

Map Your Retention Lifecycle

For more information and tips, visit amplitude.com/mastering-retention to read the **Mastering Retention Playbook**.

The Retention Lifecycle Framework breaks out your active users into three separate stages of retention: new, current, and resurrected. Your product usage interval determines how you define your timeframes for these stages.

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 used the product sometime before the previous interval but not in the previous interval, and is also active in the current interval. *Note that a user can only be “resurrected” once they’ve become dormant, which is why this definition requires one interval of inactivity.*



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 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). 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		
Churned Users		

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:

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

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.

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.