

The CLTV dashboard audit

Vanity metrics can't save your budget.

Can your rewards program prove its impact?



CYSEND

One metric decides your program's budget

This truth cut through the noise: participation is up, redemptions are on record, and the budget is still in question. Engagement metrics got your program into the boardroom, but CLTV is the only number the C-suite connects to the P&L. And that number can't be calculated from a silo: without real-time transactional data, a \$50 reward is just a cost, not proof of the behavior it drives over the next 90 days.

So the question isn't whether you care about CLTV — it's whether your program can prove it when it counts. The CFO gives you one minute. What do you show?

The CFO walk-in test

Your CFO walks into your 1:1: "Prove the Q2 rewards spend mattered. One minute."
What do you show first?

- A) Your engagement dashboard — participation is up 18%
- B) One page: incremental revenue per campaign + 90-day CLTV lift
- C) The 12,400 rewards delivered on time, on schedule

Your answer:

A — You're presenting effort, not impact.
The CFO hears "activity."

B — The only format that maps to the P&L.

C — Volume without attribution is still vanity.

Now be honest: how many dashboards you have today would pass with a "B"?
That gap is your budget risk.
