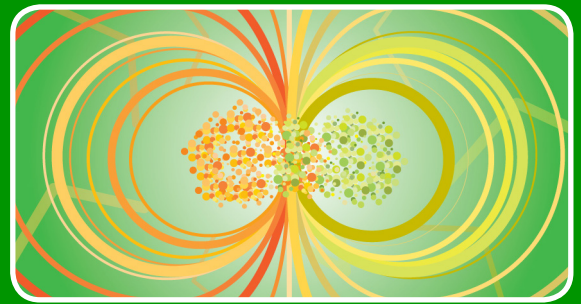


CUSTOMER LIFETIME VALUE



YOUR GREATEST ASSET

Many companies have found the opportunity to leverage the business on customers. Metrics such as satisfaction, loyalty and retention do not guarantee that the customer is profitable.

The metric customer value developed by **I&V-Innovation&Value** optimizes decision making, prioritizing customers who have a greater return chance, lowering investment risks and misallocated resources.

This customer evaluation boosts the decision for companies that prioritize their oriented strategy to market assets, seeking:

- Prospect new customers;
- Increase market penetration;
- Identify customers that generate and destroy value;
- Identify active and inactive customers;
- To assess the value of customer for merger and / or acquisition;
- Increase Ticket-average customer;
- Increase lifetime value of a customer;
- Improve base information regarding customers.



INNOVATION&VALUE

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