

4 TIPS TO GROW YOUR CUSTOMER LIFETIME VALUE



THE COST OF ACQUIRING A NEW CUSTOMER VS. THE COST OF RETAINING ONE

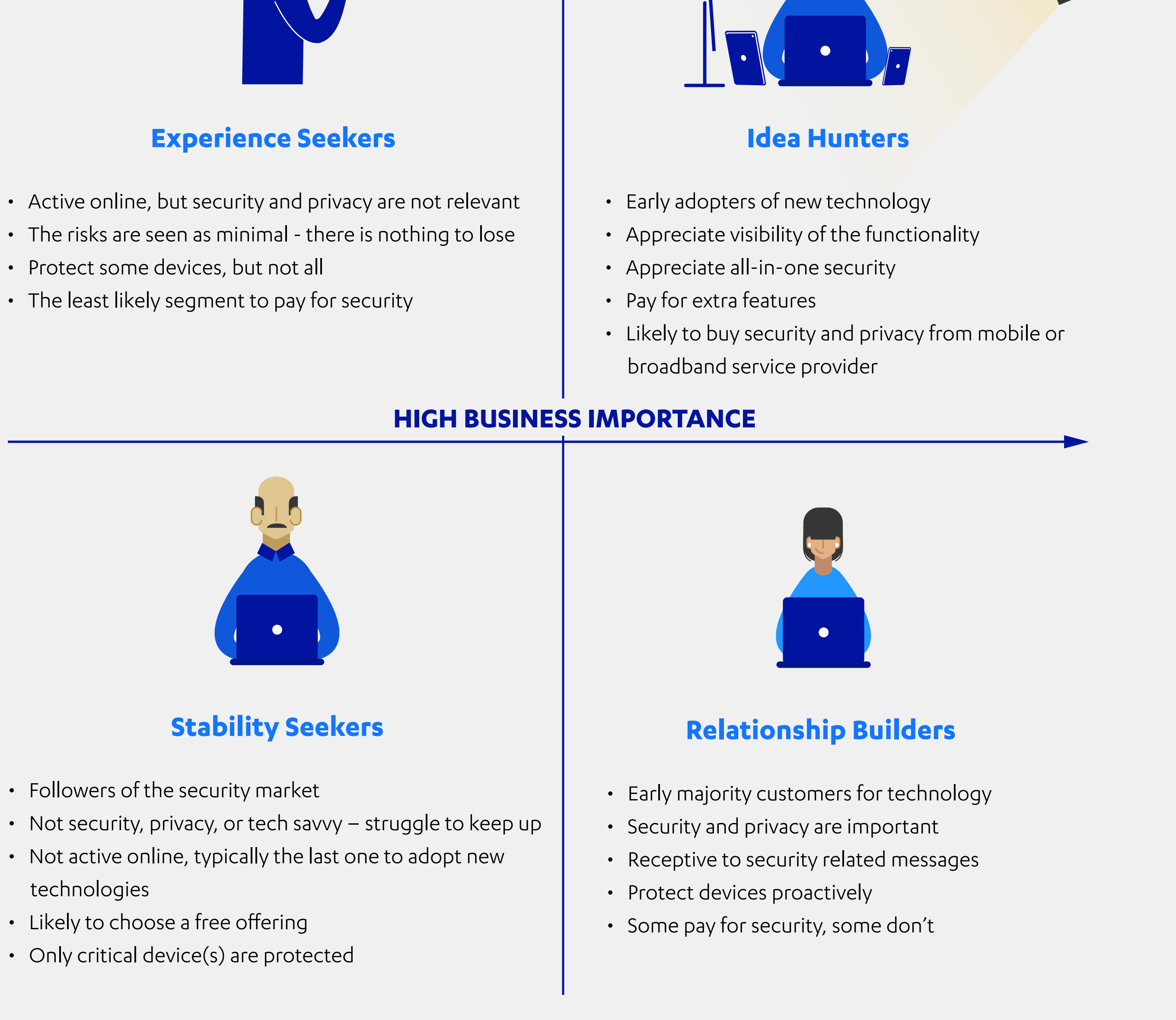


IS 4 TO 8 TIMES HIGHER

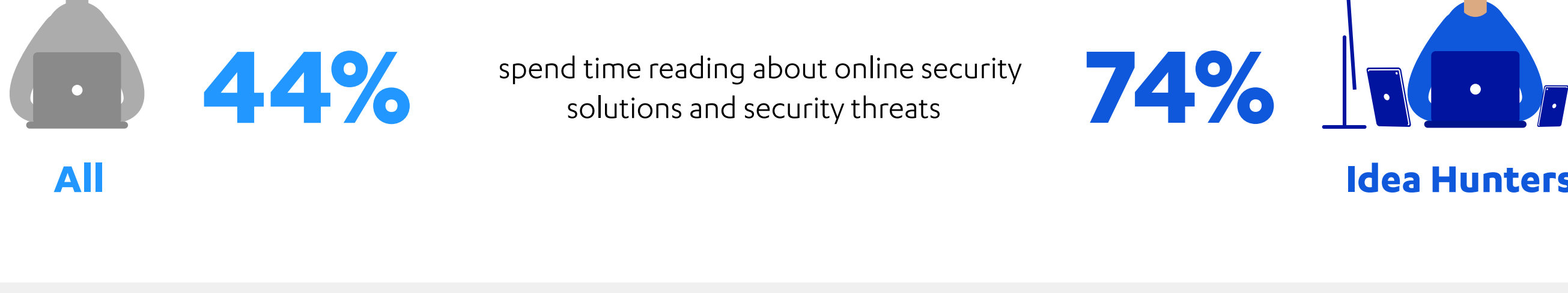


TIP 1: TARGET THE RIGHT CUSTOMERS

IDEA HUNTERS ARE THE MOST PROFITABLE SEGMENT FOR SECURITY SERVICES, FOLLOWED BY RELATIONSHIP BUILDERS



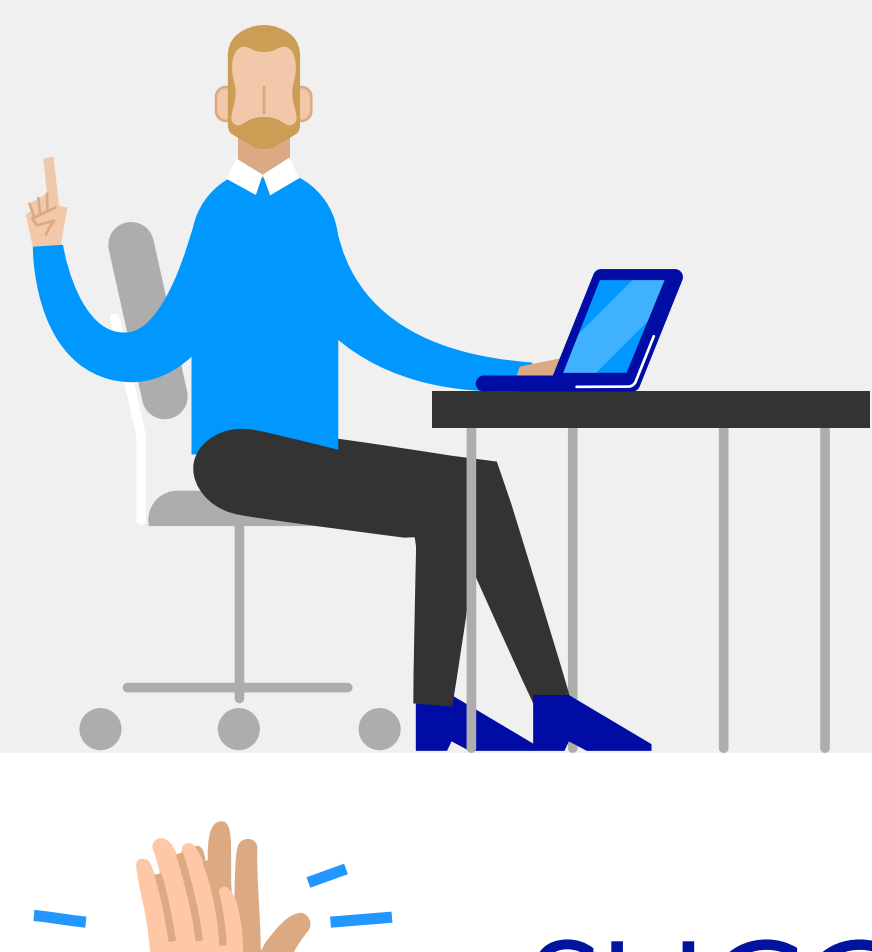
IDEA HUNTERS UNDERSTAND THE VALUE OF YOUR OFFERING



IDEA HUNTERS HAVE THE HIGHEST WILLINGNESS TO PAY FOR ONLINE SECURITY



FOCUSING YOUR SALES AND MARKETING EFFORTS ON IDEA HUNTERS MAKES SENSE

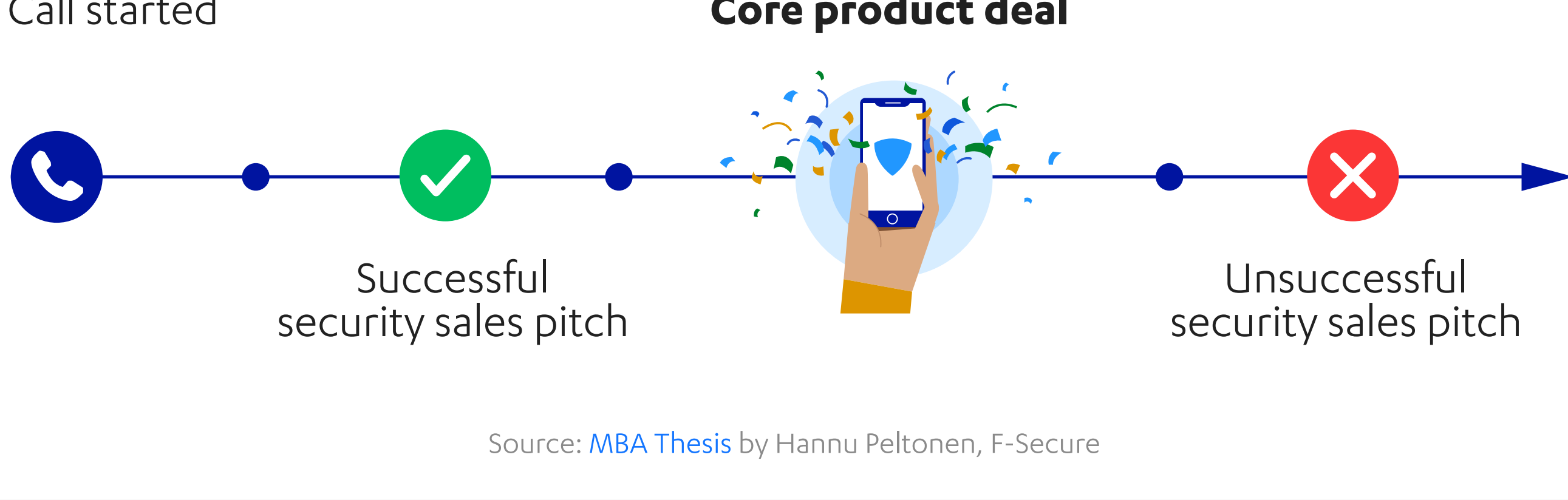


TIP 2: ENSURE YOUR SALES SUCCESS

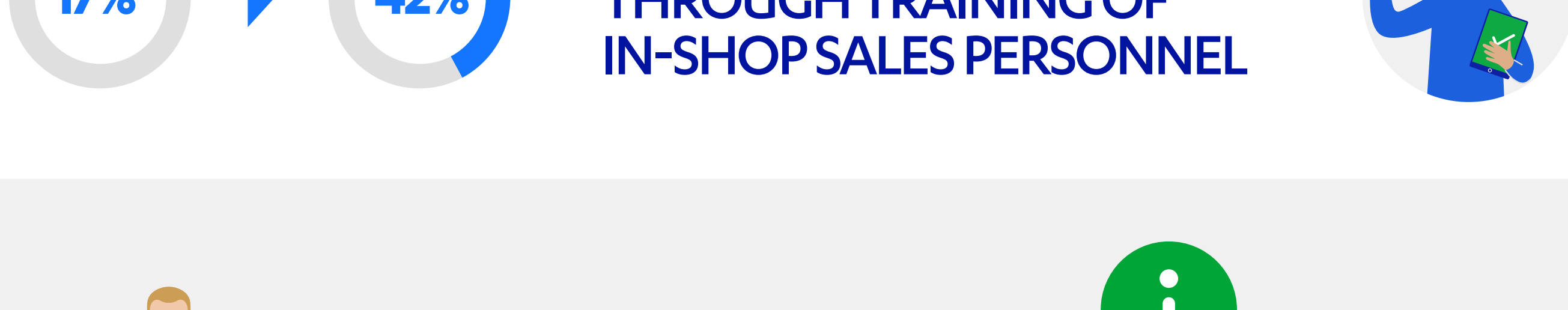
SUCCEED WITH THE F-SECURE "HIGH 5" MODEL

- Executive buy-in:** Get commitment to sales and marketing resources
- Product positioning:** Complement your core offering with either a security bundle or VAS
- Training:** Ensure your personnel in shops, customer service and telemarketing roles are able to sell security
- Sales tools:** Support your sales personnel with FAQs, objection handling sheets and elevator pitches
- Incentives:** Motivate your sales to offer security products

VALUE-BASED SALES ARGUMENTATION + TIMING OF YOUR SECURITY PRODUCT PITCH = SUCCESSFUL TELEMARKETING



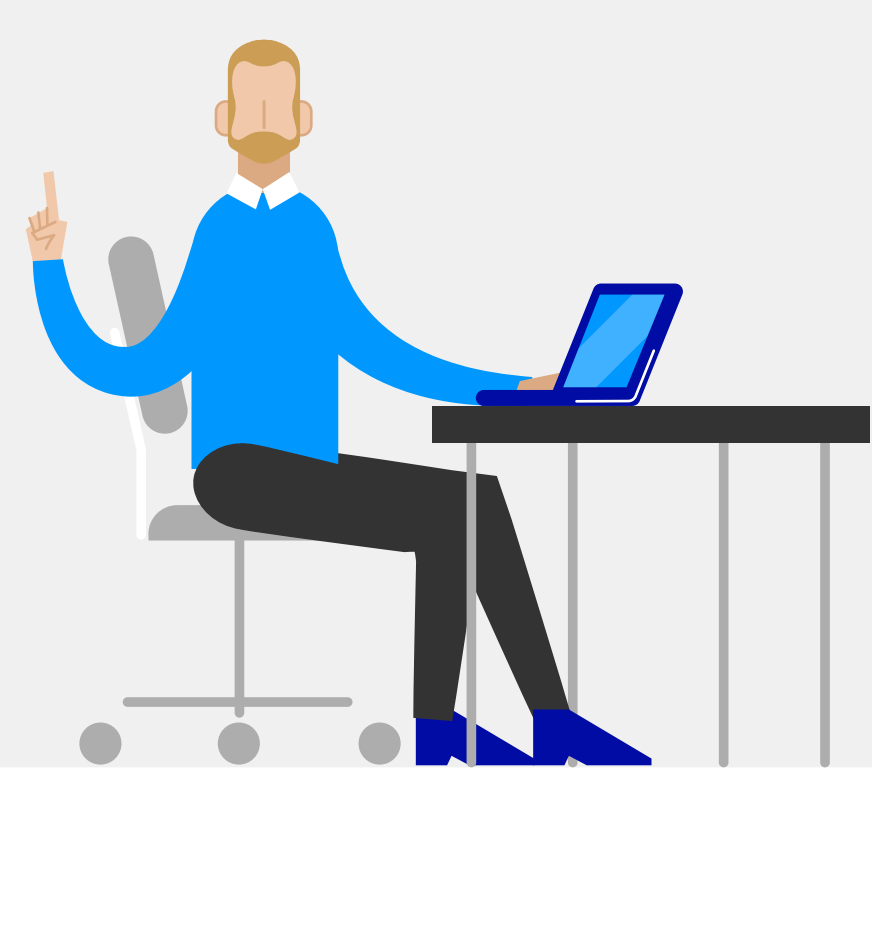
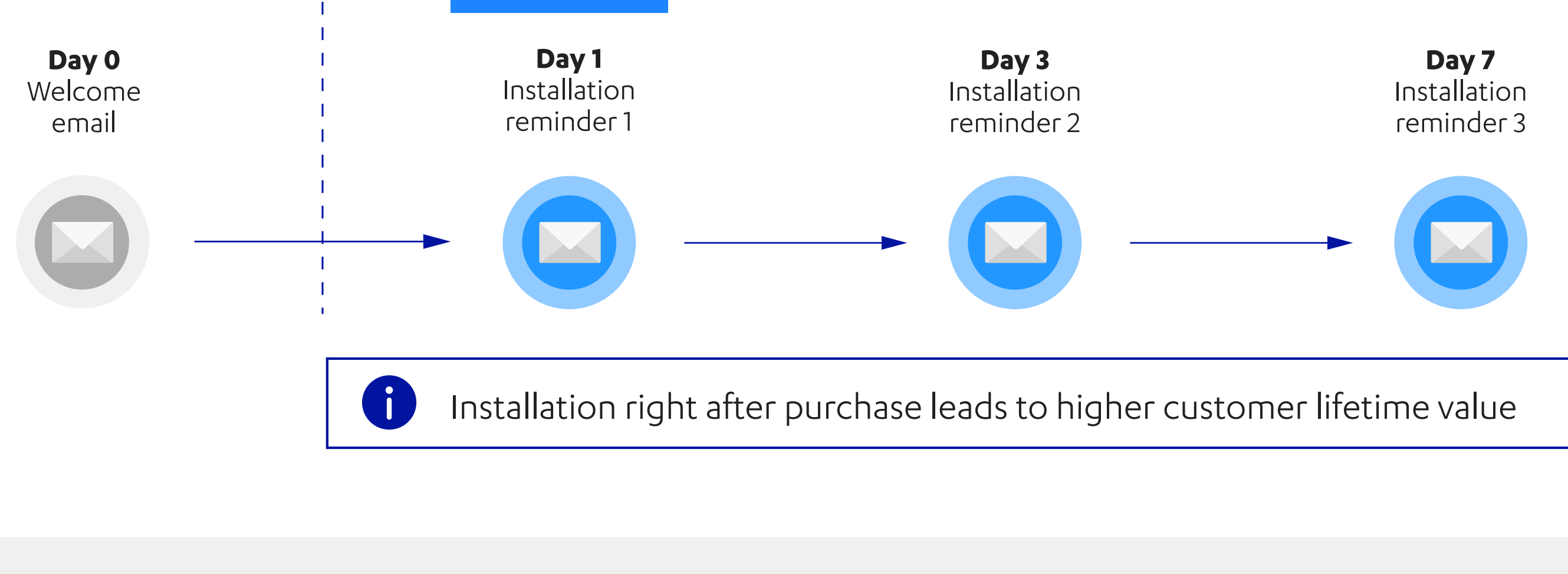
Source: MBA Thesis by Hannu Peltonen, F-Secure



TIP 3: INCREASE YOUR ACTIVE USER BASE



ENCOURAGE QUICK INSTALLATION

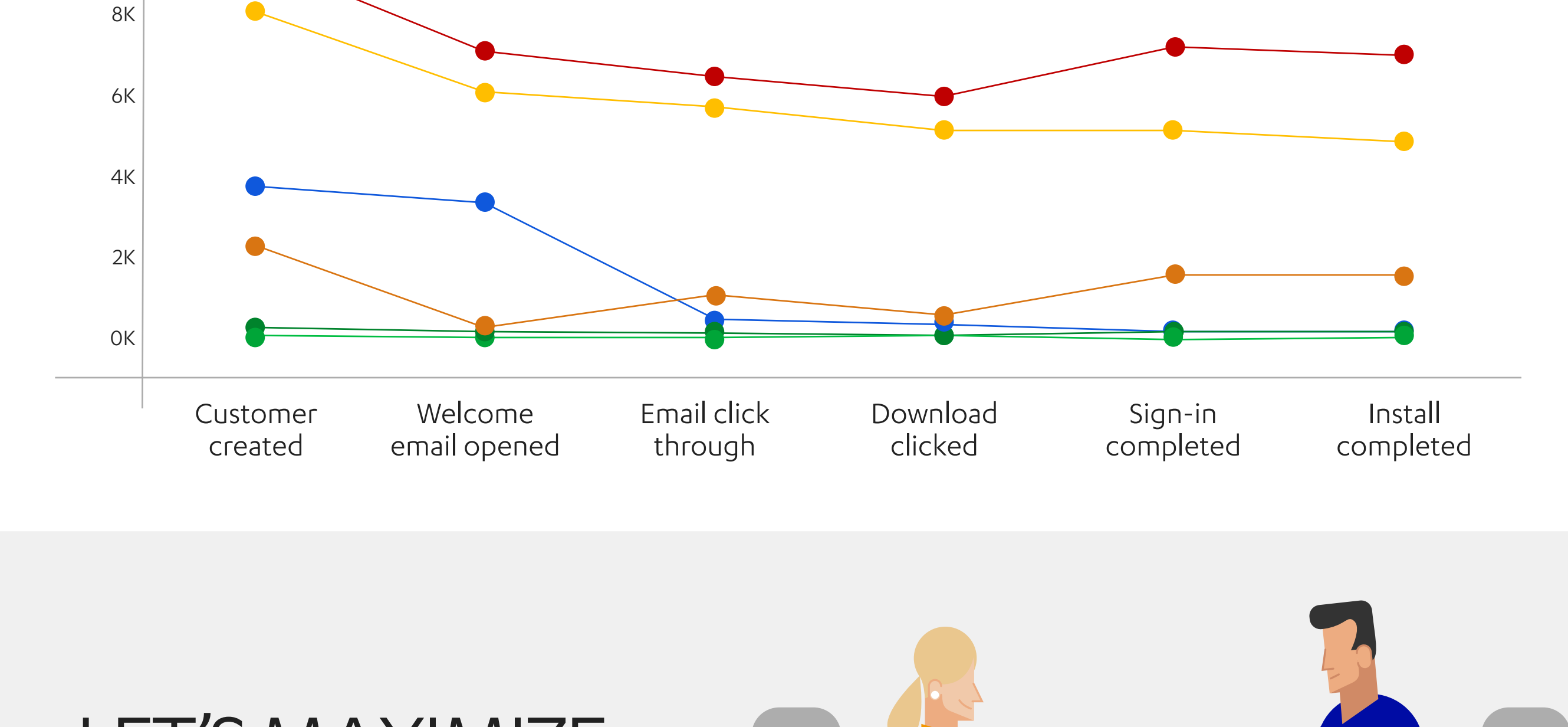


TIP 4: UNDERSTAND YOUR CUSTOMER JOURNEY

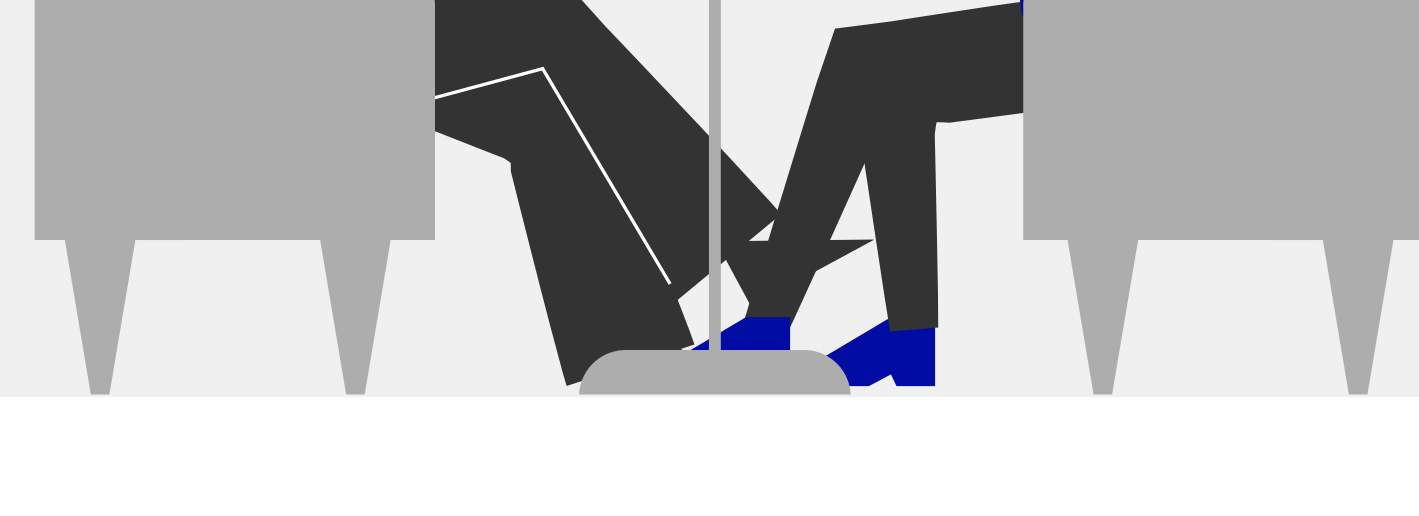
FIND OUT THE RELATIONSHIP BETWEEN YOUR CUSTOMER BASE DEVELOPMENT AND SALES OR MARKETING CAMPAIGNS

- Product usage
- Customer base
- Activation rates

UNDERSTAND YOUR ONBOARDING SUCCESS BY LICENSE SIZE TO OPTIMIZE EACH STEP



LET'S MAXIMIZE YOUR CUSTOMER LIFETIME VALUE TOGETHER



- F-SECURE PARTNER SERVICES SUPPORTS YOU WITH:**
- Consumer segmentation data
 - Sales tools and training
 - Lifecycle messaging service
 - Customer journey data insights

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