

Retina AI

Pricing Overview

Keep Every Customer Profitable

Retina maximizes value by helping you attract more high-value customers, avoid unprofitable customers, and boost lifetime value for those in the middle. The Retina platform calculates early and predictive CLV to inform your strategies and improve the health of your business.



Understand which customers are profitable



Determine early factors that contribute to high-loyalty behavior



Increase retention and reduce churn

Pricing Up to 5M Lifetime Customers

The Retina platform is affordable and adds strategic value across the business. From increasing customer-level profitability and forecasting residual revenue left for the current customer base for the next year, to optimizing ROAS and CAC, the insights and intelligence solution is a key tool for any team focused on metrics and growth.

Depending on your data sets and feature needs, you can get started for as little as \$1999.00 per month using the Retina platform to get CLV scores for every customer (both gross profit and net revenue) in a CSV, Quality of Customers Report (QoC Report) that contains an abundance of insights to share with your executive team, three free hours of analytics consulting (\$750 value), and get a Benchmark Quality of Customers Reports that shows you how you stack up against competitors.

What does it take to launch Retina? Four to eight hours of your data analysts time. Don't have the resources or time for data munging? Use our analysts to supplement your team. Our analyst rates start at \$150.00 per hour.

Want to learn more about what the Retina AI platform can do for you and your team? Have more than 5M customers? [Book a strategy session and get your custom price quote today!](#)

Retina AI Software Packages

Starter	Premium
<p>Best for: Companies who want to evolve from cohort level reactive LTV analysis to customer-level predictive LTV analysis.</p>	<p>Best for: Companies who strive to measure and take action on LTV at a customer level including first time customers.</p>
<p>Model: Predictive CLV</p>	<p>Model: "Day 1" Early Predictive CLV</p>
<p>Features:</p> <ul style="list-style-type: none"> -o CSV data upload portal (unlimited) -o Access to raw scores (exportable) -o Customer Intelligence: Quality of Customer Reports -o Access to Retina data management platform -o Customer support & resource library 	<p>Features:</p> <ul style="list-style-type: none"> -o All Start Features -o Data Pipeline [automated data analysis] -o "Day 1" CLV scores [first time customers] -o Model Monitoring -o CLV enriched persona reporting -o Premium customer success support
<p>Requirements: Orders table and customer table data access and formatting. Customer ID resolution.</p>	<p>Requirements: All requirements from Starter. Robust data warehouse and/or CDP.</p>

Customer Success

MADISON REED®

Madison Reed knew specific customer attributes drive higher lifetime value, but were unable to easily or readily identify them. The team knew they needed customer lifetime value models tailored to their business to make a significant impact on CLV. However, they also knew that hiring several more data scientists was not feasible from a cost perspective. By partnering with Retina, Madison Reed was able to **gain this expertise at 1/10th of the cost.**

Madison Reed teamed with Retina and deployed CLV-based segmentation to uncover which products were not resonating with its customers. By deprecating those products in favor of those with higher product-market fit, the company saw a **23% increase in the average CLV.**

With accurate segmentation, Madison Reed started identifying unprofitable customers and reassessing its marketing strategy. Madison Reed's **LTV to CAC ratio grew by 150%** after restructuring campaigns and prioritizing the most profitable customers.

“It would’ve taken double the time to build models internally-and data scientists would be working on those models exclusively.”

– Gurdhir Shergill, Director of Business Analytics