

CONFIDENTIAL REVENUE ANALYSIS

# Revenue Drift Report

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Prepared for: **Glow Aesthetics MedSpa**

Report Date: April 26, 2026

We identified **255 clients** currently at risk,  
representing an estimated **\$340,176** in annual revenue.

This analysis is based on your ERM appointment and order data from the last 18 months of clinic activity.

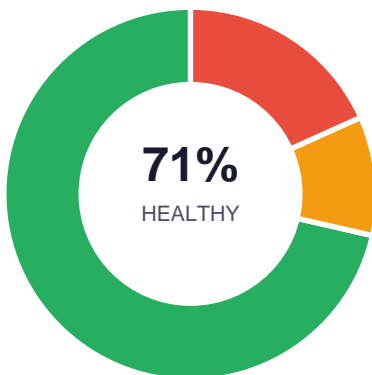
## Executive Summary

Your clinic has **892 active clients**. Of these, **255 (28.6%)** are showing signs of drift — visiting less often than their personal baseline with no upcoming appointment scheduled. That puts an estimated **\$340,176 in annual revenue at risk**.

Most concerning: **26 of your highest-value clients** (top 20% by lifetime spend) are currently overdue, putting **\$77,286 in VIP revenue** at immediate risk. These clients already trust you — they just need a prompt.



## Client Health Distribution



SEGMENT	CLIENTS	% OF TOTAL	STATUS
Healthy	637	71.4%	No action needed
Drifting	92	10.3%	Send personalized outreach
High Risk	163	18.3%	Immediate personalized urgent offer

■ Healthy (637)
 ■ Drifting (92)
 ■ High Risk (163)

## Key Performance Metrics

AVG CLIENT LIFETIME VALUE	AVG VISIT INTERVAL	1ST → 2ND VISIT CONVERSION	SPEND DECAY ALERTS
<b>\$2,972</b>	<b>105 days</b>	<b>88.6%</b>	<b>30 clients</b>
Per active client (18mo)	Between appointments	Industry avg: 40-60%	Spend declining 50%+

## Your VIP Clients At Risk

These are your highest-value clients who are currently overdue with no appointment scheduled. Each represents meaningful lifetime revenue. A personalized check-in text today could recover thousands in revenue this month.

■ 26 VIP clients identified | Avg LTV: \$7,741 | Action: Send a personalized check-in today

CLIENT	LIFETIME VALUE	LAST VISIT	DAYS OVERDUE	USUAL INTERVAL	PROVIDER	RISK
Aria Butler	\$24,439	Jan 02, 2026	66 days	47 days	Ashley Bennett	HIGH RISK
Jennifer James	\$22,278	Oct 21, 2025	136 days	46 days	Ashley Bennett	HIGH RISK
Jessica Ortiz	\$17,310	Dec 10, 2025	82 days	54 days	Maya Nguyen	HIGH RISK
Tara Ward	\$14,286	Jul 10, 2025	240 days	50 days	Erica Johnson	HIGH RISK
Ariel Navarro	\$13,135	Nov 05, 2025	113 days	54 days	Maya Nguyen	HIGH RISK
Julia Ross	\$8,379	Mar 05, 2026	20 days	31 days	Priscilla Reyes	DRIFTING
Adeline Harris	\$7,418	Mar 02, 2026	8 days	47 days	Ashley Bennett	DRIFTING
Kristen Jenkins	\$6,156	Jan 12, 2026	55 days	48 days	Lauren Brooks	DRIFTING
Isabel Contreras	\$6,065	Mar 01, 2026	22 days	33 days	Erica Johnson	DRIFTING
Vanessa Jones	\$5,965	Jan 18, 2026	59 days	37 days	Erica Johnson	HIGH RISK
Addison Baker	\$5,869	Feb 12, 2026	33 days	39 days	Sofia Martinez	DRIFTING
Aliyah Young	\$5,362	Jan 03, 2026	79 days	34 days	Natalie Torres	HIGH RISK
Chelsey Moreno	\$5,201	Jan 15, 2026	24 days	60 days	Priscilla Reyes	DRIFTING
Lindsay King	\$5,154	Dec 28, 2025	33 days	86 days	Emma Carter	DRIFTING
Iris Foster	\$4,923	Dec 08, 2025	56 days	83 days	Erica Johnson	DRIFTING

■ **Recommended Action:** Use the DriftAlert dashboard to send each of these clients a personalized check-in text with one click. The message references their provider and recent treatment, so it feels like a real check-in, not a blast.

## Revenue Insights & Opportunities

### ■ Silent Revenue Drain

Clients can still look active while quietly visiting less often. Each missed visit is revenue that disappears without a cancellation or complaint.

**\$340,176**

Estimated annual revenue at risk

### ■ First-Visit Conversion Gap

Your clinic converts new clients to repeat visitors at 88.6%. Every client who never comes back represents wasted acquisition spend.

**11.4%**

Of new clients never returned

### ■ Spend Decay (Silent Churn)

30 clients are spending materially less per visit than their historical average. This is often an early sign they are testing alternatives.

**30**

Clients with 50%+ spend decline

### ■ VIP Concentration Risk

Your top 20% of clients generate a disproportionate share of revenue. Losing even a few VIPs can noticeably hit monthly revenue.

**26**

VIP clients currently at risk

## What "Client Drift" Actually Looks Like

SCENARIO	WHAT HAPPENS	ANNUAL IMPACT	YOUR ERM CATCHES IT?
Botox client visits 3x instead of 4x/year	Slips from \$1,600 to \$1,200 annually	<b>-\$400 per client</b>	■ No — still "active"
Filler client delays next visit by 3 months	Revenue shifts to a competitor or gets delayed	<b>-\$800 one-time</b>	■ No — not 90 days yet

SCENARIO	WHAT HAPPENS	ANNUAL IMPACT	YOUR ERM CATCHES IT?
New client never books a second appointment	\$150-300 CAC spent, zero LTV built	-\$3,000 LTV loss	■ No — no trigger exists
VIP client switches providers quietly	\$8,000+ LTV walks out the door	-\$8,000+ LTV	■ No — noticed at 90 days

## How DriftAlert Fixes This

Your ERM tells you who has not been in for 90 days. By then, the client may already have a new habit. DriftAlert detects drift earlier using each client's personal treatment rhythm, so you can act before they are gone.

### How It Works

# 01

#### Connect

Authorize a read-only connection to your ERM account. Takes 60 seconds.

# 02

#### Analyze

We calculate each client's personal visit rhythm and compare it to current behavior every night.

# 03

#### Alert

Every Monday morning, you receive a prioritized list of at-risk clients sorted by revenue impact.

# 04

#### Recover

We send personalized reach out messages to your clients in order to get them back in your door.

■ **The ROI math is simple:** If DriftAlert recovers just **one VIP client per month** who would otherwise drift away, it pays for itself. Most clinics see 6-15 recovered clients in their first 30 days.