

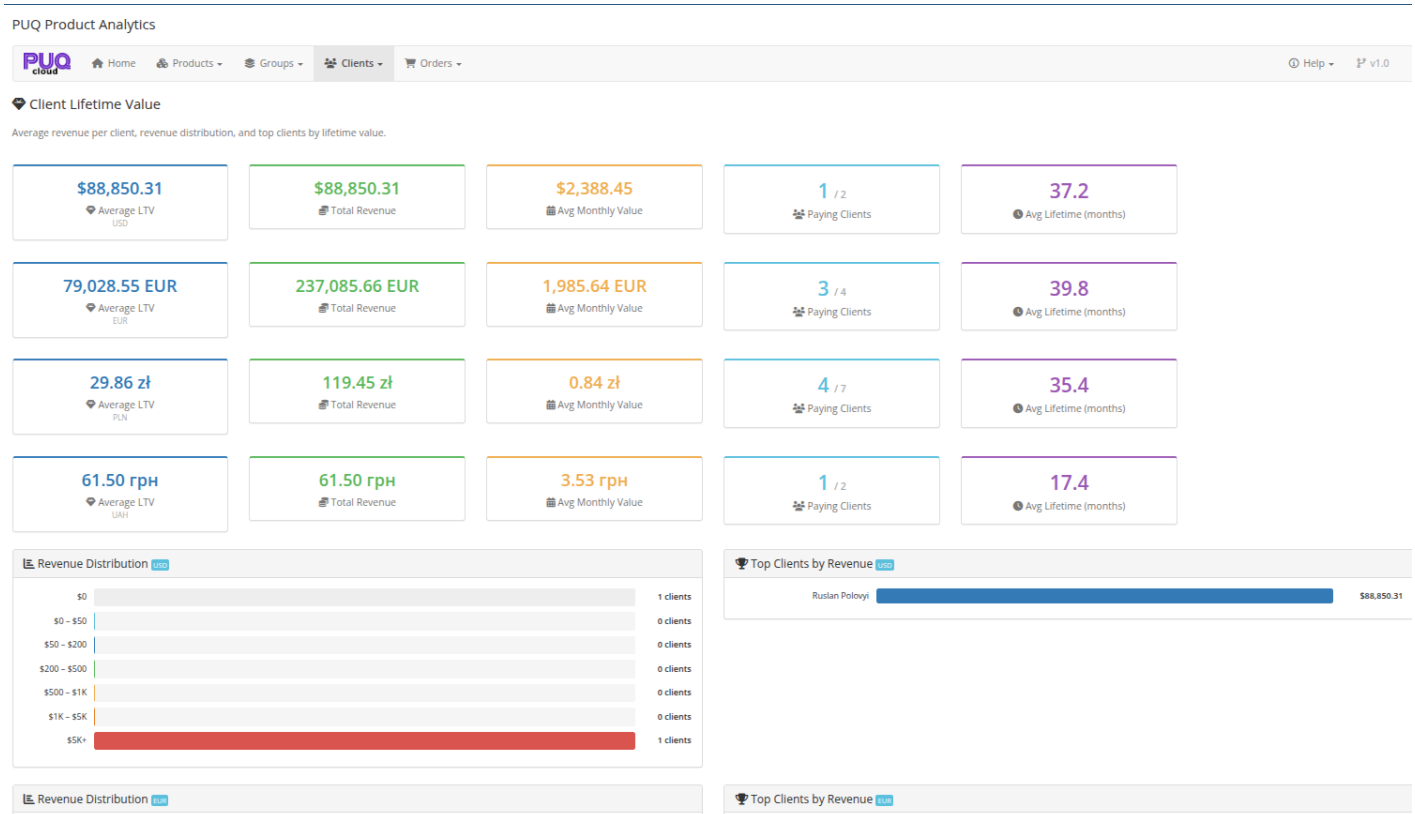
# Client Lifetime Value

## Product Analytics addon **WHMCS**

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The Client Lifetime Value page is available at: **Addons > PUQ Product Analytics > Clients > Client Lifetime Value**

Average revenue per client, revenue distribution, and top clients by lifetime value.



11-client-lifetime-value.png

## LTV Statistics

For each currency, five key metrics are displayed:

Metric	Description
<b>Average LTV</b>	Average lifetime revenue per paying client
<b>Total Revenue</b>	Total revenue from all paid invoices
<b>Avg Monthly Value</b>	Average monthly revenue per paying client
<b>Paying Clients</b>	Number of paying clients (shown as paying / total)
<b>Avg Lifetime</b>	Average client lifetime in months

Each currency (e.g., USD, EUR, PLN, UAH) is displayed as a separate row of cards.

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## Revenue Distribution

A horizontal bar chart per currency showing how clients are distributed across revenue brackets:

- **\$0** — clients with no revenue
  - **\$0 - \$50** — low-value clients
  - **\$50 - \$200** — medium-value clients
  - **\$200 - \$500** — higher-value clients
  - **\$500 - \$1K** — high-value clients
  - **\$1K - \$5K** — premium clients
  - **\$5K+** — top-tier clients
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## Top Clients by Revenue

A horizontal bar chart per currency showing the highest-revenue clients, ranked by total paid amount.

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