

UNLOCKING PRISM'S GROWTH POTENTIAL

BY GREEN TEAM

DRIVING PERFORMANCE AND PROFITABILITY AT PRISM

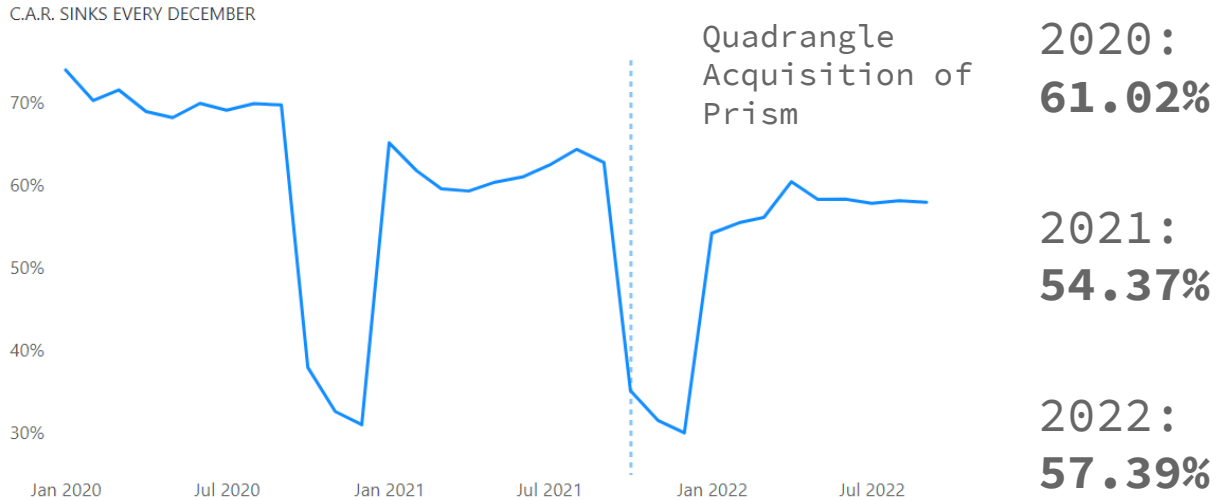
Key Insights:

- **Customer Acquisition Rate (CAC):** Reduced from £2.52 in 2020 to £1.43 in 2022.
- **Customer Lifetime Value (CLV):** Increased by 30.93% in 2022.
- **Average Profit Per User:** £17.81 in 2022.

Summary of recommendations:

- Optimise acquisition strategies.
- Leverage insights on high-value customers.

SEASONAL TRENDS IN CUSTOMER ACQUISITION



Impact Statement: Seasonal campaigns can bring in more than 10,000 new customers annually. With an AOV each of £27, this could potentially bring in revenues of £270k annually.

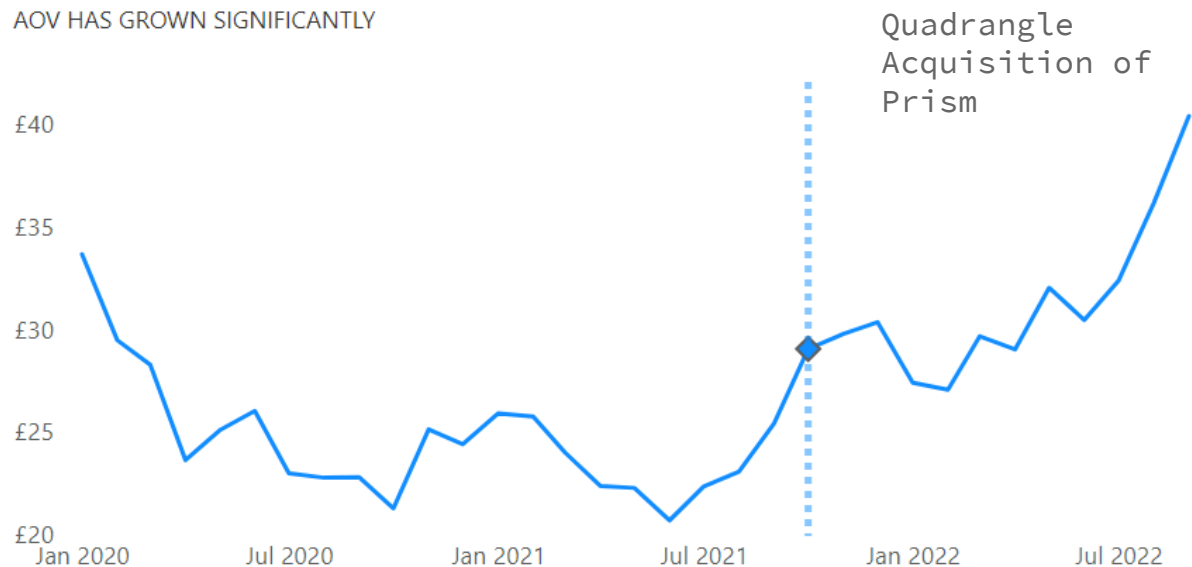
DRIVING DOWN ACQUISITION COSTS

Year	Total Ad Spend	Total Customers Gained	C.A.C
2020	£370,022.73	146598	£2.52
2021	£295,449.91	153462	£1.93
2022	£325,713.16	227171	£1.43
Total	£991,185.80	527231	£1.96

Strategic ad spending reduced CAC from £2.52 to £1.43, highlighting cost efficiency improvements.

BOOSTING ORDER VALUE AND FREQUENCY

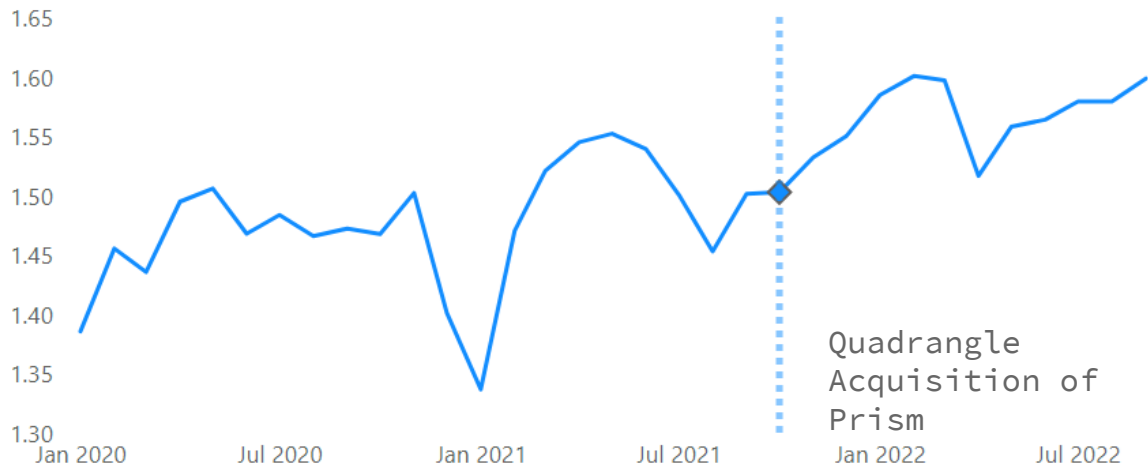
AOV HAS GROWN SIGNIFICANTLY



YEAR	AOV
2020	£25.45
2021	£25.09
2022	£31.65
	£27.01

AOV increased from £25.45 (2020) to £31.65 (2022).

AOF IS GETTING BETTER

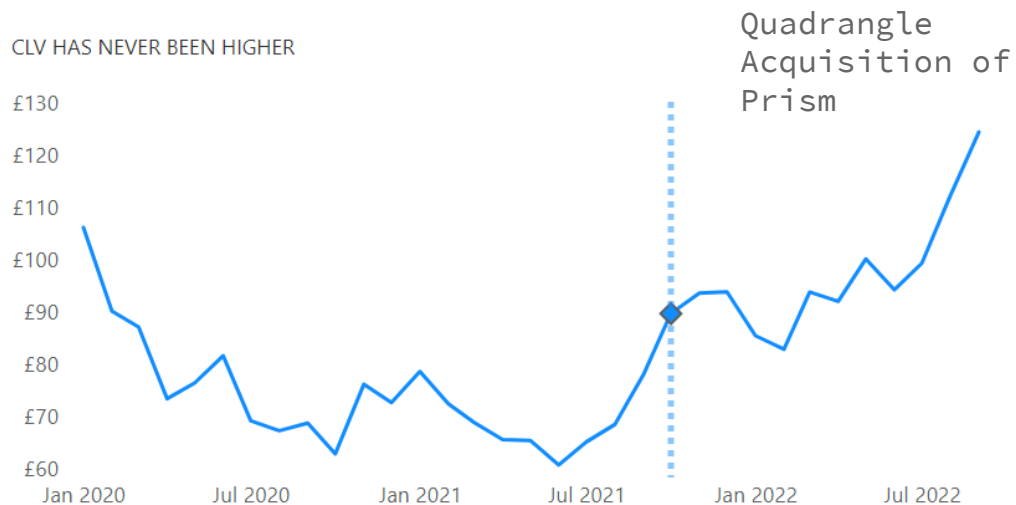


YEAR	AOF
2020	1.46
2021	1.50
2022	1.58
	1.51

AOF improved from 1.46 (2020) to 1.58 (2022).

Increased order value and frequency reflect enhanced customer engagement and purchasing behaviour.

UNLOCKING LONG-TERM CUSTOMER VALUE



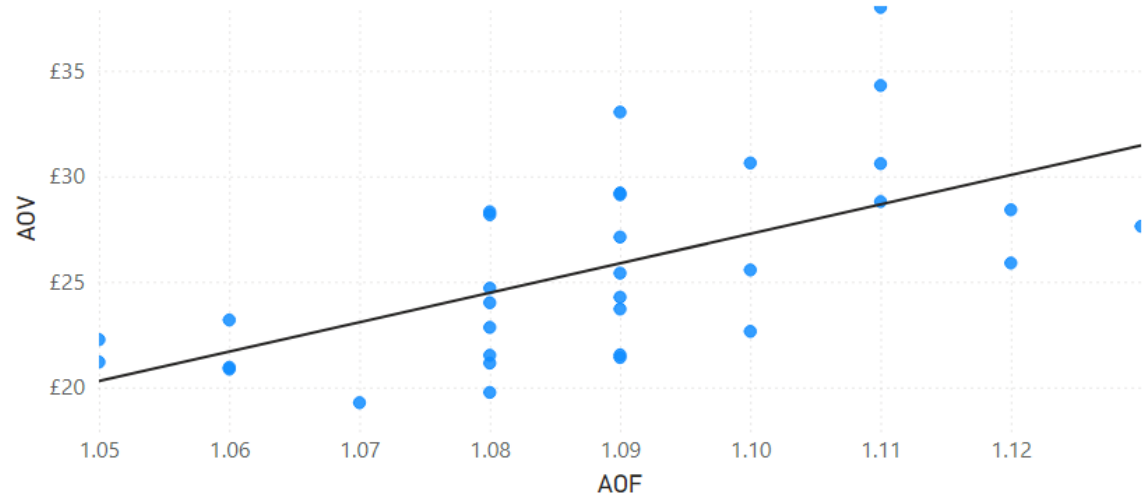
YEAR	AVERAGE CLV
2020	£77.74
2021	£75.11
2022	£98.34
Total	£82.40

↓ -3.38%

↑ -30.93%

CLV increased by 30.93% in 2022.

AOV AND AOF ARE STRONGLY CORRELATED

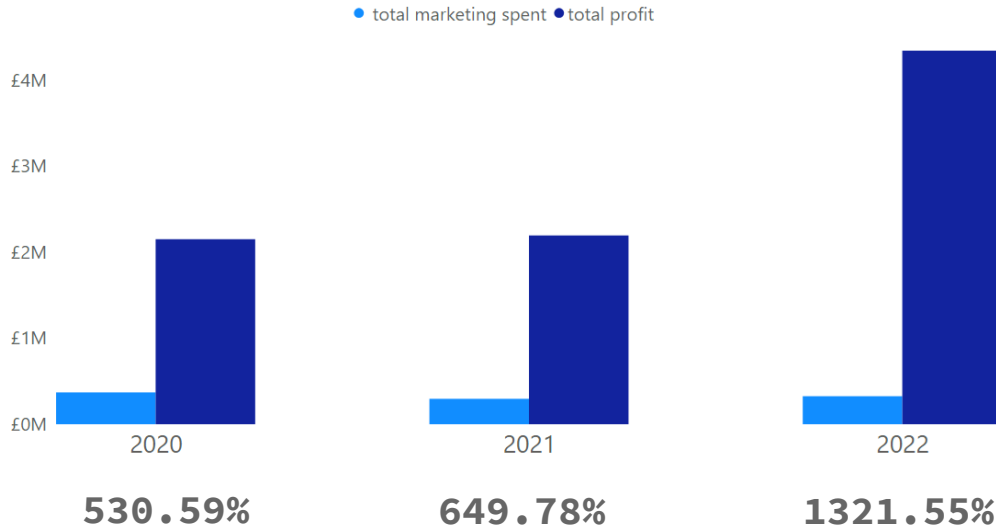


**Average Customer
Lifespan: 2.95
years.**

Impact Statement: By implementing loyalty programmes, and increasing our ACL from three to six months, we could generate an extra £4m in revenue per year.

PROFITS SOAR AMID RISING MARKETING COSTS

PROFITS HAVE SHOT UP REGARDLESS OF MARKETING COSTS



Impact Statements: A further 10% reduction in CAC can enable higher ROI on marketing budgets.

ACTIONABLE INSIGHTS TO MOVE THE NEEDLE

Seasonal Campaigns

Offer discounts on selected products.

Enhance Customer Retention

Implement loyalty programs and personalised engagement strategies.

Scale Cost-Efficiency Customer Acquisition

Continue optimising ad spend to reduce Customer Acquisition Cost(CAC).

Invest in High Value Products

Prioritise inventory and promotions on top-performing categories with high profitability.

THANK YOU FOR
LISTENING