

## Customer Lifetime Value

# A growth story for the ages



When it comes to customer relationships, true love is hard to come by. A mantra or division dedicated to customer satisfaction is no longer enough in the midst of current economic conditions and a glut of customer choice. Organizations must put customers at the center of decision-making across brands, business functions and geographies to consistently win hearts, minds and wallets.

That's our approach to customer lifetime value, and it's no longer just a marketing metric—it's the key to unlocking long-term growth.

## Three key steps—no magic potions required

Though these steps may be tried and true, the "how" has evolved alongside your customers and technology, with data now more important than ever.

1



### Acquire New Customers

Create innovative, data-informed products and experiences from the first touchpoint—wherever that may be—to drive new customers to your brand.

2



### Build Loyalty

Curate individualized customer journeys that nurture high-value relationships that encourage repeat purchases and brand advocacy.

3



### Maximize Customer Value

Reduce friction points and deepen the value of every interaction, from sales to product or service experience to support.

## CLV as a verb: putting it into everyday practice

### Q: How do I align my leadership team with a customer-obsessed approach?

A: Moving this marketing metric into a key growth driver requires a strategy-based, industry-specific approach. Our experts help you turn your CLV ambition into a vision and roadmap for delivering against your unique business goals. Our partnerships begin with discovery and insights workshops to determine your pain points and value pools across acquisition, loyalty and customer value.

### Q: How do I orient my organization around the customer?

A: After developing an intimate understanding of your business, we build and develop operating models aligned to your customers' journeys. With the guidance of cross-functional squads, we help you align teams with a shared commitment to key tenets of customer-centricity.

### Q: How do I develop individualized interactions with my customers?

A: By assessing your existing customer data and technology landscape, we determine how to go beyond segment-based personalization to deep one-to-one real-time data insights in order to continuously build on each of your customer profiles. Working with the world's leading technology partners, we build and scale data products from Customer Data Platforms (CDPs) to data clean rooms to enable your teams with a 360° view of every customer.

### Q: How do I enable value-based relationships with my customers?

A: Bringing our rich Customer Experience (CX) excellence, we build, develop and iterate on best-in-class customer journeys and digital products designed to provide frictionless, connected touchpoints across every channel and serve as a point of differentiation for your brand.

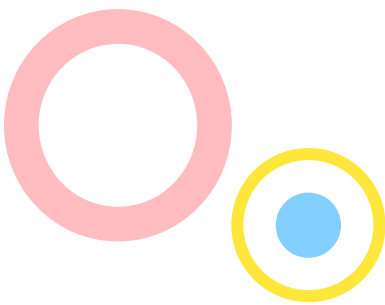
## Happy customers, happy business

### CLV BUSINESS BENEFITS:

- Higher profitability
- Higher customer retention
- Increased marketing spend efficiency
- Reduced customer acquisition cost
- Product development that appeals to high-value customers

### CLV CUSTOMER BENEFITS:

- Higher customer satisfaction
- One-to-one individualized experiences
- Frictionless and meaningful customer journeys



## What sets Publicis Sapient apart?

### A customer-first legacy



For over 30 years, we've been helping clients leverage the power of data and experience to become customer-centric in the era of digital.

### The Power of One

With the Publicis Groupe ecosystem, we connect our clients to an unmatched network of customer data, media and advertising services under one roof.

### Holistic approach

Rather than one-off, disjointed solutions, we apply CLV as a strategic growth lever that sustains customer and market changes today, tomorrow and beyond. For long-term outcomes, we help organizations orient their platforms, their data and even their culture around continuously optimizing the customer experience to drive acquisition, loyalty and advocacy.

### Twin flame offerings

Digital business transformation through CLV combines two separate but connected practices.



#### CUSTOMER ENGAGEMENT

Create loyal customer relationships, operational efficiencies and new revenue streams with data strategies that help you break down silos and generate real-time insights and responses to thrive in a data-rich future.



#### EXPERIENCE TRANSFORMATION

Assess, design and connect omnichannel customer experiences that respond to the needs and expectations of today's customers as you increase your bottom line and build in the flexibility for whatever comes next.

## The impact of CLV: select client stories

### NESTLÉ

To boost their flagging infant nutrition business in China, we launched the Nestlé Lab, an end-to-end business transformation that shifted the business to a digitally enabled, mom-first operating model. Focusing on acquiring customers new to the category and supporting their journey, we yielded transformative results, including:

**20% growth** in overall sales

**70% growth** in e-commerce sales

**17M yuan** on "Singles' Day" e-commerce sales

### MIRAL

Becoming a travel destination innovator required a platform business model—one that united customer and theme park attractions data to drive highly personalized experiences and targeted offers. Our digital platform allows Miral to capture revenue while guests enjoy meaningful and frictionless experiences from planning and booking to their stay and beyond. We're thrilled that we captured:

**\$100M** in new ticket sales in the first year, with expected 20% annual revenue growth year over year for the next five years

**43%** of total packages are now sold directly through platform vs. directly through hotel partners

**6,500%** increase in customer registrations

### FALABELLA

This South American department store was ready to update their in-store experience to connect the dots for customers and the business across physical and digital shopping. After implementing a CDP to understand Falabella's customer journeys, we discovered that shoppers desire self-directed store experiences. In 12 weeks, we built a frictionless self-checkout and assisted mobile point-of-sale (POS) to enrich shopping experiences, resulting in:

**37%** shorter transaction time

**80% of transactions** completed

without help from associates

**Streamlined** omnichannel business operations



## LET'S CONNECT

Contact one of our experts to assess your organization's CLV maturity and identify high-value outcomes.



### ZACHARY PARADIS

Group Vice President, Customer Experience Strategy

[zachary.paradis@publicissapient.com](mailto:zachary.paradis@publicissapient.com)



### SIMON JAMES

Group Vice President, Data Science & AI

[simon.james@publicissapient.com](mailto:simon.james@publicissapient.com)

Or learn more about connecting our capabilities and yours to drive growth through CLV at:  
[publicissapient.com/customer-lifetime-value](https://publicissapient.com/customer-lifetime-value)

## WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. Our clients and their customers derive value and impact from our combination of expert SPEED capabilities—Strategy and Consulting, Product, Experience, Engineering and Data, and a culture of curiosity and deep industry knowledge. This holistic, agile and data-driven approach empowers our clients to reimagine their products and experiences and embrace change by putting digital at the core of how they think, organize and work. As the digital business transformation hub of Publicis Groupe, with 20,000 people and over 50 offices worldwide, we connect our clients to an extensive network of customer data, media and advertising services, and more. For more information, visit [publicissapient.com](https://publicissapient.com).