

The 5 Metrics That Matter

Learning objective: You'll identify the five key e-commerce metrics, understand their economic relationships through concrete euro calculations, and apply a three-step diagnostic flow to set your shop's next priority.

Key Takeaways

- Five metrics drive success: conversion rate, AOV, revenue per visitor, retention, and LTV:CAC.
- Revenue per visitor is the single most important metric; LTV:CAC tells you whether you can scale.
- The diagnostic flow helps you set your next priority instead of pulling all the levers at once.
- Conversion Rate: How many visitors are buying?
- AOV: How much revenue does each order generate?
- Revenue per Visitor: What is a visitor actually worth?
- Retention: How many customers come back?

Framework steps

1. Understand the problem
2. Identify the solution
3. Plan the implementation
4. Get to know the metrics
5. Understand the connections
6. Apply the diagnostic flow
7. Conversion Rate

Key points at a glance

RELEVANCE

What Does This Mean for Your Shop?

Five metrics are enough to set clear priorities in any meeting.

CONCEPT

Metric 1: Conversion Rate

Conversion rate is the share of visitors who actually make a purchase.

Average order value is the average cart value per order.

Revenue per visitor is your conversion rate multiplied by your AOV.

CONCEPT

Metric 4: Retention / Repeat Rate

Retention rate is the share of customers who make another purchase within a year.

CONCEPT

Metric 5: Lifetime Value and CAC

Lifetime Value is the total value a customer generates over the entire customer relationship.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.