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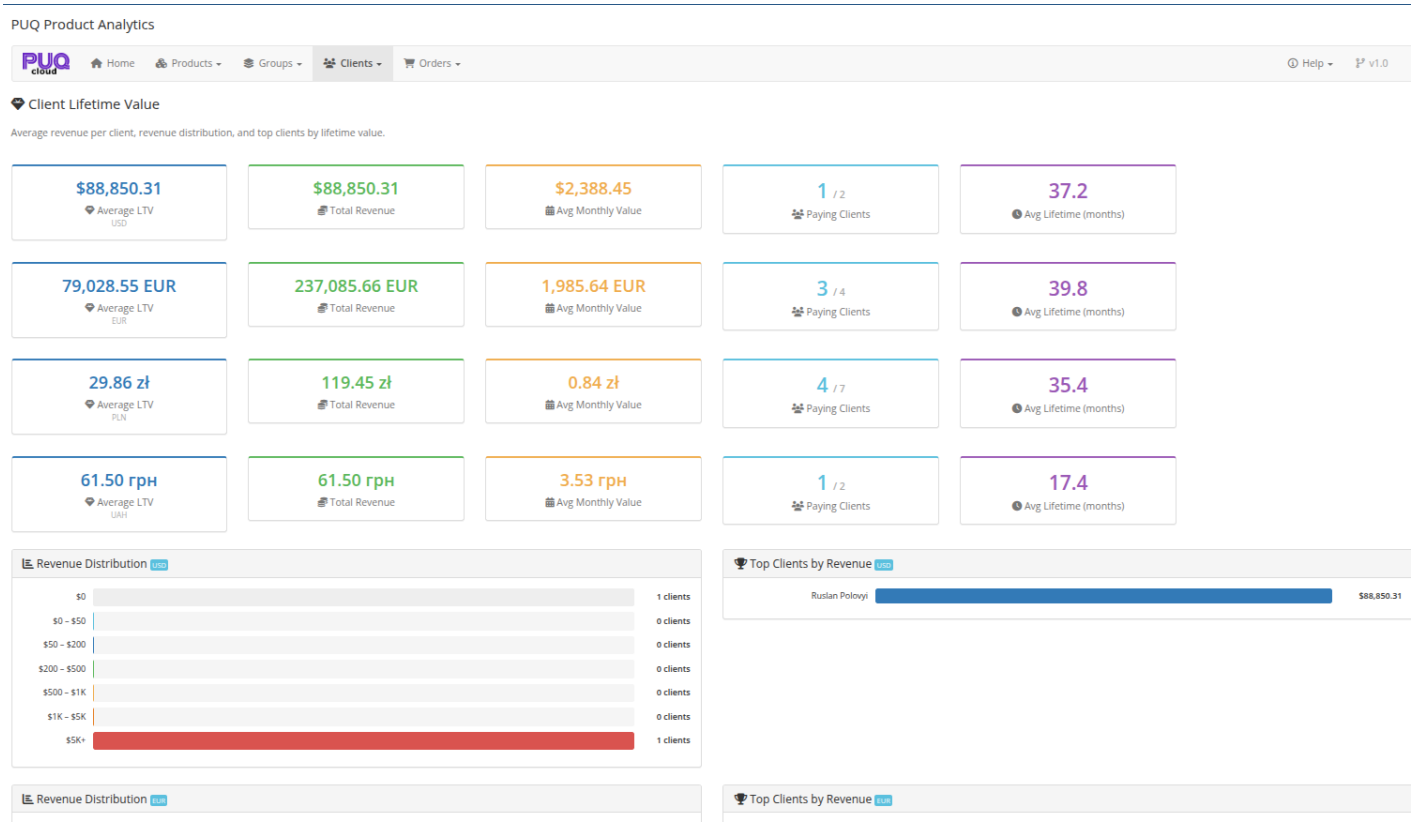
Client Lifetime Value

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

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

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

Top Clients by Revenue

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

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