

DEFINE YOUR CUSTOMER TYPES

The customer lifecycle looks different for every brand. Use our worksheet to define what an active, inactive, lapsing, and loyal customer looks like for your brand. Check out our examples below using our fictional gaming app, AppLegendz.



LIFECYCLE STAGE	EXAMPLE	WHAT IT MEANS FOR US
LOYAL A loyal customer is someone who strongly and consistently engages with your brand and supports your monetization efforts.	A loyal customer for AppLegendz is someone who uses our app every day and has made more than \$50 in in-app purchases.	
ACTIVE An active customer is someone who regularly engages with your brand via your app, site, or physical locations.	An active customer for AppLegendz is someone who uses our app at least twice a week and has made at least one in-app purchase.	
LAPSING A lapsing customer is someone who is becoming less active on your app or site and less responsive to your outreach.	A lapsing customer for AppLegendz is someone who has opened our app less than three times in the past two weeks and isn't opted into push notifications.	
INACTIVE An inactive customer is someone who doesn't visit your app, site, or otherwise engage with your brand.	An inactive customer for AppLegendz is someone who hasn't opened our app in the past month.	