* CLV: Customer retention (improving retention rate) and customer expansion (enhancing payoffs)
* CE: Sum over CLV and customer acquisition
  + Could be used to optimize resource allocation between acquisition and retention (ext.)
* “However, for control purposes, a variance analysis should include both CCE and FCE because the goal of marketing is to maximize CE“
* Split CCE variance into CLV and customer quantity variance
  + Split customer quantity variance into BCE, NCE, and LCE variances