

Schema >> *n-creases*™

Customer LTV and Growth Strategies

Overview

The *n-creases*™ framework is designed to propel your customer-focused revenue streams to new heights. We leverage the power of machine learning (ML) to drive macro strategies, unlocking hidden customer insights that allow us to find more high-value customers, create longitudinal strategies designed to increase long-term value among existing customer cohorts, and develop campaign guidelines that optimize short-term results. At a more micro level, we utilize ML to predict individual customer lifetime value (CLTV) with unmatched accuracy, empowering you to develop one-to-one strategies that build and strengthen long-term relationships. Our approach may incorporate additional techniques such as cohort analysis, survival analysis, and segment migration to accurately assess potential value, and focus on approaches to unlock - and increase - that value.



Measurable Outcomes

- Increased Marketing ROI
- Higher Customer LTV
- Lower Cost per Acquisition

Listed outcomes are representative only, and specific outcomes this Schema™ will address may vary depending on your industry, target audience, and business goals.

Foundational Approach

1. Define Goals & Unify Data
2. AI Customer Segmentation: Use ML to segment audiences and predict high-value leads.
3. Proof of Concept/Forecasting Analysis
4. Develop Short-Term Tactics to Enhance Customer-Level Value and Long-Term Strategies to Enhance Portfolio Value
5. Personalized Campaigns & Optimization
6. Omnichannel Orchestration
7. Evolve for Greater Success: Actionable Insights & Continuous Learning

Derived Benefits

- **Optimized Pricing Strategy:** Develop data-driven pricing strategies based on customer value segmentation and elasticity analysis.
- **Improved Product Mix:** Optimize product offerings based on customer demand and profitability analysis.
- **Enhanced Cross-Selling and Upselling:** Identify opportunities to increase average order value through targeted recommendations.
- **Reduced Customer Churn:** Implement proactive retention strategies based on customer behavior and value segmentation.
- **Increased Market Share:** Gain a competitive advantage through superior customer acquisition and retention strategies.

• *To learn more about our comprehensive suite of solutions, visit nventiv.ai/contact-us*