

DTC GUIDE

The DTC Lifecycle Coverage Checklist

Assess whether owned channels progress the relationship from first visit through repeat purchase and winback.

USE THIS WHEN

Flows exist, but owned revenue and repeat behavior are not compounding.

LEAVE WITH

A lifecycle coverage roadmap

01

Acquire consent

Clear value exchange

02

Convert intent

Behavior-aligned journeys

03

First experience

Education and support

04

Next purchase

Relevant progression

05

Win back

Reason, timing, or suppression

Working note

Run the working session

Complete the steps in order. Capture disagreement, assign one owner, and put the next review date beside the decision.

- 01 Map every high-value customer moment.
- 02 Identify moments with no owned response.
- 03 Review segmentation, cadence, and suppression.
- 04 Measure repeat behavior, not only flow revenue.

Decision record

CONSTRAINT OR DECISION	
EVIDENCE	
NEXT ACTION	
OWNER	REVIEW DATE