## Loyalty Tiers

<p><b>Like It</b> START HERE</p> <p>• 5 points per \$1</p>	<p><b>Love It</b> SPEND \$250</p> <p>• 6 points per \$1</p>	<p><b>Obsessed</b> SPEND \$500</p> <p>• 7 points per \$1</p>	<p><b>Addicted</b> SPEND \$1,000</p> <p>• 10 points per \$1</p>
--	---	--	---

<p>Follow Us on Pinterest 20 points</p>	<p>Follow us on TikTok 20 points</p>	<p>Happy Birthday 1,000 points</p>	<p>Refer friends 1,000 points</p>
<p>Sign up to our mailing list 25 points</p>	<p>Write a product review 100 points</p>	<p>Sign up for SMS 25 points</p>	

## The Rewards

<p><b>\$10 gift card</b> 1,000 points</p>	<p><b>\$25 gift card</b> 2,500 points</p>	<p><b>\$50 gift card</b> 5,000 points</p>	<p><b>\$100 gift card</b> 10,000 points</p>
<p><b>\$200 gift card</b> 20,000 points</p>	<p><b>\$500 gift card</b> 50,000 points</p>		



### Shop

- WEEKLY DROP
- COMING SOON
- CLOTHING
- PAJAMAS
- ACTIVEWEAR
- OUTERWEAR
- BOOTS & SHOES
- BOY'S
- BAGS & LUGGAGE
- SWIM

### Explore

- ABOUT
- BLOG
- FAQ
- SHIPPING POLICY
- CONTACT

### Stay In the Know

Sign up to receive updates on upcoming drops and get 20% off your first order.

[SUBSCRIBE](#)

Connect with us [f](#) [t](#) [i](#)





MARSELLO



NOT A MEMBERS?

## SIGN UP FOR REWARDS



Save money while you shop.

LEARN MORE



Placeholder for text content

Placeholder for text content




Placeholder for text content

YOUR LOYALTY POINTS BALANCE

## 320 POINTS

Redeem your points and start shopping!

REDEEM POINTS



# Retention Metrics





Returning Customer Rate  
38%



# What else Shopify can tell you...

- ◆ New vs Returning (totals)
- ◆ Average Order Value (AOV)
- ◆ RFM Analysis
- ◆ Rewards Redemption Rate
- ◆ Churn Rate



# Customer Lifetime Value



THE ADVANCED METRIC

## Predictive analytics

[What are these?](#)

# \$339

Customer Lifetime Value (CLV)



Historic CLV (\$226, 5 orders)  Predicted CLV (\$113, 2 orders)

Expected date of next order Apr 6, 2026

Best cross-sell date Aug 22, 2025

Next best product [Aeolidia Coziest Pullover Hoodie](#)

Churn risk prediction 76.00%

Average order value \$56.50

### Channel affinity

Tailor communication based on predicted engagement of available channels.

Available channels	Engagement preference
--------------------	-----------------------

 Email	First
---	-------

 SMS	Second
---	--------

[Learn about predicted channel affinity](#)

# Klaviyo Marketing Analytics

- Predicted CLV per individual customer
- Product analytics
- Cohort analytics



## Under \$500K



- The post-purchase experience
- Transactional emails and email flows
- The thank you page
- Packaging

## Approaching \$1M



- Loyalty program
- Subscriptions
- Memberships
- Personalized recommendations

## \$2M+



- Now you have the volume for RFM and CLV analysis to be meaningful.
- Analytics should inform which cohorts matter most, what they buy, and when they need to hear from you.






Q & A



Stay in  
Touch

# Aeolidia

**Arianne Foulks**  
CEO & Founder

-  [arianne@aeolidia.com](mailto:arianne@aeolidia.com)
-  [@aeolidia](https://www.instagram.com/aeolidia)
-  [aeolidia.com](https://www.aeolidia.com)



## Please fill out the h+h class survey

LDH Scissors will be giving away a pair of 9" Midnight Edition Ergonomic Scissors! These are a \$70 value.

