

Lifetime Value for Subscription Service Company

Objective: Determine the retention rate and dollar amount a service oriented subscription company can expect from their new, repeat and lapsed buyers over a 4-year window of time.

Approach: 4th Leaf Solutions examined the declining customer base and identified high-value, lapsed customers and opportunities to target new customers by analyzing customer transactions over time.

Results: Retargeting lapsed customers and increasing spend on new customer acquisition led to a 20% growth in the business YOY.

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