

2023

2024

## Customer Lifetime Value Analytics Dashboard

1/1/2023



12/1/2024



7057

Customers

\$1.21M

Revenue

\$1.76M

Total MKT spend

\$249.1

Avg. CAC

\$171.5

ARPU

\$4,290

Avg. LTV

Overview

Acquisition  
efficacy

LTV Analysis

region

All

discount\_...

All

customer\_t...

All

signup\_sou...

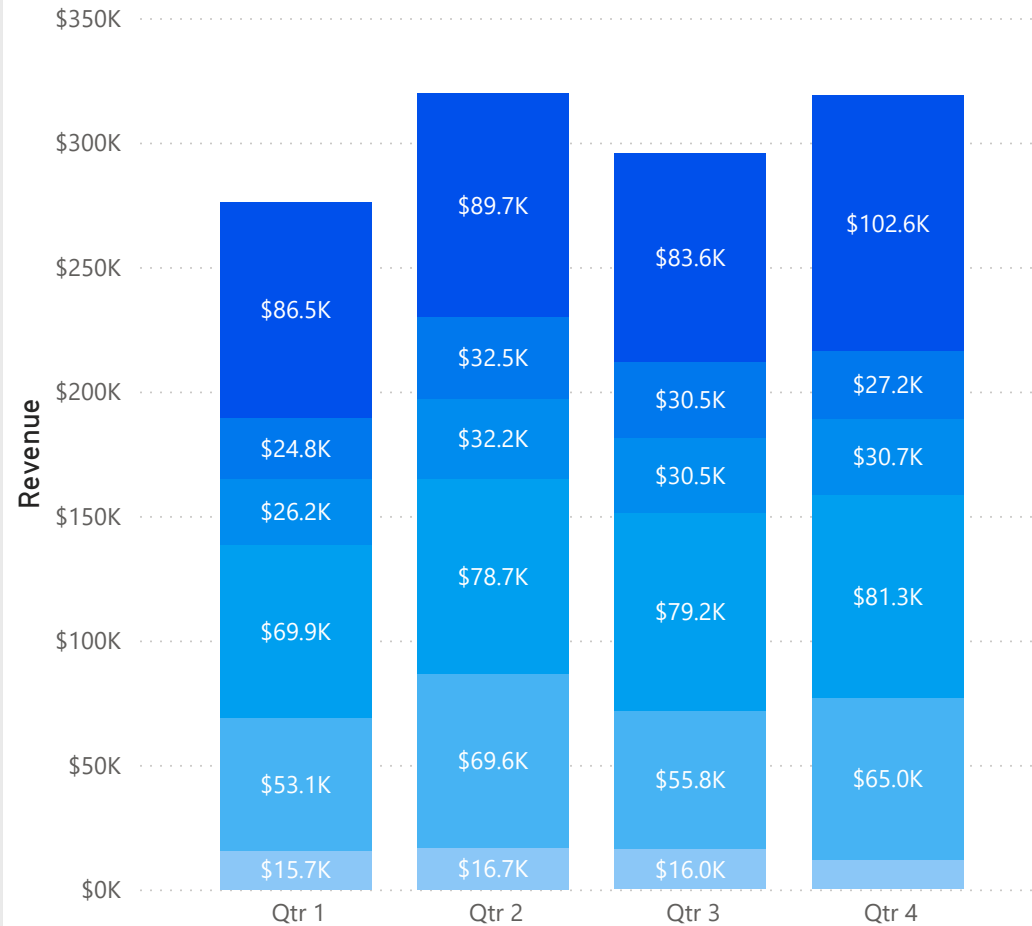
All

contract typ...

All

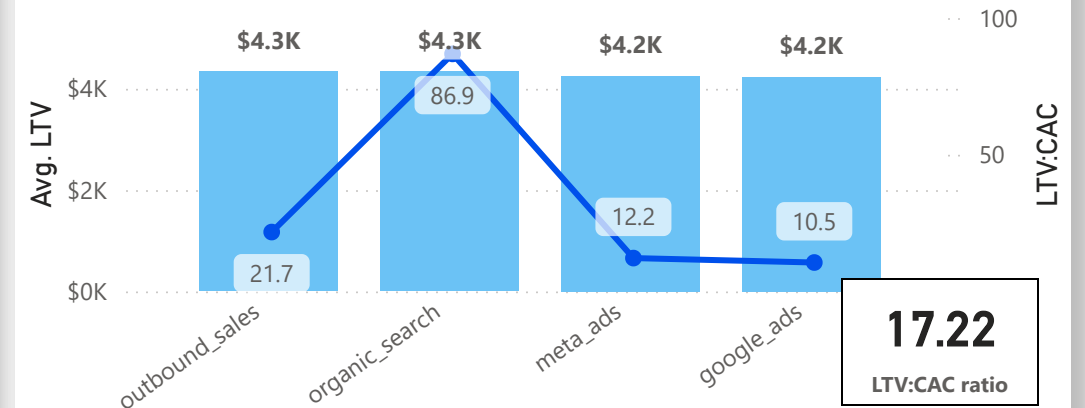
Revenue by Quarter and Region

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

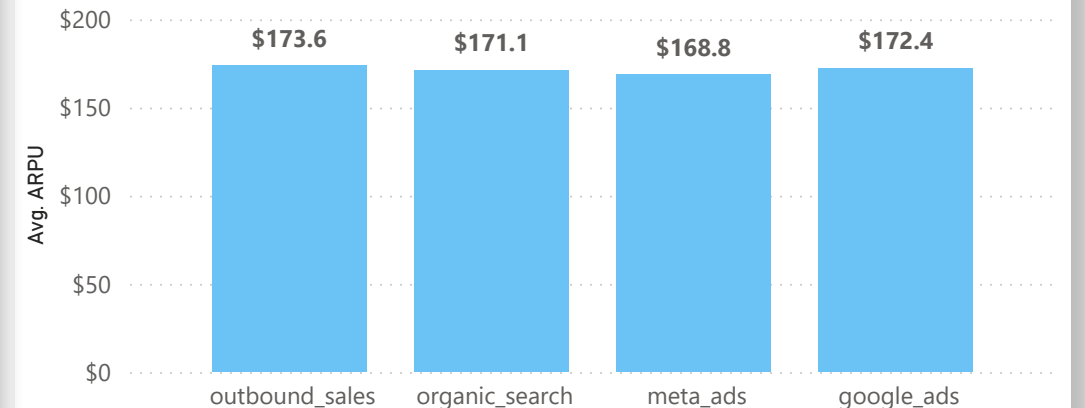


Avg. LTV and LTV:CAC by Acquisition channels

● Avg. LTV ● LTV:CAC



ARPU by Acquisition channels



\$190.2

Avg. price

\$1.76M

Total MKT spend

\$249.1

Avg. CAC

5.31%

Avg. churn rate

82.51%

Avg. gross margin

Overview

Acquisition  
efficacy

LTV Analysis

region

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discount\_...

All

customer\_t...

All

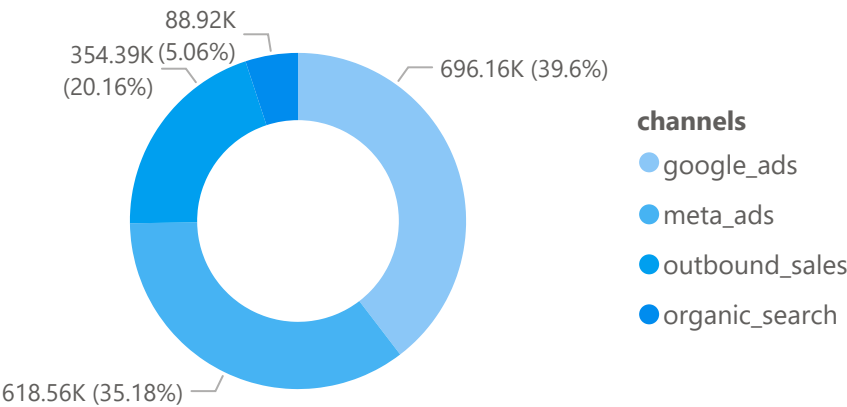
signup\_sou...

All

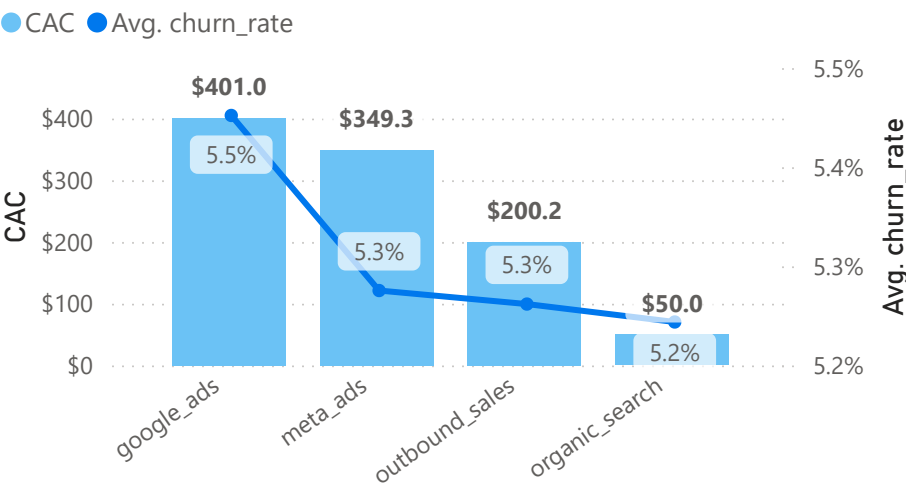
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All

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	11	12
2023													
January	302	286	271	256	243	230	217	206	195	185	175	165	157
February	270	256	243	230	218	207	196	186	177	168	159	151	143
March	307	291	276	262	248	235	223	211	201	190	180	171	162
April	306	290	274	259	245	232	220	208	197	186	176	166	158
May	268	254	241	229	217	206	196	186	176	167	159	151	143
June	336	319	302	287	272	258	244	232	220	208	198	187	178
July	230	217	206	194	184	174	164	155	147	139	131	124	117
August	230	218	206	195	184	174	165	156	148	140	132	125	119
September	365	346	328	311	295	279	265	251	238	225	214	202	192
October	393	371	350	331	312	295	278	263	248	234	221	209	197
November	331	313	297	281	266	252	239	226	214	203	192	182	172
December	302	286	272	258	245	232	220	209	198	188	178	169	160
2024													
January	308	292	276	262	248	235	222	211	200	189	179	170	161
February	237	224	212	201	190	179	170	161	152	144	136	128	122
March	215	203	192	181	171	162	153	144	136	129	122	115	108
April	279	264	249	235	223	210	199	188	178	168	159	150	142
May	348	330	312	296	280	265	251	238	225	213	202	191	181
June	306	290	275	261	248	235	223	212	201	190	181	171	163
July	289	275	261	248	235	224	213	202	192	182	173	165	156
August	391	370	350	331	313	296	280	265	251	237	224	212	201
September	221	209	197	186	176	166	157	148	140	132	124	117	111
October	280	266	252	240	227	216	205	195	185	175	167	158	150
November	269	254	241	228	215	204	193	182	172	163	154	146	138
December	274	259	245	231	218	206	195	184	174	165	156	147	139

1.21M

Revenue

82.51%

Avg. GM

\$171.5

ARPU

\$4,290

Avg. LTV

17.22

LTV:CAC ratio

Overview

Acquisition  
efficacy

LTV Analysis

region

All

discount\_...

All

customer\_t...

All

signup\_sou...

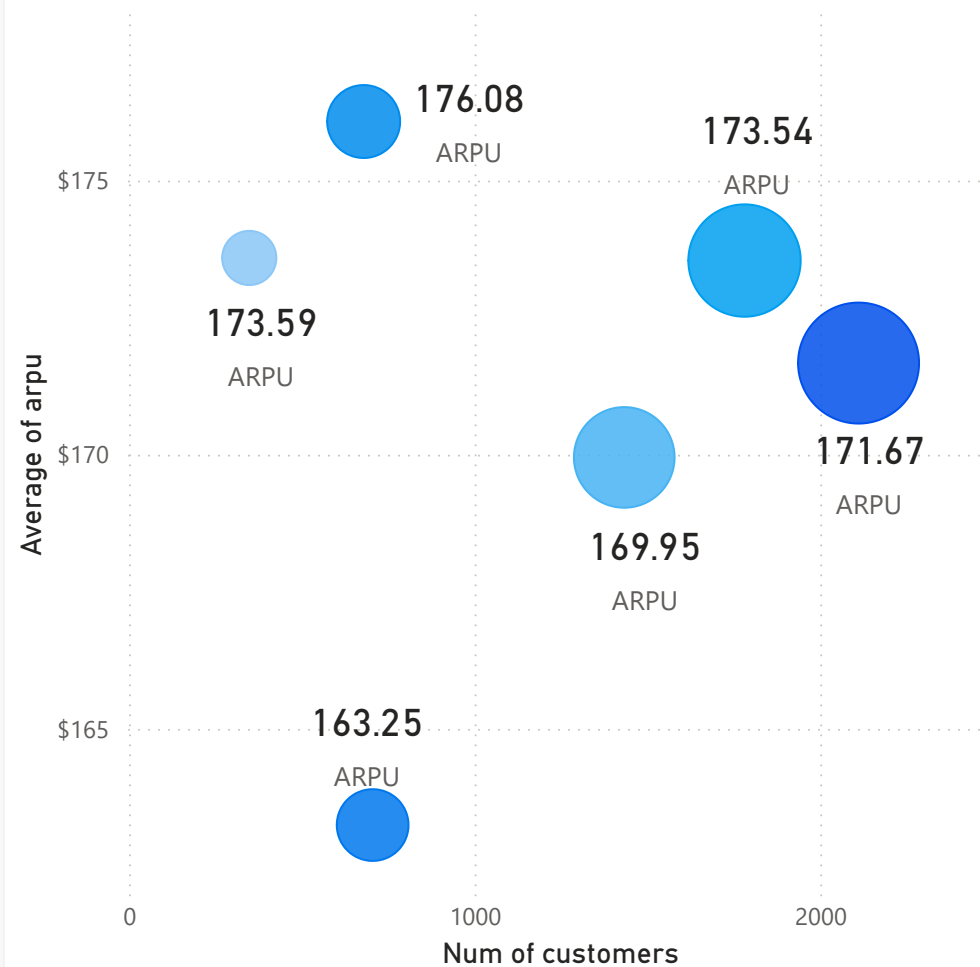
All

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All

ARPU and Revenue across region

Africa APAC Europe LatAm Middle East North America



LTV by region and channels

google\_ads meta\_ads organic\_search outbound\_sales

