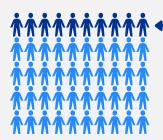
predictable

Lifetime Value (LTV)





_20% Highest Lifetime Value

The LTV model measures your customers' predicted value in terms of total dollars within a given time window

Lifetime Value (LTV) Behind the Scenes

The LTV Model uses 3 types of data:

- Transaction History
- Email Engagement
- Web Activity

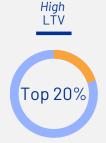
Predictable scores your customers with a specific dollar amount that reflects how much value they are predicted to have in the next 365 days.



The Basic Segments

Predictable delivers Segments that group customers based on their scores.

Medium



Customers who are in the top 20% of predicted value



Customers who are in the middle 60% of predicted value

60%



Customers who are in the bottom 20% of predicted value

Smart Segment

 $Smart\ Segments\ are\ a\ combination\ of\ basic\ segments\ and\ model\ features.$

Future Whales



Customers with historical spend in bottom 50%, but have a high future LTV

Fledgling Customers



Customers with historical spend in the bottom 20%, but also in the High Nth purchase audience.

Priotrity Winbacks



Customers who have churned, but have a LTV score about 80%

Using Predictive Segments



SEGMENT	USE CASES
High LTV	Create seed lookalike audiences of these customers for paid media to improve CPA
Medium LTV	Test media campaigns and email sequences to drive incremental LTV.
Low LTV	Exclude low LTV customers from paid media to improve ROAS
Future Whales	Increase ad bidding against these customers to encourage conversion

White Box Insights

To empower you to understand your customer data we provide insights into the LTV model, including:

- Summary Statistics: A detailed look into how well the model is performing.
- Feature Importance: A relative look at how important certain "features" are for the LTV model. Features can include email campaigns, sales events, etc.

