# The Second Purchase Map

SAMPLE DATA, NOT REAL RESULTS **Sample brand:** Sample Co., a small-batch home goods shop

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. | Sample: 30% |
| **Self-purchase, first try** | Confidence and use matter most. Care tips and reviews carry weight. | Sample: 45% |
| **Replenishable** | The reorder window is the whole game. Timing beats creativity. | Sample: 10% |
| **Discovery or discount** | Lowest loyalty. Focus on a good first experience before any offer. | Sample: 15% |

## 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 |
|---|---|---|
| Sample: 42 days | Sample: 28 to 63 days | Sample: day 35 |

# The map, part one: before they use the product

SAMPLE DATA

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 | Checkout complete | Order confirmed, then label created | Carrier marks delivered | 2 to 7 days after delivery |
| CUSTOMER IS ASKING | Did that work? Can I trust this shop? | Where is it? When does it come? | Is it what I expected? Is it safe? | Do I like it? How do I use or care for it? |
| CUSTOMER FEELS (1 TO 5) | Excited, a little unsure (3) | Reassured, impatient (4) | Delighted or let down (2 to 5) | Pleased or confused (3 to 5) |
| OUR MESSAGE | Plain, warm order confirmation with what happens next | Shipping update with tracking, and a delay notice if needed | Arrival check-in. One question. Reply invited. | Care tips and how-to note. No selling. |
| CHANNEL AND TIMING | Email, immediately | Email, on ship and on delivery | Email, 1 to 2 days after delivery | Email, day 7 after delivery |
| GOAL AND MEASURE | Reduce anxiety. Measure: support questions per order | Fewer where-is-my-order contacts | Catch problems early. Measure: replies, support volume | Build confidence. Measure: clicks to care page, replies |
| WHAT COULD GO WRONG | Generic receipt, no next step | Silence on a shipping delay | No path to tell us about a problem | Selling before they have used it |
| GAP (NONE, SMALL, BIG) | Small | Big | Big | Big |

# The map, part two: after they use it

SAMPLE DATA

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 | Around day 14 after delivery, after likely first use | Day 35 (sample window, find yours) | Order placed within the window | No second order by day 90 (sample) |
| CUSTOMER IS ASKING | Was this worth it? Does anyone care what I think? | Do I need more? What goes with this? | Is it worth buying again? Is it easy? | Do I still care about this brand? |
| CUSTOMER FEELS (1 TO 5) | Willing to help if it is easy (3) | Curious (3) | Confident (4) | Distant (2) |
| OUR MESSAGE | Short review request. One tap. Thank them for answering. | Helpful suggestion based on what they bought. Restock if consumable. | Thank you that feels personal. A small reason to return, not a deep discount. | Honest check-in. Ask what we got wrong. Offer something useful. |
| CHANNEL AND TIMING | Email, day 14 | Email, day 35. Text only if they opted in. | Email, within a day of order | Email, day 90, then sunset policy |
| GOAL AND MEASURE | Reviews collected. Measure: review rate | Second purchase. Measure: orders in window, flow revenue | Repeat habit. Measure: third order rate | Win back or let go cleanly. Measure: reactivation rate, complaints |
| WHAT COULD GO WRONG | Review request feels like a chore | Discount spam teaches them to wait | No acknowledgement of loyalty | Win-back too aggressive, hurting reputation |
| GAP (NONE, SMALL, BIG) | Big | Big | Big | Small |

# Size the opportunity, check your coverage

SAMPLE DATA

## Second purchase calculator

| INPUT | YOUR NUMBER | WHERE TO FIND IT |
|---|---|---|
| **A.** First-time buyers per month | 400 | Your store platform's new customers report, last 3 months, averaged |
| **B.** Share who place a second order within 90 days, today | 18% | Cohort or repeat customer report, or an order export |
| **C.** Realistic target for B | 22% | Start with a gain of a few percentage points, not a leap |
| **D.** Average order value | $38 | Your store platform, second orders only if possible |
| **E.** Gross margin on those orders (optional) | 55% | Your finance numbers |

| RESULT | FORMULA | YOUR NUMBER |
|---|---|---|
| Extra second orders per month | A x (C minus B) | 16 |
| Extra revenue per month | Extra orders x D | $608 |
| Extra gross profit per month | Extra revenue x E | $334 |
| Extra revenue per year | Monthly x 12 | $7,296 |

**Sample numbers only. Replace with your own. Use margin, not just revenue, when deciding how much effort to spend.**

## Flow coverage checklist

| FLOW | EXISTS? | REVENUE-READY? | MAP STEP IT SERVES |
|---|---|---|---|
| **Welcome** | Yes | Needs work | Step 1, 2 |
| **Browse abandonment** | No | To build | Step 1 |
| **Cart abandonment** | Yes | Ready | Step 1 |
| **Order confirmation (transactional)** | Yes | Ready | Step 1, 2 |
| **Shipping and delivery updates** | Yes | Needs work | Step 2, 3 |
| **Post-purchase thank you and care** | No | To build | Step 3, 4 |
| **Review request** | No | To build | Step 5 |
| **Cross-sell or replenishment** | No | To build | Step 6 |
| **Win-back** | Yes | Needs work | Step 8 |
| **Sunset (stop sending)** | No | To build | Step 8 |

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

# Build plan and tracking

SAMPLE DATA

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 | Reorder flow at day 35 | 6 | Medium | High | Email manager | Month 1 |
| 2 | Post-purchase thank you and care | 3, 4 | Low | High | Copywriter | Month 1 |
| 3 | Delay notice and delivery check-in | 2, 3 | Medium | High | Operations | Month 1 |
| 4 | Review request, one tap | 5 | Low | Medium | Email manager | Month 2 |
| 5 | Second-purchase thank you | 7 | Low | Medium | Copywriter | Month 2 |
| 6 | Gentle win-back and sunset | 8 | Medium | Medium | Email manager | Month 3 |

## 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. | Sample: 18% | | | |
| **Median days to second order** | Middle value of days between order one and two. | Sample: 42 | | | |
| **Share of email revenue from flows** | Flow revenue divided by total email revenue. | Sample: 55% | | | |
| **Reply rate on post-purchase check-in** | Replies divided by delivered. | Sample: 3% | | | |
| **Complaint and unsubscribe rate per step** | Watch each step, not just campaigns. | Sample: under 0.1% / 0.3% | | | |
| **Review rate** | Reviews divided by delivered orders. | Sample: 6% | | | |

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