

Blue Apron's Current Customer Lifecycle

Including any relevant rewards

Customer lifecycle stage	What success looks like at this stage	Blue Apron's current incentive to motivate this
Acquisition	Customers sign up for a Blue Apron subscription (discounted or full price).	Free/discounted box offers.
Activation	Customers start to realize the value of receiving a Blue Apron box each week and are getting hooked on the value it brings.	<p>N/A</p> <p>(Blue Apron sends newsletters with meal suggestions and new products)</p>
Revenue	Customers spend more money by taking advantage of Blue Apron's additional offerings and making more frequent orders.	<p>N/A</p> <p>(Blue Apron sends newsletters with meal suggestions and new products)</p>
Retention	A customer has cancelled their subscription or skipped a significant amount of orders and needs to be re-activated.	Win-back incentive via email (\$30 off next box)
Referral	A customer invites their friends, family, colleagues and social network to try Blue Apron.	<p>N/A</p> <p>Customer referral program does not provide an incentive to the existing customer.</p>