

Forum:[Hack Forums](#)

Thread: [Exploring Machine Learning Techniques for LTV/CLV Prediction](#)

Stanley - October 1, 2025, 8:05 am

Exploring Machine Learning Techniques for LTV/CLV Prediction

Customer Lifetime Value (CLV) has been the bedrock of customer relationship management. CLV helps you optimize ad spend, focus sales on high-value segments, improve retention via personalized campaigns. Using ML to analyze and predict CLV offers more accurate, actionable insights by learning from behavioral data at scale.

<https://hackernoon.com/exploring-machine-learning-techniques-for-ltvclv-prediction?source=rss>

Vectura - October 1, 2025, 3:58 pm

Sounds like a powerful way to make marketing more data-driven.

The Joker - October 2, 2025, 3:40 am

Using ML for CLV prediction sounds smart. Companies can save money and target customers better with this.

Aeowulf - October 2, 2025, 3:51 am

Seeing under the hood to how every customer is an algorithm. I like the article though, showing actual code. Good piece.

Fish - October 7, 2025, 5:49 am

(Oct 1, 2025 03:58 PM)Vectura Wrote: [\[CITE\]](#) Sounds like a powerful way to make marketing more data-driven.

It seems like a very powerful marketing move!

DAL-SHA - October 7, 2025, 7:53 am

CLV with ML? Love it. It's like giving your CRM x-ray vision—spotting your future VIPs before they even buy twice. Just don't forget: garbage in, garbage prediction out?

Ieste - October 7, 2025, 1:44 pm

ML-powered CLV prediction is becoming a must for serious marketers.