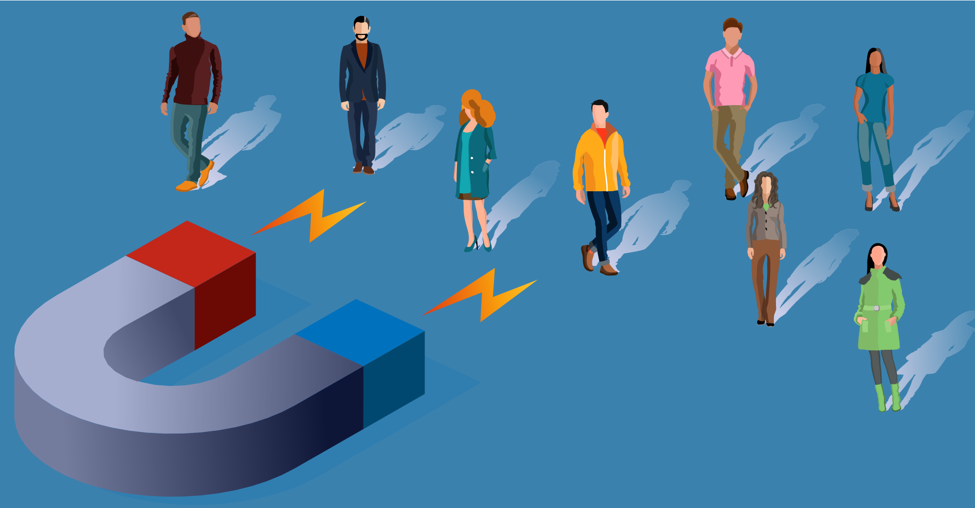
ECONOMICS OF
CUSTOMER ACQUISITION



(Money + Time Spent Over a Period of Time) ÷ of Customers Acquired Over the Same Period of Time = Customer Acquisition Cost

An ideal lifetime value to customer acquisition cost ratio is 3:1 — meaning that the value of a customer should be three times more than the cost of acquiring them.
(klipfolio.com)

The two most commonly cited marketing priorities are reducing the costs of customer acquisition and proving the ROI of marketing efforts.
(hubspot.com)

63% of marketers feel that acquiring new customers is the most important goal of advertising.
(neilpatel.com)

The success rate of selling to a customer you already have is 60-70%, while the success rate of selling to a new customer is 5-20%.
(outboundengine.com)

Content marketing gets 3x more leads than paid advertising.
(hubspot.com)

Roughly 80% of companies spend more than 70% of their [marketing] budget on demand generation efforts and less than 30% on customer retention initiatives.
(corporatevisions.com)

atrium