

THE CUSTOMER VALUE MATRIX

VALUE OF AVERAGE PURCHASE

HIGH	 <p>Spenders Offer loyalty programs to make them buy more often</p>	 <p>Champions Make sure to keep them happy</p>
LOW	 <p>Randoms Turn into Frequents or Spenders</p>	 <p>Frequents Offer complementarities to make them buy more at once</p>
	LOW	HIGH
	FREQUENCY OF PURCHASE	

Adapted from Yoseph et al. (2019)