

Operationalizing Predictive Churn Prevention

Built and scaled a predictive churn prevention system that translated behavioral risk modeling into targeted lifecycle engagement, improving subscriber recovery and retention outcomes.

Industry

EdTech Subscription

Focus Area

Retention strategy, predictive lifecycle marketing

Scope

Churn prevention, multi-channel engagement, behavioral targeting

Timeline

Multi-phase lifecycle initiative

The Challenge

Chegg had developed a predictive churn model capable of identifying subscribers at high risk of cancellation based on behavioral engagement patterns. However, the model existed primarily as a data science output and had not yet been operationalized within the lifecycle marketing ecosystem.

At the same time, the business faced growing pressure to improve subscriber retention and reduce preventable churn among inactive paying users. Lifecycle messaging was not dynamically adapting based on churn risk, engagement level, or customer timing.

Without a scalable activation framework, the organization risked underutilizing one of its most valuable retention signals.

Key Insight

The value of predictive modeling is not the score itself. The value comes from embedding that intelligence into real-time lifecycle decision making across channels, timing, and customer experiences.

Approach

The initiative focused on transforming predictive churn scoring into an operational lifecycle retention engine integrated directly into Braze.

Predictive Model Operationalization

Enabled churn propensity scoring within Braze and created audience logic that dynamically identified high-risk subscribers based on behavioral thresholds and engagement patterns.

Multi-Channel Retention Campaigns

Developed targeted email and push notification journeys designed to re-engage inactive subscribers with personalized reminders around product value, study support, and platform utility.

Behavioral Expansion Strategy

Expanded churn intelligence beyond dedicated winback efforts into high-leverage lifecycle moments, including exam-preparation campaigns timed around periods of elevated student need and engagement intent.

Impact

The result was a more intelligent and adaptive retention system that connected predictive analytics directly to lifecycle execution.

Improved churn recovery

Lifecycle recovery efforts improved churn recovery performance by 1.75x through targeted behavioral re-engagement.

Scalable predictive lifecycle framework

Established a scalable operational model for embedding predictive scoring into lifecycle orchestration and audience prioritization.

Smarter engagement timing & targeting

Enabled more context-aware lifecycle communication by aligning messaging to customer risk levels, engagement behavior, and critical academic moments.