

# New Zealand Business Customer Lifetime Value Study

A study  
investigating the  
Customer Lifetime  
Value of 20 New  
Zealand industries

January 2017



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# Background and Methodology:

## New Zealand Business Customer Lifetime Value Study

Very few businesses have an accurate understanding of the true "lifetime value of a customer" - in other words the value that an average customer brings to their business over the entire period that they remain a customer.

This is a shame because Customer Lifetime Value (CLV) is a fundamental business metric for a number of reasons.

Firstly if you understand what an average customer is likely to be worth to your business in the long term, you have an idea on what you can afford to spend on advertising to attract them in the first place.

Not only this, but when you understand that an average customer is actually worth in the hundreds if not the thousands of dollars - as it is for many businesses - it highlights the importance of staying in touch with customers so you maximise their lifetime spend.

This study selected 20 of the main industry niches that we work with at Web Genius. Our mission is to help these "Kiwi Business Heroes" - as we like to refer to them - harness the power of the internet to find more customers and more repeat business.

Because Customer Lifetime Value is so fundamental to understanding the process and value of both finding new customers and the importance of keeping existing ones, we believe this research will provide crucial marketing insights that will help our clients make the informed decisions they need to move their businesses forward.

The research for this report was carried out during September and October 2016.

The 20 industries in alphabetical order with the corresponding Customer Lifetime Values are:

Aluminium Joinery	\$22,801
Carpet Cleaning	\$1,320
Catering	\$12,813
Commercial Cleaning	\$11,118
Concrete Contracting	\$29,931
Curtains and Blinds	\$4,247
Earthmoving	\$31,198
Flooring	\$8,037
Garage Doors	\$10,381
Glazing	\$4,919
Joinery	\$25,271
Landscaping	\$29,373
Locksmiths	\$780
Painting	\$17,465
Pest Control	\$1,103
Plumbing	\$8,023
Roofing	\$12,950
Tiling	\$5,289
Tree Services	\$5,181
Upholstery	\$3,480

The Customer Lifetime Value figures range from the lowest of \$780 for locksmiths to the highest of \$31,198 for earthmovers.

The average Customer Lifetime Value figure across the 20 industries came out at \$12,284.

“**If you understand what an average customer is likely to be worth to your business in the long term, you have an idea on what you can afford to spend on advertising to attract them in the first place**”

## How do we calculate Customer Lifetime Value?

To calculate Customer Lifetime Value we asked selected clients from each target industry three key questions:

- What is the value of your average sale?
- What is the average number of times a customer makes a purchase?
- What percentage of your customers would provide a referral?

Capturing values for a, b and c respectively we then applied the following formula to calculate Customer Lifetime Value:

$$CLV = (a \times b) + (a \times b \times c)$$

The first part of the formula - (a x b) - simply represents the average purchase amount times the average number of purchases.

The second part of the formula - (a x b x c) - reflects the fact that the referral value of every customer needs to be built into any calculation of lifetime value. This is the average purchase amount times the average number of purchases, multiplied by the referral rate. The referral rate is simply the percentage of customers who will refer another customer to the business.

Let's take an example where the answers to the above three questions are:

- a. Average Sale: \$500
- b. Average Number of Purchases: 5
- c. Average Referral Rate: 25%

In this example, an average customer spends \$500 per purchase and makes five purchases, meaning the first part of the calculation is:  $(a \times b) = (\$500 \times 5) = \$2500$ .

On top of this, an average of 25% of customers refer another customer meaning the second part of the calculation is:  $(a \times b \times c) = (\$500 \times 5 \times 25\%) = \$625$ .

Adding these together:

$$CLV = (a \times b) + (a \times b \times c) = \$2,500 + \$625 = \$3,125$$

Therefore in this example the Customer Lifetime Value is \$3,125.

The "industry average" Customer Lifetime Value that we have come up with for each industry uses the industry average values to make up the variables in the formula, ie:

- a. Industry Average Sale
- b. Industry Average Number of Purchases
- c. Industry Average Referral Rate

The range of values recorded from all participants in each industry is also included in the report.

### Website Lead Conversion Rate and Website Lead Value

Also included in the research was a fourth question about the business's conversion rate of website leads into customers. In other words:

- d. What percentage of new enquiries that you receive from your website result in a sale?

By multiplying this "Website Lead Conversion Rate" value by the Customer Lifetime Value we get a Website Lead Value, or in other words, the average value of a website lead in each industry.

Continuing the above example, if an average customer is worth \$3,125, and 50% of website enquiries result in a new customer then each lead is worth 50% of the Customer Lifetime Value:  $\$3,125 \times 50\% = \$1,562.50$ .

“ When you understand that an average customer is actually worth in the hundreds if not the thousands of dollars - as it is for many businesses - it highlights the importance of staying in touch with customers so you maximise their lifetime spend. ”

### Average number of leads per month

This component adds to the research by analysing the web marketing results from all Web Genius clients in each particular industry.

The results were adjusted to reflect a Google Adwords spend the equivalent of the Web Genius Premium Adwords package (approximately \$500 per month). In other words if a client averaged half this amount in Adwords spend and averaged 5 leads per month, then their figure would have been doubled to 10 leads.

If, on the other hand, they spent \$1000 a month on Adwords and averaged 20 leads per month, they would have been adjusted back to half this amount - again 10 leads per month.

The figure was included to provide an indication of what a business in each industry could realistically expect to generate from their web marketing activities.

### Why revenue, not gross profit?

A very good argument could be made that the Customer Lifetime Value calculation figures should refer to gross profit and not sales - or revenue - figures.

While even more valuable information could have been gained by doing this, we have chosen to use revenue figures in this study for two important reasons: simplicity and confidentiality.

Firstly, because we were gathering data from a number of different business, it was important to make the questions as easy to answer as possible. Participants didn't have time to research the answers so we needed questions where the answers were readily available.

Secondly, even if participants were able to provide accurate gross profit figures they might not be comfortable divulging this data to a third party due to the potentially commercially sensitive nature of the information.

### Where to from here?

We will expand the data set over time as we speak to more and more businesses in each industry.

Periodically this report will be updated and distributed to all participating businesses.

Please contribute to this ongoing research project by completing the section at the bottom of your industry's page in this report, taking a photo of this section and emailing it to [clvresearch@webgenius.co.nz](mailto:clvresearch@webgenius.co.nz)

By completing this section you will also be able to calculate your own business's Customer Lifetime Value and Value Per Website Lead.

Please be assured that your confidentiality will be respected at all times and your individual data will never be shared with any third parties.



# Aluminium Joinery

RESEARCH SAMPLE SIZE: **6**

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR ALUMINIUM JOINERY CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND): **17.2**

INDUSTRY AVERAGE  
**CUSTOMER LIFETIME VALUE**

**\$22,801**

$(a \times b) + (a \times b \times c)$

**a**  **SALES VALUE**  
INDUSTRY AVERAGE

**\$9,833** RANGE  
\$5,000 - \$15,000

**b**  **No. OF PURCHASES**  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER PURCHASES OVER THEIR AS A **1.8** TIMES LIFETIME CUSTOMER RANGE 1 - 3

**c** **REFERRAL RATE**  
INDUSTRY AVERAGE



AN AVERAGE OF **32.5%** OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE 20% - 50%

**d** **WEBSITE LEAD CONV. RATE**  
INDUSTRY AVERAGE

**35.8%** RANGE 25% - 60% 

**WEBSITE LEAD VALUE**  
INDUSTRY AVERAGE

**\$8,170** 

How do you compare with the Aluminium Joinery industry average ?

Enter your answers to the following four questions below.

- a** What is the value of your average sale?
- b** What is the average number of times a customer makes a purchase?
- c** What percentage of your customers would provide you with a referral?
- d** What percentage of new enquiries from your website result in a sale?

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Your business name will never be divulged to third parties.

$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \frac{\quad}{\text{AVERAGE CUSTOMER LIFETIME VALUE}} \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \frac{\quad}{\text{AVERAGE VALUE PER WEBSITE LEAD}}$$

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous. My data and identity will never be divulged to third parties.



# Carpet Cleaning

RESEARCH SAMPLE SIZE: 10

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR CARPET CLEANING CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND): 37.8

## INDUSTRY AVERAGE CUSTOMER LIFETIME VALUE

# \$1,320

$(a \times b) + (a \times b \times c)$

a



### SALES VALUE

INDUSTRY AVERAGE

# \$262

RANGE  
\$100 - \$500

b



### No. OF PURCHASES

INDUSTRY AVERAGE

THE AVERAGE CUSTOMER

PURCHASES OVER THEIR AS A **4** TIMES LIFETIME CUSTOMER RANGE 2 - 7

c

### REFERRAL RATE

INDUSTRY AVERAGE



AN AVERAGE OF **26%** OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE 10% - 40%

d

### WEBSITE LEAD CONV. RATE

INDUSTRY AVERAGE

# 75.0%

RANGE 50% - 95%



### WEBSITE LEAD VALUE

INDUSTRY AVERAGE

# \$990



### How do you compare with the Carpet Cleaning industry average?

Enter your answers to the following four questions below.

- a What is the value of your average sale?
- b What is the average number of times a customer makes a purchase?
- c What percentage of your customers would provide you with a referral?
- d What percentage of new enquiries from your website result in a sale?

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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ] } \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE                      AVERAGE VALUE PER WEBSITE LEAD

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# Catering

RESEARCH SAMPLE SIZE: 5

AVERAGE NUMBER OF LEADS  
GENERATED BY WEB GENIUS PER  
MONTH FOR CATERING CLIENTS  
(ADJUSTED FOR WEB GENIUS PREMIUM  
ADWORDS SPEND): 24

INDUSTRY AVERAGE  
CUSTOMER  
LIFETIME  
VALUE

# \$12,813

$(a \times b) + (a \times b \times c)$

a



SALES VALUE  
INDUSTRY AVERAGE

**\$3,640** RANGE  
\$500 - \$8,000

b



No. OF PURCHASES  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER  
PURCHASES OVER THEIR AS A **2.6** TIMES LIFETIME CUSTOMER RANGE  
1.2 - 6

c

REFERRAL RATE  
INDUSTRY AVERAGE



AN AVERAGE OF **33.3%** OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE  
20% - 60%

d

WEBSITE LEAD CONV. RATE  
INDUSTRY AVERAGE

**75.0%** RANGE  
50% - 90%



WEBSITE LEAD VALUE  
INDUSTRY AVERAGE

**\$9,610**



How do you compare with the Catering industry average?

Enter your answers to the following four questions below.

- a What is the value of your average sale?
- b What is the average number of times a customer makes a purchase?
- c What percentage of your customers would provide you with a referral?
- d What percentage of new enquiries from your website result in a sale?

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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ] } \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE      AVERAGE VALUE PER WEBSITE LEAD

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# Commercial Cleaning

RESEARCH SAMPLE SIZE: 5

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR COMMERCIAL CLEANING CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND):

17.6

INDUSTRY AVERAGE  
CUSTOMER  
LIFETIME  
VALUE

\$11,118

$(a \times b) + (a \times b \times c)$

a



SALES VALUE  
INDUSTRY AVERAGE

\$572

RANGE  
\$100 - \$1,500

b



No. OF PURCHASES  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER

PURCHASES  
OVER THEIR  
AS A

14.8

TIMES  
LIFETIME  
CUSTOMER RANGE  
5 - 35

c

REFERRAL RATE  
INDUSTRY AVERAGE



AN AVERAGE OF

31.3% OF CUSTOMERS  
WILL REFER  
ANOTHER CUSTOMER RANGE  
20% - 50%

d

WEBSITE LEAD CONV. RATE  
INDUSTRY AVERAGE

46.0%

RANGE  
20% - 85%



WEBSITE LEAD VALUE  
INDUSTRY AVERAGE

\$5,114



How do you compare with the Commercial Cleaning industry average?

Enter your answers to the following four questions below.

- a What is the value of your average sale?
- b What is the average number of times a customer makes a purchase?
- c What percentage of your customers would provide you with a referral?
- d What percentage of new enquiries from your website result in a sale?

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$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ] } \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE
AVERAGE VALUE PER WEBSITE LEAD

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# Concrete Contracting

RESEARCH SAMPLE SIZE: 10

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR CONCRETE CONTRACTING CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND):

17

INDUSTRY AVERAGE CUSTOMER LIFETIME VALUE

\$29,931

$(a \times b) + (a \times b \times c)$

a



SALES VALUE  
INDUSTRY AVERAGE

\$13,250

RANGE  
\$5,000 - \$45,000

b



No. OF PURCHASES  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER

PURCHASES OVER THEIR AS A

1.7

TIMES LIFETIME CUSTOMER

RANGE  
1 - 4

c

REFERRAL RATE  
INDUSTRY AVERAGE



AN AVERAGE OF

33.7% OF CUSTOMERS WILL REFER ANOTHER CUSTOMER

RANGE  
20% - 60%

d

WEBSITE LEAD CONV. RATE  
INDUSTRY AVERAGE

30.5%

RANGE  
10% - 70%



WEBSITE LEAD VALUE  
INDUSTRY AVERAGE

\$9,129



How do you compare with the Concrete Contracting industry average?

Enter your answers to the following four questions below.

- a What is the value of your average sale?
- b What is the average number of times a customer makes a purchase?
- c What percentage of your customers would provide you with a referral?
- d What percentage of new enquiries from your website result in a sale?

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$$= \$ \frac{\quad}{\text{AVERAGE CUSTOMER LIFETIME VALUE}} \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \frac{\quad}{\text{AVERAGE VALUE PER WEBSITE LEAD}}$$

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# Curtains & Blinds

RESEARCH SAMPLE SIZE: 4

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR CURTAINS & BLINDS CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND): **23.25**

INDUSTRY AVERAGE  
**CUSTOMER LIFETIME VALUE**

**\$ 4,247**  
 $(a \times b) + (a \times b \times c)$

**a** **SALES VALUE**  
INDUSTRY AVERAGE

**\$ 1,708** RANGE \$833 - \$3,500

**b** **No. OF PURCHASES**  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER PURCHASES OVER THEIR AS A **2** TIMES LIFETIME CUSTOMER RANGE 1.5 - 2

**c** **REFERRAL RATE**  
INDUSTRY AVERAGE

AN AVERAGE OF **42.1%** OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE 33% - 50%

**d** **WEBSITE LEAD CONV. RATE**  
INDUSTRY AVERAGE

**49.0%** RANGE 30% - 75%

**WEBSITE LEAD VALUE**  
INDUSTRY AVERAGE **\$ 2,071**

## How do you compare with the Curtains & Blinds industry average?

Enter your answers to the following four questions below.

- a** What is the value of your average sale?
- b** What is the average number of times a customer makes a purchase?
- c** What percentage of your customers would provide you with a referral?
- d** What percentage of new enquiries from your website result in a sale?

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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE                      AVERAGE VALUE PER WEBSITE LEAD

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous. My data and identity will never be divulged to third parties.



# Earthmoving

RESEARCH SAMPLE SIZE: 4

AVERAGE NUMBER OF LEADS  
GENERATED BY WEB GENIUS  
PER MONTH FOR EARTHMOVING  
CLIENTS (ADJUSTED FOR WEB GENIUS  
PREMIUM ADWORDS SPEND):

11.75

INDUSTRY AVERAGE  
CUSTOMER  
LIFETIME  
VALUE

\$31,198

$(a \times b) + (a \times b \times c)$

a



SALES VALUE  
INDUSTRY AVERAGE

\$9,300 RANGE  
\$200 - \$30,000

b



No. OF PURCHASES  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER  
PURCHASES OVER THEIR AS A 2.4 TIMES LIFETIME CUSTOMER RANGE  
2 - 4

c

REFERRAL RATE  
INDUSTRY AVERAGE



AN AVERAGE OF 38.3% OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE  
20% - 80%

d

WEBSITE LEAD CONV. RATE  
INDUSTRY AVERAGE

41.3% RANGE  
25% - 90%



WEBSITE LEAD VALUE  
INDUSTRY AVERAGE

\$12,869



How do you compare with the Earthmoving industry average?

Enter your answers to the following four questions below.

- a What is the value of your average sale?
- b What is the average number of times a customer makes a purchase?
- c What percentage of your customers would provide you with a referral?
- d What percentage of new enquiries from your website result in a sale?

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Your business name will never be divulged to third parties.

$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ] } \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE      AVERAGE VALUE PER WEBSITE LEAD

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous.  
My data and identity will never be divulged to third parties.



# Flooring

RESEARCH SAMPLE SIZE: 7

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR FLOORING CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND): **25.7**

INDUSTRY AVERAGE  
**CUSTOMER LIFETIME VALUE**

**\$ 8,037**  
 $(a \times b) + (a \times b \times c)$

**a** **SALES VALUE**  
INDUSTRY AVERAGE

**\$2,500** RANGE  
\$1,500 - \$5,000

**b** **No. OF PURCHASES**  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER PURCHASES OVER THEIR AS A **2.2** TIMES LIFETIME CUSTOMER RANGE 1 - 4

**c** **REFERRAL RATE**  
INDUSTRY AVERAGE

AN AVERAGE OF **43.3%** OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE 10% - 70%

**d** **WEBSITE LEAD CONV. RATE**  
INDUSTRY AVERAGE

**48.3%** RANGE 30% - 80%

**WEBSITE LEAD VALUE**  
INDUSTRY AVERAGE

**\$3,881**

How do you compare with the Flooring industry average?

Enter your answers to the following four questions below.

- a** What is the value of your average sale?
- b** What is the average number of times a customer makes a purchase?
- c** What percentage of your customers would provide you with a referral?
- d** What percentage of new enquiries from your website result in a sale?

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Your business name will never be divulged to third parties.

$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE                      AVERAGE VALUE PER WEBSITE LEAD

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous. My data and identity will never be divulged to third parties.



RESEARCH SAMPLE SIZE: 4

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR GARAGE DOORS CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND): 22.8

INDUSTRY AVERAGE CUSTOMER LIFETIME VALUE

\$10,381

(a x b) + (a x b x c)

**a** SALES VALUE  
INDUSTRY AVERAGE

**\$2,131** RANGE \$525 - \$5,000

**b** No. OF PURCHASES  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER PURCHASES OVER THEIR AS A **4** TIMES LIFETIME CUSTOMER RANGE 2 - 6

**c** REFERRAL RATE  
INDUSTRY AVERAGE

AN AVERAGE OF **39.2%** OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE 20% - 67%

**d** WEBSITE LEAD CONV. RATE  
INDUSTRY AVERAGE

**46.0%** RANGE 30% - 60%

WEBSITE LEAD VALUE  
INDUSTRY AVERAGE

**\$4,801**

How do you compare with the Garage Doors industry average?

Enter your answers to the following four questions below.

- a** What is the value of your average sale?
- b** What is the average number of times a customer makes a purchase?
- c** What percentage of your customers would provide you with a referral?
- d** What percentage of new enquiries from your website result in a sale?

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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE                      AVERAGE VALUE PER WEBSITE LEAD

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous. My data and identity will never be divulged to third parties.



# Glazing

RESEARCH SAMPLE SIZE: 8

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR GLAZING CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND): **23.6**

INDUSTRY AVERAGE  
**CUSTOMER LIFETIME VALUE**

**\$4,919**  
 $(a \times b) + (a \times b \times c)$

**a**



**SALES VALUE**  
INDUSTRY AVERAGE

**\$655** RANGE  
\$150 - \$2,200

**b**



**No. OF PURCHASES**  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER PURCHASES OVER THEIR AS A **5** TIMES LIFETIME CUSTOMER RANGE 1 - 12

**c**

**REFERRAL RATE**  
INDUSTRY AVERAGE



AN AVERAGE OF **50.2%** OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE 10% - 70%

**d**

**WEBSITE LEAD CONV. RATE**  
INDUSTRY AVERAGE

**55.6%** RANGE 10% - 90%



**WEBSITE LEAD VALUE**  
INDUSTRY AVERAGE

**\$2,736**



How do you compare with the Glazing industry average?

Enter your answers to the following four questions below.

- a** What is the value of your average sale?
- b** What is the average number of times a customer makes a purchase?
- c** What percentage of your customers would provide you with a referral?
- d** What percentage of new enquiries from your website result in a sale?

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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ] } \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE
AVE WEBSITE LEAD CONVERSION RATE
AVERAGE VALUE PER WEBSITE LEAD

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous. My data and identity will never be divulged to third parties.



# Joinery

RESEARCH SAMPLE SIZE: 7

AVERAGE NUMBER OF LEADS  
GENERATED BY WEB GENIUS PER  
MONTH FOR JOINERY CLIENTS  
(ADJUSTED FOR WEB GENIUS PREMIUM  
ADWORDS SPEND):

27.1

INDUSTRY AVERAGE  
CUSTOMER  
LIFETIME  
VALUE

\$25,271

$(a \times b) + (a \times b \times c)$

a



SALES VALUE  
INDUSTRY AVERAGE

\$10,500

RANGE  
\$500 -  
\$30,000

b



No. OF PURCHASES  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER

PURCHASES  
OVER THEIR  
AS A

1.7

TIMES  
LIFETIME  
CUSTOMER

RANGE  
1 - 2.5

c

REFERRAL RATE  
INDUSTRY AVERAGE



AN AVERAGE OF

38.1% OF CUSTOMERS  
WILL REFER  
ANOTHER CUSTOMER

RANGE  
20% - 80%

d

WEBSITE LEAD CONV. RATE  
INDUSTRY AVERAGE

49.3%

RANGE  
30% - 75%



WEBSITE LEAD VALUE  
INDUSTRY AVERAGE

\$12,455



How do you compare with  
the Joinery industry average?

Enter your answers to the following  
four questions below.

a What is the value of your average sale?

c What percentage of your customers would provide you  
with a referral?

b What is the average number of times a  
customer makes a purchase?

d What percentage of new enquiries from your website  
result in a sale?

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Your business name will never be divulged to third parties.

$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \frac{\quad}{\text{AVERAGE CUSTOMER LIFETIME VALUE}} \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \frac{\quad}{\text{AVERAGE VALUE PER WEBSITE LEAD}}$$

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous.  
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# Landscaping

RESEARCH SAMPLE SIZE: 18

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR LANDSCAPING CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND):

18

INDUSTRY AVERAGE  
CUSTOMER  
LIFETIME  
VALUE

\$ 29,373

$(a \times b) + (a \times b \times c)$

a



SALES VALUE  
INDUSTRY AVERAGE

\$9,597 RANGE  
\$300 - \$25,000

b



No. OF PURCHASES  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER  
PURCHASES OVER THEIR AS A 2.3 TIMES LIFETIME CUSTOMER RANGE  
1 - 10

c

REFERRAL RATE  
INDUSTRY AVERAGE



AN AVERAGE OF 31.5% OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE  
10% - 60%

d

WEBSITE LEAD CONV. RATE  
INDUSTRY AVERAGE

45.6% RANGE  
5% - 90%



WEBSITE LEAD VALUE  
INDUSTRY AVERAGE

\$13,381



How do you compare with the Landscaping industry average?

Enter your answers to the following four questions below.

- a What is the value of your average sale?
- b What is the average number of times a customer makes a purchase?
- c What percentage of your customers would provide you with a referral?
- d What percentage of new enquiries from your website result in a sale?

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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ] } \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE      AVERAGE VALUE PER WEBSITE LEAD

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous.  
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# Locksmiths

RESEARCH SAMPLE SIZE: 4

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR LOCKSMITHS CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND): **18.5**

INDUSTRY AVERAGE  
**CUSTOMER LIFETIME VALUE**

**\$780**

$(a \times b) + (a \times b \times c)$

**a**



**SALES VALUE**  
INDUSTRY AVERAGE

**\$140**

RANGE  
\$100 - \$160

**b**



**No. OF PURCHASES**  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER

PURCHASES OVER THEIR AS A

**4**

TIMES LIFETIME CUSTOMER

RANGE  
2 - 5

**c**

**REFERRAL RATE**  
INDUSTRY AVERAGE



AN AVERAGE OF

**59.2%** OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE 33% - 70%

**d**

**WEBSITE LEAD CONV. RATE**  
INDUSTRY AVERAGE

**66.3%** RANGE 60% - 75%



**WEBSITE LEAD VALUE**  
INDUSTRY AVERAGE

**\$517**



How do you compare with the Locksmiths industry average?

Enter your answers to the following four questions below.

- a** What is the value of your average sale?
- b** What is the average number of times a customer makes a purchase?
- c** What percentage of your customers would provide you with a referral?
- d** What percentage of new enquiries from your website result in a sale?

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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ] } \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE
AVE WEBSITE LEAD CONVERSION RATE
AVERAGE VALUE PER WEBSITE LEAD

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# Painting

RESEARCH SAMPLE SIZE: 13

AVERAGE NUMBER OF LEADS  
GENERATED BY WEB GENIUS PER  
MONTH FOR PAINTING CLIENTS  
(ADJUSTED FOR WEB GENIUS PREMIUM  
ADWORDS SPEND): **11.9**

INDUSTRY AVERAGE  
CUSTOMER  
LIFETIME  
VALUE

# \$17,465

$(a \times b) + (a \times b \times c)$

**a**



SALES VALUE  
INDUSTRY AVERAGE

# \$8,000

RANGE  
\$5,000 -  
\$20,000

**b**



No. OF PURCHASES  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER

PURCHASES  
OVER THEIR  
AS A

# 1.5

TIMES  
LIFETIME  
CUSTOMER

RANGE  
1 - 2

**c**

REFERRAL RATE  
INDUSTRY AVERAGE



AN AVERAGE OF

# 43.3%

OF CUSTOMERS  
WILL REFER  
ANOTHER CUSTOMER

RANGE  
20% - 60%

**d**

WEBSITE LEAD CONV. RATE  
INDUSTRY AVERAGE

# 30.4%

RANGE  
10% - 60%



WEBSITE LEAD VALUE  
INDUSTRY AVERAGE

# \$5,307



How do you compare with  
the Painting industry average?

Enter your answers to the following  
four questions below.

- a** What is the value of your average sale?
- b** What is the average number of times a customer makes a purchase?
- c** What percentage of your customers would provide you with a referral?
- d** What percentage of new enquiries from your website result in a sale?

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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ] } \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE
AVE WEBSITE LEAD CONVERSION RATE
AVERAGE VALUE PER WEBSITE LEAD

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# Pest Control

RESEARCH SAMPLE SIZE: **8**

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR PEST CONTROL CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND):

**17.1**

INDUSTRY AVERAGE  
**CUSTOMER LIFETIME VALUE**

**\$ 1,103**

$(a \times b) + (a \times b \times c)$

**a**



**SALES VALUE**  
INDUSTRY AVERAGE

**\$206**

RANGE

\$130 - \$350

**b**



**No. OF PURCHASES**  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER

PURCHASES OVER THEIR AS A

**4.4**

TIMES LIFETIME CUSTOMER

RANGE  
4 - 8

**c**

**REFERRAL RATE**  
INDUSTRY AVERAGE



AN AVERAGE OF

**22.3%**

OF CUSTOMERS WILL REFER ANOTHER CUSTOMER

RANGE

10% - 50%

**d**

**WEBSITE LEAD CONV. RATE**  
INDUSTRY AVERAGE

**67.8%**

RANGE  
30% - 90%



**WEBSITE LEAD VALUE**  
INDUSTRY AVERAGE

**\$748**



How do you compare with the Pest Control industry average?

Enter your answers to the following four questions below.

- a** What is the value of your average sale?
- b** What is the average number of times a customer makes a purchase?
- c** What percentage of your customers would provide you with a referral?
- d** What percentage of new enquiries from your website result in a sale?

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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ] } \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE
AVERAGE VALUE PER WEBSITE LEAD

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# Plumbing

RESEARCH SAMPLE SIZE: 19

AVERAGE NUMBER OF LEADS  
GENERATED BY WEB GENIUS PER  
MONTH FOR PLUMBING CLIENTS  
(ADJUSTED FOR WEB GENIUS PREMIUM  
ADWORDS SPEND): 18

INDUSTRY AVERAGE  
CUSTOMER  
LIFETIME  
VALUE

# \$ 8,023

$(a \times b) + (a \times b \times c)$

a



SALES VALUE  
INDUSTRY AVERAGE

**\$1,108** RANGE  
\$200 - \$3,000

b



No. OF PURCHASES  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER  
PURCHASES OVER THEIR AS A **5.1** TIMES LIFETIME CUSTOMER RANGE  
1 - 12

c

REFERRAL RATE  
INDUSTRY AVERAGE



AN AVERAGE OF **43.3%** OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE  
10% - 80%

d

WEBSITE LEAD CONV. RATE  
INDUSTRY AVERAGE

**51.0%** RANGE  
5% - 90%



WEBSITE LEAD VALUE  
INDUSTRY AVERAGE

**\$4,086**



How do you compare with the Plumbing industry average?

Enter your answers to the following four questions below.

- a What is the value of your average sale?
- b What is the average number of times a customer makes a purchase?
- c What percentage of your customers would provide you with a referral?
- d What percentage of new enquiries from your website result in a sale?

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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ] } \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE      AVERAGE VALUE PER WEBSITE LEAD

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous.  
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# Roofing

RESEARCH SAMPLE SIZE: 9

AVERAGE NUMBER OF LEADS  
GENERATED BY WEB GENIUS PER  
MONTH FOR ROOFING CLIENTS  
(ADJUSTED FOR WEB GENIUS PREMIUM  
ADWORDS SPEND): **22.3**

INDUSTRY AVERAGE  
CUSTOMER  
LIFETIME  
VALUE

**\$ 12,950**  
(a × b) + (a × b × c)

**a**  **SALES VALUE**  
INDUSTRY AVERAGE

**\$6,333** RANGE  
\$2,500 - \$12,000

**b**  **No. OF PURCHASES**  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER  
PURCHASES OVER THEIR AS A **1.6** TIMES LIFETIME CUSTOMER RANGE  
1 - 2

**c** **REFERRAL RATE**  
INDUSTRY AVERAGE



AN AVERAGE OF **31.4%** OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE  
20% - 70%

**d** **WEBSITE LEAD CONV. RATE**  
INDUSTRY AVERAGE

**42.2%** RANGE  
5% - 70% 

**WEBSITE LEAD VALUE**  
INDUSTRY AVERAGE

**\$5,468** 

How do you compare with the Roofing industry average?

Enter your answers to the following four questions below.

- a** What is the value of your average sale?
- b** What is the average number of times a customer makes a purchase?
- c** What percentage of your customers would provide you with a referral?
- d** What percentage of new enquiries from your website result in a sale?

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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \frac{\quad}{\text{AVERAGE CUSTOMER LIFETIME VALUE}} \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \frac{\quad}{\text{AVERAGE VALUE PER WEBSITE LEAD}}$$

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous.  
My data and identity will never be divulged to third parties.



RESEARCH SAMPLE SIZE: 3

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR TILING CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND): 18.3

INDUSTRY AVERAGE CUSTOMER LIFETIME VALUE

\$ 5,289

(a x b) + (a x b x c)

**a** **SALES VALUE**  
INDUSTRY AVERAGE

**\$2,833** RANGE \$1,500 - \$5,000

**b** **No. OF PURCHASES**  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER PURCHASES OVER THEIR AS A **1** TIMES LIFETIME CUSTOMER RANGE 1 - 2

**c** **REFERRAL RATE**  
INDUSTRY AVERAGE

AN AVERAGE OF **40%** OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE 20% - 67%

**d** **WEBSITE LEAD CONV. RATE**  
INDUSTRY AVERAGE

**33.3%** RANGE 20% - 60%

**WEBSITE LEAD VALUE**  
INDUSTRY AVERAGE

**\$1,763**

How do you compare with the Tiling industry average?

Enter your answers to the following four questions below.

- a** What is the value of your average sale?
- b** What is the average number of times a customer makes a purchase?
- c** What percentage of your customers would provide you with a referral?
- d** What percentage of new enquiries from your website result in a sale?

Please photograph the data below and email to clvresearch@webgenius.co.nz Business name: \_\_\_\_\_  
Your business name will never be divulged to third parties.

$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \frac{\quad}{\text{AVERAGE CUSTOMER LIFETIME VALUE}} \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \frac{\quad}{\text{AVERAGE VALUE PER WEBSITE LEAD}}$$

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous. My data and identity will never be divulged to third parties.



# Tree Services

RESEARCH SAMPLE SIZE: 8

AVERAGE NUMBER OF LEADS GENERATED BY WEB GENIUS PER MONTH FOR TREE SERVICES CLIENTS (ADJUSTED FOR WEB GENIUS PREMIUM ADWORDS SPEND):

17.4

INDUSTRY AVERAGE  
CUSTOMER LIFETIME VALUE

\$ 5,181

$(a \times b) + (a \times b \times c)$

a



SALES VALUE  
INDUSTRY AVERAGE

\$1,019 RANGE \$600 - \$3,000

b



No. OF PURCHASES  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER PURCHASES OVER THEIR AS A 3.8 TIMES LIFETIME CUSTOMER RANGE 1 - 8

c

REFERRAL RATE  
INDUSTRY AVERAGE



AN AVERAGE OF 35.6% OF CUSTOMERS WILL REFER ANOTHER CUSTOMER RANGE 10% - 60%

d

WEBSITE LEAD CONV. RATE  
INDUSTRY AVERAGE

44.4% RANGE 20% - 80%

WEBSITE LEAD VALUE  
INDUSTRY AVERAGE

\$2,299

How do you compare with the Tree Services industry average?

Enter your answers to the following four questions below.

- a What is the value of your average sale?
- b What is the average number of times a customer makes a purchase?
- c What percentage of your customers would provide you with a referral?
- d What percentage of new enquiries from your website result in a sale?

Please photograph the data below and email to [clvresearch@webgenius.co.nz](mailto:clvresearch@webgenius.co.nz) Business name: \_\_\_\_\_  
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$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ] } \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE      AVERAGE VALUE PER WEBSITE LEAD

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous. My data and identity will never be divulged to third parties.



# Upholstery

RESEARCH SAMPLE SIZE: 9

AVERAGE NUMBER OF LEADS  
GENERATED BY WEB GENIUS PER  
MONTH FOR UPHOLSTERY CLIENTS  
(ADJUSTED FOR WEB GENIUS PREMIUM  
ADWORDS SPEND):

22

INDUSTRY AVERAGE  
CUSTOMER  
LIFETIME  
VALUE

\$ 3,480

$(a \times b) + (a \times b \times c)$

a



SALES VALUE  
INDUSTRY AVERAGE

\$706

RANGE  
\$150 - \$1,500

b



No. OF PURCHASES  
INDUSTRY AVERAGE

THE AVERAGE CUSTOMER

PURCHASES  
OVER THEIR  
AS A

3.4

TIMES  
LIFETIME  
CUSTOMER

RANGE  
1.5 - 6

c

REFERRAL RATE  
INDUSTRY AVERAGE



AN AVERAGE OF

45.6%

OF CUSTOMERS  
WILL REFER  
ANOTHER CUSTOMER

RANGE  
33% - 70%

d

WEBSITE LEAD CONV. RATE  
INDUSTRY AVERAGE

43.3%

RANGE  
20% - 60%



WEBSITE LEAD VALUE  
INDUSTRY AVERAGE

\$1,508



How do you compare with  
the Upholstery industry average?

Enter your answers to the following  
four questions below.

- a What is the value of your average sale?
- b What is the average number of times a customer makes a purchase?
- c What percentage of your customers would provide you with a referral?
- d What percentage of new enquiries from your website result in a sale?

Please photograph the data below and email to [clvresearch@webgenius.co.nz](mailto:clvresearch@webgenius.co.nz) Business name: \_\_\_\_\_  
Your business name will never be divulged to third parties.

$$\left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \right) + \left( \frac{a}{\text{AVE SALE VALUE}} \times \frac{b}{\text{AVE NO. PURCHASES}} \times \frac{c}{\text{AVE REFERRAL RATE}} \right)$$

$$= \$ \text{ [ ] } \times \frac{d}{\text{AVE WEBSITE LEAD CONVERSION RATE}} = \$ \text{ [ ]}$$

AVERAGE CUSTOMER LIFETIME VALUE
AVE WEBSITE LEAD CONVERSION RATE
AVERAGE VALUE PER WEBSITE LEAD

INITIALS \_\_\_\_\_ I consent to the above data being added to the Web Genius CLV Study and I understand the source of the data will remain anonymous.  
My data and identity will never be divulged to third parties.