RFM (Recency, Frequency, Monetary) Scores

The **RFM** page in the Ascent360 Portal displays visuals relating to RFM (Recency, Frequency, and Monetary) data for individuals in the database. RFM is a tool to understand customer value by comparing individuals against one another.

- Recency - How recently did the customer purchase?
- Frequency - How often does the customer purchase?
- Monetary Value - How much does the customer spend?

For more information on how Ascent360 calculates RFM, please see What is a RFM Score?


In this article:

- Count of Transactions per Customer
- Total Spend by Monetary Score
- Recency Quintile
- Frequency Quintile
- Monetary Quintile

Count of Transactions per Customer
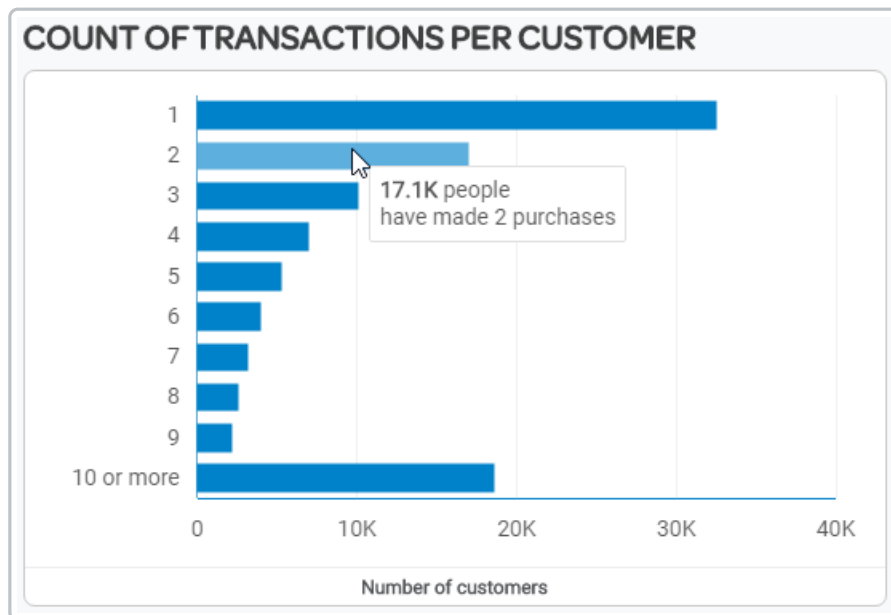
This chart shows the number of customers by the number of purchases they have made in their lifetime. Hover over the bar to see the count of people who have made multiple purchases.
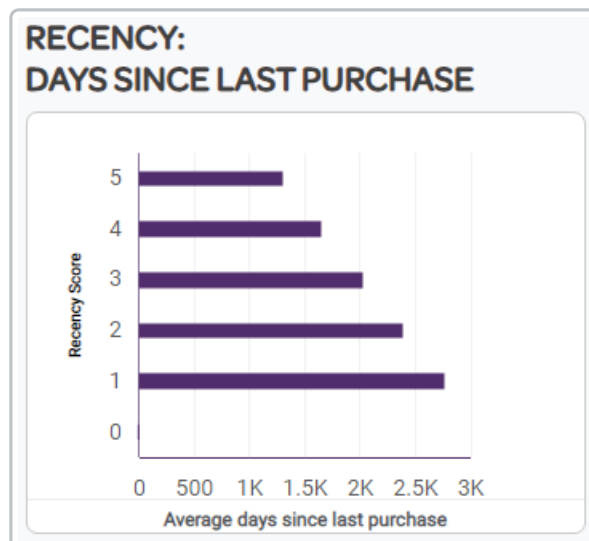
Total Spend by Monetary Score
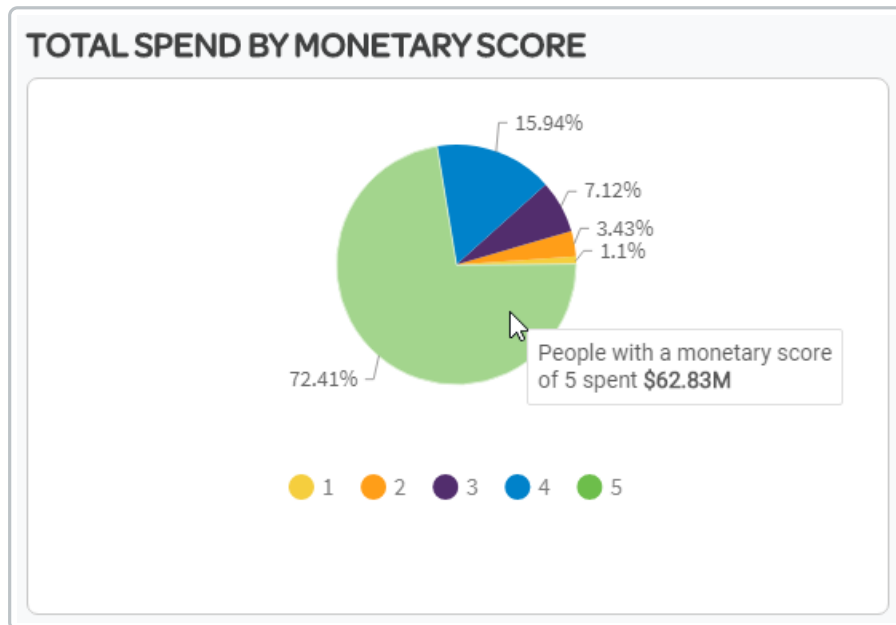
This pie chart shows all of the revenue in the CDP, split out by the monetary score of the people who made the purchases. A large percentage of revenue can typically be attributed to people with a monetary score of 5.

Recency Quintile

Days Since Last Purchase

This bar chart shows the average days since last purchase for each recency score - this is also represented in the "Avg Days" column in the recency data table to the right.

Recency Table

QUINTILE: RECENCY

Score	Customers	% of Customers	Min Days	Max Days	Avg Days	Avg Email Sent	Open Rate	Click Rate
5	2,247	20.29%	1,156	1,512	1,310	0	0.00%	0.00%
4	2,184	19.72%	1,513	1,863	1,654	0	0.00%	0.00%
3	2,225	20.09%	1,864	2,244	2,024	0	0.00%	0.00%
2	2,211	19.96%	2,245	2,603	2,397	0	0.00%	0.00%
1	2,209	19.94%	2,604	2,983	2,762	0	0.00%	0.00%
0	665	0.00%	0	0	0	0	0.00%	0.00%

The recency data table shows detailed information about each recency quintile.

Score

The recency score of the quintile. A "0" value here shows the prospects in the CDP.

Customers

This is the count of people with each score.

% of Customers

This is the percentage of all customers who have each recency score.

Min Days

This is the minimum number of days since the last purchase of all customers with this recency score.

Max Days

This is the maximum number of days since the last purchase of all customers with this recency score.

Avg Days

This is the average number of days since the last purchase of all customers with this recency score.

Avg Emails Sent

This is the average number of emails sent to all customers with this recency score.
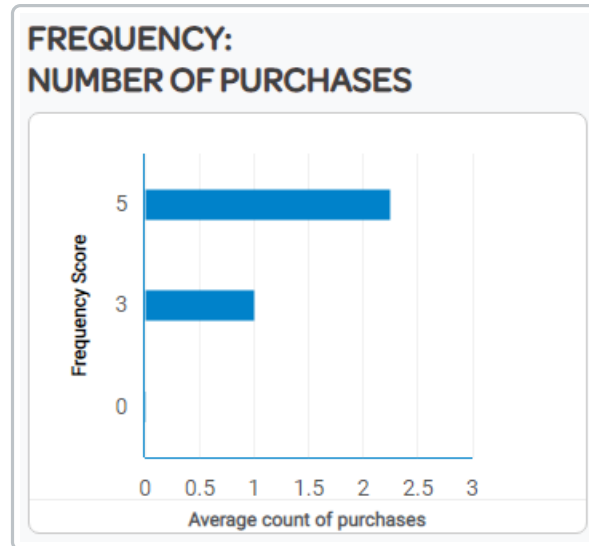
Open Rate

This is the open rate of emails sent to all customers with this recency score.

Click Rate

This is the click rate of emails sent to all customers with this recency score.

Frequency Quintile

Number of Purchases

This bar chart shows the average number of purchases for each frequency score - this is also represented in the "Avg Purchases" column in the frequency data table to the right.

Frequency Table

QUINTILE: FREQUENCY

Score	Customers	% of Customers	Min Purchases	Max Purchases	Avg Purchases	Avg Email Sent	Open Rate	Click Rate
5	2097	57.56%	2	12	2	0	0.00%	0.00%
3	1546	42.44%	1	1	1	0	0.00%	0.00%
0	4624	0.00%	0	0	0	0	0.00%	0.00%

The frequency data table shows detailed information about each frequency quintile. It is likely that there are less than 5 frequency scores, especially if there are a lot of one-time purchasers in the CDP.

Score

The frequency score of the quintile. A "0" value here shows the prospects in the CDP.

Customers

This is the count of people with each score.

% of Customers

This is the percentage of all customers who have each frequency score.

Min Days

This is the minimum number of purchases of all customers with this frequency score.

Max Days

This is the maximum number of purchases of all customers with this frequency score.

Avg Days

This is the average number of purchases of all customers with this frequency score.

Avg Emails Sent

This is the average number of emails sent to all customers with this frequency score.

Open Rate

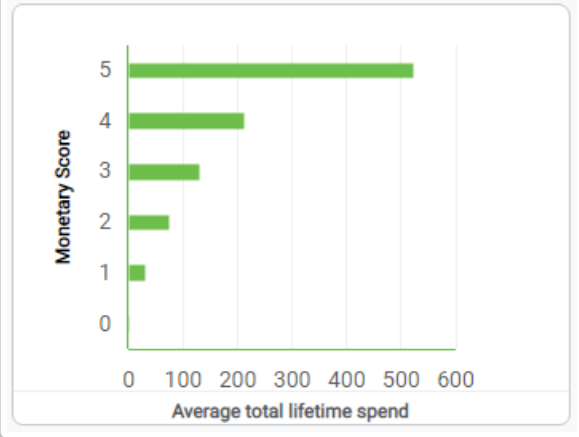This is the open rate of emails sent to all customers with this frequency score.

Click Rate

This is the click rate of emails sent to all customers with this frequency score.

Monetary Quintile

Total Lifetime Spend

MONETARY: TOTAL LIFETIME SPEND

This bar chart shows the average lifetime spend for each monetary score - this is also represented in the "Avg Lifetime Spend" column in the monetary data table to the right.

Monetary Table

QUINTILE: MONETARY

Score	Customers	% of Customers	Min Lifetime Spend	Max Lifetime Spend	Avg Lifetime Spend	Avg Email Sent	Open Rate	Click Rate
5	728	19.98%	$ 277.00	$ 3926.00	$ 525.24	0	0.00%	0.00%
4	728	19.98%	$ 166.00	$ 276.00	$ 214.39	0	0.00%	0.00%
3	732	20.09%	$ 102.00	$ 165.00	$ 130.30	0	0.00%	0.00%
2	742	20.37%	$ 54.00	$ 101.00	$ 76.71	0	0.00%	0.00%
1	713	19.57%	$ 2.00	$ 53.00	$ 32.74	0	0.00%	0.00%
0	4624	0.00%	$ 0.00	$ 0.00	$ 0.00	0	0.00%	0.00%

The monetary data table shows detailed information about each monetary quintile.

Score

The monetary score of the quintile. A "0" value here shows the prospects in the CDP.

Customers

This is the count of people with each score.

% of Customers

This is the percentage of all customers who have each monetary score.

Min Days

This is the minimum lifetime spend of all customers with this monetary score.

Max Days

This is the maximum lifetime spend of all customers with this monetary score.

Avg Days

This is the average lifetime spend of all customers with this monetary score.

Avg Emails Sent

This is the average number of emails sent to all customers with this monetary score.

Open Rate

This is the open rate of emails sent to all customers with this monetary score.

Click Rate

This is the click rate of emails sent to all customers with this monetary score.