

Customer Segmentation and Acquisition

Segment

All

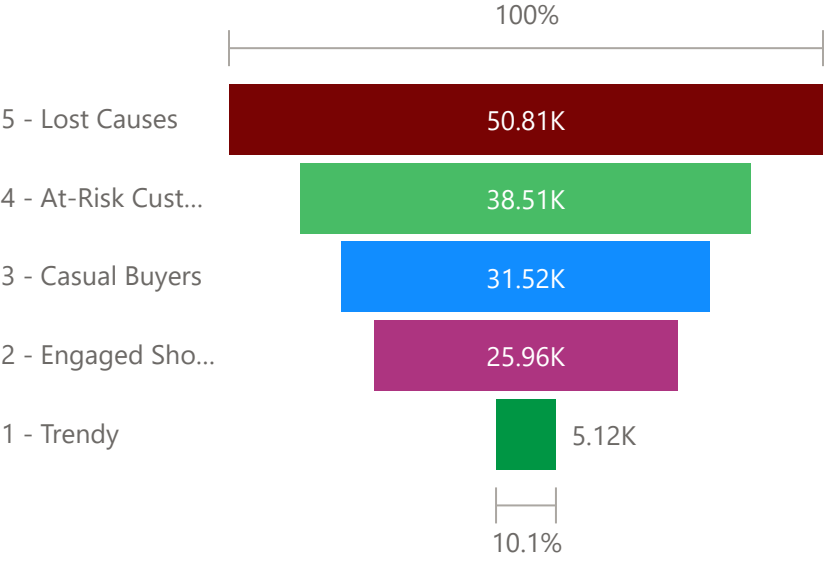
Year

All

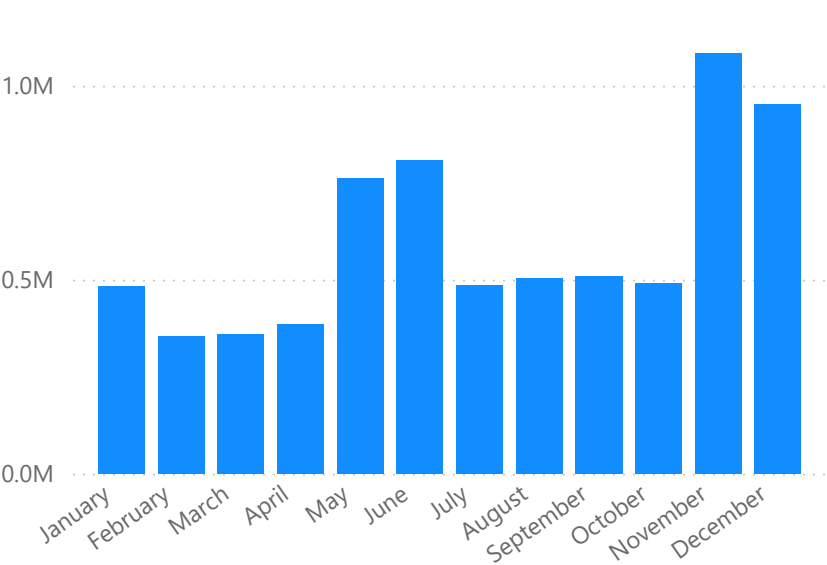
Quarter

All

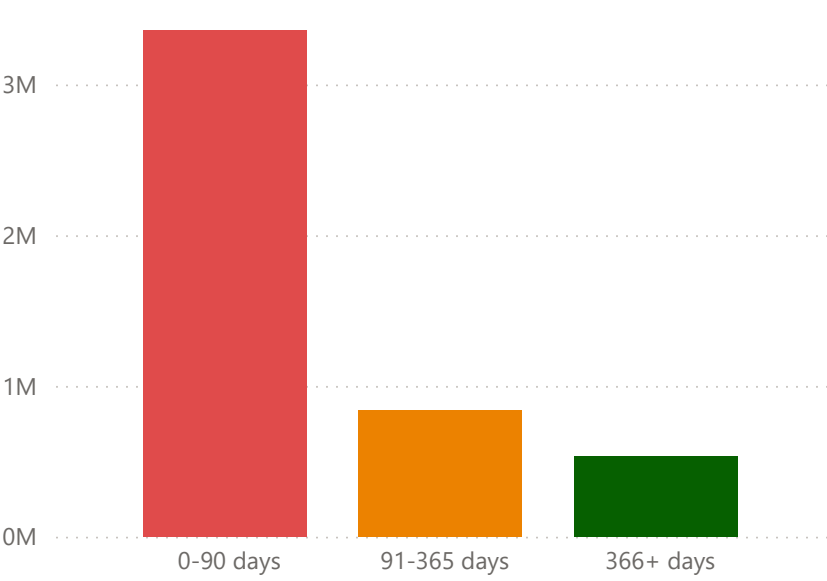
Customer Segments



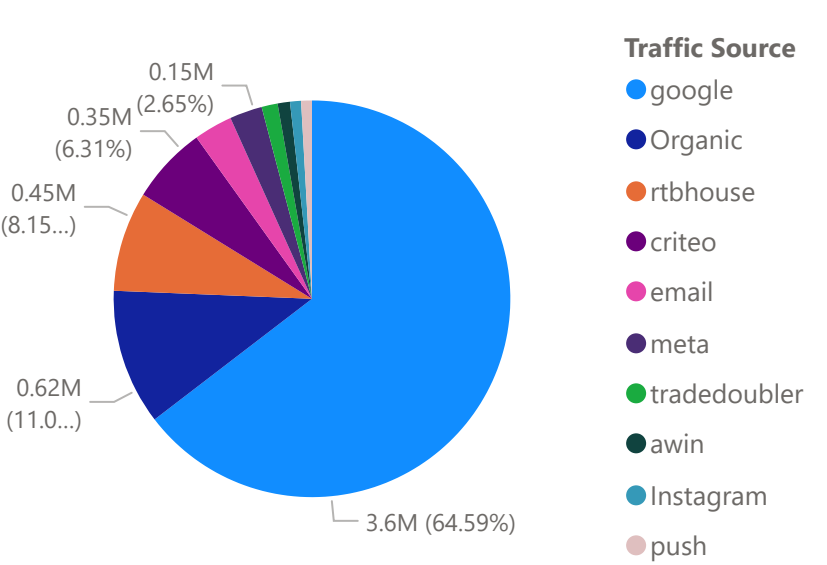
Customer Lifetime Value per Month



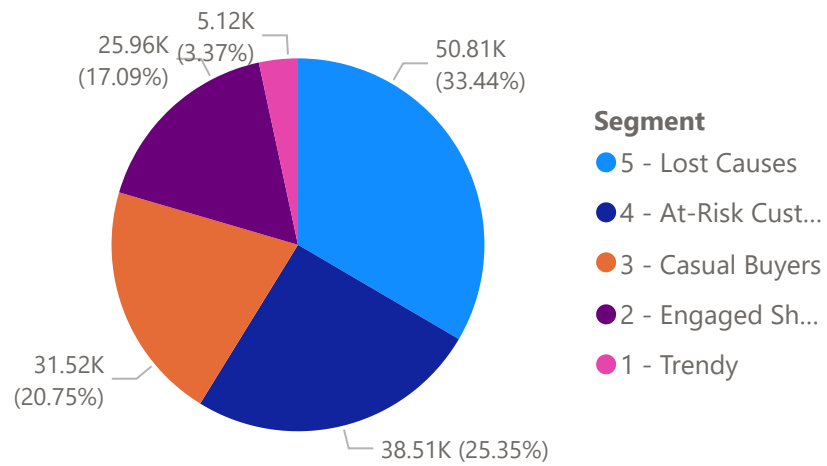
CLV per Life Span Bin



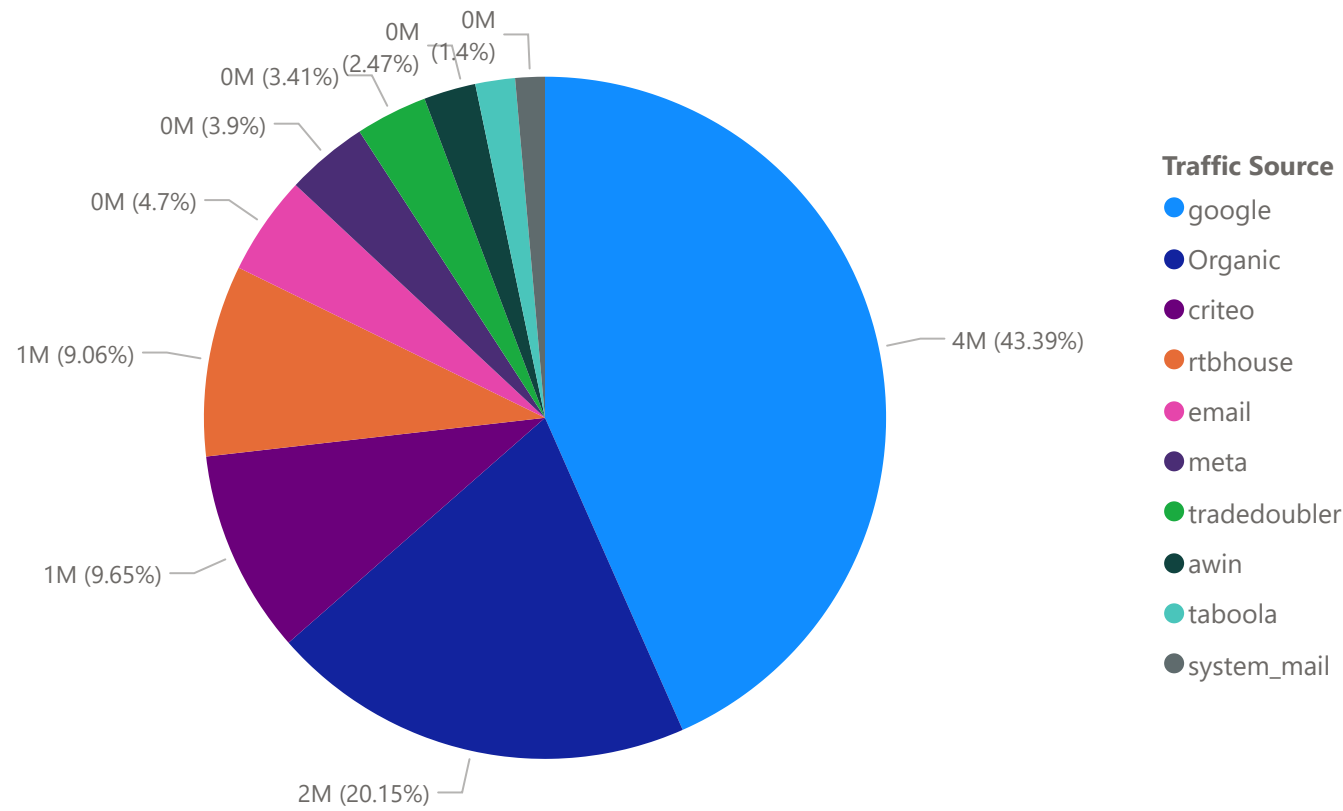
Acquisition Channels



Customer Segments



Transaction Value by Traffic Source



CLV per Segment

