CASE STUDY

Building a Lifecycle Retention Function

Transformed lifecycle marketing from a primarily acquisition-focused channel into a multi-channel retention organization designed to improve engagement, reduce churn, and support long-term subscriber growth.

Industry

EdTech Subscription

Focus Area

Retention strategy, lifecycle transformation, multi-channel engagement

Scope

Lifecycle infrastructure, onboarding, engagement, retention systems, channel expansion

Timeline

Multi-year organizational buildout and expansion

The Challenge

When lifecycle marketing efforts began at Chegg, the organization was heavily focused on acquisition with limited retention infrastructure in place. Engagement efforts were primarily email-based, onboarding was underdeveloped, and there was no centralized retention strategy designed to support long-term subscriber engagement or reduce churn.

As the business scaled, subscriber retention became increasingly important, but lifecycle capabilities, channel orchestration, and customer engagement systems had not yet evolved to support that growth.

There was an opportunity to build a more intentional lifecycle ecosystem that could guide users from onboarding through long-term engagement while creating a stronger operational foundation for retention.

Key Insight

Retention is not a single campaign. It is a connected lifecycle system built around customer behavior, engagement timing, and long-term value creation.

Approach

The initiative focused on building lifecycle retention as a scalable business function rather than a collection of standalone campaigns.

Lifecycle Strategy Development

Built the foundational retention strategy across onboarding, engagement, re-engagement, and churn prevention. Established lifecycle frameworks designed to improve customer progression, increase engagement, and support subscriber retention over time.

Multi-channel Ecosystem Expansion

Expanded lifecycle engagement from a primarily email-driven program into a coordinated multi-channel ecosystem spanning email, push notifications, in-app messaging, newsletters, and targeted engagement campaigns aligned to customer behavior and lifecycle stage.

Retention Organization Scaling

Helped evolve lifecycle retention into a dedicated organizational function with expanded operational ownership, cross-functional alignment, and long-term lifecycle roadmap development as the business continued to scale.

Impact

The result was a more mature and scalable lifecycle organization designed to support retention as a core business growth lever.

Established retention as a strategic function

Helped transform lifecycle marketing from an acquisition-support channel into a dedicated retention organization with clear ownership and long-term strategic focus.

Expanded lifecycle scale and sophistication

Built and scaled a multi-channel engagement ecosystem capable of supporting onboarding, engagement, re-engagement, and churn prevention across the subscriber lifecycle.

Created a stronger retention foundation

Introduced more structured customer engagement systems that enabled increasingly personalized, behavior-driven lifecycle experiences as the company grew.

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