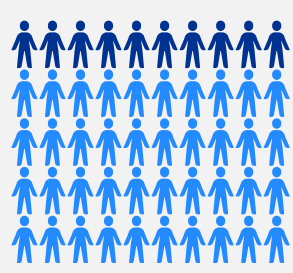
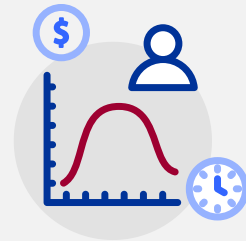


Lifetime Value (LTV)



20% Highest Lifetime Value

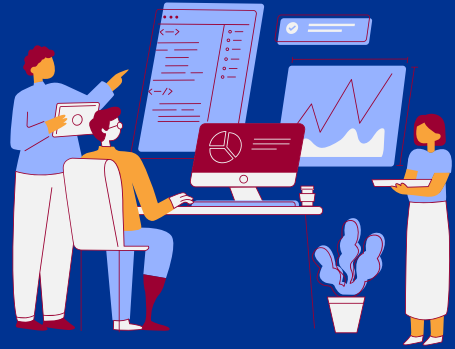
The LTV model measures your customers' predicted value in terms of total dollars within a given time window

Lifetime Value (LTV) Behind the Scenes

The LTV Model uses 3 types of data:

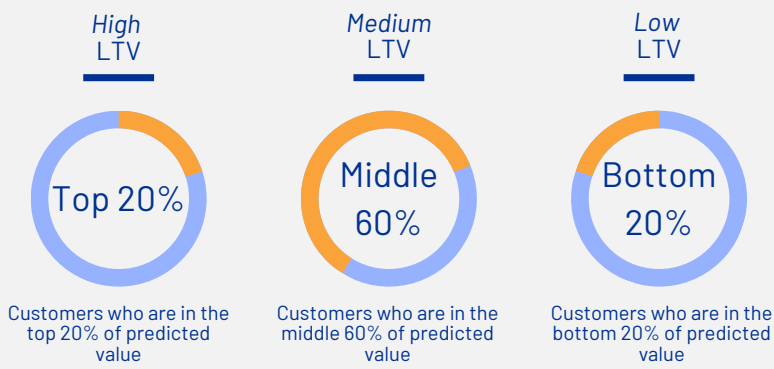
- Transaction History
- Email Engagement
- Web Activity

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



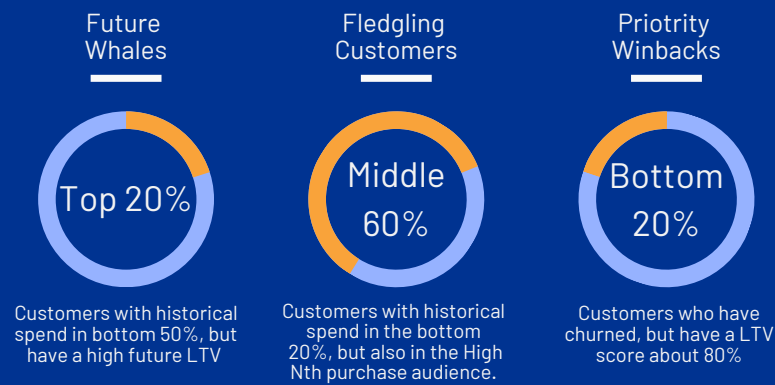
The Basic Segments

Predictable delivers Segments that group customers based on their scores.

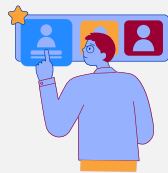


Smart Segment

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



Using Predictive Segments



SEGMENT	USE CASES
High LTV	<ul style="list-style-type: none"> • Create seed lookalike audiences of these customers for paid media to improve CPA
Medium LTV	<ul style="list-style-type: none"> • Test media campaigns and email sequences to drive incremental LTV.
Low LTV	<ul style="list-style-type: none"> • Exclude low LTV customers from paid media to improve ROAS
Future Whales	<ul style="list-style-type: none"> • 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.

