MEET KIM	MEET KEVIN
Kim has purchased 3 items from you over the past 3 months @ £109 margin and you acquired her though a Google PPC campaign	Kevin purchased an item last week @ £31 margin and you acquired him though a retargeting campaign

Right now you probably think Kim is your best customer…

Kim calls you to return an item…

+ 1 WEEK

Kevin makes another purchase…

places 4 more online orders…

+ 1 MONTH

then 2 more (and even tweets about how great your service is)…

then places another order but doesn't come back for a month

+ 6 MONTHS

and continues to make purchases on a bi-monthly basis

but really it is Kevin.

By predicting <u>Customer Lifetime Value</u> today…

…you can optimise your business for tomorrow

Find our more at www.onefiftyfive.com

Once you can calculate CLV…

Kim

CLV of £149

you can personalise Kim's marketing experience to grow her lifetime value to be more like Kevin's

OPTIMISE YOUR MARKETING

Kevin

CLV of £282

you can understand why Kevin is more valuable and acquire more customers like him

We use data and science to **predict how your customers will behave in future.** Even if you already use CLV we can help you do and earn more… **onefiftyfive.com**

onefiftyfive.com | 0845 124 9495

Kairos is our Customer Value Platform, designed for Marketers in the Digital Enterprise.

Kairos is like having a team of **data scientists** making valuable insights available to your website in real-time so you can deliver the ultimate customer experience.

Image Here (Data Science related and / or Customer Experience)

[OneFiftyFive]

We're a

CUSTOMER VALUE

company