The Second Purchase Map

BLANK WORKSHEET **Brand:** _____ **Date:** _____ **By:** _____

Map the path from a first order to a second order. For every step: what triggers it, what the customer is asking and feeling, what we send, when, how we measure it, what could go wrong, and how big the gap is.

1 First order	2 Confirmed and shipped	3 Arrives	4 First use	5 Review	6 Reorder window	7 Second purchase	8 No return

WHY IT MATTERS

The first order proves interest. The second shows the brand is worth coming back to. Most email revenue is quietly decided in the weeks between the two.

HOW TO USE IT

1. Find your reorder window (next page). 2. Fill in both map pages. 3. Rate each gap. 4. Use the calculator to size the opportunity. 5. Turn the biggest gaps into a build plan.

WHAT YOU NEED

Your flows and campaigns, your order data (from your store platform), your email platform's flow reports, and 60 minutes.

First, know why they bought

The same map changes by buyer type. Mark the type that matters most for your brand, or copy the map for each.

BUYER TYPE	WHAT CHANGES IN THE MAP	SHARE OF FIRST ORDERS
Gift buyer	The recipient is a second customer. Ask permission to follow up. Plan the occasion calendar.	
Self-purchase, first try	Confidence and use matter most. Care tips and reviews carry weight.	
Replenishable	The reorder window is the whole game. Timing beats creativity.	
Discovery or discount	Lowest loyalty. Focus on a good first experience before any offer.	

Find your reorder window

The window is the typical time between a first and second order. Email should arrive just before the customer would naturally reorder.

1. Pull customers who placed at least two orders in the last 12 months (your store platform's reports, a customer export, or your email platform's analytics).
2. For each, count the days between order one and order two.
3. Take the median. Use the middle half of customers as your window.

MEDIAN DAYS TO SECOND ORDER	MIDDLE HALF OF CUSTOMERS	YOUR FIRST REORDER EMAIL GOES OUT

The map, part one: before they use the product

Steps 1 to 4. Rate the customer's feeling from 1 (worried) to 5 (delighted). Mark gaps as None, Small or Big.

	1. FIRST ORDER PLACED	2. ORDER CONFIRMED AND SHIPPED	3. PACKAGE ARRIVES	4. FIRST USE
TRIGGER				
CUSTOMER IS ASKING				
CUSTOMER FEELS (1 TO 5)				
OUR MESSAGE				
CHANNEL AND TIMING				
GOAL AND MEASURE				
WHAT COULD GO WRONG				
GAP (NONE, SMALL, BIG)				

The map, part two: after they use it

Steps 5 to 8. Timing is set by your reorder window. If a step has no message today, that is the gap.

	5. REVIEW AND FEEDBACK	6. REORDER WINDOW	7. SECOND PURCHASE	8. IF THEY DO NOT RETURN
TRIGGER				
CUSTOMER IS ASKING				
CUSTOMER FEELS (1 TO 5)				
OUR MESSAGE				
CHANNEL AND TIMING				
GOAL AND MEASURE				
WHAT COULD GO WRONG				
GAP (NONE, SMALL, BIG)				

Size the opportunity, check your coverage

Second purchase calculator

INPUT	YOUR NUMBER	WHERE TO FIND IT
A. First-time buyers per month		Your store platform's new customers report, last 3 months, averaged
B. Share who place a second order within 90 days, today		Cohort or repeat customer report, or an order export
C. Realistic target for B		Start with a gain of a few percentage points, not a leap
D. Average order value		Your store platform, second orders only if possible
E. Gross margin on those orders (optional)		Your finance numbers

RESULT	FORMULA	YOUR NUMBER
Extra second orders per month	A x (C minus B)	
Extra revenue per month	Extra orders x D	
Extra gross profit per month	Extra revenue x E	
Extra revenue per year	Monthly x 12	

Use margin, not just revenue, when deciding how much effort to spend.

Flow coverage checklist

FLOW	EXISTS?	REVENUE-READY?	MAP STEP IT SERVES
Welcome			
Browse abandonment			
Cart abandonment			
Order confirmation (transactional)			
Shipping and delivery updates			
Post-purchase thank you and care			
Review request			
Cross-sell or replenishment			
Win-back			
Sunset (stop sending)			

Every gap marked Big on the map should map to a flow here.

Build plan and tracking

Turn the biggest gaps into a build plan, then track the same metrics monthly. Fix the biggest gap first, and change one thing at a time so you know what worked.

Build plan

#	WHAT TO BUILD OR FIX	MAP STEP	EFFORT	IMPACT	OWNER	DUE
1						
2						
3						
4						
5						
6						

Tracking

METRIC	HOW TO READ IT	BASELINE	30 DAYS	60 DAYS	90 DAYS
Second purchase rate within 90 days	Customers with a second order divided by first-time buyers in the same month.				
Median days to second order	Middle value of days between order one and two.				
Share of email revenue from flows	Flow revenue divided by total email revenue.				
Reply rate on post-purchase check-in	Replies divided by delivered.				
Complaint and unsubscribe rate per step	Watch each step, not just campaigns.				
Review rate	Reviews divided by delivered orders.				

All numbers on sample pages are illustrative. Replace them with your own.