



ARPU vs CLV

	DATE	ARPU	CLV
1.	Dec 1, 2006	42.27	149.34
2.	Jan 1, 2007	36.04	95.23
3.	Feb 1, 2007	36.31	-97.87
4.	Mar 1, 2007	36.38	184.62
5.	Apr 1, 2007	35.84	-291.06
6.	May 1, 2007	36.49	-311.71
7.	Jun 1, 2007	37.16	-146.47
8.	Jul 1, 2007	38.14	99.42

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