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Marketing and Accounting Cooperation: Calculating Customer Lifetime Value/ Pazarlama ve Muhasebe İşbirliği: Müşteri Yaşam Boyu Değerinin Hesaplanması

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ABSTRACT

Customer lifetime value is a concept which many academics and in practice many marketing managers are working on for a long time. The main objective of the customer lifetime value is to determine the degree of importance of customers for the company. Answers of questions such as; how much the company should invest to which customer, what kind of marketing strategies should it prefer for which customer and which campaigns should it organize; can be determine by calculating the customer lifetime value. Many academics have proposed several models for the calculation of Customer lifetime value. But there is not any judgement in the literature about which types of models provide superior results. The purpose of this study is to create a cluster between customers with examining some of the models deemed suitable for the selected sector in the literature, result of the calculations, using the same database and variables. RFM analysis devoted to customers and CLV results have been evaluated together. Grading of valuable customers in RFM analysis has been set from 5 to 1. On the other hand; purchase frequency and customer driven communication strategies are selected as the baseline in CLV. Good customers are ranked from 7 to 1 in CLV. Consequently, it's seen that customers with a 1 RFM value are ranked mostly 1,2, and 3 in CLV; and a RFM value of 4 and 5 are ranked as 5,6, and 7 in CLV.

KEYWORDS Customer; Customer Lifetime Value; Key Account; Accounting of Marketing; Segmentation