



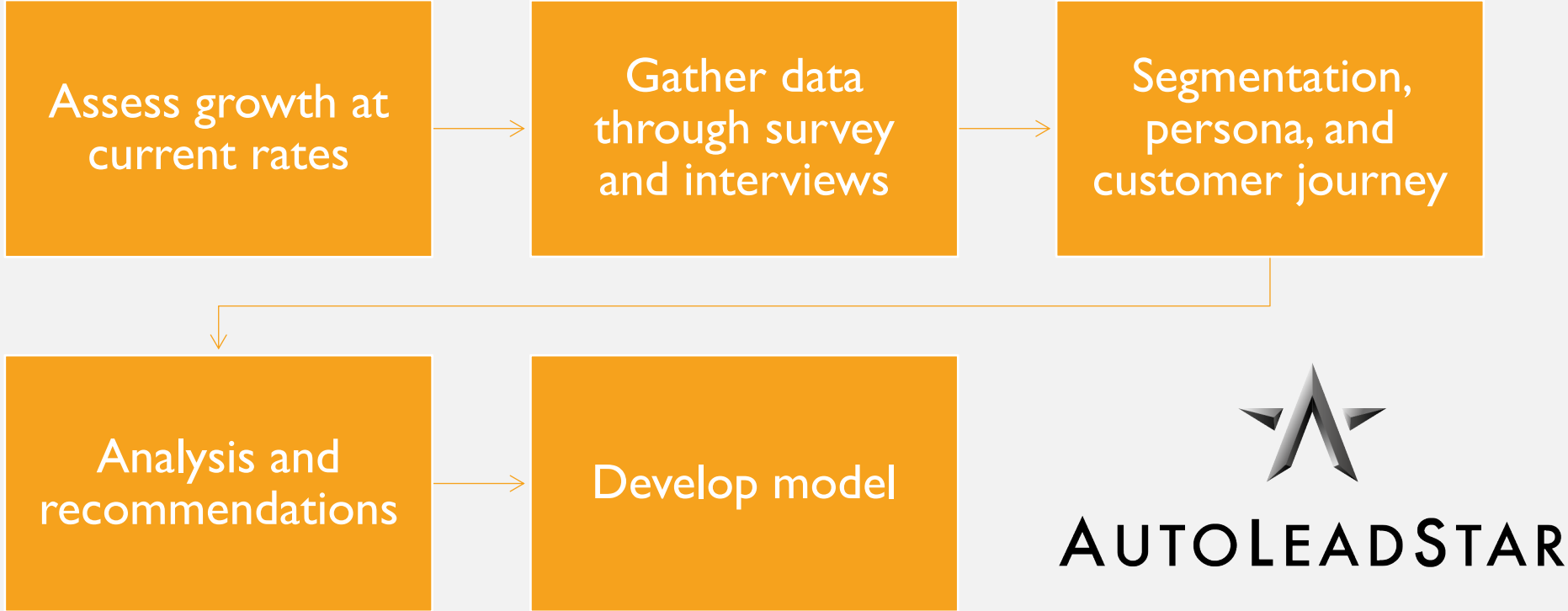
ABOUT THE PROJECT

To understand the customer journey, identify the most financially viable market segment, and develop comprehensive strategies to reach this relevant segment.

PROBLEM STATEMENT

In order increase revenue by 130% in 2020, a pathway for customer acquisition growth through targeting the ideal customer (*segmentation*), at the right opportunities (*customer journey*), with the right value proposition (*features and values*) must be defined.

METHODOLOGY



DATA

- I. Survey
 - Survey sent to 300+ customer contacts
 - 27 respondents
- II. Interviews
 - Interviews with 15 experts in AutoLeadStar
- III. Datasets and Financial Analysis

DISCLAIMER: Data presented in this poster do not represent actual financial figures of AutoLeadStar. Figures are based on theoretical and academic analysis only.

TEAM MEMBERS



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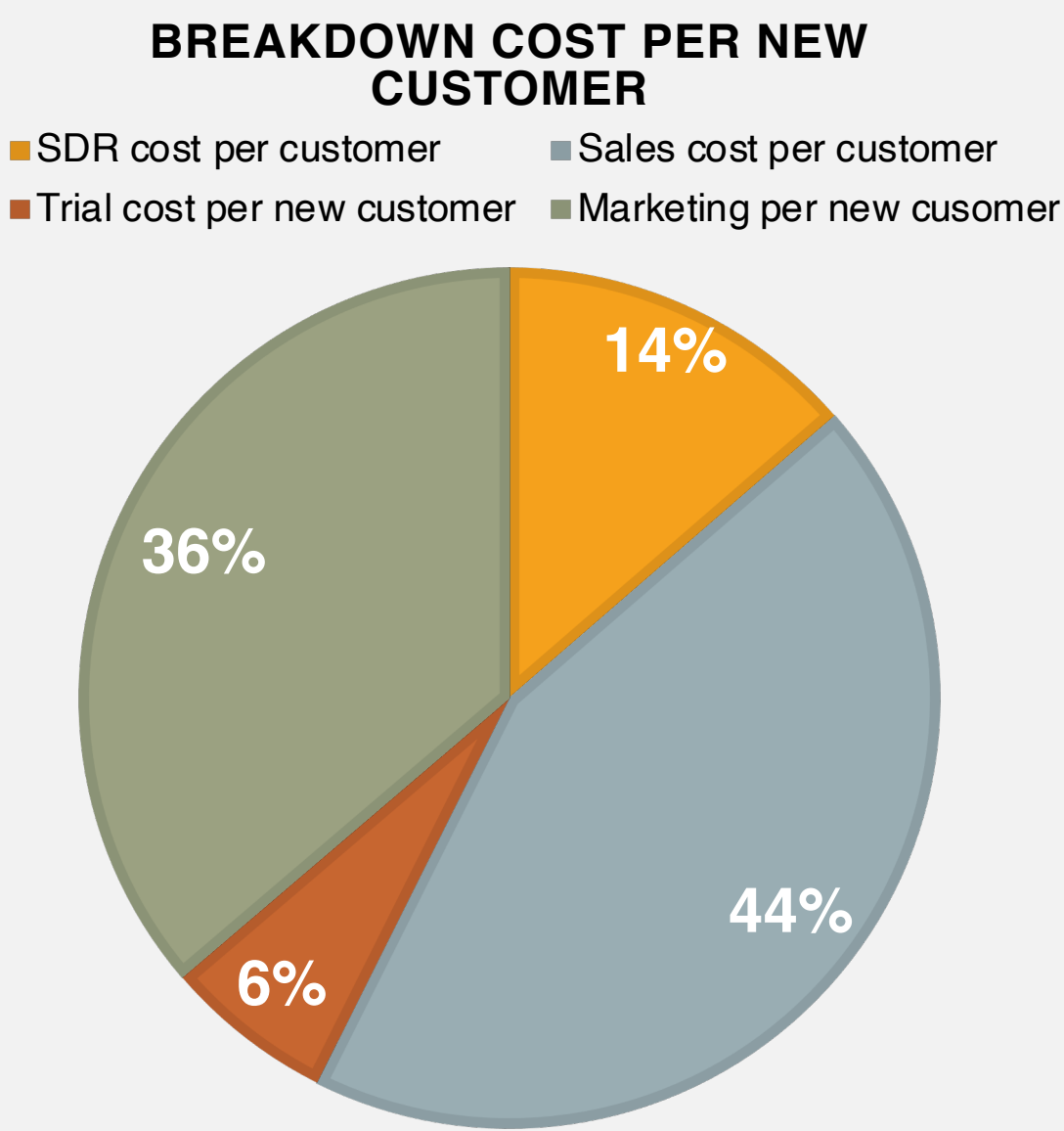


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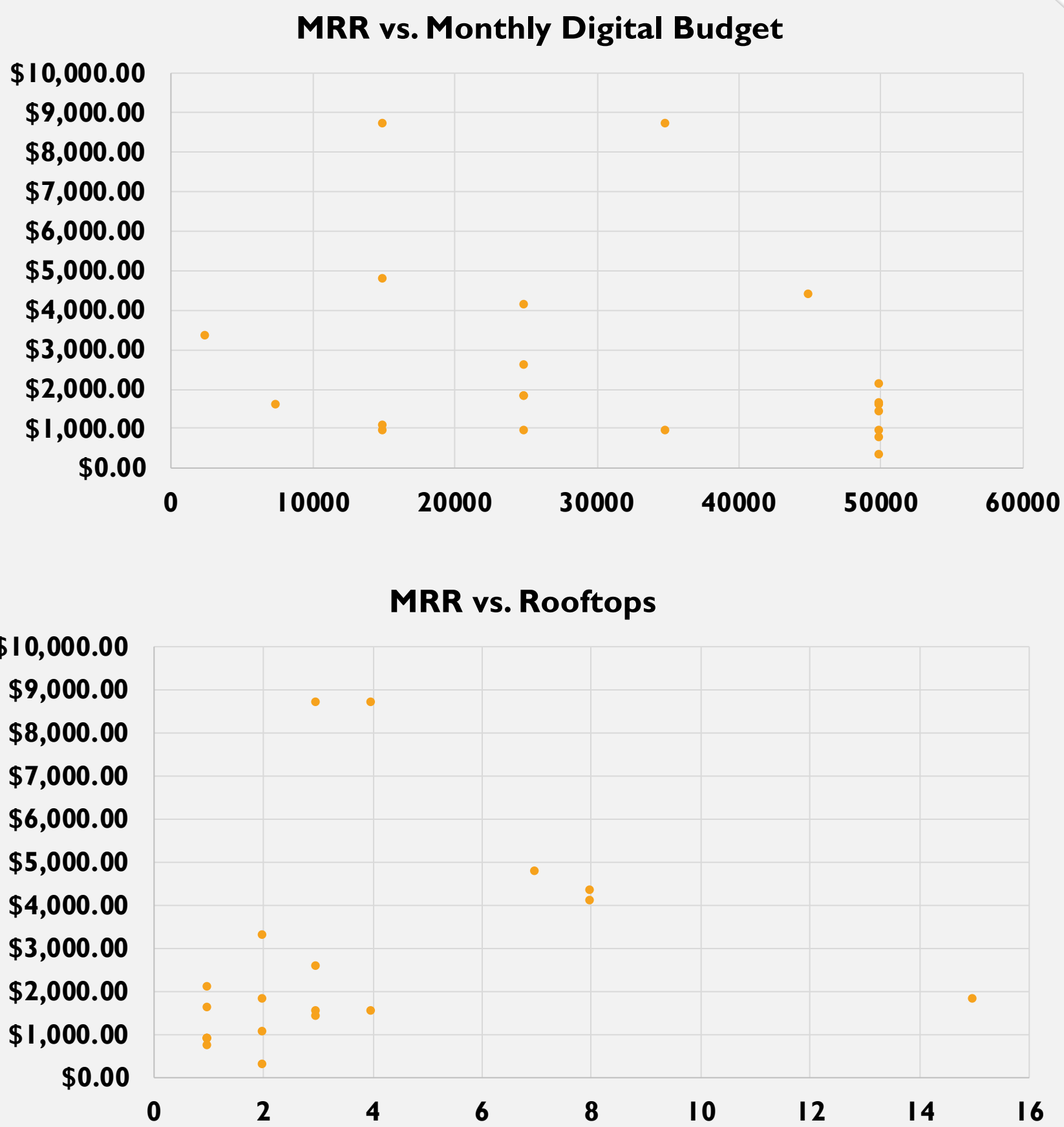
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Customer Lifetime Value and Cost of Customer Acquisition Analysis



		LTV (C, A, E) = Negative			LTV (C, A, E) = Neutral			LTV (C, A, E) = Positive				
		Negative	Neutral	Positive	Negative	Neutral	Positive	Negative	Neutral	Positive		
Agency effectivity = Negative	Negative	0.84	0.97	1.10	1.08	1.24	1.41	1.28	1.48	1.68		1.3-
	Neutral	0.89	1.03	1.17	1.14	1.32	1.50	1.36	1.57	1.79		1.5-
	Positive	1.02	1.18	1.34	1.31	1.51	1.72	1.56	1.81	2.05		2-
Agency effectivity = Neutral	Negative	0.87	1.00	1.13	1.11	1.27	1.44	1.32	1.52	1.72		
	Neutral	0.92	1.06	1.20	1.18	1.36	1.53	1.41	1.62	1.83		
	Positive	1.06	1.22	1.37	1.35	1.55	1.76	1.61	1.85	2.10		
Agency effectivity = Positive	Negative	0.91	1.04	1.17	1.16	1.33	1.50	1.39	1.58	1.79		
	Neutral	0.97	1.11	1.25	1.23	1.41	1.59	1.48	1.69	1.90		
	Positive	1.11	1.27	1.43	1.42	1.62	1.83	1.69	1.93	2.18		
Ave. of Positive		LTV (C, A, E) 1.67			Referral Rate 1.57			Agency efficiency 1.44			Marketing expenses 1.55	

Data-Driven Segmentation



Recommendations

	SMALL	MEDIUM	Enterprises
WHO	<ul style="list-style-type: none">Marketing DirectorReferral is the first touchpoint to AL*Advocator. He/She wants to recommend AL* to othersAds budget +50kNeed more leads	<ul style="list-style-type: none">General Manager(Decision Maker)Conference is the first touchpoint to AL*Ads budget +50k or 10k-20kNeed innovative products	<ul style="list-style-type: none">Marketing DirectorConference is the first touchpoint to AL*Ads budget +50kNeed Time-saved, Innovative products, and More leads
WHAT	<u>Connect</u> 1. Target potential buyers with all approved offers from dealers & OEM 2. Receive calls via click-to call feature <u>Acquire</u> 1. Auto-generated dynamic ads 2. Model priority	<u>Connect</u> 1. Detailed browsing history of every lead 2. Receive calls via click-to call feature <u>Acquire</u> 1. Auto-generate dynamic ads 2. Conquest competitors	<u>Connect</u> 1. Target potential buyers with all approved offers from OEM <u>Acquire</u> 1. Auto-generate dynamic ads 2. Conquest competitors
HOW	<ul style="list-style-type: none">No need of cold calls!Encourage existing customers to do referral	<ul style="list-style-type: none">Cold call to current customers using one product and recommend free-trialRecommend more service to more rooftopsHighlight integration of multiple services at the conference / dealer forum	<ul style="list-style-type: none">Enterprise-focused account and sales management

- Increase LTV
- Increase Referral Rate
- Reduce Agency COCA
- Reduce Marketing expenses

