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?

(i) Start presenting to display the poll results on this slide.

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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?"

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Key Takeaways

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