

Fireside Chat | [Brand Activation] Bring Conventional Brands to Acquire New, Profitable Customers



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How important is the correlation of Customer Acquisition Cost (CAC) & Lifetime Value (LTV) to improve brand profitability?

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- **Definition of conventional brands - Brand strategy and customer acquisition**
- **What are some strategies that have proven successful in bringing conventional brands to acquire new, profitable customers?**
- **How can brands build a long-lasting relationship with the acquired customers and keep them engaged?"**

Key Takeaways

Q&A