

# Customer Lifetime Value Analysis

800

Total Customer

2M

Total Revenue

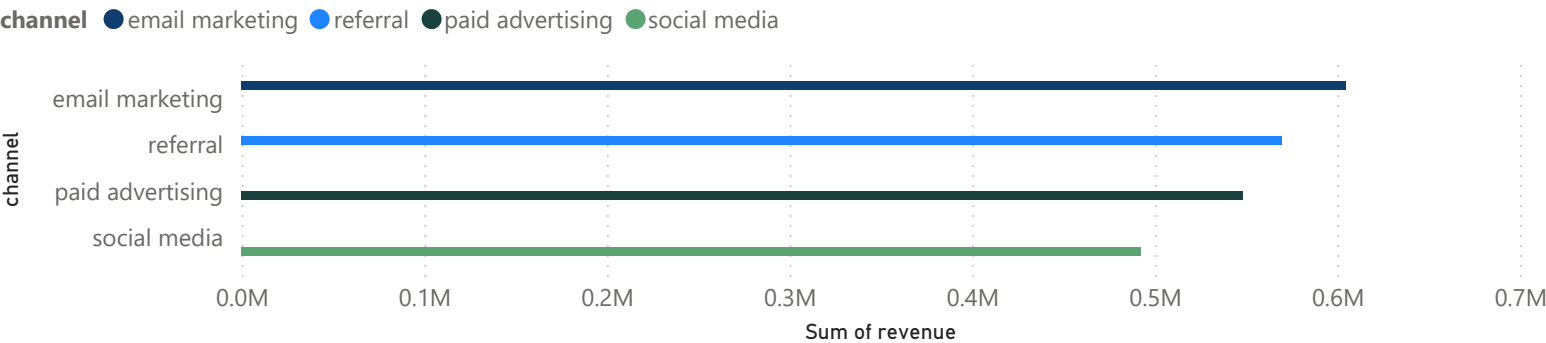
69.04

Conversion Rate

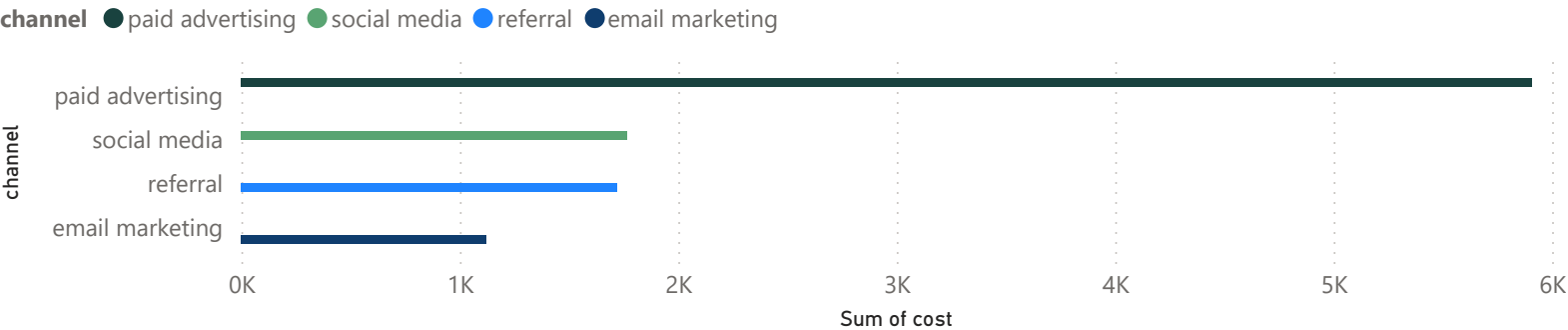
316.67

Average CLV

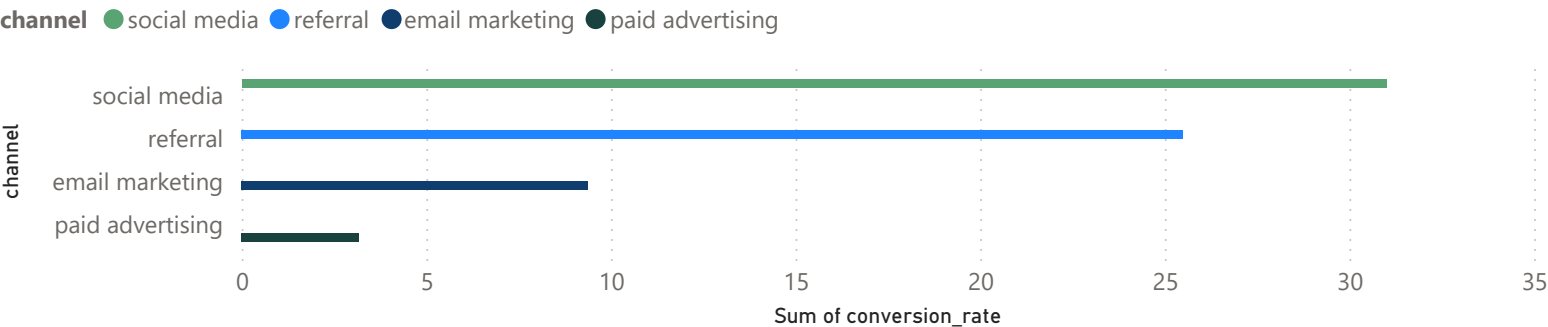
## Revenue by channel



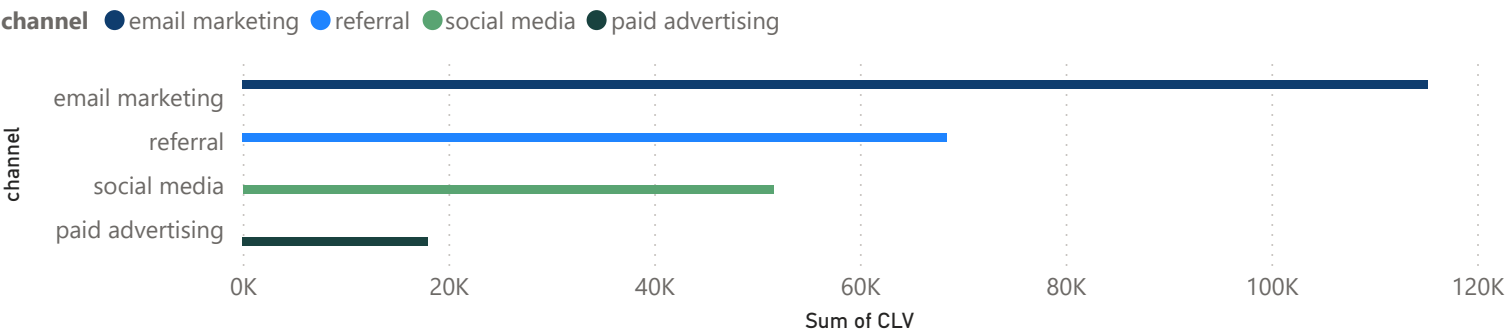
## Cost by channel



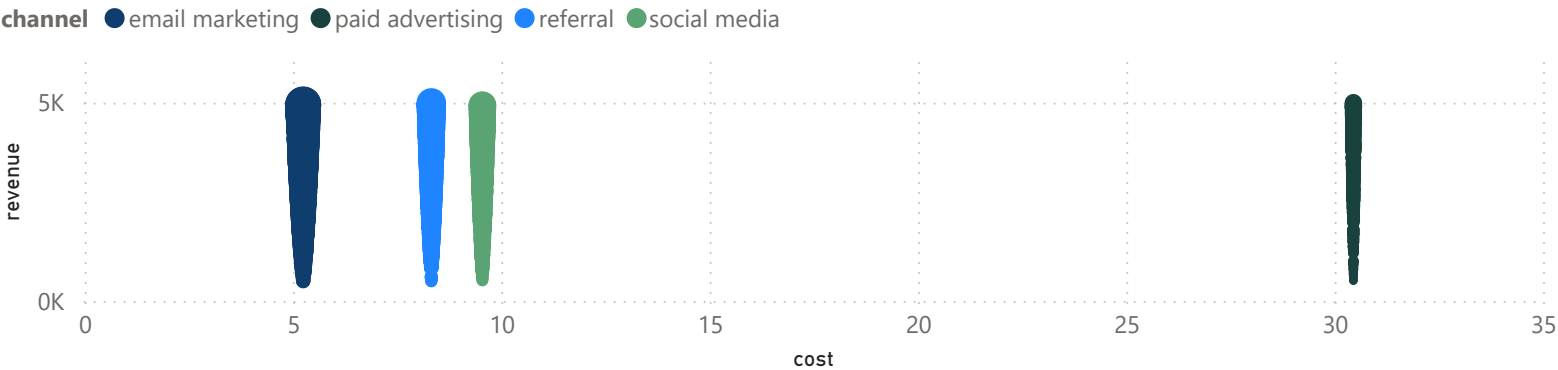
## Conversion rate by channel



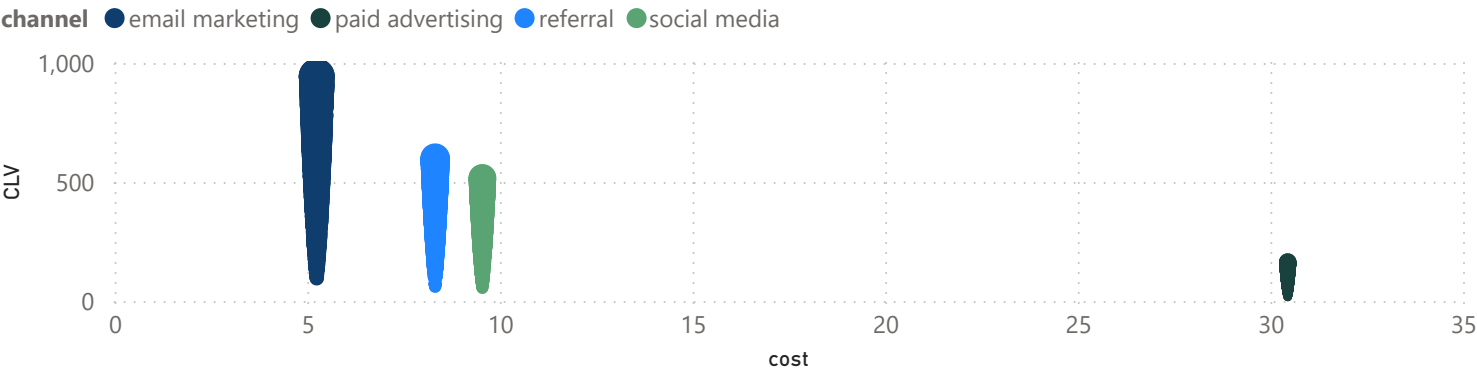
### CLV by channel



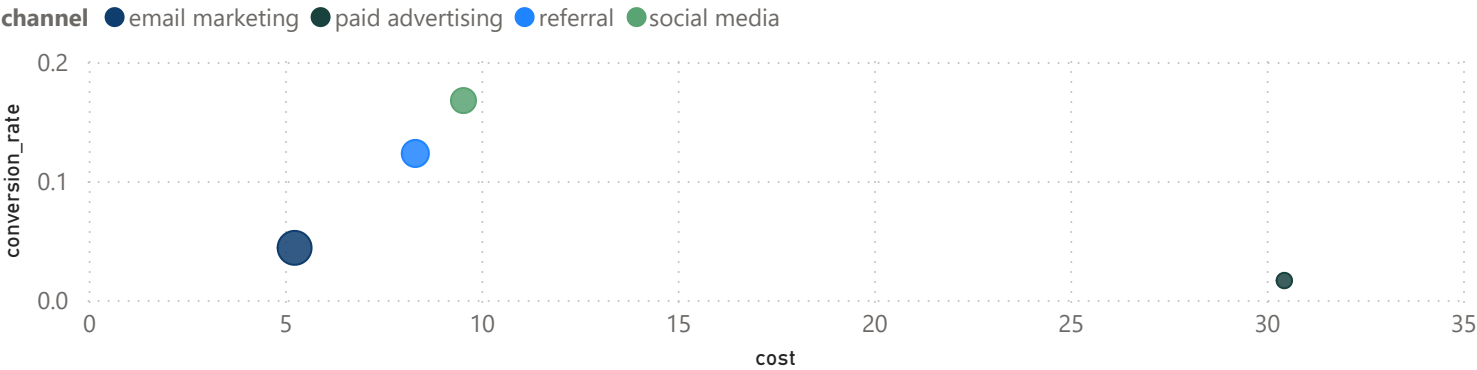
### Marketing Spend vs Revenue Performance



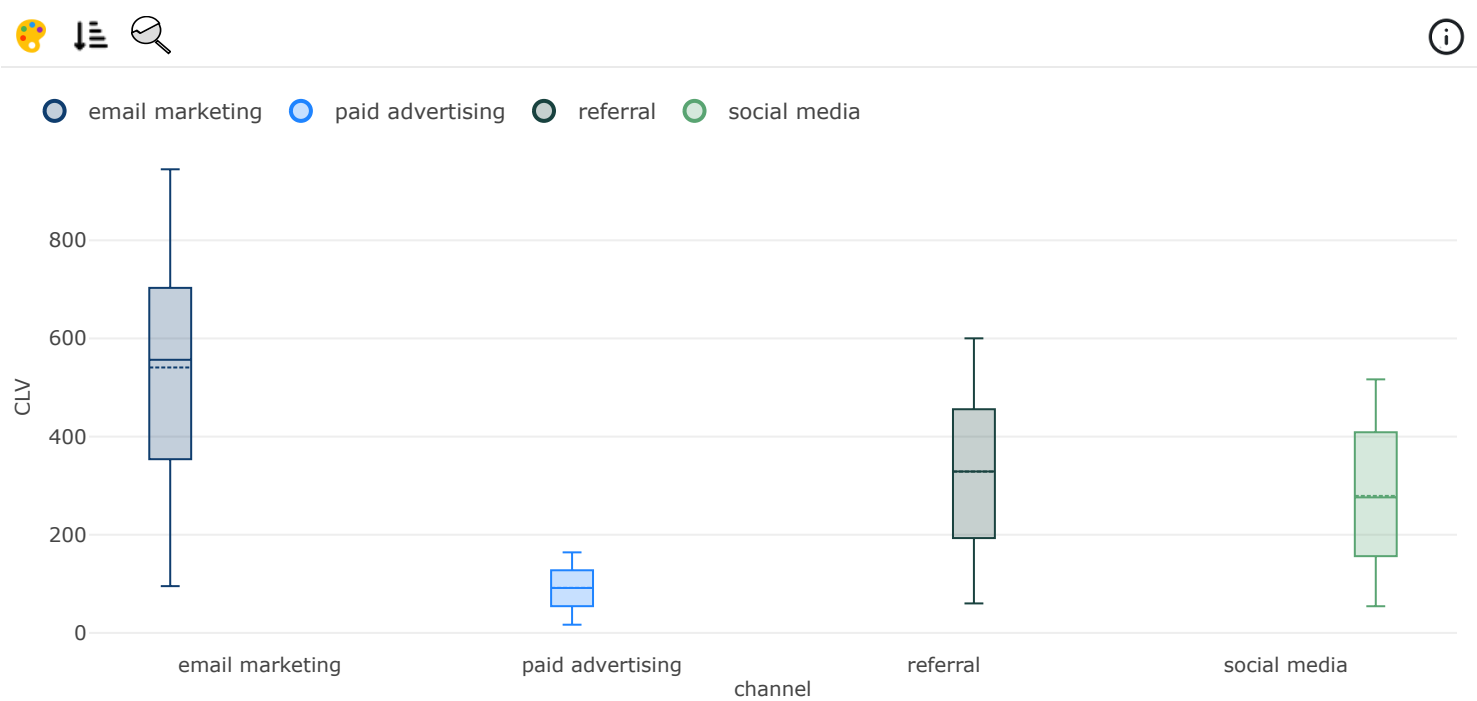
### Acquisition Cost vs Customer Lifetime Value



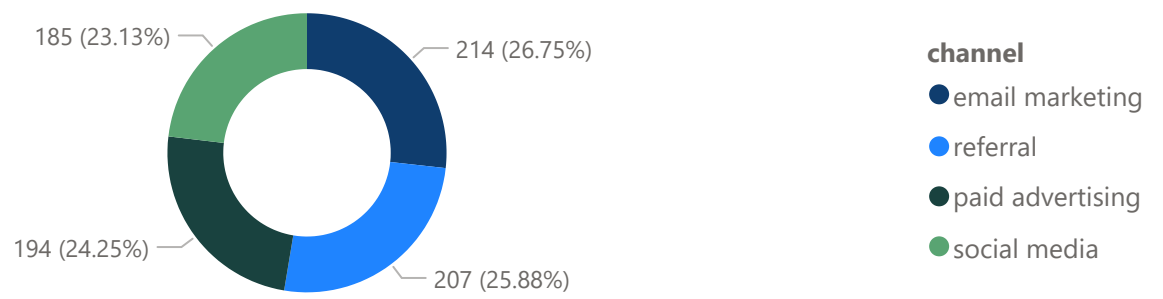
### Spend Efficiency vs Conversion Effectiveness



## Customer Lifetime Value by channel



## Channel information



# Strategic Recommendations

## 1. Referral Marketing – High Efficiency, Low Cost

### Findings:

- Delivers the **highest conversion rate** among all channels.
- Acquisition cost is **moderate and sustainable**.
- Total revenue and CLV are not the highest, but efficiency of spend is excellent.
- CLV distribution indicates potential to attract high-value customers.

### Recommendation:

- Increase budget allocation to referral initiatives.
- Expand referral sources and strengthen incentive programs.
- Analyze successful referral patterns to replicate at scale.

## 2. Paid Advertising – High Value, but Costly

### Findings:

- Generates the **highest total revenue** and **highest CLV**.
- Incurred the **highest acquisition cost**.
- Conversion rate remains only moderate.
- ROI is strong but less efficient than referral and email marketing.

### Recommendation:

- Maintain investment but improve efficiency through better targeting and bidding strategies.
- Segment audiences to prioritize high-CLV prospects.
- Integrate retention and upsell initiatives to maximize lifetime value.

## 3. Email Marketing – Lean, Reliable, and Scalable

### Findings:

- **Low-cost channel** with strong conversion rate.
- Delivers a **stable and relatively high median CLV**.
- Performance is consistent with minimal variability across campaigns.

### Recommendation:

- Continue sustained investment in email marketing.
- Expand personalization and automation to enhance engagement.
- Use behavioral segmentation to drive stronger retention and upsell opportunities.

## 4. Social Media – Underperforming Across Metrics

### Findings:

- Lowest performance across revenue, CLV, and conversion rate.
- Costs are moderate but not justified by outcomes.
- Current strategy not generating meaningful returns.

### Recommendation:

- Reassess role of social media in the acquisition mix.
- Reduce spend on direct conversion campaigns.
- Shift focus to engagement, brand awareness, and top-of-funnel activities.
- Test new creatives, audience targeting, and campaign objectives.

## 5. Outliers & Key Opportunities for Further Analysis

- **Referral:** Investigate drivers behind exceptionally high conversion at low cost (specific partners, campaigns, or customer segments).
- **Paid Advertising:** Explore retention and upselling strategies to capitalize on its high-CLV customers.
- **Social Media:** Conduct A/B testing to evaluate whether poor results stem from targeting, content quality, or misaligned objectives.