RETINA

Retina Customer Intelligence Benchmark Analysis

See how you compare to your top competitors in terms of customer lifetime value, user and sales growth, retention, and more. Next, Retina can provide strategies to help improve:

- Targeting and ad relevance
- Conversion rates
- Customer loyalty

Key Takeaways: **Restaurant Industry Benchmarks***

- Average 10-year Customer Lifetime Value = **$11,959**
- Average consumer spends almost **$12K** at restaurants over 10 years.
- Consumer spending at Restaurants was **down 21%** during COVID, but likely shows up as increase in grocery store spending.
- Number of active restaurant goers was down by 3.3% across the U.S.
- At the merchant level, typical restaurants saw declines of 12% in user base and 9% in sales.

*This data was compiled from 4.6M anonymous random U.S. customers to understand LTV trends across merchants.
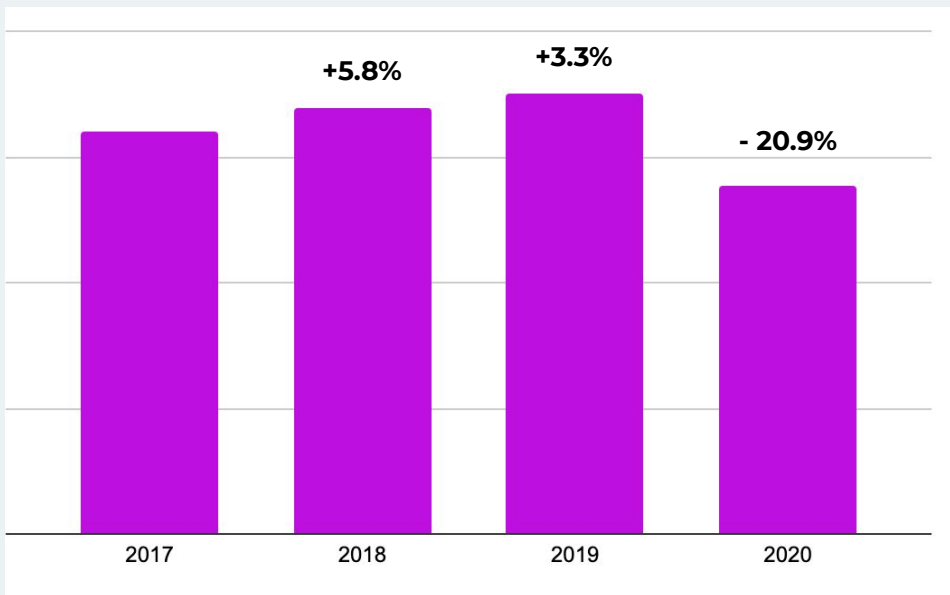
About Retina

Retina is the customer intelligence partner that provides accurate customer lifetime value metrics early in the customer journey.

Restaurant Industry Benchmark Analysis

Retina's competitive analysis shows key insights about the restaurant industry as it experienced massive changes during COVID-19.

The **Revenue by Year** chart shows the aggregate change in revenue across the restaurant industry. (Does not include December 2020 data.)

Action Items: **Revenue by Year**

- Annual sales growth is down 20.9% in 2020
- Operationalize growth, retention, and loyalty efforts around CLV
- Target growth efforts more accurately on high value customers with predictive CLV intelligence

Interested in seeing where you fit on the CLV curve?

Contact Retina to get a customized (complimentary!) comparison report using your first party data. See how your customer lifetime value, retention, and payback period compare to your competitors.