LoftyBiz · Customer Value Calculator

Example figures. General education, not financial advice. Results vary. Currency: USD.

How to use this page this week

Write your average spend, how long a customer stays and your gross margin, then multiply them for customer value. List each way you win customers, with last month's spend and new customers, and divide. Circle any channel where value is less than three times the cost. Then write your ceiling — a third of customer value — at the top. The worked example below is from the video (Diego's yoga studio). These are examples, not promises.

Your customer maths (example figures)		
Average spend per period	$35	Membership, for example
How long they stay (periods)	8 months	Your own join and leave dates
Gross margin	0.75 (75 cents of each dollar)	Use profit, not sales
Customer value	$35 × 8 × 0.75 = $210	Spend × stay × margin
Your ceiling (a third of value)	$210 ÷ 3 = $70	Do not pay more than this to win one

Cost to win, by channel (example)	Spend	New customers	Cost to win	Value to cost	Under 3×?
Flyers (example)	$300	4	$75	$210 ÷ $75 = 2.8	Yes — circle this
Online ads (example)	$400	8	$50	$210 ÷ $50 = 4.2	No
Friend gifts (example)	$80	8	$10	$210 ÷ $10 = 21	No

Live formulas live in the spreadsheet: customer value = average spend × stay × gross margin; ceiling = value ÷ 3; cost to win = spend ÷ new customers; value-to-cost = value ÷ cost to win; Under 3×? is Yes when the ratio is under 3; the "this week" counts use COUNTIF. Keep the sheet in Systex so it stays in one place. Systex is our own product — find it at loftybiz.net.

The people, businesses and figures on this page are illustrative examples, not promises. This is general business education, not financial or investment advice.