

Think with Google

Insights from Pandora

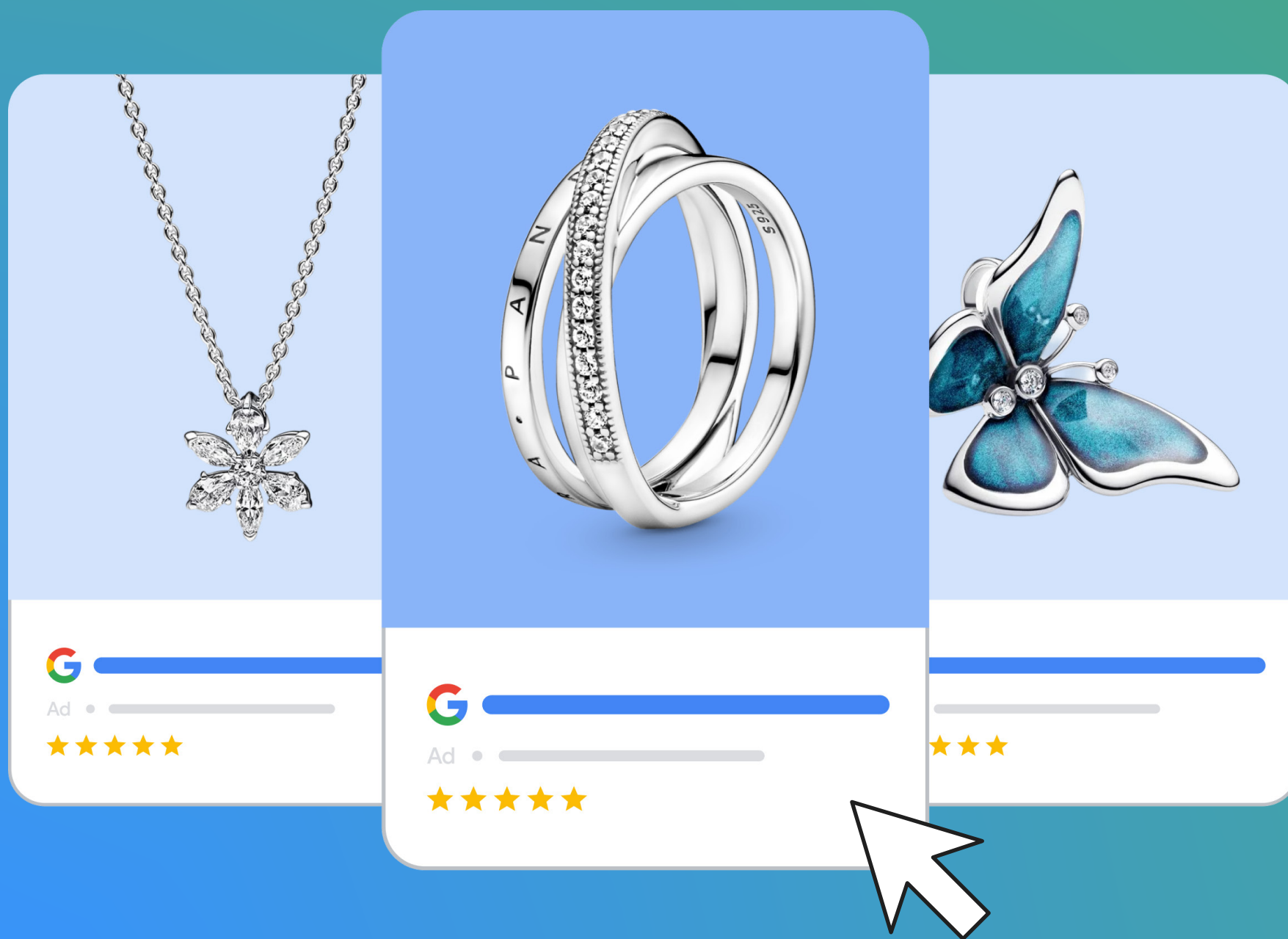
Using AI to predict future customer lifetime value



PANDÖRA

The plan

Pandora wanted to find more new customers, the right ones — those who would come back again and again.



The hypothesis

Someone who is shopping for their signature charm bracelet is more likely to be a returning customer to continue adding charms to their collection, offering **greater value potential**.



The test

Pandora created a CLV model using AI tools that **calculated a customer's predicted lifetime value**. As a result, the brand discovered that a customer's basket size, rather than individual items, was the biggest differentiating factor for a greater lifetime value.



The solution

- **AI validation**

100K+ first-time purchases analyzed

- **Bidding integration**

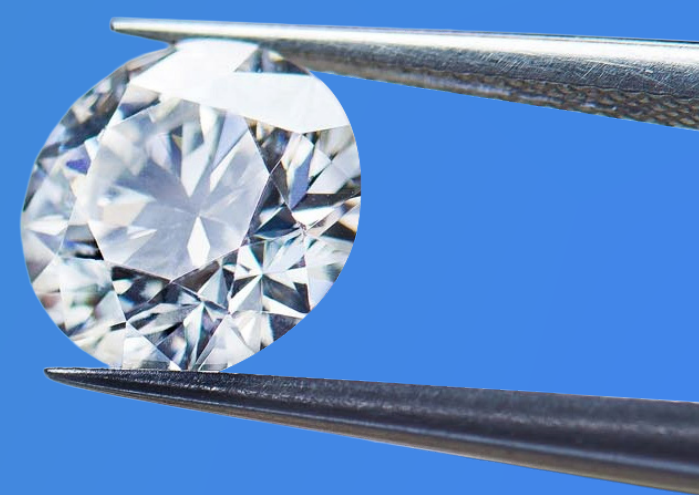
CLV model integrated into Google Ads

- **Future value visibility**

Algorithm predicted customer lifetime spend

- **Long-term growth shift**

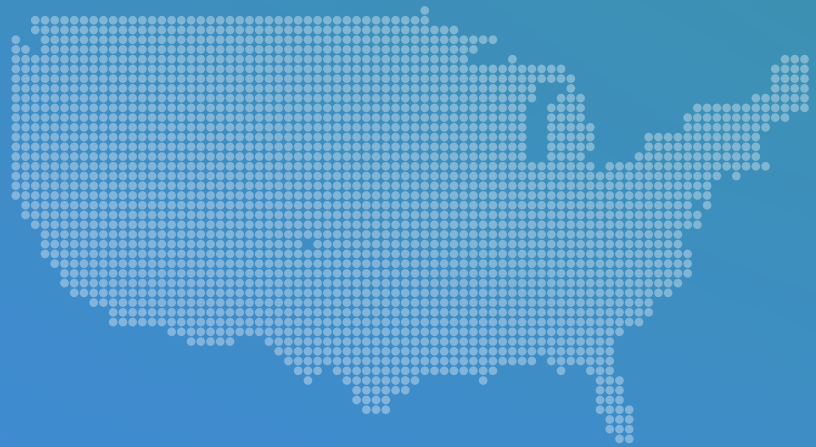
From reactive conversions to proactive investment



The results



Acquiring customers with greater long-term value, resulted in:



3.6%



uplift in total revenue in USA



1.32%



increase in new customers in Germany

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