

2023

2024

Customer Lifetime Value Analytics Dashboard

1/1/2023



12/1/2024



3417

Customers

\$589....

Revenue

\$845.6K

Total MKT spend

\$247.5

Avg. CAC

\$172.4

ARPU

\$4,290

Avg. LTV

Overview

Acquisition
efficacy

LTV Analysis

region

All

discount_...

All

customer_t...

All

signup_sou...

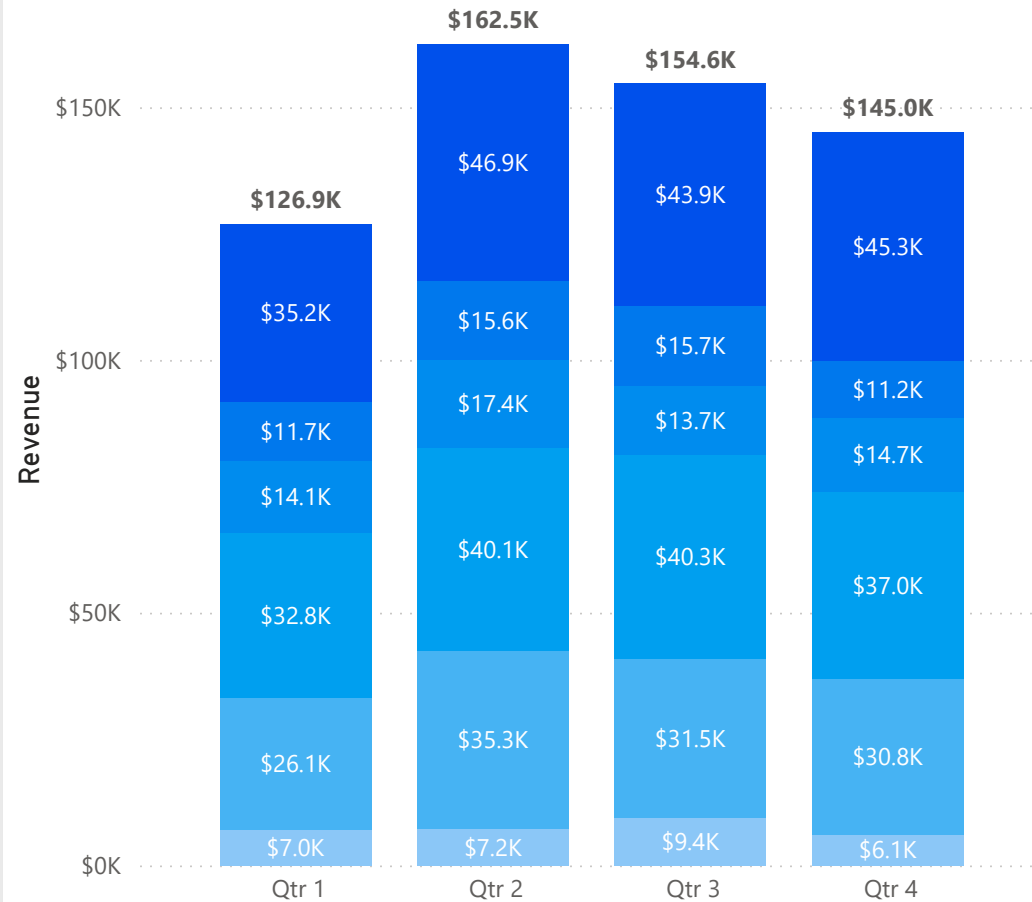
All

contract typ...

All

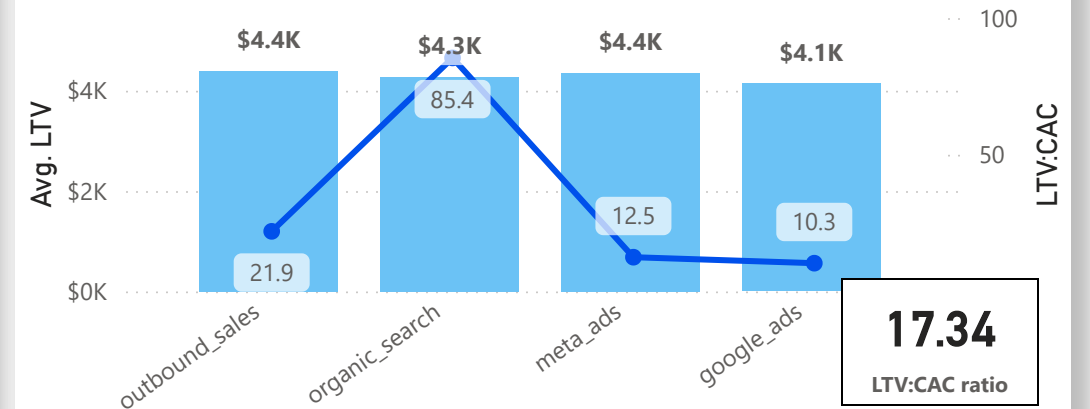
Revenue by Quarter and Region

● Africa ● APAC ● Europe ● LatAm ● Middle East ● North America

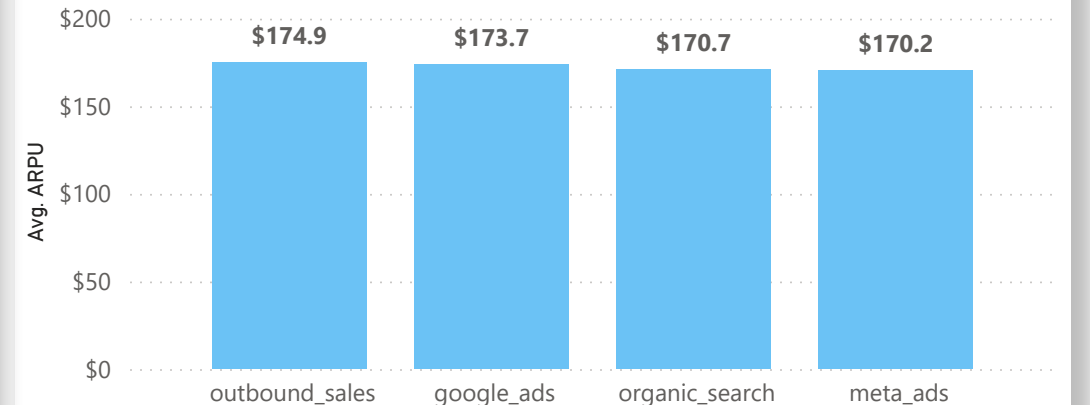


Avg. LTV and LTV:CAC by Acquisition channels

● Avg. LTV ● LTV:CAC



ARPU by Acquisition channels



\$191.0

Avg. price

\$845.6K

Total MKT spend

\$247.5

Avg. CAC

5.33%

Avg. churn rate

94.7%

Avg. retention rate

Overview

Acquisition
efficacy

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2023

2024

region

All

discount_...

All

customer_t...

All

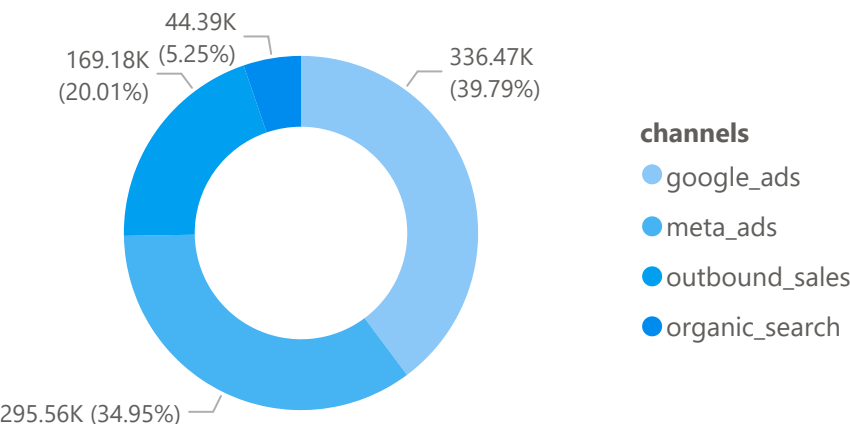
signup_sou...

All

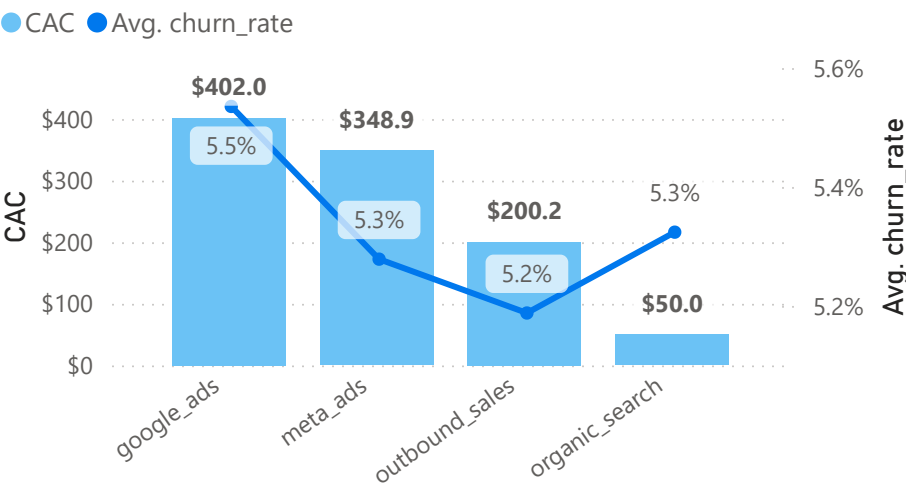
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All

MKT Spend Allocation



CAC and Avg. Churn rate by Channels



Customer retention by Cohort month

Year	0	1	2	3	4	5	6	7	8	9	10
2023											
January	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
February	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
March	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
April	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
May	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
June	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
July	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
August	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
September	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
October	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
November	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
December	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2024											
January	100%	95%	90%	85%	81%	76%	72%	68%	65%	61%	57%
February	100%	95%	89%	85%	80%	76%	72%	68%	64%	61%	57%
March	100%	94%	89%	84%	80%	75%	71%	67%	63%	60%	56%
April	100%	95%	89%	84%	80%	75%	71%	67%	64%	60%	56%
May	100%	95%	90%	85%	80%	76%	72%	68%	65%	61%	57%
June	100%	95%	90%	85%	81%	77%	73%	69%	66%	62%	58%
July	100%	95%	90%	86%	81%	77%	74%	70%	66%	63%	59%
August	100%	95%	89%	85%	80%	76%	72%	68%	64%	61%	57%
September	100%	94%	89%	84%	79%	75%	71%	67%	63%	60%	56%
October	100%	95%	90%	86%	81%	77%	73%	70%	66%	63%	59%
November	100%	95%	89%	85%	80%	76%	72%	68%	64%	61%	57%
December	100%	94%	89%	84%	80%	75%	71%	67%	64%	60%	56%

\$172.4

ARPU

82.54%

Avg. gross margin

\$4,290

Avg. LTV

17.34

LTV:CAC ratio

Overview

Acquisition
efficacy

LTV Analysis

2023

2024

region

All

discount_...

All

customer_t...

All

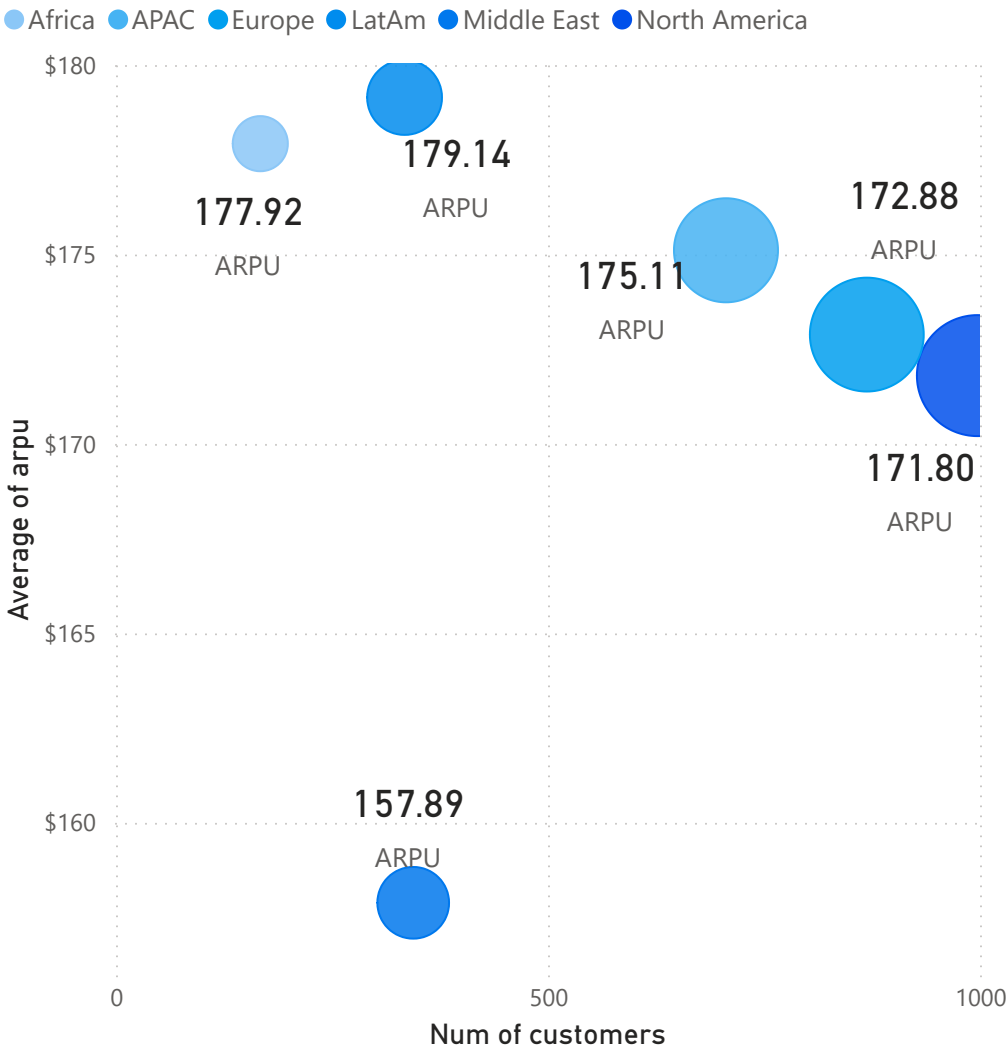
signup_sou...

All

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All

ARPU and Revenue across region



LTV by region and channels

