Customer Lifetime Value is an interactive technical note that explains this important and fashionable marketing concept. Two different calculators have been developed for allowing the quick estimation of the results which are shown both graphically and numerically.

This multimedia documentation presents two calculators.

- In the first one, the calculations are made using averages for the variables during the period of study.
- In the second the input is very flexible, allowing the variables to be changed yearly.
Martin Boehm, IE marketing professor and author of this multimedia documentation, gives a short class explaining the meaning of CLV and how to use it.
The first calculator works with average data for all the years the company expects the customer to stay with them. The user introduces the data and the program makes the calculations.
The results are presented graphically and through charts, enabling the student to follow the calculations and properly understand them.
The second calculator is more flexible and allows the user to introduce a different value for each year the customer stays with the company. The working years range is between 1 to 10. The data can be introduced numerically and also graphically.

Small cases are included which allow the user to practice with the two calculators.