

# Customer Lifetime Value Analytics

Operative Toolset & comprehensive strategy as game changer for the business model

Most business models are built applying the traditional P&L-Structure and based on the main business drivers such as marketing spend per channel, new markets etc. Using an advanced Customer Lifetime Value logic the perspective of the actual and future customers behavior appears in the spotlight showing the real potential of Net Sales and Profits and drawing a clear path to achievement.

Enable2grow applies a successfully proven Customer Lifetime Value Method that clearly changes the perspective on the actual business model, both for strategic decisions of the management and operative implementation of measures.

The core element and foundation are the setup of a CLV-Dashboard which is based on existing order data sliced for one special purpose: seeing at a glance the actual Customer Lifetime Value in all possible perspectives and dimensions and its main influencing factors. Once the full view is available, the next steps will be:

- Setup of a CLV-driven business architecture and comprehensive customer equity model with scenario player
- Deduction of short-, mid- and longterm milestones and targets
- Elaboration and Application of data driven measures to bind active customers
- Targeting the right customers using predictive customer profiles



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Johannes has over 15 years of experience in the e-commerce, software and production sector as outsourced CFO, data driven Business Architect and (Advisory) Board Member. He has in-depth knowledge and expertise of all company stages, beginning with startups up to listed enterprises. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).