



New! Customer Insights is here

 A screenshot of the "Edit Order" interface. At the top left is the "Edit Order by cleverific" logo. The main heading is "New Order" with an "Edit" link. To the right are "Cancel", "More Actions", and "Save" buttons. The form is divided into several sections:

- CUSTOMER:** Elizabeth Lee, elizabeth.lee1010@gmail.com, with a "Change customer" link.
- SHIPPING ADDRESS:** Elizabeth Lee, Cats and Dogs Inc., 143 Hayberry Lane, Fresno, California 93708, United States, with "Edit | Copy" links.
- BILLING ADDRESS:** Elizabeth Lee, Cats and Dogs Inc., 143 Hayberry Lane, Fresno, California 93708, United States, with "Edit | Copy" links.
- EMAIL CONFIRMATION:** A dropdown menu set to "Shopify - Order Confirmation" and a checkbox for "Treat customer as tax exempt".
- MORE OPTIONS:** A link to expand more options.
- ORDER NOTES:** A large empty text area.
- CUSTOM FIELDS:** A section with a plus icon to add fields.

Did you know 80% of your future profits will rely on 20% of your existing customers?


According to this stat from [Small Business Trends](#), **your existing customers make up the backbone of your business**. If you tailor your offers to their spending habits, you can make them feel more appreciated and likely to buy from you again or recommend you to friends. But right now, to access the customer data you need to do this, you have to deal with the headache of switching between extra tabs and apps.

What if you could access customer profiles directly on your order?

Now you can! Edit Order's newest feature **Customer Insights is available now**. Just click the profile icon at the top right of your order. You'll then see **a slide-out panel with helpful customer information** like their AOV (average order value), total spent, and more that you can refer to while you craft the perfect order.

See more on Customer Insights

Have questions? We're here to help! Learn more by emailing us at support@editorder.net.

With love from,
Cleverific 

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