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How to Implement **a Smart Repeat Purchase Strategy**

in **8** Steps

In this ebook, you'll discover how to design
a data-driven replenishment strategy that boosts
retention and drives repeat purchases.

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Action Plan

Step 1: Replenishable Products Should Be Identified From Product Portfolio

Step 2: Set Intelligent Timing Based on Past Consumption Behavior

Step 3: Early Replenishment

Step 4: Grouped Replenishment

Step 5: Out of Stock Handling

Step 6: Gift Purchases

Step 7: Returns or Cancellations

Step 8: Unit-Size Calculations

or

Step 1: Automate Every Step With Replenit A Plug & Play AI Solution

Step 1:

Replenishable Products Should Be Identified **From Product Portfolio**

Identification includes units such as milliliters, grams, or pill count - **not just SKUs** to increase accuracy.

Key Insight: Brands using unit-based tracking see a **15% increase** in replenishment accuracy.
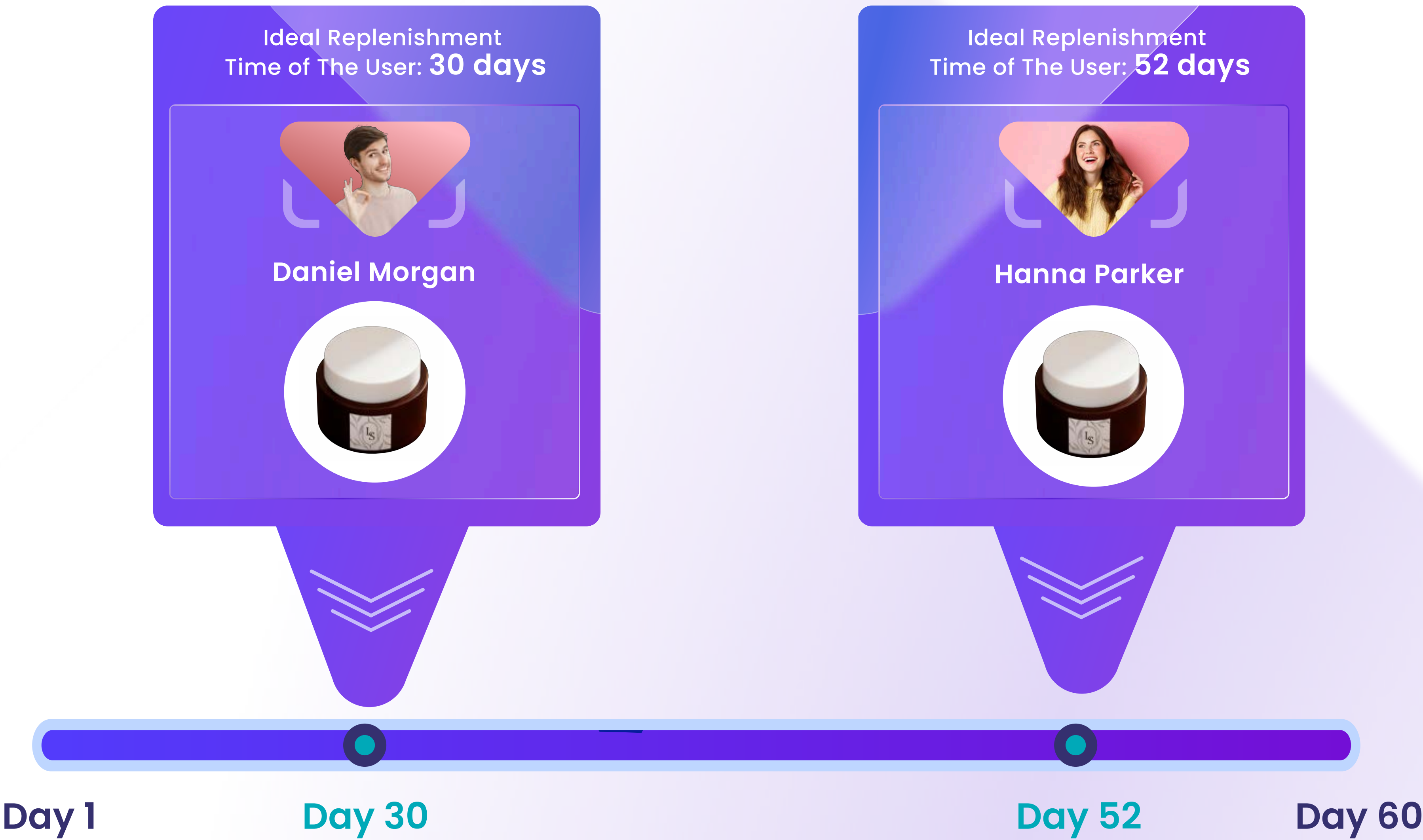
ml

pills

Step 2:

Set Intelligent Timing Based on **Past Consumption Behavior**

Leverage historical purchase patterns to trigger reminders at the perfect time.

Benchmark: AI-driven timing **increases repeat purchases by 20%.**

Ideal Replenishment
Time of The User: **30 days**

Daniel Morgan

Ideal Replenishment
Time of The User: **52 days**

Hanna Parker

Day 1   Day 30   Day 52   Day 60

Essential Pillars Of **Successful Replenishment Strategy**

Traditional marketing automations **fall short** in enabling AI-powered replenishment strategies, **offering only limited capabilities** for personalized, data-driven reordering experiences.
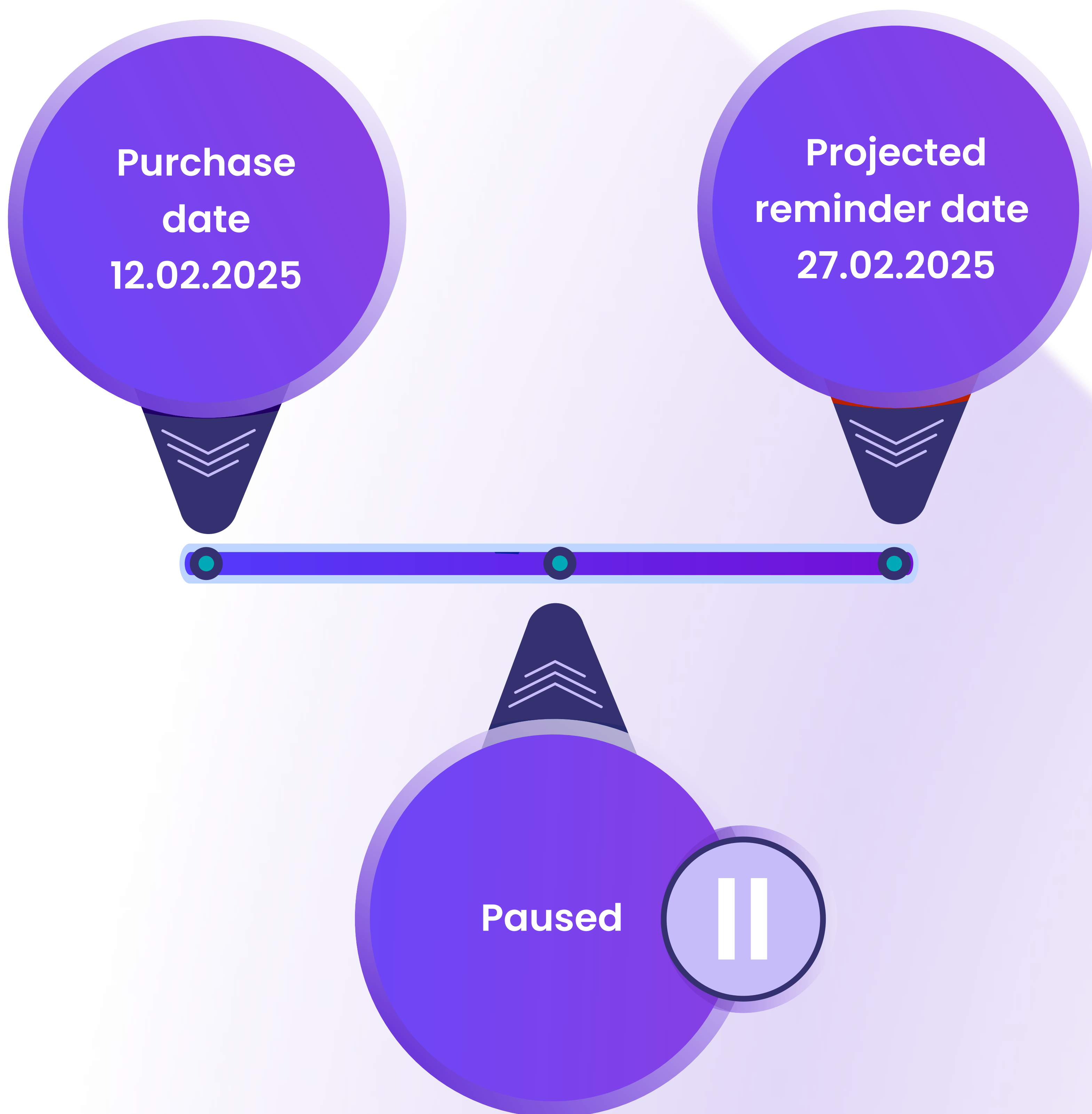
Step 3:

Early Replenishment & Stock Ups

Automatically pause reminders if a customer purchases earlier than expected or stocks up instead of following their regular consumption pattern to avoid redundancy.

Purchase date
12.02.2025

Projected reminder date
27.02.2025

Paused

Step 4:

Grouped Replenishment

Consolidate **multiple replenishable items into one notification** to reduce notification fatigue.

Bloom & Glow
We noticed that you've previously purchased **perfume Essense**, and we wanted to remind you that it's always a **great time to refresh** your supply!

Bloom & Glow
Time for a Refill? We noticed you previously purchased **HydraGlow Face Cream**—keep your skin hydrated and radiant by **restocking today**!

Bloom & Glow
Your Hair Deserves the Best! Running low on **Silk Repair Shampoo**? Refresh your supply and keep your **hair silky smooth**.

Bloom & Glow
Time to Restock? We noticed you previously purchased **Essense Perfume, HydraGlow Face Cream, or Silk Repair Shampoo**—why not refresh your favorites and keep feeling your best?

Step 5:

Out of Stock Handling

Suppress replenishment reminders if inventory is **unavailable** to ensure a smooth purchase experience.
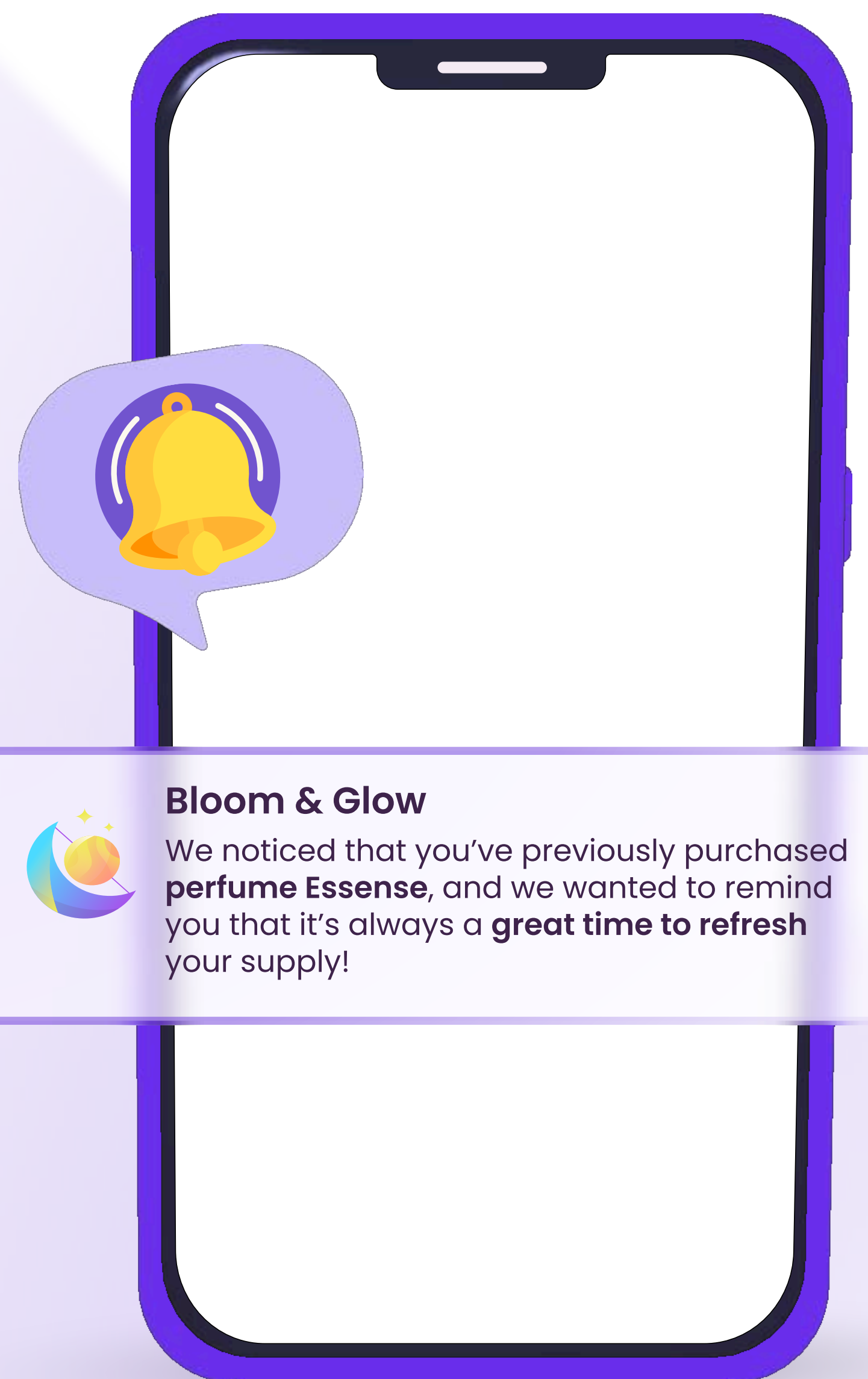
Available

Bloom & Glow
We noticed that you've previously purchased **perfume Essense**, and we wanted to remind you that it's always a **great time to refresh** your supply!

Step 6:

Gift Purchases

Exclude purchases flagged as **gifts** from replenishment cycles.

Hanna Parker

Gift

Bloom & Glow
We noticed that you've previously purchased **perfume Essense**, and we wanted to remind you that it's always a **great time to refresh** your supply!

Bloom & Glow
Stay Fresh, Stay Confident! We noticed you previously purchased **Elite Sport Deodorant**— why not restock and keep feeling your best every day?

Step 7:

Returns or Cancellations

Automatically remove **returned or canceled** purchases from replenishment calculations.

Hanna Parker

Returned

Bloom & Glow
We noticed that you've previously purchased **perfume Essense**, and we wanted to remind you that it's always a **great time to refresh** your supply!

Bloom & Glow
Time for a Refill? We noticed you previously purchased **LS Face Cream**—keep your skin hydrated and radiant by restocking today!

Step 8:

Unit-Size Calculations

Focus replenishment calculations on **unit sizes** (e.g., ml, grams, pills) **rather than SKUs.**

Unit-based tracking

SKU-based tracking

50 pills

100 pills

50 pills

100 pills

50 pills

SKU000001

or

SKU000002
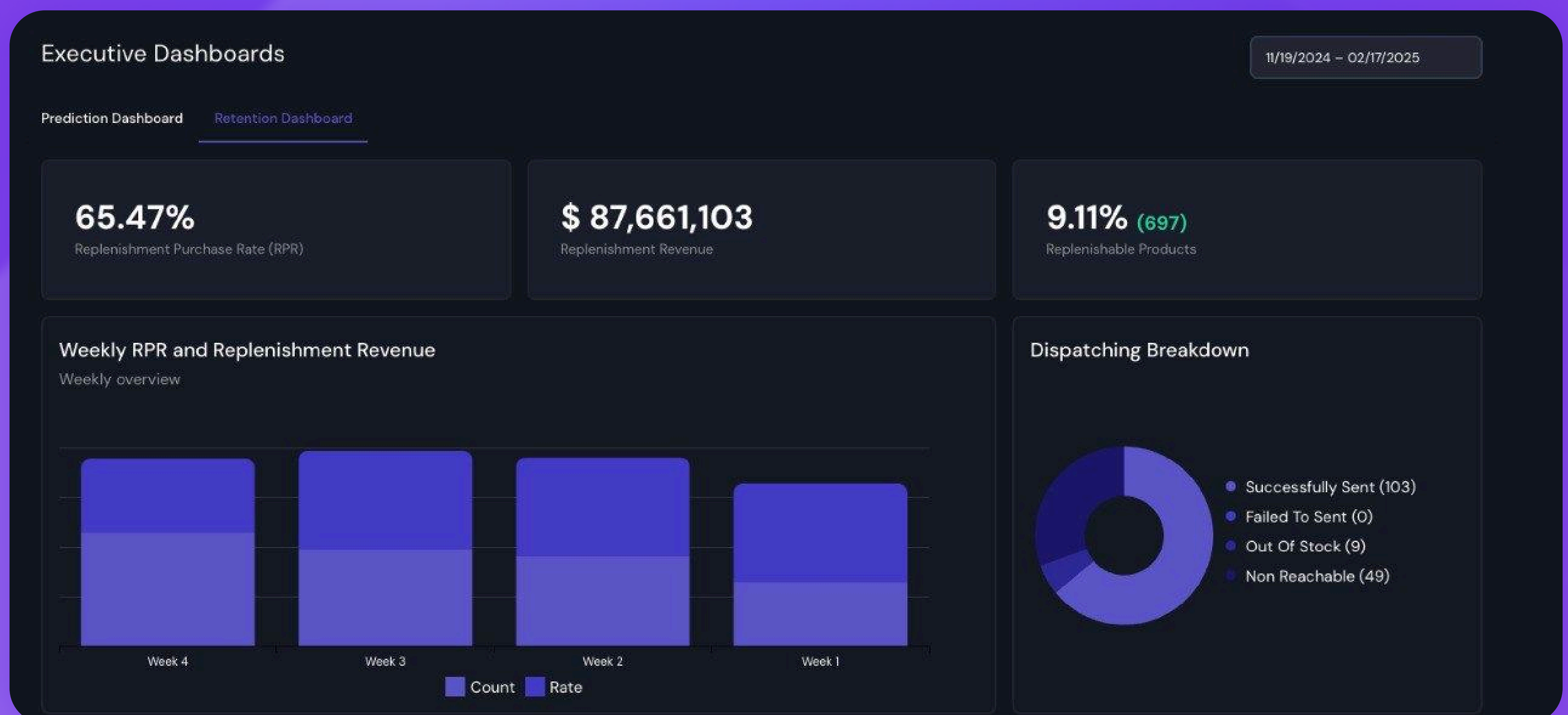
Hanna Parker

50 pills

Hanna needs one pack of 50 pills.

Or Automate Every Step With Replenit A Plug & Play AI Solution

Replenit offers **zero-admin, AI-powered automation** for replenishment.

Result: Replenit users achieve up to a **12% increase** in repeat purchases and **8.6% higher CLTV**.

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Executive Dashboards

11/19/2024 – 02/17/2025

Prediction Dashboard Retention Dashboard

65.47%
Replenishment Purchase Rate (RPR)

$ 87,661,103
Replenishment Revenue

9.11% (697)
Replenishable Products

Weekly RPR and Replenishment Revenue
Weekly overview

Week 4 | Week 3 | Week 2 | Week 1

■ Count ■ Rate

Dispatching Breakdown

● Successfully Sent (103)
● Failed To Sent (0)
● Out Of Stock (9)
● Non Reachable (49)

Contact Us Directly

https://replen.it/roi-calculator

Calculate Your Potential ROI With Replenit