



## Q+A with Forrester: Customer Lifetime Value

Download our QA with Forrester on Customer Lifetime Value. Customer Lifetime Value (CLV) is not a new metric, but until recently it has been a largely conceptual construct. Historically, the few firms that calculated CLV did so at an aggregate level and used the result to track the profitability of marketing efforts. But in the age of the customer, the shift from a product-centric mindset to a customer-centric one is transforming CLV approaches. More companies now calculate CLV at the individual customer level and use it to optimize interactions across the customer life cycle.

### Learn the following:

What has changed in regards to how organizations view Customer Lifetime Value over the last few years and how it is expected to change in the years to come?

What are the biggest barriers for organizations calculating their Customer Lifetime Value and putting this data into practice?

What benefits can an organization can expect from using Customer Lifetime Value as one of their key data points?

What benefits can organizations expect from investing in CLV analytics and undertaking similar digital transformation projects?

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