RETENTION EXPERIMENTS
IF YOU HAVE POOR RETENTION, NOTHING ELSE MATTERS

BRIAN BALFOUR
BAD RETENTION
GOOD RETENTION
RETENTION’S IMPACT ON $
HIGHER RETENTION
HIGHER LTV
HIGHER ACQ. BUDGET
HIGHER RETENTION
HIGHER VIRALITY
LOWERS YOUR ACQ. ECONOMICS
HIGHER RETENTION
HIGHER UPGRADE RATES
LOWER PAYBACK PERIOD
IMPACT OF RETENTION

VIRALITY, LTV, PAYBACK PERIOD
RETENTION GOALS

- GOOD
- BAD

WEEK 0, WEEK 2, WEEK 4, WEEK 6, WEEK 8, WEEK 10
RETENTION GOALS

THE IMPORTANT PART IS THAT IT FLATTENS OUT
ANALYZING RETENTION

Week 1 Retention – Can you get your users to use your product more than once?
ANALYZING RETENTION

Mid-term retention – Can you establish any pattern of usage?
ANALYZING RETENTION

Long-term retention – How does your product become an indispensable tool?
IMPROVING RETENTION

Long-term retention - How does your product become an indispensable tool?
IMPROVING RETENTION

New Features
IMPROVING RETENTION

W1 Retention
IMPROVING RETENTION

Long-term retention - How does your product become an indispensable tool?

Feature Tweaks
Retention Hooks
Product Quality
Resurrection

WEEK 0
WEEK 2
WEEK 4
WEEK 6
WEEK 8
WEEK 10

Dan Wolchonok - @danwolch - http://danwolch.com
EVERNOTE “SMILE GRAPH”

% of Users Returning Monthly

Length of Time Since Customer Registration

Dan Wolchonok - @danwolch - http://danwolch.com
IT'S NOT ROCKET SCIENCE, HERE'S AN EXAMPLE
THE PROBLEMS

PROBLEM 1: COHORT RETENTION WORSE IN LATER MONTHS
THE PROBLEMS

PROBLEM 2: RETENTION DOESN’T PLATEAU
WHY AREN'T PEOPLE USING IT AFTER 1 WEEK?

WHEN IT COMES TO DATA ANALYSIS
I EXCEL
“Drive By” Usage in Week One

WHY WOULD USERS ONLY TAKE A SINGLE ACTION?
Hey,

I work on the team that builds Sidekick. We noticed you signed up but didn’t continue to use the product.

Could you tell us why you decided not to continue to use Sidekick?

Just reply to this email. All feedback is helpful. We love brutal honesty! You won’t hurt our feelings :)

Thank you.

-Dan

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Dan Wolchonok

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linkedIn: http://linkedin.com/in/danielwolchonok
website: http://getsidekick.com
“Drive By” Reasons in Week One

- Didn't see Value: 30%
- Didn't Understand Product: 10%
- Disappeared: 10%
- Product Failure: 10%
- Another Browser: 10%
- Competitor: 10%

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RETENTION EXPERIMENTS
No Notifications Yet

We'll let you know when you get some. If you think you should have definitely received a notification by now, please contact us.
No Notifications Yet

We’ll let you know when you get some. If you think you should have received a notification by now, please contact us.
No Notifications Yet

We'll let you know when you get some. If you think you should have definitely received a notification by now, please contact us.

SAMPLE ACTIVITIES

Peter Cepeda has opened New Investment
Yesterday at 11:06 AM in Cambridge, Massachusetts
1 view

Christopher O'Donnell clicked http://hubspot.com/pricing
Last Tuesday at 5:49 PM in Cambridge, Massachusetts
2 views

Someone has opened Enterprise Pricing
Yesterday at 9:23 AM in Cambridge, Massachusetts
7 views

Expand
No Notifications Yet
We'll let you know when you get some. If you think you should have received a notification by now, please contact us.

SAMPLE ACTIVITIES

- Peter Cepeda has opened a new Investment
  - Yesterday at 11:50 AM in Cambridge, Massachusetts
  - 1 view

- Christopher O'Donnell asked http://hubspot.com/pricing
  - 2 views

- Someone has opened Enterprise Pricing
  - Yesterday at 1:32 PM in Cambridge, Massachusetts
  - 7 views

Mute Thread
7 Experiments Later...
7 Experiments Later...
You've Successfully Set Up Sidekick
Head over to your inbox to start tracking your emails!

daniel.wolchonok+hidestream@gm...

Or View Your Stream »
You've Successfully Set Up Sidekick
Head over to your inbox to start tracking your emails!
WEEK 1 IMPROVEMENTS

WEEK 1 IMPROVEMENTS CASCADEN OVER TIME

May

June

Dan Wolchonok - @danwolch - http://danwolch.com
THE PROBLEMS

PROBLEM 2: RETENTION DOESN’T PLATEAU
FIGHTING LONG TERM CHURN
BREAK DOWN THE FEEDBACK BY WHETHER IT’S ACTIONABLE

Brian Balfour
# Qualitative Results for Long Term Churn

<table>
<thead>
<tr>
<th>Reason</th>
<th>%</th>
<th>Possible action</th>
<th>Actionable?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left Company</td>
<td>30%</td>
<td>Capture Personal Email, Recapture Email Campaign</td>
<td>Yes</td>
</tr>
<tr>
<td>“Stopped Working”</td>
<td>15%</td>
<td>Fix Operating System / UI Issues, Bugs</td>
<td>Yes</td>
</tr>
<tr>
<td>Cost Confusion</td>
<td>10%</td>
<td>Iterate on copy within the app</td>
<td>Yes</td>
</tr>
<tr>
<td>New Computer</td>
<td>10%</td>
<td>Recapture email campaign</td>
<td>Yes</td>
</tr>
<tr>
<td>Competitor</td>
<td>5%</td>
<td>Needed a feature of a competitor</td>
<td>No</td>
</tr>
</tbody>
</table>
ACTIONABLE LONG TERM CHURN

CUT DOWN ON NOISE, COGNITIVE ENERGY REQUIRED BY OUR APP
RESURRECTING USERS

Hey! We re-enabled the Sidekick tracking checkbox (most users forget to re-enable it). If you still want tracking off, simply uncheck this box.

OK, got it
INVESTING IN OUTLOOK
RETENTION TAKEAWAYS

- Soak time
  - Weekly / Monthly cohorts take awhile to mature
- Cohort sizes
  - You need large cohort sizes to run many experiments
- Retention problems sneak up on you
  - Your top level metrics may be going up
RETENTION TAKEAWAYS

- Ownership
  - We set up a NUX (new user experience) team that was directly responsible for onboarding and W1 retention
- Alignment of goals
  - Ensure that other teams are excited about optimizing for growth metrics and are willing to make sacrifices to help improve retention
QUESTIONS