

# Lapsed & Gained Report



Understanding the customer's purchasing behavior and identify how the brand's customer base has grown or shrunk. Get insights where these customers respectively are coming from or going to.

-> Included in the Enlight+ subscription

### Duration

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1 year subscription

### Nice to know

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### Objectives

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- 1) Increase knowledge about your new & former buyers
- 2) Make former buyers come back to your brand

### Key Questions

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- 1) Have I gained or lost clients recently ?
- 2) Where do my new clients come from ?
- 3) To which brands have my lost clients shifted ?

### Sample pictures

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