From One-Time Formation to Lifetime Customer Value

Create governed, actionable lifecycle intelligence driving repeat purchases and cross-sell

Customer engagement fragments across products, channels, and systems after formation. Companies under-monetizes customers across their lifecycle, limiting ability to identify cross-sell opportunities, predict needs, and increase CLV without crossing regulatory boundaries.

What's holding you back

- Customer data across too many systems
- Can't safely expose lifecycle data without governance
- Every use case requires custom pipelines
- Cross-sell campaigns generic and poorly timed
- Leaving money on table without visibility

What success looks like

- Unified, trusted customer profile
- Propensity scores for repeat purchase and cross-sell
- Measurable lift in repeat purchases
- Campaigns triggered by lifecycle signals
- Clear linkage to revenue outcomes

How evolv helps

Unifies customer data across formation, compliance, and add-on services with strong identity resolution

Builds propensity models for cross-sell embedded in marketing workflows

Implements governance-first design with clear data access controls and phased ingestion

Why evolv?

- **Customer** lifecycle intelligence expertise
- **Proven** propensity modeling frameworks
- **Strong** governance for compliant customer data
- **Experience** driving measurable revenue lift