

# Using real-time CLV as a signal to optimize ad buying



Retina empowers companies to optimize around lifetime customer value by offering the most **actionable** and **accurate** customer insights **early-on in the customer's journey**.

## Results

Retina's campaign beat the 'business as usual' campaign in all categories



**+195%**  
1st year predicted revenues



**+94%**  
1st year CLV per customer



**+52%**  
Number of conversions



**-29%**  
Cost of customer acquisition

## CHALLENGE

Born Primitive faced growth challenges similar to other brands stemming from changes to iOS and Meta. They needed to get an accurate understanding of Customer Level LTV and built a growth strategy rooted in profitable growth while dealing with rising CAC and a softening consumer buying trend.

### Several hurdles to take action with Lifetime Value



## SOLUTION

Born Primitive's agency, Common Thread Collective, deeply understood sophisticated Custom Conversion Value Optimization. Retina's platform enabled Custom Conversion LTV Feed to Facebook. Together the two teams set up a Split test on Facebook to test effectiveness of CLV based optimization.



Retina's Platform



CTC's Strategy & Execution

**Build:** Connect Born Primitive's Shopify to Retina and create Real-time Custom Conversion in Meta

**Design Split Test:** Set testing budgets (\$30K test with 50/50 split)

**Review Results:** Share with broader team

