

CASE STUDY

# Grind scales their DTC sales 50x with accurate subscription data

 tool: Littledata's Shopify connection for Recharge

 Goal: Complete subscription tracking in Google Analytics

## SUMMARY

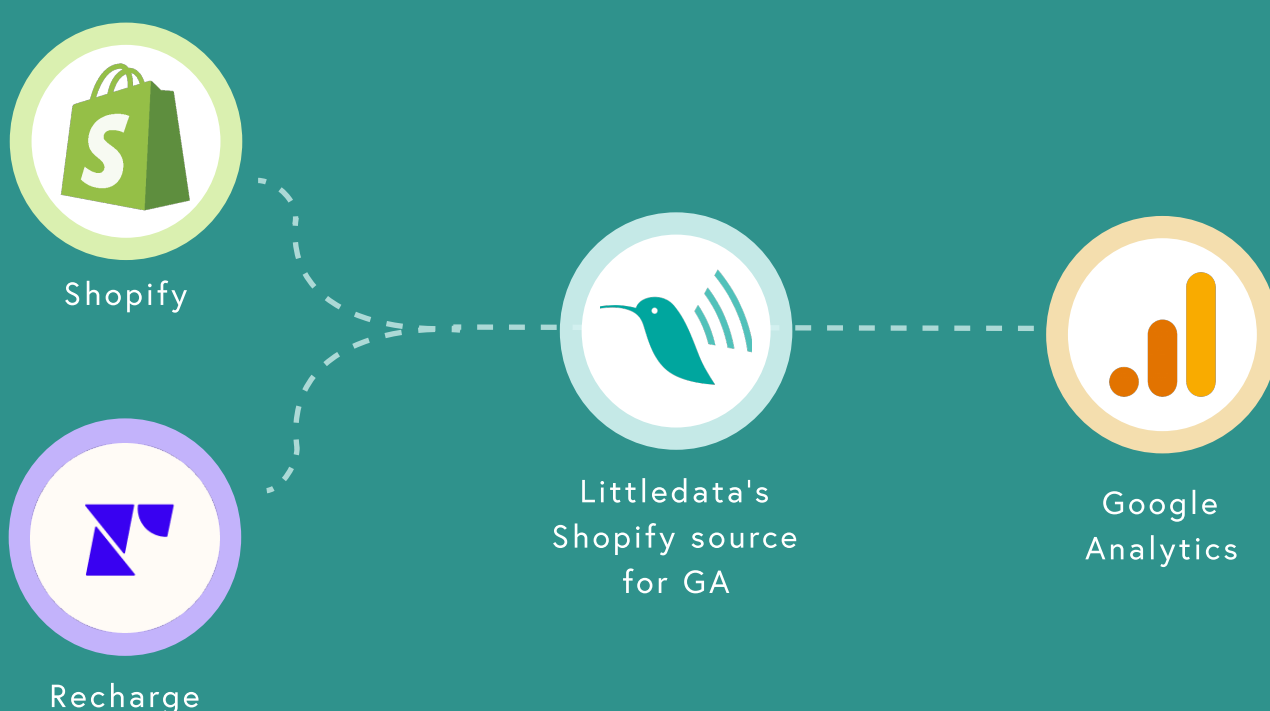
Grind had 11 brick and mortar stores in the UK before they dove into ecommerce on Shopify. It was not until the COVID lockdown that they moved from strictly brick and mortar to the ecommerce ecosystem. Before then, only *half of a percent* of their business was online! After they added subscriptions and built a data stack to inform the launch of new promotion methods, the business scaled to 50x revenue in just a couple of months.



## THE CHALLENGE

Over the years, Grind built an incredible brand through their popular brick-and-mortar stores and newsletters, going beyond coffee to become a part of their customers' lives in a meaningful, authentic way. Everyone in London knows Grind coffee.

After losing their offline business practically overnight, Grind needed to quickly pivot to ecommerce and get an accurate picture of their online customer lifetime value (LTV) for "one-time" and "recurring" orders. They needed to see and report on customer behavior happening on their Shopify store to improve the checkout flow, build ideal customer profiles, retarget customers using dynamic social ads, and make crucial decisions using accurate data.



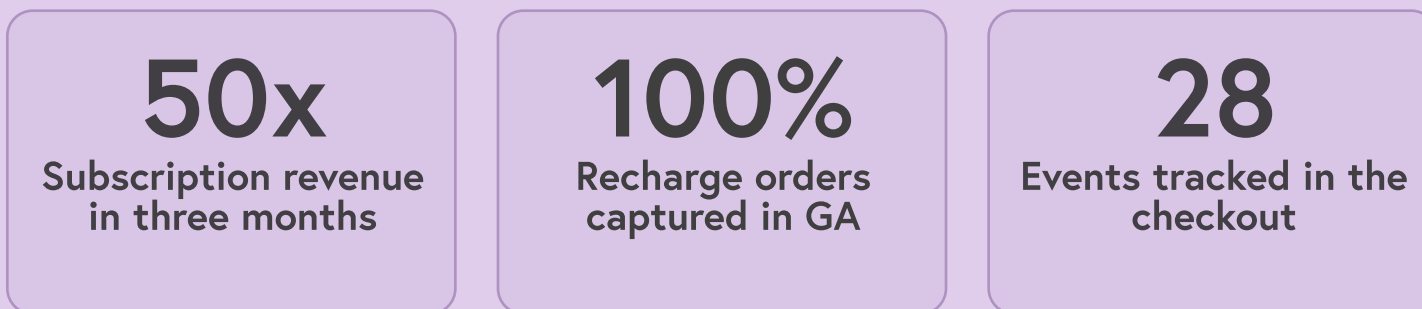
## THE SOLUTION

Littledata's Recharge connection made it easy to get accurate sales data and marketing attribution across the subscriber journey. This smart technology connected Grind's Recharge checkout with Google Analytics for accurate data about subscription revenue, including first-time payments, recurring transactions, and subscription lifecycle events. They were able to see LTV by channel and—critically—to predict where high-value subscriber growth was most likely to happen. It all came down to "measuring the difference in LTV for subscribers versus one-time purchasers," says Grind CMO Teddy Robinson. "Subscription revenue and return on ad spend (ROAS) were really the biggest top-line metrics for us."

## RESULTS

Subscription selling has created an exciting opportunity for the Grind ecommerce store to unlock potential revenue, build long-lasting relationships with their customers, and create a community among consumers.

Building on their existing loyal customer base, Grind's introduction of sustainable at home coffee pods—and tracking checkout events accurately with Littledata's Recharge connection—Grind saw massive subscriber growth across paid and organic channels. They went from £10k to £500k monthly ecommerce revenue, and are now expanding internationally.



## ABOUT LITTEDATA

Littledata is the top ecommerce data platform for modern DTC brands, tracking the entire customer lifecycle, unifying touchpoints across tech stacks, and sending data to the most popular data destinations. Connect sales, marketing, and customer data for action and analysis.

### TECH PARTNER



Turn transactions into relationships using Recharge's subscription management tool. Giving merchants the ability to customize recurring transactions.

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