

CALCULATING AND OPTIMIZING CUSTOMER LIFETIME VALUE (CLTV)

CUSTOMER VALUE ANALYSIS

- Collection of historical data on customer purchases and behavior
- Calculation of average order values and margins

APPLY THE CLTV FORMULA

- Calculate the CLTV for different customer segments

Pro tip: The CLTV formula is individual for each company. We are happy to support you with the calculation.

CLIENT SEGMENTATION

- Customer segmentation based on the calculated CLTV
- Identification of the most valuable customer segments

PERSONALIZED ACTIVITIES

- Creating marketing activities for the most valuable segments
- Use of personalization to increase customer loyalty

RETENTION STRATEGIES

- Measures to increase customer loyalty (loyalty programs, personal offers)
- Boosting cross-selling and up-selling

MONITORING & ADAPTATION

- Regular monitoring of the development of the CLTV as a KPI
- Strategy adjustment if necessary, to continuously maximize customer value