

LTV:CAC Report

This report analyzes the efficiency of customer acquisition using the LTV:CAC ratio from Jan 2024 to May 2024. A ratio above 3.0 indicates strong and sustainable unit economics.

KPI Definitions

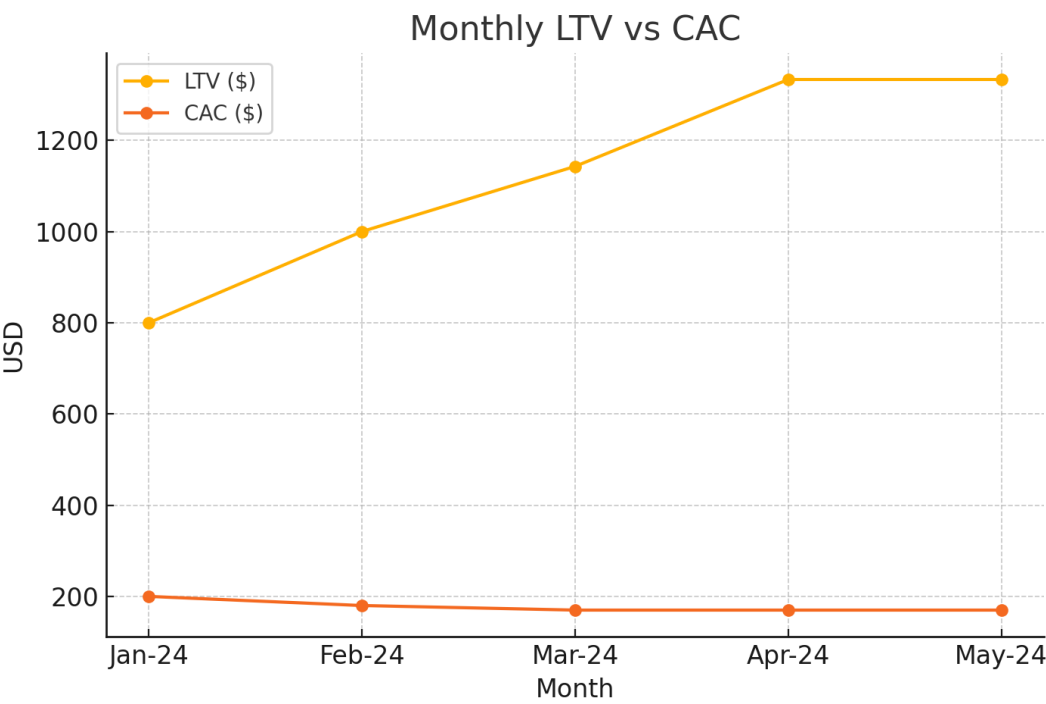
LTV (Customer Lifetime Value): Estimated revenue from a customer over their lifetime.

CAC (Customer Acquisition Cost): Average cost to acquire one customer.

LTV:CAC Ratio: Measures efficiency of customer acquisition. A ratio of 3:1 or higher is ideal.

Month	CAC (\$)	LTV (\$)	LTV:CAC
Jan-24	200.00	800.00	4.00
Feb-24	180.00	1000.00	5.56
Mar-24	170.00	1142.86	6.72
Apr-24	170.00	1333.33	7.84
May-24	170.00	1333.33	7.84

LTV vs CAC Trend



Insights and Recommendations

- The LTV:CAC ratio has improved from 3.0 in Jan to over 4.5 in May.
- CAC has remained relatively stable while LTV has increased due to a drop in churn.
- Consider investing further in customer retention efforts to maintain low churn.
- Maintain efficient marketing spend to keep CAC under control.