
Retention, engagement and CLTV

The link between CLTV and engagement

The more interested a customer is in your product before they buy, the more likely they are to convert

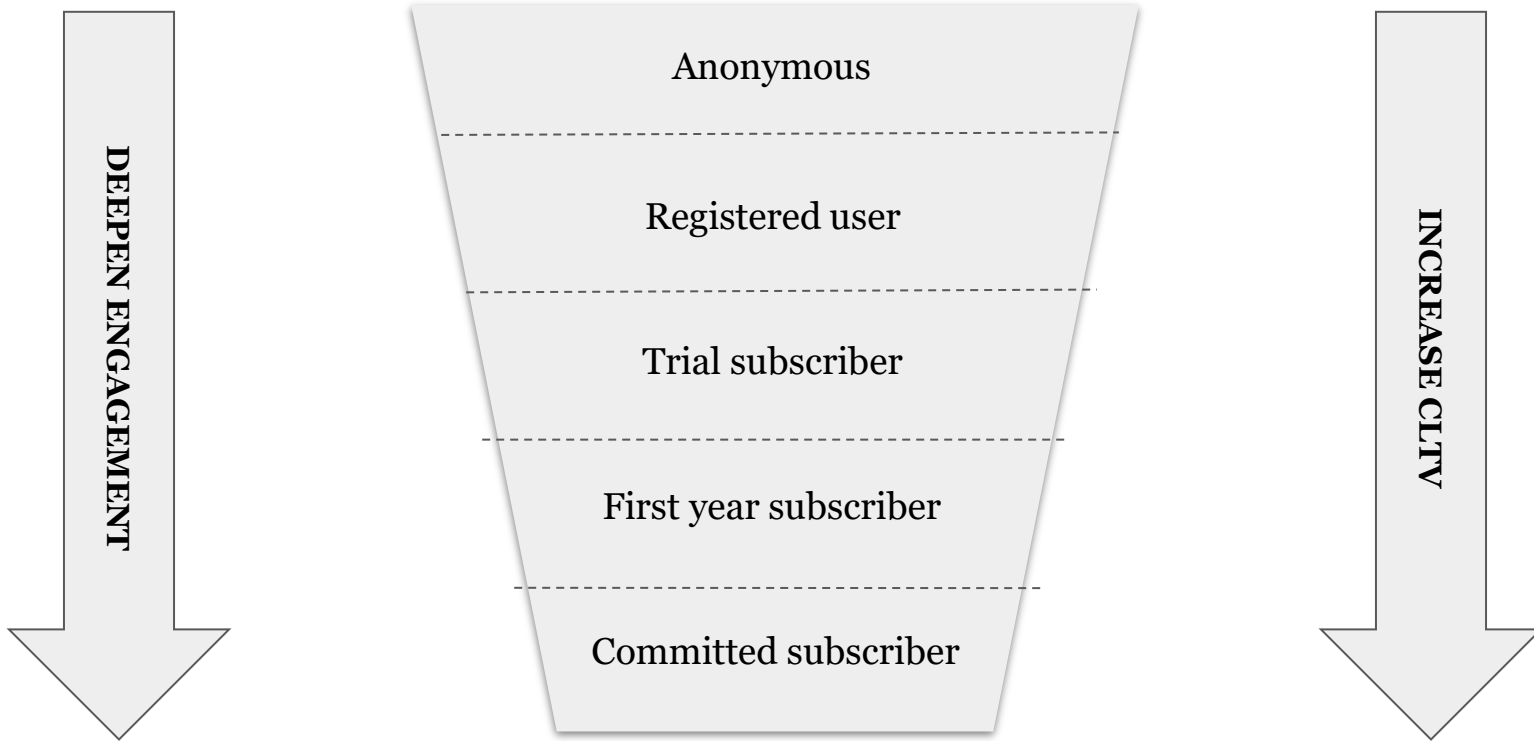
The more engaged a customer is, the more likely they are to stay

The longer they stay, the more revenue the business will earn

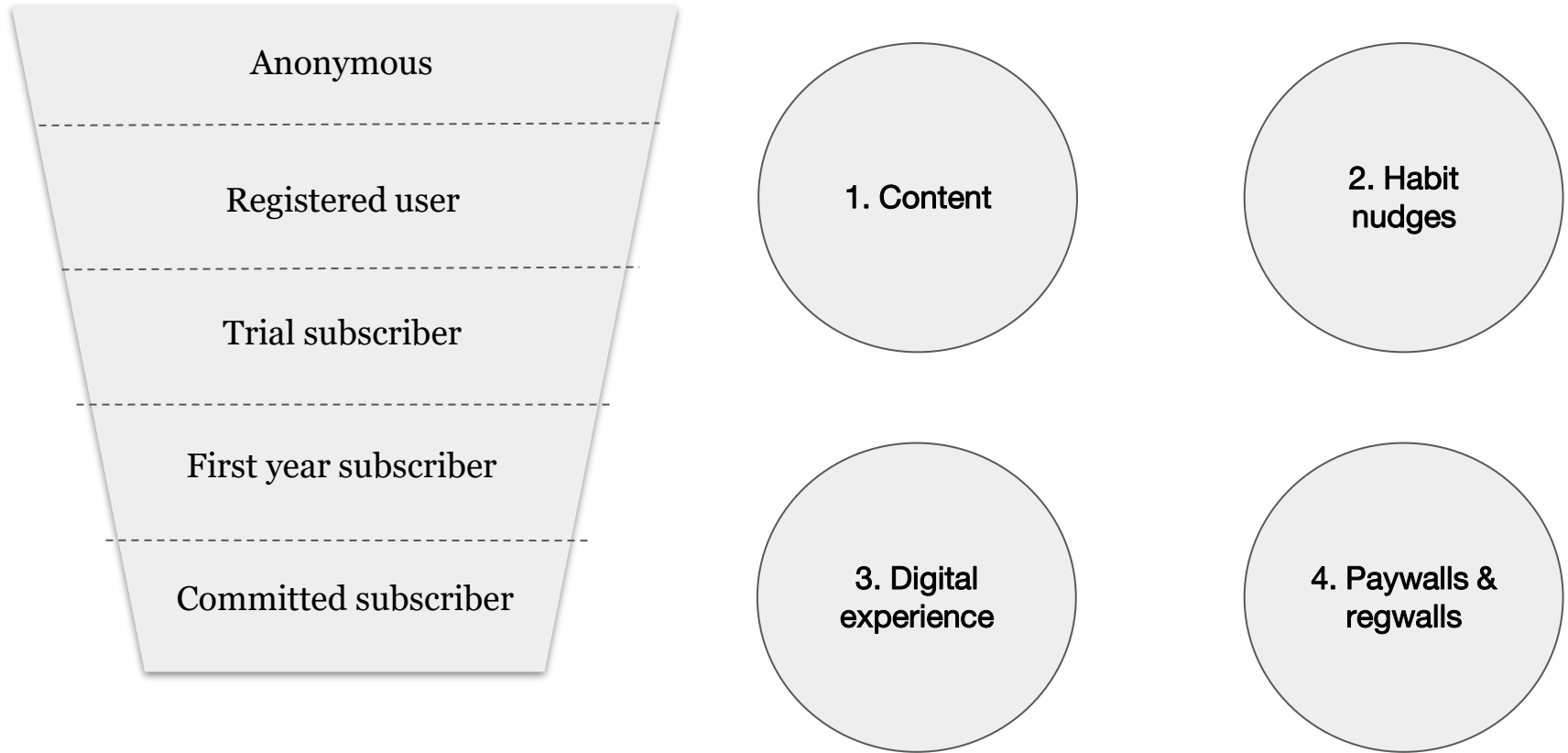
To create good CLTV, you need engaged customers throughout the lifecycle



The key is engagement at every stage of the funnel



What does engagement actually mean?



Not all content is created equal

1. Content



Give this article

The Economist **Acast**

The Intelligence
Strait shooting? The growing peril to Taiwan
5/4/2021 · 21 min · [Subscribe](#) · [Share](#)

The Intelligence

[View terms](#)

The Economist **Subscriber-only live digital event**

The future of work

The Economist

APRIL 20TH 2021

The Economist today
The best of our journalism, handpicked each day

100 days of aptitude
Joe Biden was a boring candidate. He now draws comparisons to FDR
Are they justified?

Related

→ Read more: Joe Biden's first address to Congress, like his presidency, was sedate yet ambitious

Nice data you've got there
A ransomware attack on Apple shows the future of cybercrime

The Economist

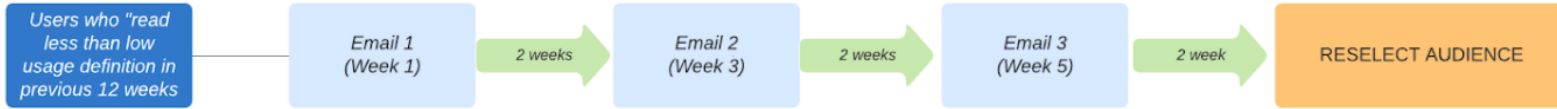
APRIL 10TH 2021

Cover Story
How we chose this week's image

Our cover this week focuses on the world of work. People tend to be sentimental about how wonderful work once used to be, grumpy about how it actually is and fearful of what it will become. In fact, working life has improved over the ages—and, our leader argues, the promise today is as bright as it ever was.

Segmentation for different audiences

2. Habit nudges



The Economist

Read at your leisure

Dear Subscriber,

To ensure that you remain well-informed on the issues that are shaping our world today, we've hand-picked three stories that provide you with our rigorous and trustworthy analysis on recent global developments. For more in-depth discussion and insight into today's biggest stories, read on to find out about our subscriber-exclusive digital events.



The Economist from Wang Kang
How to deal with China
An epic global contest between autocracy and liberal values lies ahead

The Economist

A selection of stories for you

Dear Subscriber,

We know how busy our readers are, so to help you stay up-to-date we have selected three of the most popular articles from the past fortnight that you may have missed. For more insightful analysis, available wherever you need it, download The Economist app today—we believe in more information.



The Economist
India's giant second wave is a disaster for it and the world
The government's distraction and complacency have amplified the surge

The Economist

See what you might have missed out on

Dear Subscriber,

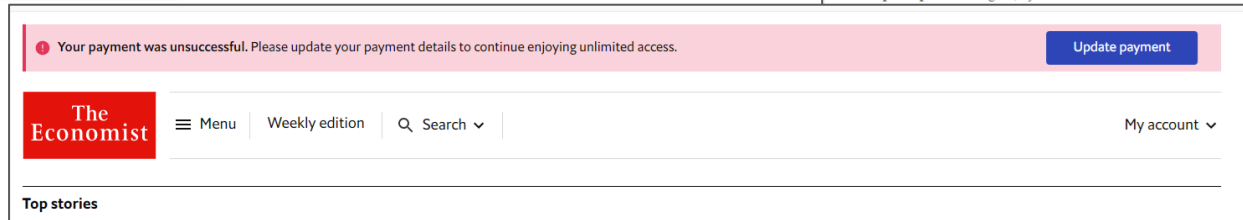
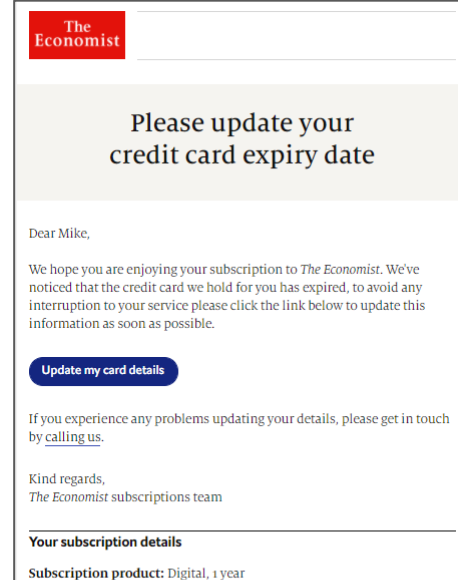
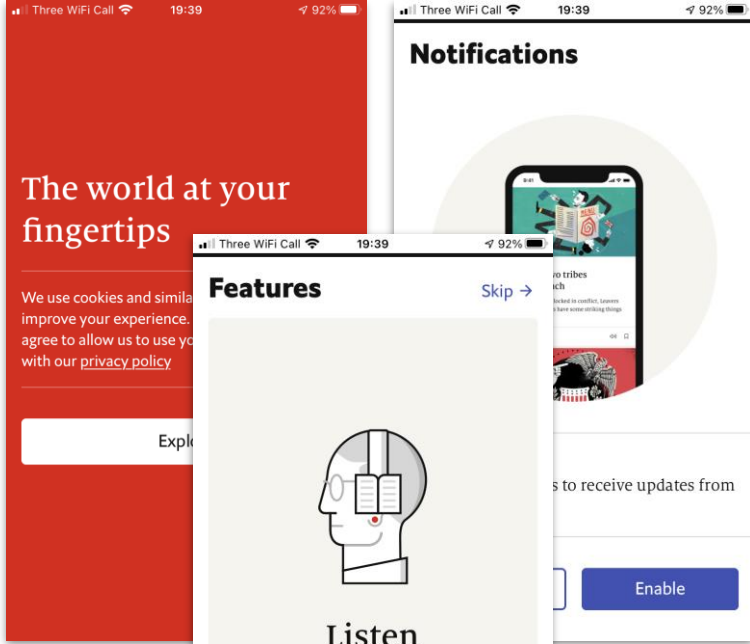
We've hand-picked some of our best articles from the past two weeks that will get you up to speed on the most important events. For more regular news delivered to your inbox, read on to find out about our range of newsletters.



The Economist
From United Kingdom to United Kingdom
The bonds that hold England, Scotland, Wales and Northern Ireland

Personalising the experience

3. Digital experience



How much is too much?

4. Paywalls and regwalls

The screenshot shows the top of the Economist website with the navigation bar. The main article is titled "America wants to waive patent protection for vaccines" with a sub-headline "But it will not have an immediate effect on supplies". Below the headline is a photograph of a scientist in a lab coat and safety goggles working with a child. To the right of the article is an advertisement for IDA Ireland with the slogan "We make it happen". Below the article is a "What happens next?" section with a "50% off your first 12 weeks" offer and a "View subscription options" button. At the bottom, there is a "Continue reading this article" button.

Dear Reader,

As covid-19 vaccines are rolled out across the world, join *The Economist* for a free hour-long event—with an opportunity to ask questions directly.

Our panel of journalists will explore the vaccine development process, the risks of misinformation in a pandemic and queries around supply and uptake.

Reserve your place →

Thursday January 14th 4pm GMT / 11am EST / 8am PST

This discussion is part of our series of live events for subscribers, but on this occasion we would also like to extend the invitation to you as a valued reader. Please reserve your place for free using the email address you used to create your account on economist.com. The event will be recorded and shared via email afterwards to all that have signed up.

Reserve your place →