



How the customer acquisition cost (CAC) changed historically?

#	Milestone	Details
1	Pre-Internet Era (1960s-1990s)	In the pre-internet era, CAC was relatively low due to limited marketing channels and lower advertising costs. Traditional methods like print ads, radio, and television were the primary means of reaching potential customers.
2	Early Internet Era (1990s-2000s)	As the internet became more widespread, CAC began to rise due to increased competition for online attention. Companies started investing in search engine optimization (SEO), pay-per-click advertising (PPC), and email marketing to reach their target audience.
3	Social Media Boom (2005-2012)	The introduction of social media platforms like Facebook, Twitter, and LinkedIn led to a significant increase in CAC. Companies had to invest heavily in creating engaging content, managing online communities, and running targeted ads on these platforms.
4	Mobile Revolution (2010s-present)	The rise of mobile devices and mobile-first strategies has driven further changes in CAC. With the proliferation of smartphones, companies must now optimize their marketing efforts for mobile platforms, which can increase costs due to the need for high-quality visuals, targeted ad formats, and optimized landing pages.
5	Shift to Data-Driven Marketing (2020s-present)	The increasing importance of data-driven decision-making has led to a rise in CAC. Companies must now invest in data analytics tools, machine learning algorithms, and customer relationship management (CRM) software to personalize their marketing efforts, predict customer behavior, and optimize their advertising spend.
6	Current Trends (2020s)	Today, CAC is influenced by emerging technologies like artificial intelligence (AI), augmented reality (AR), and the Internet of Things (IoT). Companies must stay ahead of these trends by investing in cutting-edge technologies that can help them personalize their marketing efforts, improve customer engagement, and increase conversion rates.