

35% Surge in Marketing ROI by Transforming Customer Lifetime Value Assessment

Industry: Health and Nutrition, eCommerce, Subscription

Target Persona: CEO, CMO

Brand Size: \$50M+

The Objective

The objective was to revolutionize the brand's approach to measuring and enhancing Customer Lifetime Value (LTV) and Customer Acquisition Cost (CAC) across various acquisition channels, products and Subscriber vs One Time Purchases (OTP).

The Solution

Saras Analytics took a data-driven approach to measure and enhance customer lifetime value

- **Cohort Reporting:** A deep dive into Subscription vs. OTP metrics, product-wise comparison for granular profitability analysis.
- **Acquisition Channel Analysis:** Evaluating the cost-benefit ratio of channels like Google Ads and Facebook Ads, pushing beyond conventional analytics.
- **Customer Segments Dashboard:** Crafting a dashboard segregating customer segments including "Churned", "At Risk", "Active OTP/Subscribers", along with specialized Amazon-centric categories.

The Result

The brand developed targeted strategies for each customer segment, focusing on increasing engagement and value in the 'At-Risk' and 'Churned' categories while maximizing revenue from high-value segments.

They observed a 35% increase in marketing ROI, achieved by reallocating spend based on insights into customer behavior and value.

The in-depth analysis crystallized the profiles of the most profitable customer segments, leading to laser-focused marketing and product development strategies.



"As CMO, leveraging Saras Analytics revolutionized our approach, boosting marketing ROI by 35%. Their deep dive into customer value and segment-specific strategies significantly enhanced our efficiency and targeting precision."

CMO, H&W Brand

35%

Increase in Marketing ROI

Engaged Saras Ecosystem

Daton + Consulting



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