HelloPrint™
Fueling Growth Using Customer Lifetime Value
Dina Awwad

About me

Business Intelligence Analyst

Palestinian / Rotterdammert

Previously: **Online Marketing, MSc Strategic Entrepreneurship**

Interests: Baking, travelling, sports

Helloprint's Mission

DISRUPTING the print industry by creating Earth's

LARGEST online **PLATFORM** for printed products

What is eCLV?

Why do we need eCLV for growth?

Acquire more new customers

Make sure they come back more often

Higher eCLV

Calculating eCLV

Which dimensions is our eCLV based on?

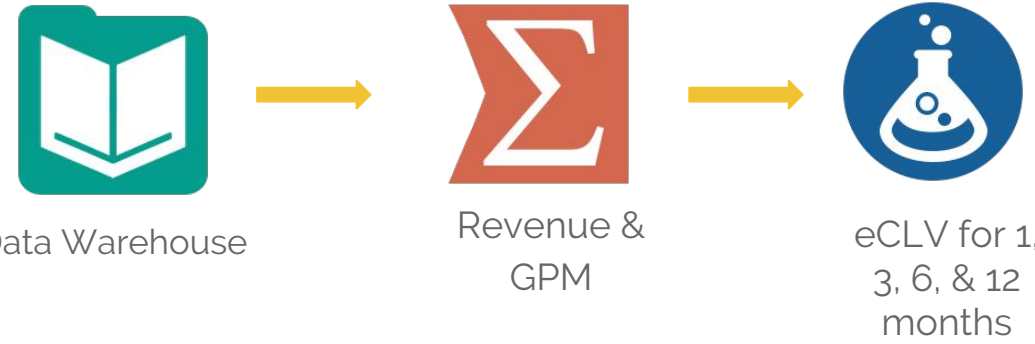
Country

(e.g. NL, IT, UK)

First Ordered Product

(e.g. Booklets , Canvas)

How do we calculate eCLV?



Is it a valid method?

Steps to Calculate eCLV

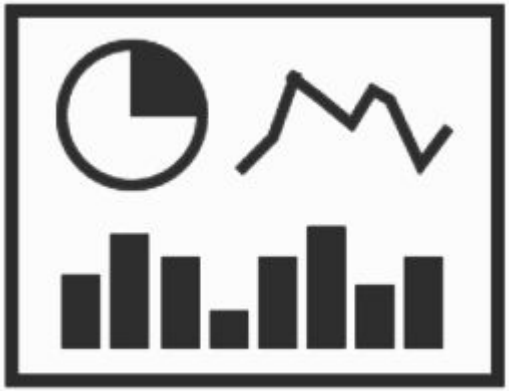
- Choose your **eCLV dimensions** (e.g. customer segment, product)
  - *How will I use eCLV?*
  - *What data do I have available?*
  - *How do I structure my online marketing campaigns?*

- Calculate eCLV using an **analytics software** vs. **data analyst**

- Compare your eCLV and actual results & **iterate**
  - *Helloprint & Customer Segments*

Put your eCLV to action

How do we use eCLV?



Product Feed

bgenius
Act on insights.

Campaign Management

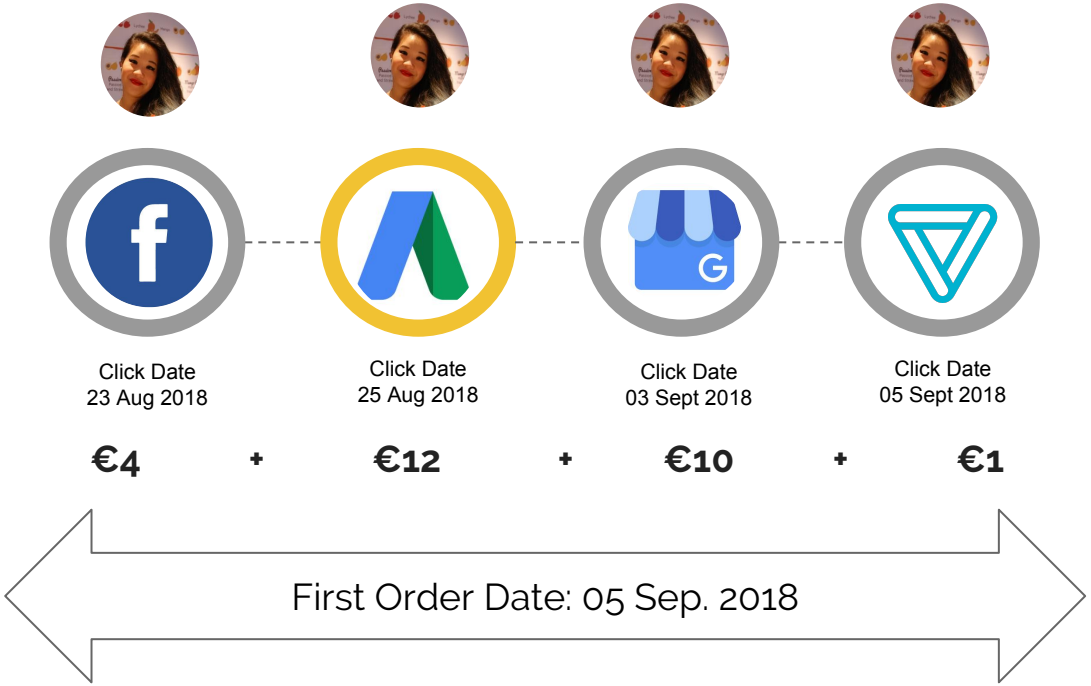
eCLV

Automated Bidding

Building Dashboard

One Step Further: Marketing Touchpoints Data Set

How do we calculate our CAC?



Is eCLV a stand-alone metric?

In a Nutshell

- Just do it. You don't need to be a data scientist

- Start simple. You can start with using historic values using only revenue & GPM
- Choose dimensions to calculate your eCLV that are in line with your PPC campaigns' structure

- Understand that eCLV is not by itself the holy grail for acquisition

Want to talk more?

Dina Awwad

dina.awwad2@gmail.com

Questions?