



LTV NUMBERS

# ***SCALE-READY SCORECARD***

***10-POINT DATA-DRIVEN SCORECARD TO IDENTIFY THE DATA  
YOU NEED TO BREAK THROUGH A GROWTH PLATEAU***



LTVNumbers.com

# SCALE-READY SCORECARD



## **10-POINT DATA-DRIVEN SCORECARD TO IDENTIFY THE DATA YOU NEED TO BREAK THROUGH A GROWTH PLATEAU**

Hey, I'm **Tyler Ryan**, former NASA software engineer, analyst of over \$550M in sales data, and proud husband and (new) father to a baby girl.

I'm also the creator of **LTV Numbers** where I help online fitness businesses doing \$1-10M/year in sales to understand their customer lifetime value and make confident data-driven decisions to scale effectively and profitably.

In this brand new scorecard, you're going to pinpoint exactly where your data blind spots are and how you can **SUPERCHARGE** growth by harnessing the power of data.

Bottom line: after you've implemented this scorecard, I guarantee you'll start making **EFFECTIVE**, more informed marketing decisions **FASTER** than ever before. You'll see how with better data, you'll know exactly how much you can spend to acquire a customer and gain deep insights into your customer journey.

Not only that, it'll skyrocket your confidence, your team's confidence, and put you on the path to breaking through a growth plateau by raising your Scale Ceiling.

Ready to dive in? Fantastic.

**Let's get started.**

TR



## THE FOUNDATION

## FRONTEND vs. BACKEND

## THE LTV JOURNEY

### REVENUE

YES ☐

Revenue over time across the whole business, by day, week, month, quarter, and year.

### FRONTEND REVENUE

YES ☐

Revenue from ONLY new customers over time (customers making their first-ever purchase).

### LTV AVERAGE

YES ☐

How much money a customer spends with you over their lifetime, on average. LTV stands for "Lifetime Value".

### CUSTOMERS

YES ☐

Number of customers that purchase over time across the whole business.

### BACKEND REVENUE

YES ☐

Revenue from ONLY returning customers over time (customers that have purchased at least once before that are coming back to buy again).

### LTV CURVE

YES ☐

How the customer LTV grows from the day of the first purchase, to 30 days later, to 60 days later, to 90 days later, to 180 days later, to 365 days later.

### BREAKDOWNS

YES ☐

Revenue and customers over time for each product, sales funnel, and traffic source.

### BACKEND CONVERSION RATE

YES ☐

Percentage of new customers that come back and buy again at least once.

### LTV CURVE BREAKDOWNS

YES ☐

How the LTV grows from day 0, 30, 60, 90, to 180 days later and beyond, for each of your products, funnels, and traffic sources.

### BONUS

Do you have metrics across the whole business in a single, centralized dashboard that updates in real time that you could show me right now?

YES ☐

**Instructions:** For each metric, assess whether you can clearly see this metric within your business. To say "YES" requires that you are already calculating this metric and have it readily available if I asked you to pull it up right now.

### JOURNEY VISUALIZATION

YES ☐

Visualization of the buying journey for a group of customers to see exactly what they buy and when after their initial purchase.

Add up the "YES" answers from above and calculate your final score out of 10.....

TOTAL SCORE

# HOW WELL DID YOUR DATA DO?

## 1 - 4

### NEEDS WORK

This is where most businesses are. You don't have the visibility to make confident data-driven decisions, which makes traction and consistency in your growth difficult to build.



**"Joe"**

(health & fitness brand)

Joe applied the Data-Driven Growth framework and added \$1.1M year over year to his business.

## 5 - 7

### GOOD

Not bad, you have some visibility, but you're still leaving significant growth potential on the table by not knowing how much you can actually spend to acquire a customer.



**"Alain"**

(health & fitness brand)

Alain leveraged the Data-Driven Growth framework to confidently scale up his CPM email drops and identify the best lists for his offers.

## 8 - 11

### SCALE-READY

This is great, you have significant insight and have likely built a strong business because of it. But are there one or two metrics you're missing that could provide significant leverage and raise your scale ceiling?



**"Funk"**

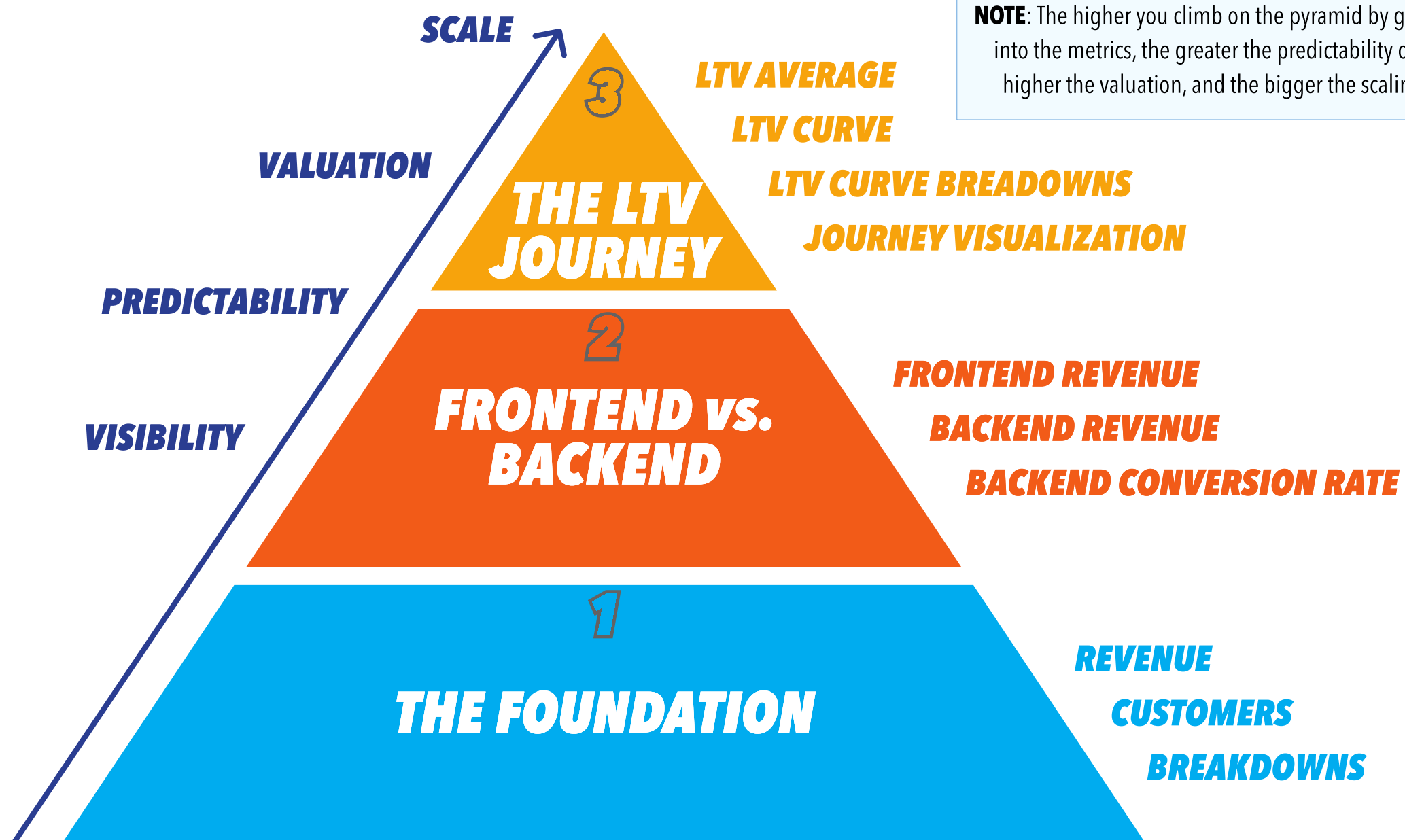
(fitness & supplement brand)

Funk used the metrics in the Scale-Ready Scorecard to triple top-line revenue in 2 years.

# SCALE CEILING PYRAMID

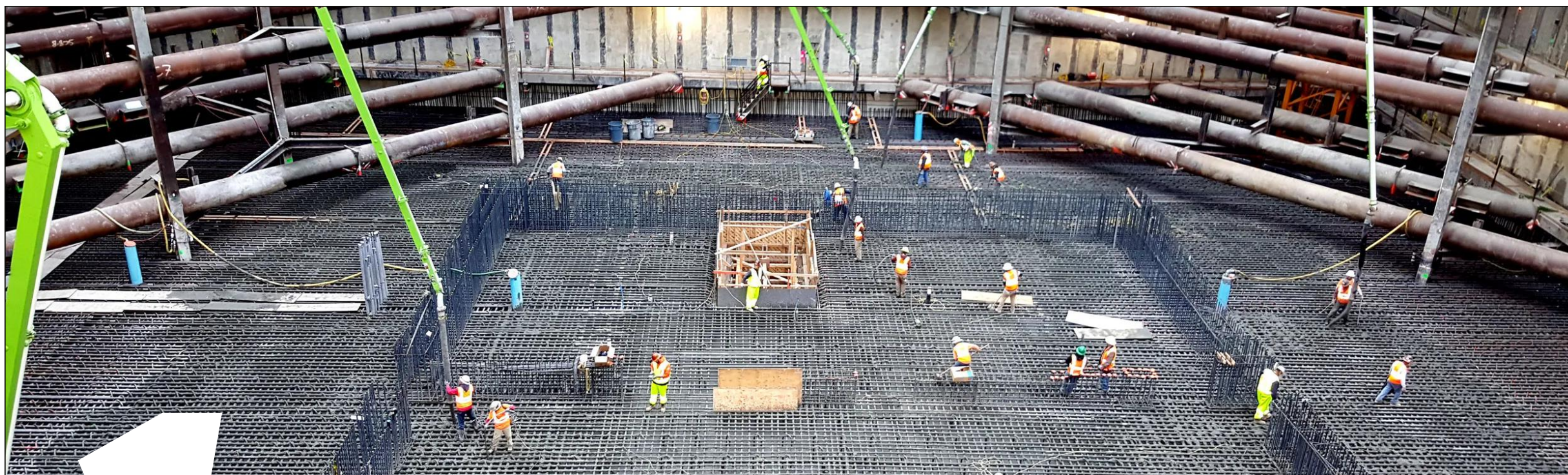
3 LEVELS OF SCALE-READY DATA TO BREAKTHROUGH A GROWTH PLATEAU

**SCALE CEILING**: a business's maximum capacity for growth based on data visibility



**NOTE:** The higher you climb on the pyramid by gaining visibility into the metrics, the greater the predictability of growth, the higher the valuation, and the bigger the scaling potential.





# 1 THE FOUNDATION

A scale-ready business must be built on top of a strong data foundation. If you want to build a skyscraper, building starts with the foundation. And the bigger it grows, the stronger the foundation needs to be. Lucky for us, we can strengthen the foundation of our business without needing to tear the building down.

A strong data foundation enables your business to be built through data-driven-decision making, which fuels data-driven growth. The stronger the foundation is, the higher the Scale Ceiling.

As a business, this means you can reach new levels of growth while having confidence in your decisions and in the resilience of your business.

If your data is scattered across 3 platforms and you feel disconnected from the core numbers of the business, then you will struggle to build even a single story house with one bed and one bath. Forget the skyscraper. You will feel anxious, you will lack confidence, and you will feel like you are flying blind.

See, you need to build a solid data foundation for yourself, your team, and your business by getting some foundational metrics easily visible on a daily basis. That's the first step to raising your Scale Ceiling.

**Action Step:** Gain visibility into revenue and customers over time on a simple dashboard that is easily accessible. Add breakdowns so you can see revenue and customers by product, sales funnel, and traffic source. Review this dashboard on a daily basis to get in touch with the foundation of your business.





# 2 **FRONTEND VS. BACKEND**

With our data foundation in place, now we need to build the second layer to add greater visibility and get us a deeper understanding of how the money flows through the business. To do this, we need to separate the Frontend from the Backend.

The **Frontend** refers to the sales from new customers who are making their first-ever purchase with us.

The **Backend** refers to the sales from returning customers that have purchased from us in the past and are coming back to buy again.

Most businesses cannot distinguish between sales that come from the Frontend vs. Backend (aka. new customers vs. returning customers). **This is a huge gap in visibility.**

**Think about the difference between a business that makes 90% of its revenue on the Frontend vs. a competitor that makes 50% on the Frontend...**

The first business is almost entirely reliant on acquiring new customers to make money. **New customers are expensive** because the business is paying to acquire them, so **profits are very low**. The vast majority of customers never buy again after the initial sale.

The second business has a 50/50 split between Frontend and Backend. They are paying to acquire new customers, but many of these customers come back to **buy again on the Backend**, and these Backend sales are **highly profitable**.

As a result, the business is very profitable. The profits provide more budget to acquire new customers, and even if the cost to acquire a customer increases, there is plenty of margin to handle this.



# 2

## FRONTEND VS. BACKEND

Which business has a higher Scale Ceiling? Which business sounds healthier? Which business sounds more enjoyable to run? The answer is clearly business 2.

But here's the thing: most businesses don't even know which case they are because they can't see the split between Frontend vs. Backend sales. Instead, they go based on "feelings" and the idea that they "know their customers". This is a recipe for bad decisions, stress and anxiety, and a low Scale Ceiling.

On the flip side, if you can clearly distinguish between Frontend and Backend sales, the fog lifts and your business becomes much clearer. You have clear visibility into the lifeblood of your business: returning customers.

**Action Step:** Separate sales into Frontend (new customers) and Backend (returning customers) so you can split total revenue into Frontend Revenue and Backend Revenue. Look at what percentage of your new customers return to buy from you again, which is called the Backend Conversion Rate. Monitor these metrics on a weekly basis and look for opportunities to increase the Backend Conversion Rate by improving your backend marketing.





# 3 THE LTV JOURNEY

## How much can I afford to spend to acquire a customer?

This is one of the most fundamental questions in business. How do you answer this question right now? Do you feel confident about your answer? Well, how *should* you answer this question?

**The answer:** LTV baby. More specifically, based on LTV at day zero, 30, 60, 90 and beyond for each product, funnel, and traffic source. This is what we call the “LTV Curve”.

**Fundamentally, if you know how much your customers are worth, you know how much you can afford to spend to acquire them.**

Lifetime value (LTV) is the metric that businesses should be using to determine how much they can spend to acquire a customer, to set affiliate commissions, to understand the quality of their relationship with their customers, and to see the impact of their backend marketing.

It represents the lifeblood of the business and needs to be front and center. With visibility into LTV, businesses usually discover they can spend more to acquire customers than previously thought. And when you can spend more to acquire a customer, you can acquire more customers.

To supercharge the power of LTV, you must have strategic and repeatable customer journeys in your business. Remember this:

**Random is NOT repeatable.** Most businesses don’t actually have a strategic customer journey. Instead, they leave the journey in the hands of the customer. Let’s start by outlining and evaluating your journey.

**Action Step:** Map out the new customer experience as a flowchart. Think about all the steps a new customer goes through from their first purchase onward. What happens after they buy? What emails do they receive in a welcome sequence? How do they experience the product they bought? How long does it take them to consume it? When and how do you present them with another offer? *See the next page for a worksheet.*

# CUSTOMER JOURNEY MAPPER

Creating a strategic customer journey requires you to intentionally craft and control the customer experience starting from the first purchase. By controlling the journey, we ensure that every customer has the same experience, allowing the journey to be optimized. Fill out the journey map below & use what you've learned to craft your perfect customer journey. Don't limit yourself to what already exists.

Name:

Date:

## 1 - FIRST PURCHASE

What is the primary offer you make to acquire new customers? What outcome is promised? What's the price point, what do they get, how is it delivered, how long does it take to consume?

## 2 - POST-PURCHASE IMPRESSION

What happens immediately after purchase? Do you present them with upsells? Do you hard sell or soft sell? How do they access their purchase? What impression are you leaving them with?

## 3 - SUPPORT COMPLETION

How do you support them in achieving the outcome you promised in your primary offer? Do you make assumptions about their behavior? Do you make it easy for them to succeed?

## 4 - LOW FRICTION TRANSITION

How do you prepare them for the next offer? What new problems were created after consuming their first purchase that they may now be experiencing?

## 5 - RIGHT OFFER, RIGHT TIME

What is the logical next step offer, and when is the appropriate time to present it?

## 6 - LONG TERM EXPERIENCE

What is the long term experience your customers will have as a member of your tribe? How do you communicate with them? How often? What is your selling cadence and mechanism?



# READY TO GET YOUR BUSINESS AND DATA SCALE-READY?

## NEXT STEPS

Congratulations for taking the time to use this resource and grade your data visibility. You should now know exactly what data you need to make visible to be truly scale ready. And know how to address it!

I'm excited for you.

If you haven't gone through this resource from start to finish yet, I encourage you to invest some time into this.

This is the same scorecard that has helped businesses like yours acquire up to TWICE as many new customers while increasing their lifetime value.

And I want you to achieve similar results.

That said, the scorecard is just the first step in dialing in your data, and unlocking your true growth potential.

Without nailing the customer journey and dialing in data-driven decision making frameworks, the scorecard will only take you so far before you reach the next growth ceiling.

Which is why I have something for you...

If you're an ambitious business owner or marketing lead serious about growing your business to new heights, you may be interested in hands-on help from me and my team.

To get a data-driven growth plan for your business, [book a Scale Session with one of my Data Specialists now.](#)

On the call, we'll audit data visibility and customer journey strategy, identify top growth levers unlocked by LTV analysis, and give you a 3-step action plan that will get results ASAP.

*click  
here*

**BOOK A SCALE SESSION**

([tryltn.com/ss](https://tryltn.com/ss))