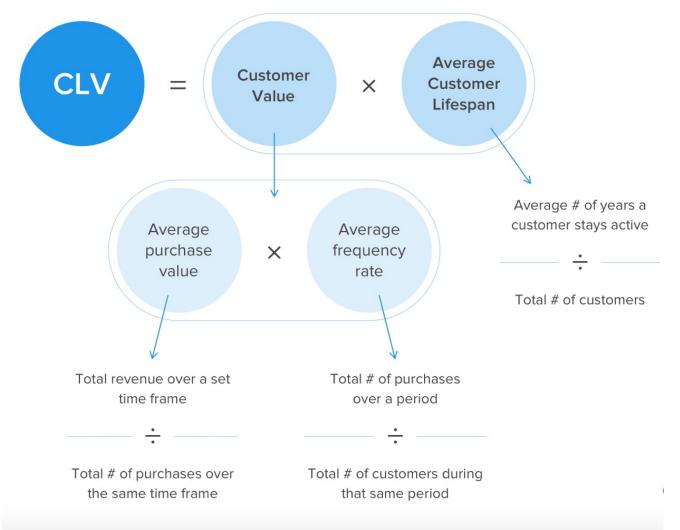
What is customer lifetime value (CLV)?

The **customer lifetime value formula** will tell you what the average customer is worth to your business throughout the course of the relationship. The typical formula used to calculate customer lifetime value is Customer lifetime value = customer value x average customer lifespan.



Credit: https://delighted.com/blog/customer-lifetime-value-formula