CASE STUDY 03

Commercial Growth Strategy

Blu Creative Agency

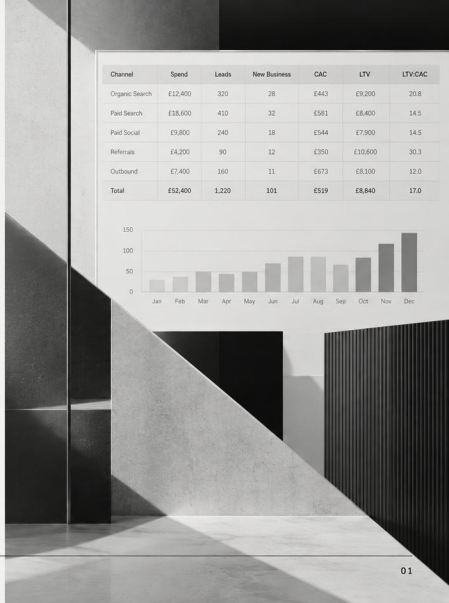
Turning commercial data into a clearer growth model for new business.

FOCUS

Visibility on CAC & LTV

Clearer commercial structure

Direction for where to grow next



The Diagnosis

A data-based view of where Blu stood commercially.

CAC **$14,511** Costo de adquisición por cliente	**APC** **$6.0M** Ingreso promedio por cliente	**FREQUENCY** **1.96** Frecuencia de compra promedio
DURATION **3.18 mo** Duración promedio de relación	**LTV** **$3.11M** Valor de vida del cliente	**CHURN** **63.6%** Tasa de abandono

INSIGHT

High client value. Short relationship. Retention was the critical weak point.

The analysis made CAC, LTV and churn visible enough to guide commercial decision-making.



The Strategy I Built

A commercial framework to guide growth and new business.

01 Diagnose
CAC, LTV, retention and structure.

02 Focus
Premium positioning and project-size strategy.

03 Acquire
Target accounts and acquisition campaigns.

04 Grow
Sector expansion and new service opportunities.

TARGET ACCOUNT FOCUS | FEMSA | CEMEX | BBVA | Banorte | Heineken | Bimbo

The analysis translated into a practical commercial structure, not just a report.



Where We Go Next

A roadmap for commercial expansion.

This framework was used to support acquisition campaigns and long-term new-business planning.

	EXISTING SERVICES	NEW SERVICES
EXISTING MARKETS	01 **Market Penetration** • Improve commercial partnerships • Increase acquisition reach • Sharpen the sales pitch • Fidelize clients	02 **Product Development** • Add new technologies to projects • Construction workshop • Experimental lab • AI capabilities
NEW MARKETS	03 **Market Development** • Automotive & mobility • E-commerce & fintech • Health & pharma • Premium beverages • Streaming platforms	04 **Diversification** • Urban development projects • Co-design workshop partnerships • Artist collaborations