

## ROI plan for an marketing campaign

Input data for retain campaign	Values
Total customers analyzed:	150,000
Predicted churners (model): (7.0%)	7%
Target for retension campaign (TP + FP)	10,504
Retention campaign cost per customer: (\$)	20
<b>Total campaign cost: (\$)</b>	<b>210,080</b>
Correctly identified churners:	4,901
Retain rate	10%
Retained customers	490
Average annual customer value: (\$50/month)	600
Campaings return: (\$50/month)	294,060
ROI	40%

Once retention rates exceed approximately **7%**, the campaign flips from a cost center to a **positive ROI initiative**.

It's a compelling proof point for combining data-driven customer segmentation with targeted marketing.

