# YOUR RETENTION LIFECYCLE

In this chapter, we introduced the Retention Lifecycle Framework, which breaks out your active users into three separate stages of retention: new, current, and resurrected.

**Your product usage interval that you calculated in Chapter 2 determines how you define your timeframes for these stages. Remember, the definitions of each type of user are:**

**New user:** A user who is in their first interval of using the product.
**Current user:** A user who used the product in the previous interval and the current interval.
**Resurrected user:** A user who is active in the current interval, but was not active in the previous interval. Also, this user was active at some time prior to the previous interval (i.e. they are not new).
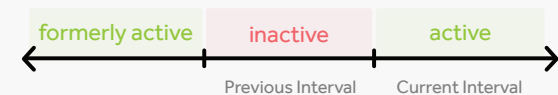
### New User Timeline

active: 1st time

Current Interval

### Current User Timeline

active  active

Previous Interval  Current Interval
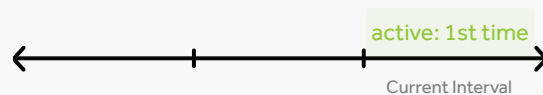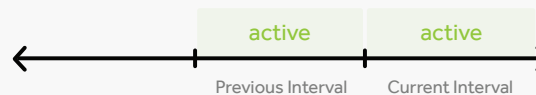
### Resurrected User Timeline

formerly active  inactive  active

Previous Interval  Current Interval

## STEP 1: Measure your Retention Lifecycle split

Measuring your current distribution of new, current, and resurrected users will help you identify your strengths and weaknesses, as well as what stage you might want to focus on improving first.

Complete the table below by recording the size of each cohort in a given time interval (equal to your product usage interval from Ch. 2). Since you'll want to measure the long-term retention of these users, we recommend choosing a time frame that is at least 2 months before today.

| | Number of Users | Percent of Active Users |
|---|---|---|
| **Total Active Users** | | |
| New Users | | |
| Current Users | | |
| Resurrected Users | | |
| Dormant Users | | |

For more details on how to create these cohorts, refer back to Section 3.3. If you're using Amplitude, you can use the Lifecycle chart instead of calculating these cohorts manually.

## STEP 2: Calculate your Pulse

"Pulse" is a ratio that gives you a quick check on the health of your product growth. In short, it's a ratio of incoming to outgoing users for a time interval.

Calculate your Pulse ratio as:

$$\frac{\text{\# of new users} + \text{\# of resurrected users}}{\text{\# of dormant users}}$$

using the numbers you recorded in Step 1 of this worksheet. If you're using Amplitude, you can use the Lifecycle chart instead of calculating this manually (see p. 36).

Write down your pulse here:

**Remember:**

- Pulse ratio > 1 indicates that you are gaining more users than losing them. Your product is experiencing true growth.
- Pulse ratio < 1 indicates you are losing more users than gaining them. Your product is not experiencing true growth.