To determine the **Lifetime Value (LTV)** of customers acquired through each channel, you need to follow a structured approach using available customer and marketing data. Here’s how to calculate it:

**Formula for Customer Lifetime Value (LTV):**

**LTV = (Average Purchase Value) × (Average Purchase Frequency) × (Customer Lifetime)**

**Steps to Calculate LTV per Channel:**

1. **Segment Customers by Acquisition Channel**  
   Example channels: Google Ads, Facebook, LinkedIn, Organic Search, Referrals, etc.
2. **Collect Key Metrics per Channel**:
   * **Average Purchase Value** = Total revenue from channel / Number of purchases
   * **Purchase Frequency** = Number of purchases / Number of customers
   * **Customer Lifetime** = Average time customers remain active (months or years)
3. **Calculate LTV for Each Channel**:  
   Plug values into the LTV formula for each acquisition channel.

**Sample Table:**

| **Channel** | **Avg Purchase Value** | **Purchase Frequency** | **Customer Lifetime (yrs)** | **LTV** |
| --- | --- | --- | --- | --- |
| Google Ads | $120 | 3 | 2 | $720 |
| Facebook Ads | $90 | 2 | 3 | $540 |
| Organic Search | $110 | 4 | 3 | $1,320 |
| Referrals | $100 | 5 | 2.5 | $1,250 |

**Optional Enhancements:**

* Subtract **Customer Acquisition Cost (CAC)** to get **Net LTV**
* Use **cohort analysis** to validate LTV trends over time
* Factor in **churn rate** or use **predictive modeling** for more accuracy