

# 5 Steps to Drive Revenue

Maximize the Value you Deliver to Customers

## GET STARTED WITH YOUR INTERACTIVE WORKSHEET

Identify your Known Customers' Goals when Engaging with your Brand

Audit Your Existing Customer Lifetime Value (CLV) Inputs & Impact

Uncover Existing Connections between CPIs\* and CLV

Identify CPI Performance Along Existing Customer Journeys

Explore How Current Strategies are Impacting CPI Performance

## LEARNINGS FROM THE VEX MODEL DEVELOPED BY GONGOS

Explore the [15 Established CPIs\\*](#) that comprise of Functional, Emotional, and Social Goals

These metrics help customers function, thrive, and succeed in their lives as humans. They extend well beyond brand attributes and features to support the more intrinsic value that helps your customers achieve what truly matters to them.

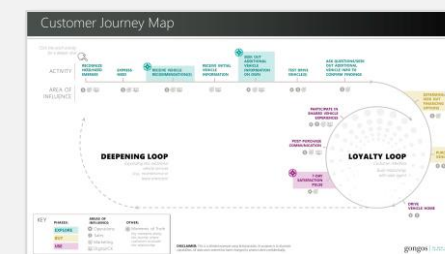
Bring CLV a step closer with Gongos Future Customer Value (FCV) Calculation

Customer Lifetime Value can be a complex undertaking. Harness Gongos' FCV metric which is calculated through combining current customers' share of wallet, frequency of purchase, and future purchase intent.

The Connection between CPIs and CLV

The [Vex Model](#) was built to achieve this in a quantifiable way, utilizing a combination of predictive, prescriptive, and diagnostic models to attribute certain CPIs to CLV growth.

Consider the Complete Journey from Acquisition to Engagement



[Click to enlarge image](#)

Cross-Organizational Impact

Guide strategic planning and set CPI goals, gaining perspective across finance, marketing, customer experience, and innovation teams – driving alignment and impact for your customers.

Explore these steps to driving revenue or leverage Gongos' patent-pending Vex Model to do the work for you.

[Learn More](#)