

# EXECUTIVE SUMMARY

1

Which acquisition channels are cost-effective and bring in the most valuable customers (highest LTV)?



**Avg. LTV = ~\$4,290.** LTV:CAC ratios are highest for Organic Search (85.4x) and lowest for Google Ads (10.3x).

**Organic channels (Outbound Sales & Organic Search) drive higher ARPU within low cost** -> Reallocate spend toward efficient channels

2

Which regions contribute the most Revenue and how do ARPU & LTV differ by region?



**North America & Europe are top 2 revenue markets, but lag in ARPU growth.**

**Africa and LatAm: strong ARPU + LTV** -> Prioritize scaling acquisition

Middle East: weak monetization and lowest LTV

3

How does user retention change over time, and where should we intervene to improve churn rate?



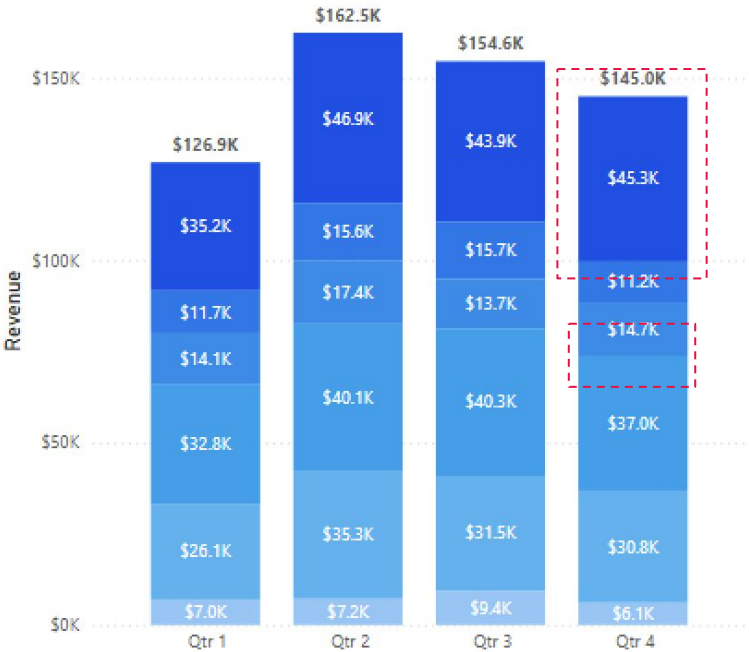
**Churn rate is fairly consistent across channels** (~5.2–5.5%)

Retention cohorts show typical churn of 5–10% after the first month, and **steepest drop over months 2–4** -> **reinforce onboarding**

# Overview

Revenue by Quarter and Region

Africa APAC Europe LatAm Middle East North America



North America and Europe are the top two revenue markets in 2024.

Revenue by quarter shows **steady decrease in Q3 & Q4** and reaches \$145K in Q4, with the decline in revenue contribution from all regions except for North America and LatAm.

## 2023

\$250.7

Avg. CAC

\$170.6

ARPU

\$4,290

Avg. LTV

## 2024

\$247.5

Avg. CAC

\$172.4

ARPU

\$4,290

Avg. LTV

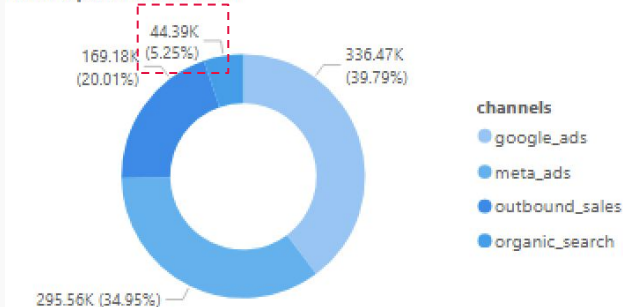
Average Lifetime value (LTV) across all customers is ~\$4,290.

2024's Acquisition Cost has decreased by 1.3% and ARPU (Average Revenue per User) has grown by 1.1%, while average LTV remains unchanged

The CAC trend line yet shows a growing tendency throughout 2024

# Acquisition Efficiency

MKT Spend Allocation



Avg. LTV and LTV:CAC by Acquisition channels



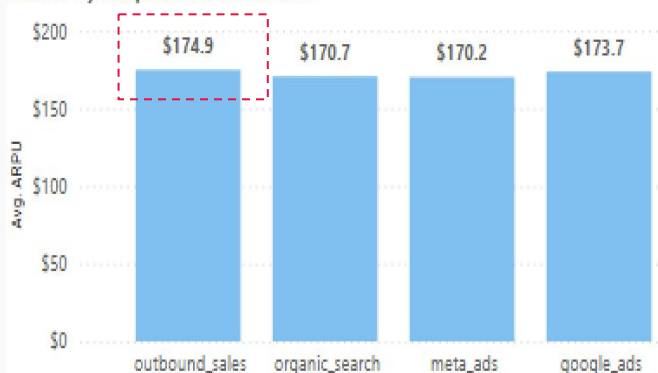
Paid ads channels like **Google Ads & Facebook Ads** are highly invested (~40% & ~35%), yet yield **decent LTV and low LTV:CAC ratio**.

**Organic search has the highest LTV:CAC ratio** (~86x), driven by significantly **low acquisition cost** (only 5.25% spending).

Users acquired from **Outbound sales** bring the **highest ARPU** (average revenue) to the business, with **the least churn users**

Channels cluster tightly on ARPU & churn rate, but CAC varies significantly => **LTV:CAC skews high for organic channels and lower for paid ads**

ARPU by Acquisition channels



CAC and Avg. Churn rate by Channels



# Customer Retention

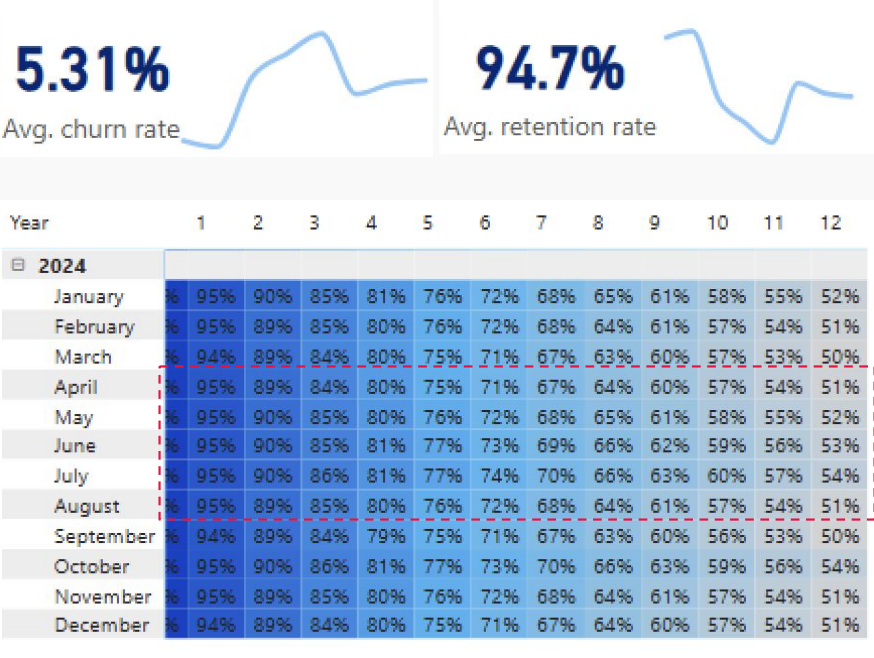
Overall, **2024 improved retention quality** compared to 2023, producing **higher LTV stability throughout the year**.

**Mid-2024 (Apr-Aug) cohorts outperform 2023:** sign-ups total 1,613 (+18%) vs 1,370 in 2023, with **stronger month-6 retention (70–80%)** -> marketing changes implemented around Q2-Q3 may attract a better-fit customer

but **late-year cohorts (Sep-Dec) shows the opposite pattern** -> likely seasonal or constrained budget

**Early churn still dominates: Month 2–4** remains the biggest drop zone (~15–20% cumulative), then **retention stabilizes around 65–75% by month 5–8**.

Customer retention by Cohort month												
Year	0	1	2	3	4	5	6	7	8	9	10	11
2023												
January	302	286	271	256	243	230	217	206	195	185	175	165
February	270	256	243	230	218	207	196	186	177	168	159	151
March	307	291	276	262	248	235	223	211	201	190	180	171
April	306	290	274	259	245	232	220	208	197	186	176	166
May	268	254	241	229	217	206	196	186	176	167	159	151
June	336	319	302	287	272	258	244	232	220	208	198	187
July	230	217	206	194	184	174	164	155	147	139	131	124
August	230	218	206	195	184	174	165	156	148	140	132	125
September	365	346	328	311	295	279	265	251	238	225	214	202
October	393	371	350	331	312	295	278	263	248	234	221	209
November	331	313	297	281	266	252	239	226	214	203	192	182
December	302	286	272	258	245	232	220	209	198	188	178	169
2024												
January	308	292	276	262	248	235	222	211	200	189	179	170
February	237	224	212	201	190	179	170	161	152	144	136	128
March	215	203	192	181	171	162	153	144	136	129	122	115
April	279	264	249	235	223	210	199	188	178	168	159	150
May	348	330	312	296	280	265	251	238	225	213	202	191
June	306	290	275	261	248	235	223	212	201	190	181	171
July	289	275	261	248	235	224	213	202	192	182	173	165
August	391	370	350	331	313	296	280	265	251	237	224	212
September	221	209	197	186	176	166	157	148	140	132	124	117
October	280	266	252	240	227	216	205	195	185	175	167	158
November	269	254	241	228	215	204	193	182	172	163	154	146
December	274	259	245	231	218	206	195	184	174	165	156	147



# ARPU & LTV across Regions

North America & Europe lead in revenue (because of large customer bases) but lag in generating ARPU, while LatAm and Africa are high-ARPU markets despite smaller volume of acquisition, and stronger average LTV (Africa: ~\$19.8K >> other regions) -> high-value, under-penetrated markets, need prioritize in expanding acquisition while preserving unit economics

APAC & LatAm have balanced growth: mid-ARPU and mid-LTV -> stable contributors with room for improvements

Middle East lags in both LTV and ARPU growth, signaling weaker monetization or retention -> reassess pricing or channel mix improvements

