



CUSTOMER LIFETIME VALUE ANALYSIS

Unlock insights into the value of your customers tomorrow and beyond



Learn who your most valuable customers are and understand how to influence their purchasing behavior.

We've all heard that that 80% of your sales come from 20% of your customers. With advances in data science and predictive analytics, you now have a range of techniques to understand who your most profitable customers are and what makes them spend.

New expertise for understanding an old riddle

Today's tools, technologies and approaches are making predictive analytics more and more accessible to just about every organization. Those who jump at the opportunity to gain a core understanding of their customers – like lifetime value – will reap bigger rewards in both the short- and long-term and establish a competitive advantage.

Cardinal Path's expertise in predictive analytics and data analysis uncovers the estimated revenues over a customer's lifetime. This Lifetime Value (LTV) analysis helps you to:

- Attract customers with higher LTV
- Optimize the experience of high LTV customers to ensure they stay with your brand
- Determine optimal customer acquisition costs
- Incorporate personalization to serve optimal website experience based on LTV

Studies show that acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one and that, conversely, increasing your customer retention rates by 5% increases profits by 25% to 95% .

Source: Harvard Business Review, *The Value of Keeping the Right Customers*

Cardinal Path's customer-centric approach

Combining data science, machine learning, and financial techniques, Cardinal Path creates a unique approach that is tailored to your organization. You will gain powerful insights into your business potential, and get trusted guidance and recommendations so you can take action and realize that potential:

- Leverage an increasingly information-intensive environment
- Transform your organization from being product-centric to customer-centric
- Improve relationships with customers by improving messaging, services and offers
- Increase marketing productivity, effectiveness, and ROI

Get Started

Using cutting-edge machine learning, data science, and traditional statistical techniques, we start with a comprehensive evaluation of your existing goals, tactics, CRM data, analytics platform and performance data, 3rd-party data (if applicable), to segment cluster, and identify customers across a variety of affinities that will inform your marketing approach.

We will deliver detailed results so you can elevate your audience understanding and iterate quickly.

Learn more!

Let Cardinal Path take the complexity out of predictive analytics with a program that delivers immediate results and sets you up for success over the long-term.

We'll show you how.

Contact us today:

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Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.