

DAN WOLCHONOK

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# RETENTION EXPERIMENTS



DISCLAIMER

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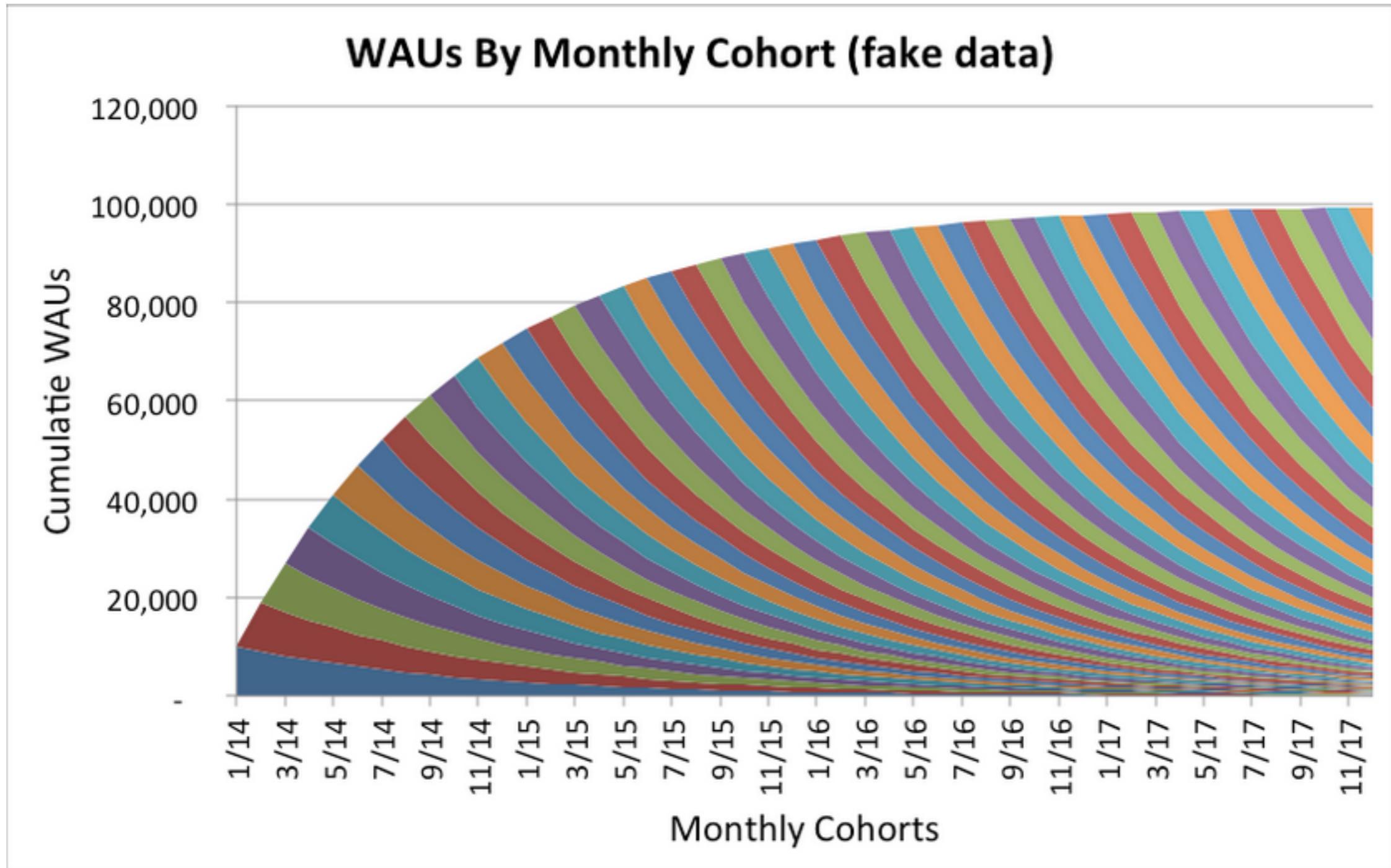
**ALL DATA IN THIS IS FAKE**

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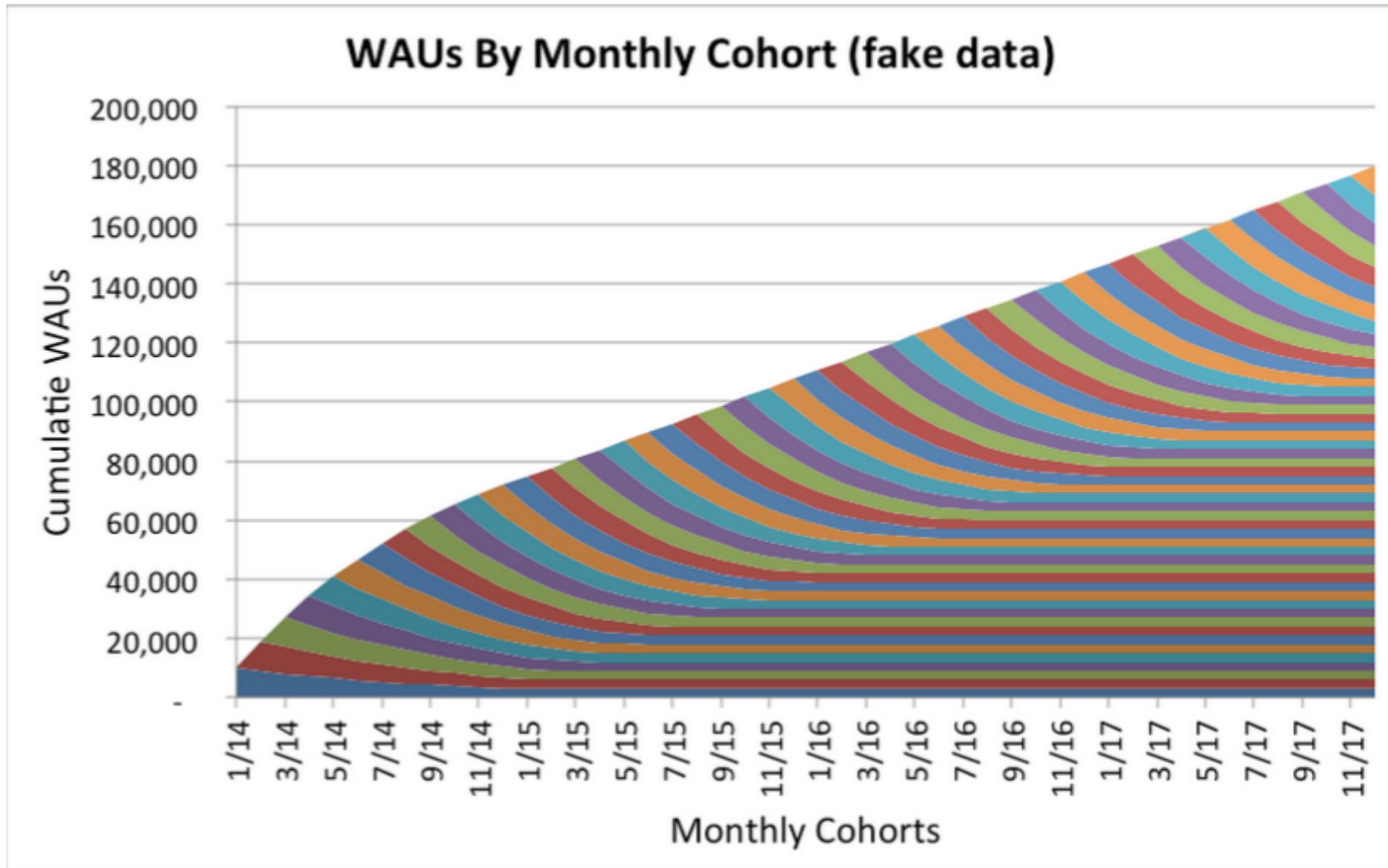
**IF YOU HAVE POOR  
RETENTION, NOTHING ELSE  
MATTERS**

**BRIAN BALFOUR**

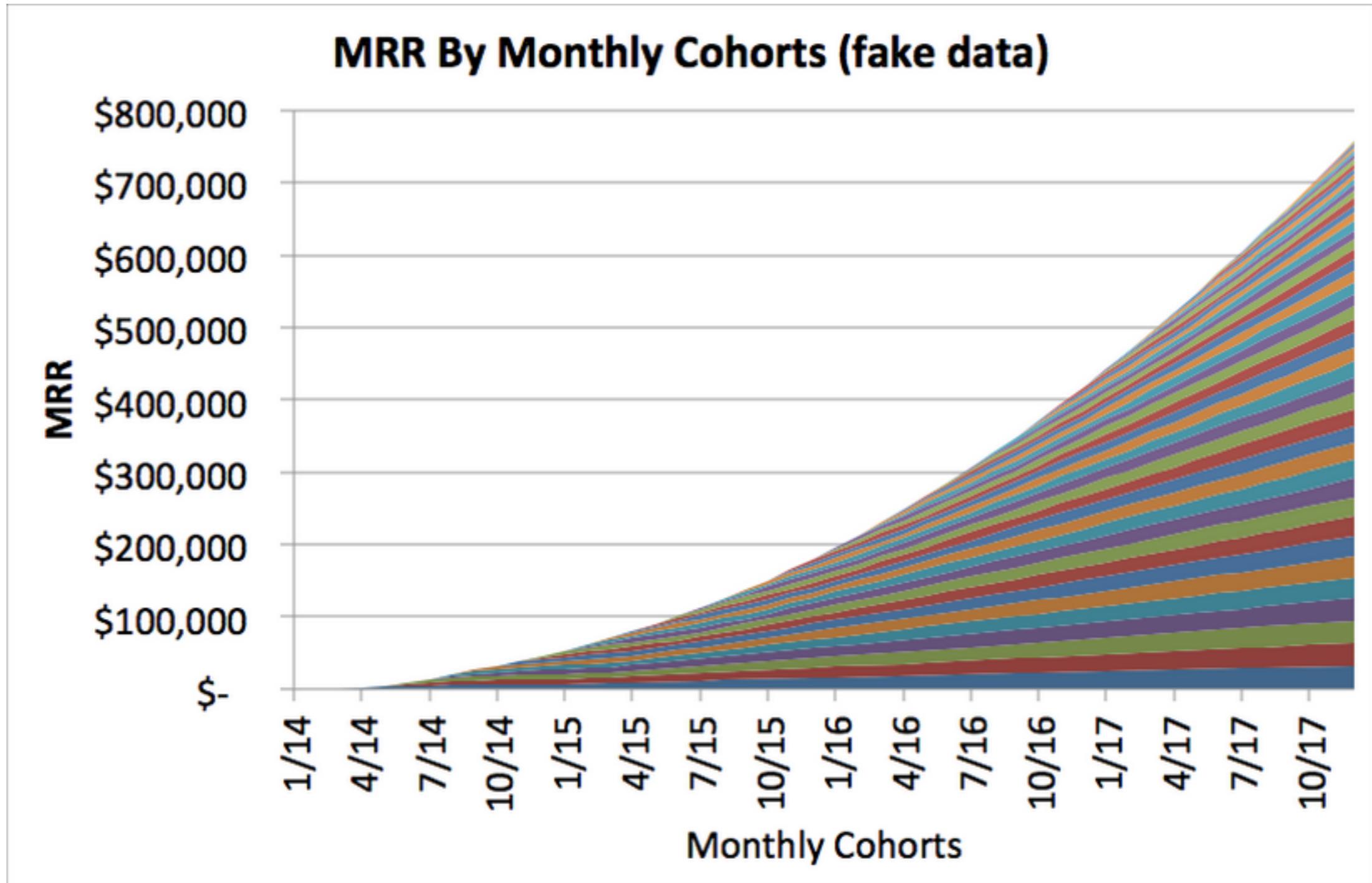
# BAD RETENTION



# 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**

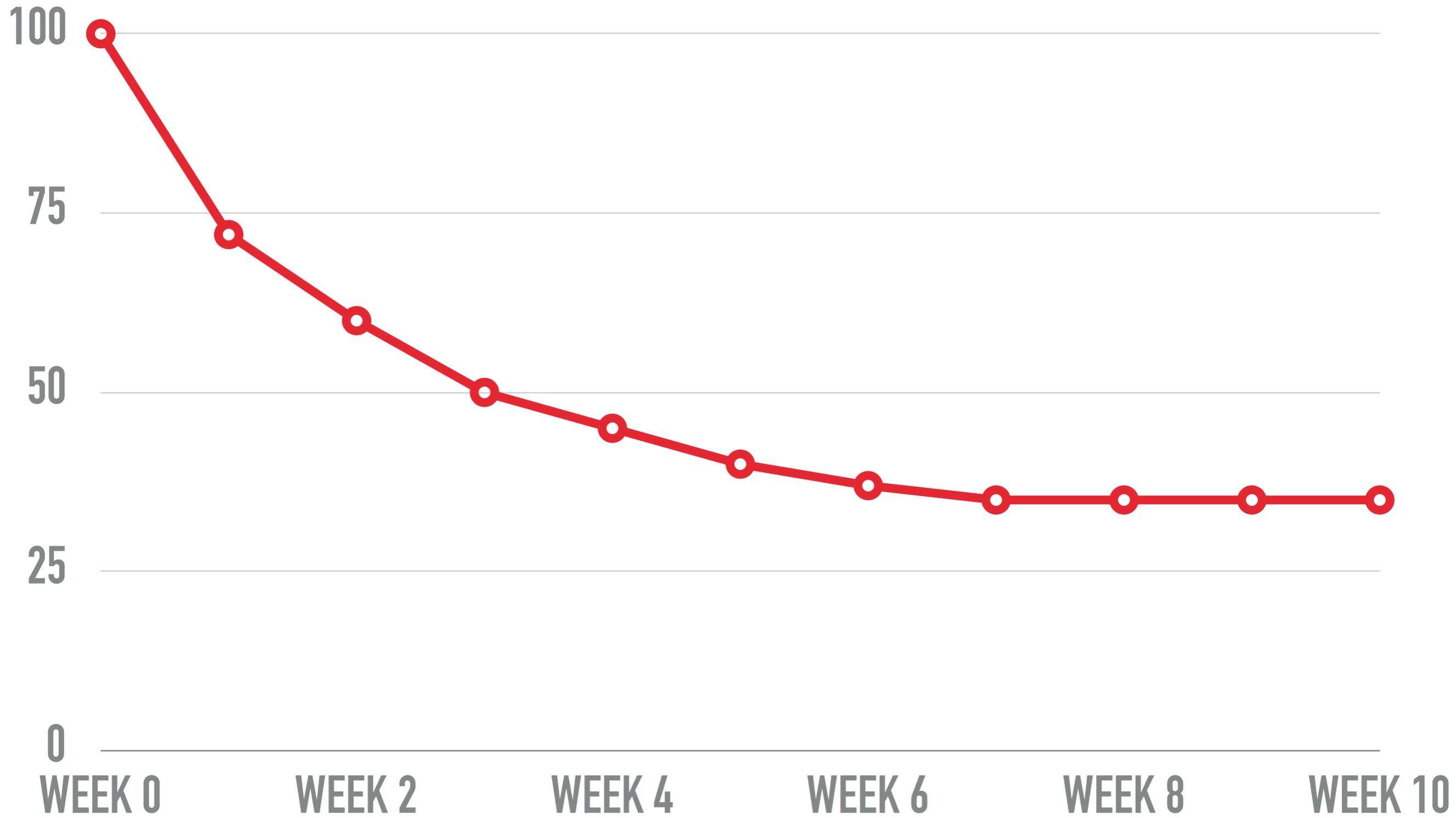


IMPACT OF  
RETENTION

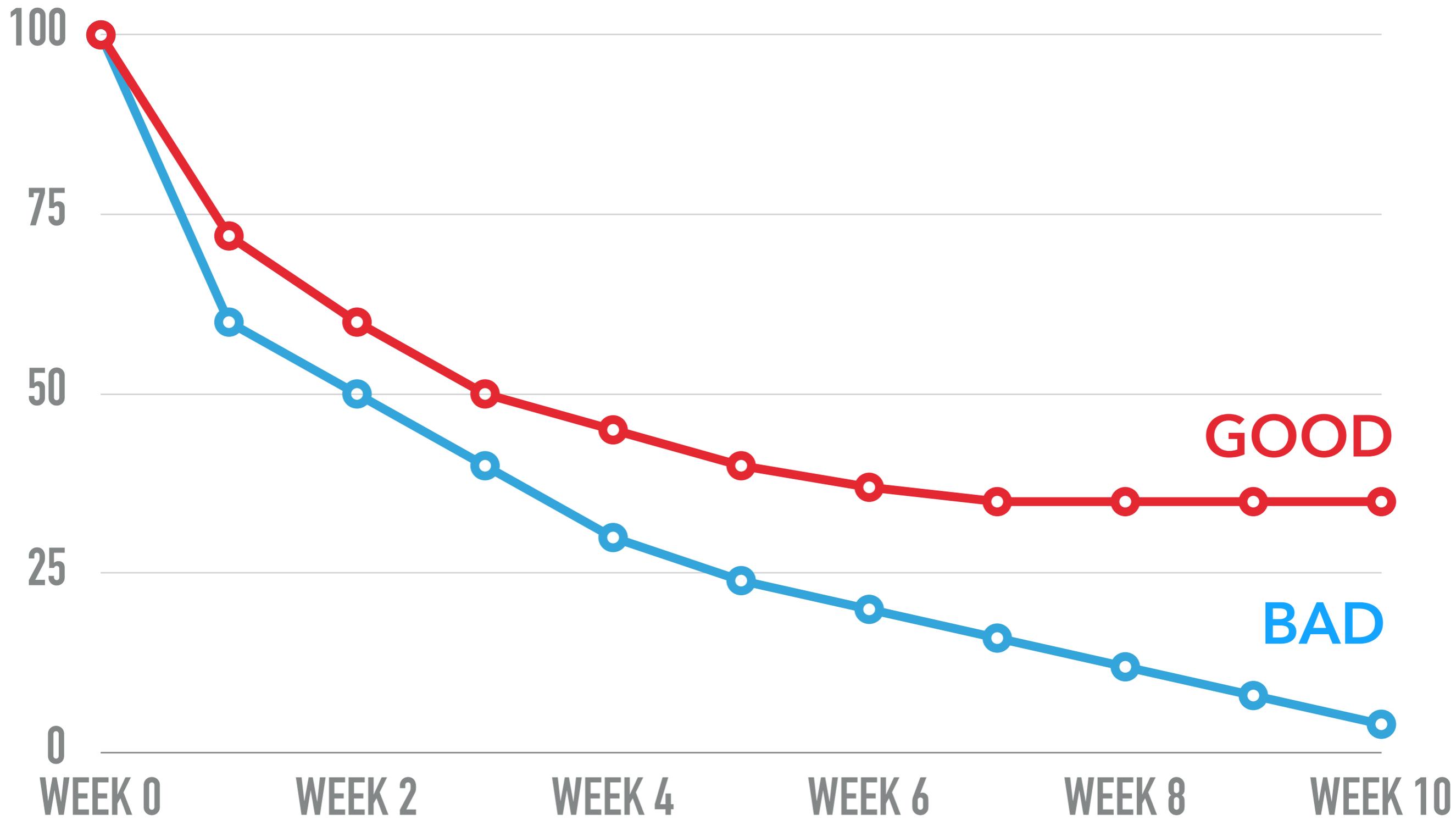
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**VIRALITY, LTV,  
PAYBACK PERIOD**

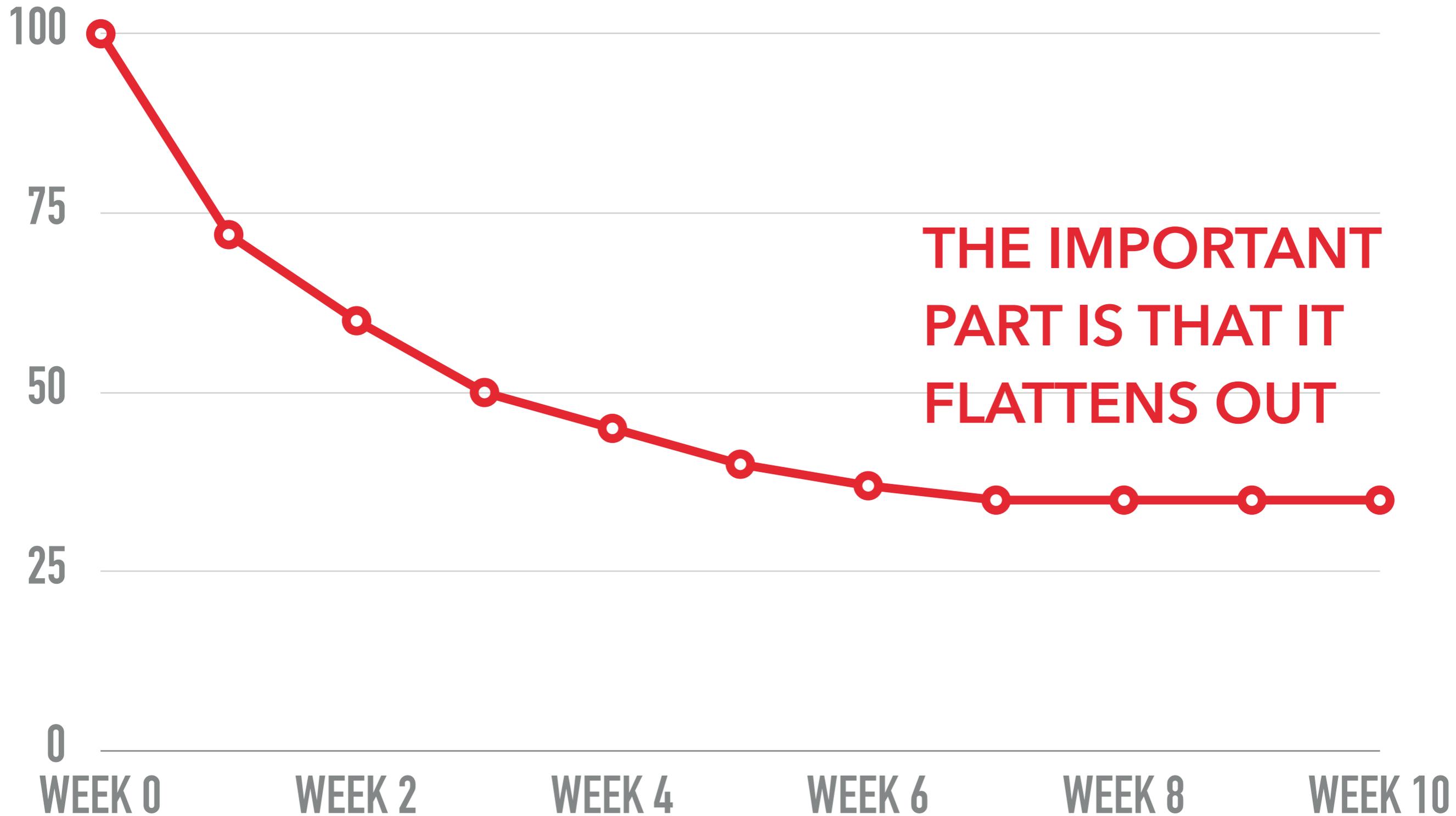
# RETENTION CHART



# RETENTION GOALS



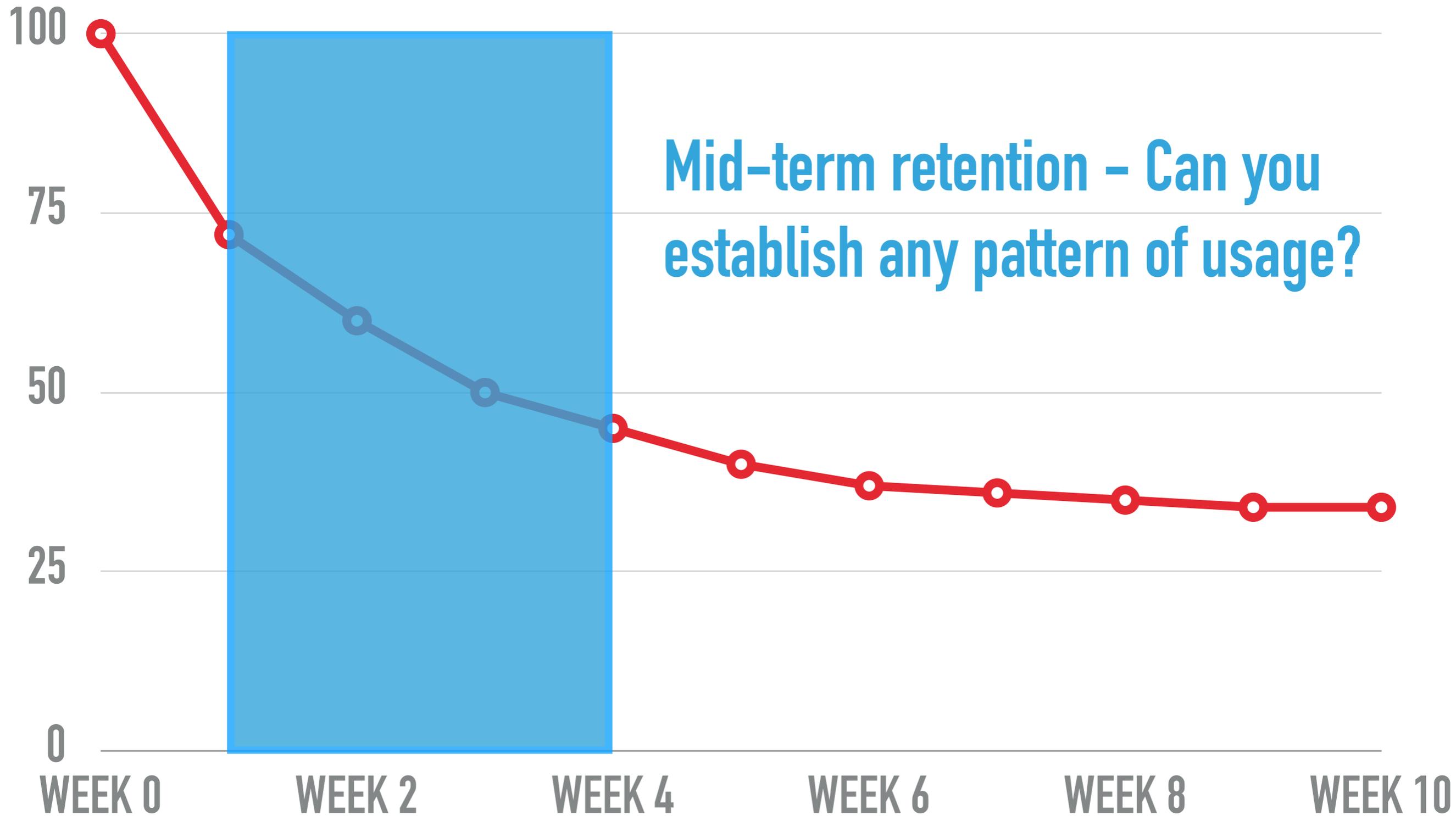
# RETENTION GOALS



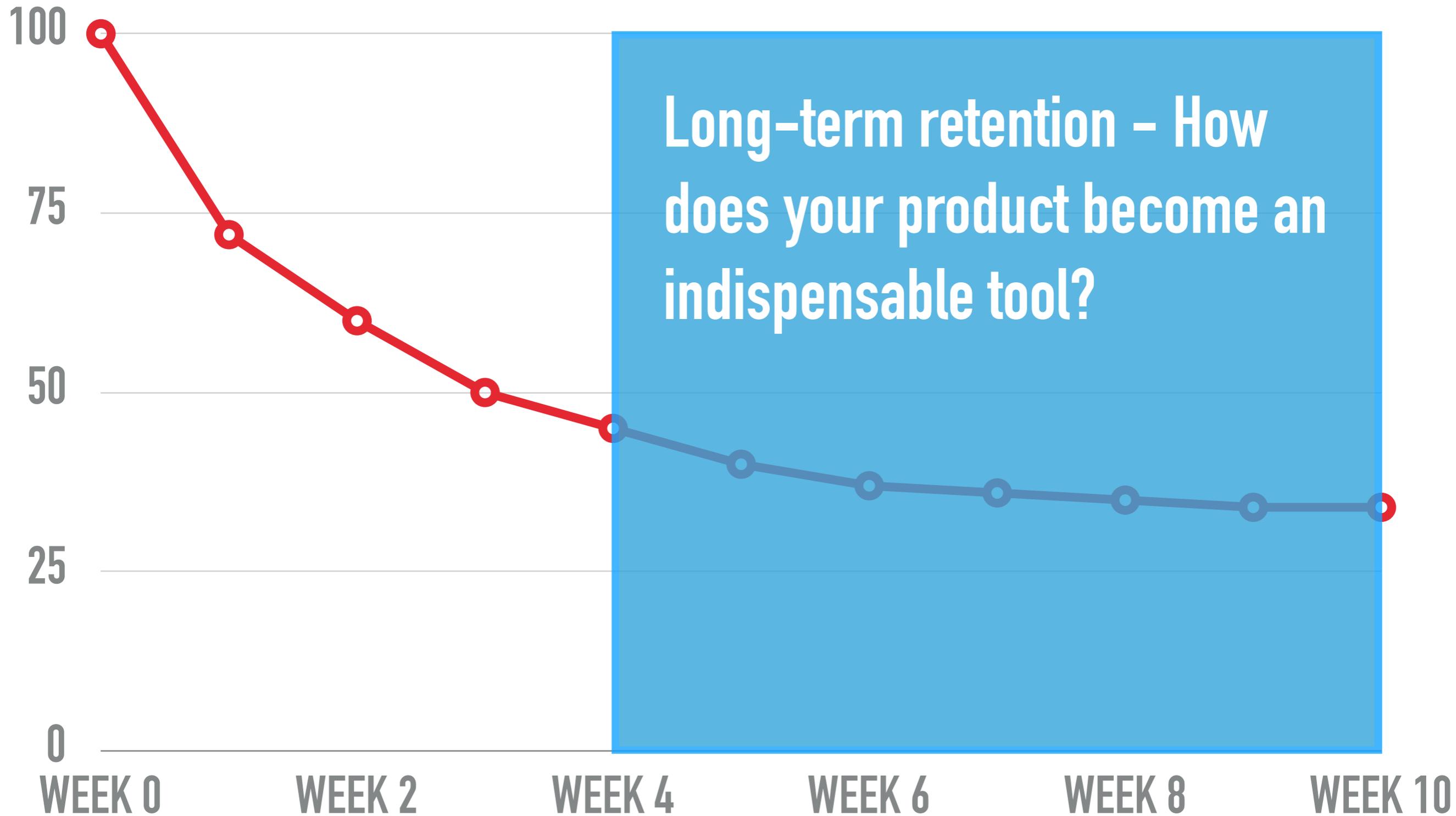
# ANALYZING RETENTION



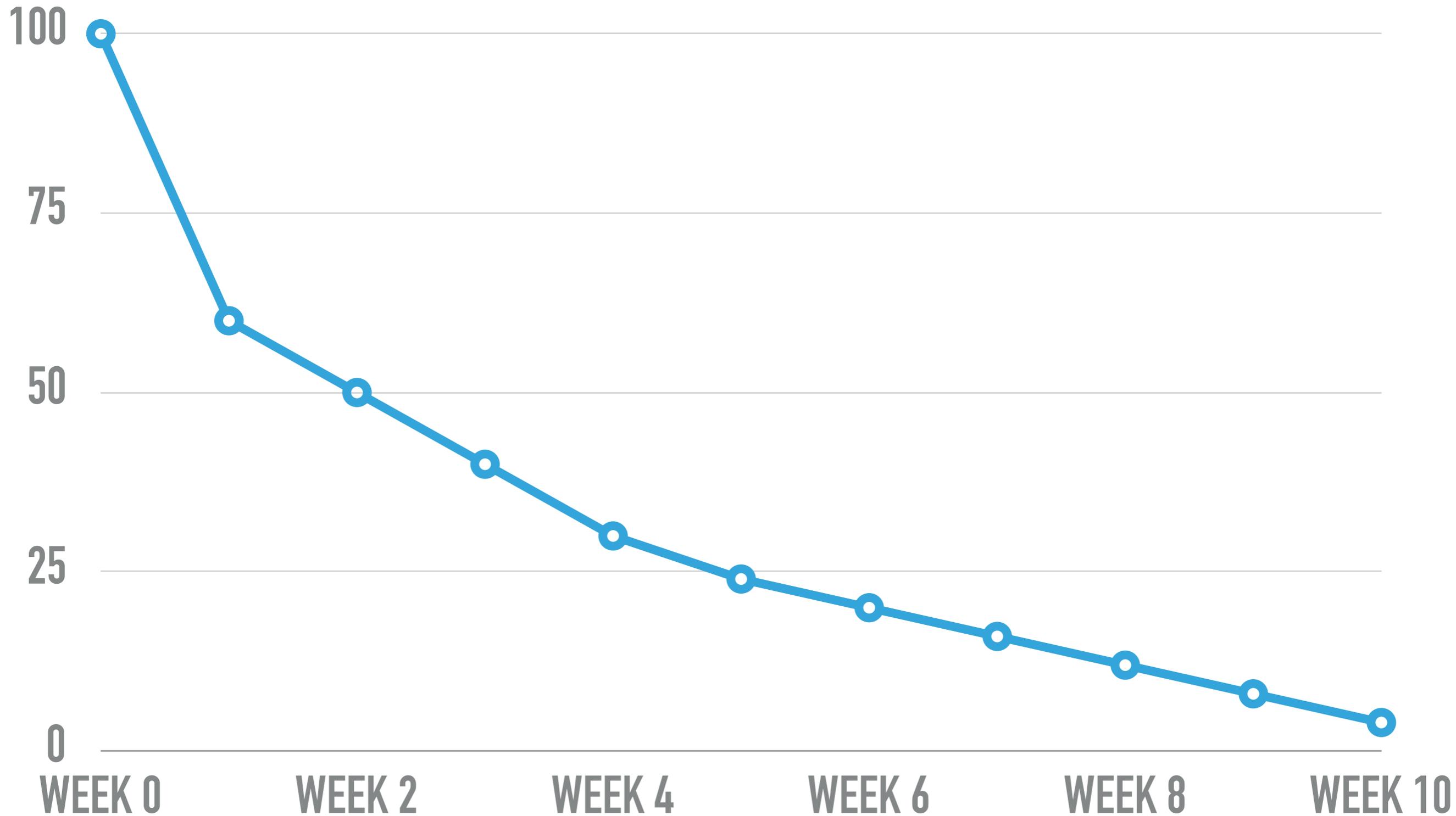
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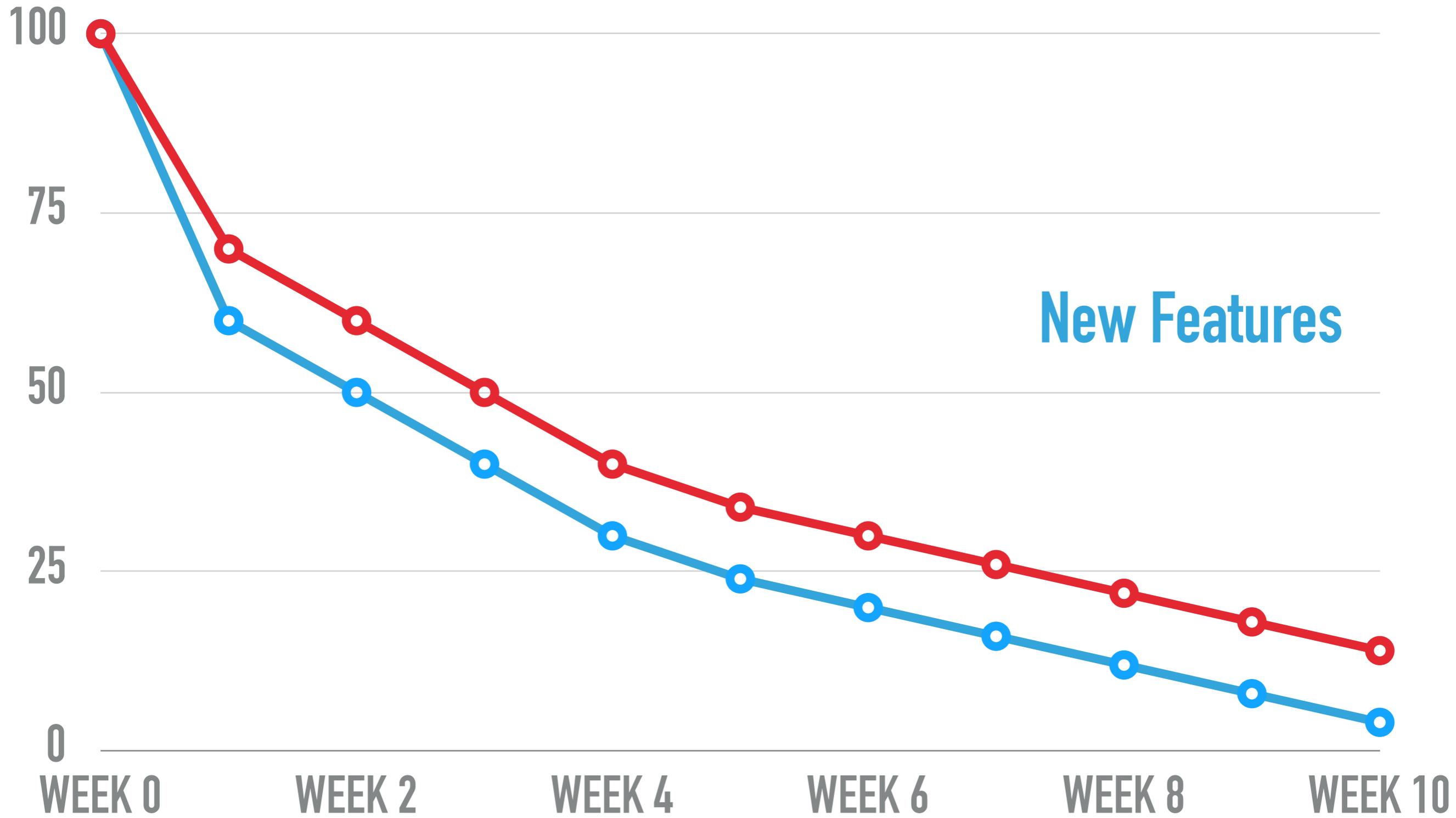
# ANALYZING RETENTION



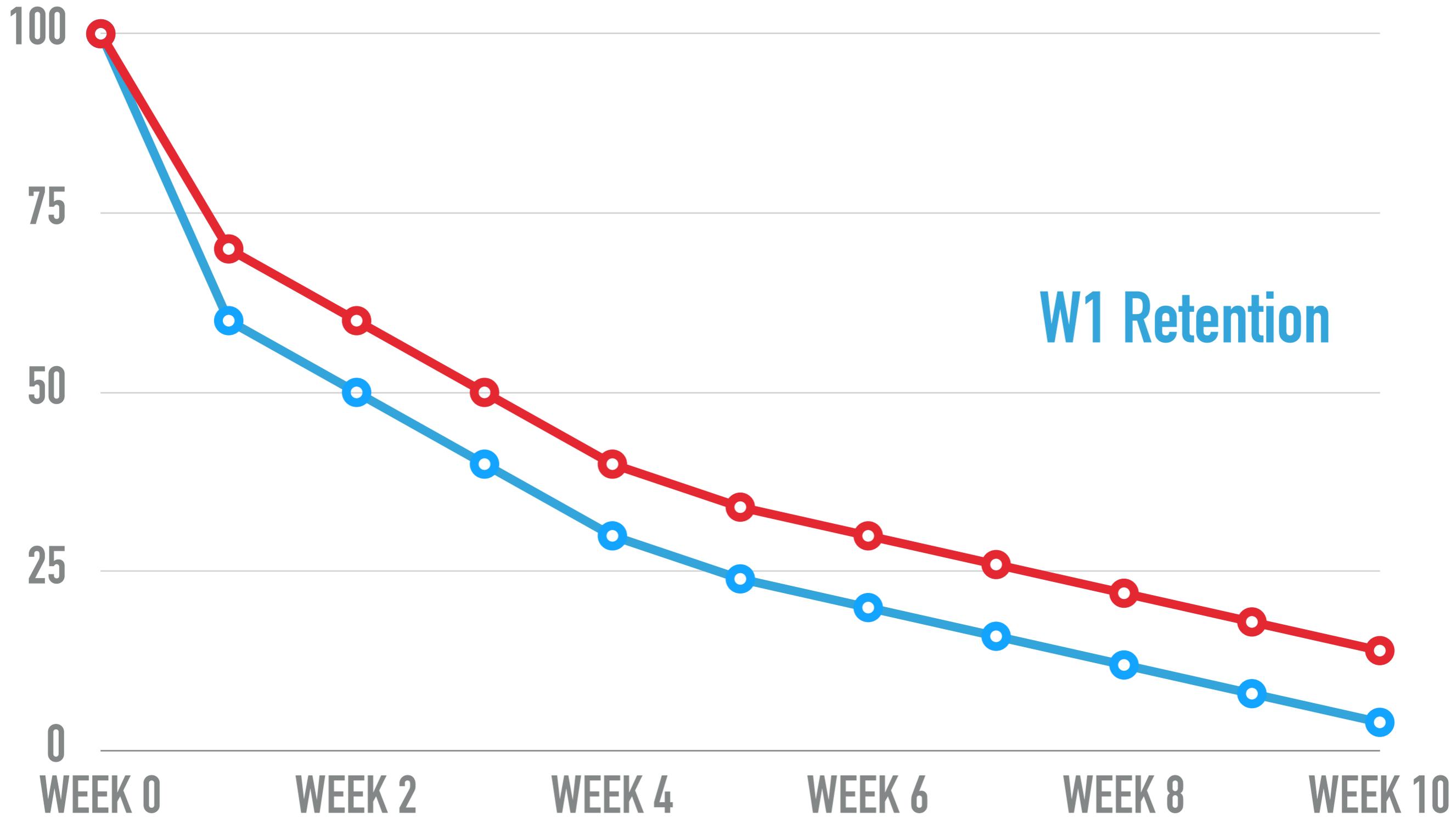
# IMPROVING RETENTION



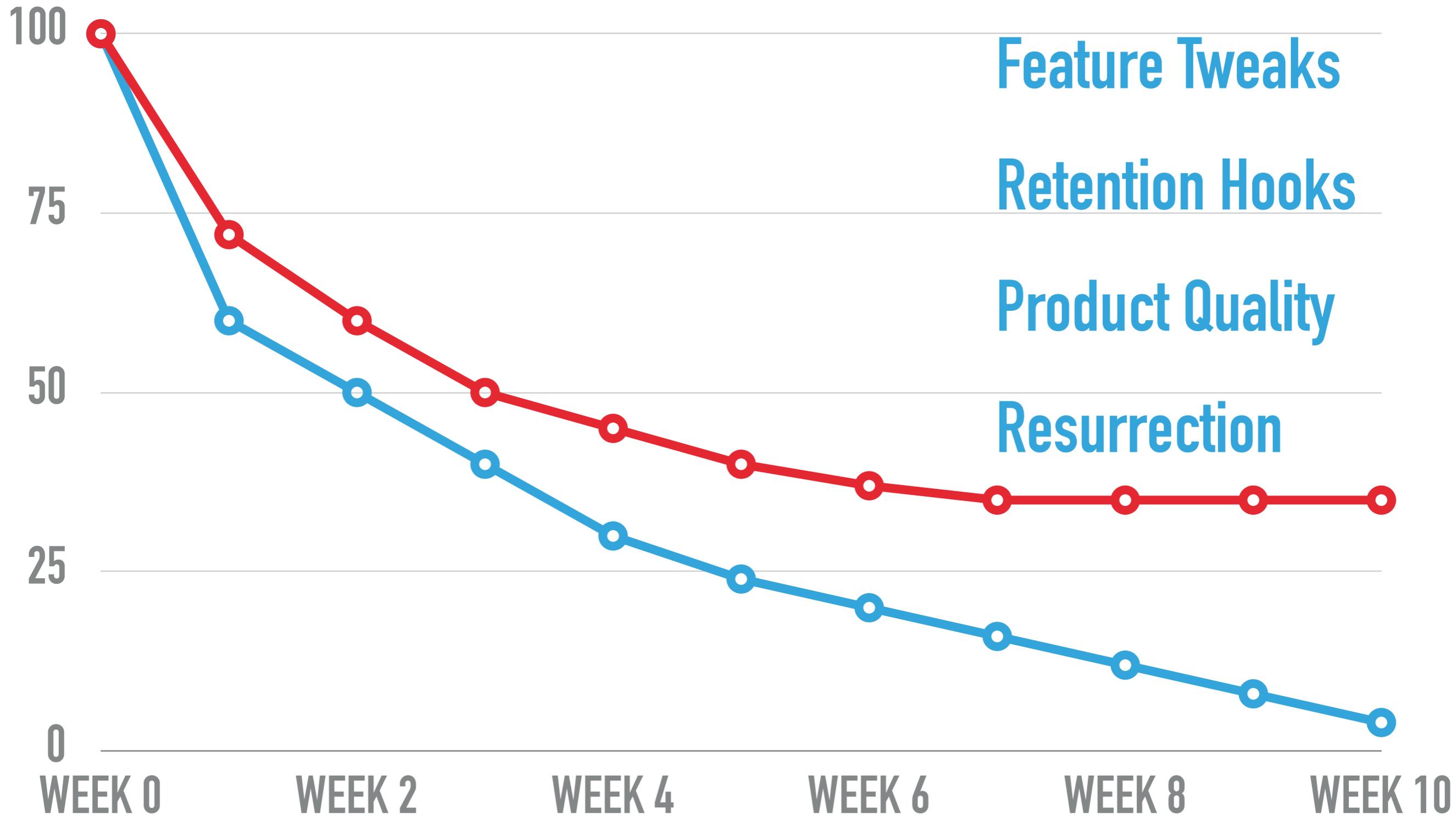
# IMPROVING RETENTION



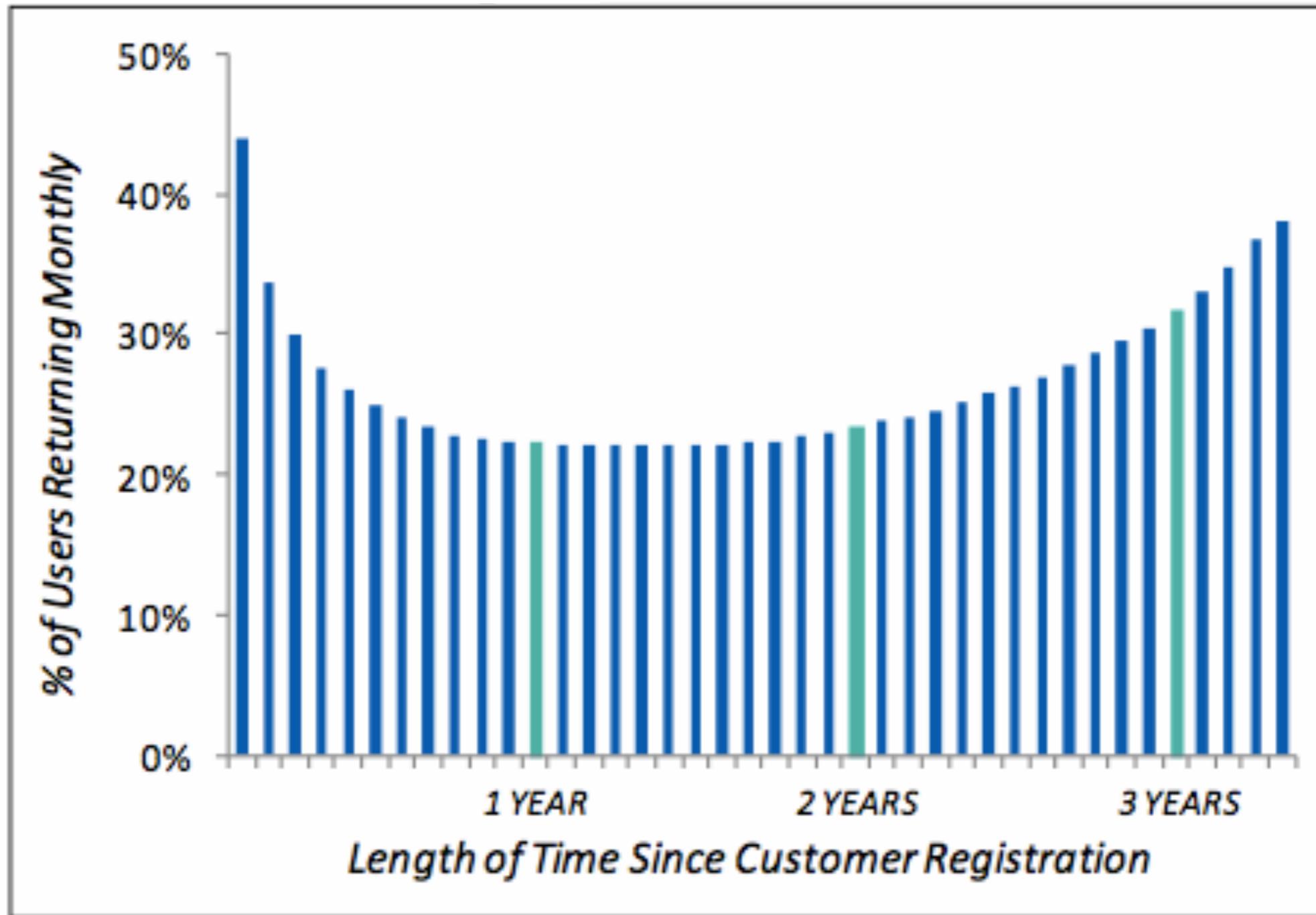
# IMPROVING RETENTION



# IMPROVING RETENTION



# EVERNOTE "SMILE GRAPH"

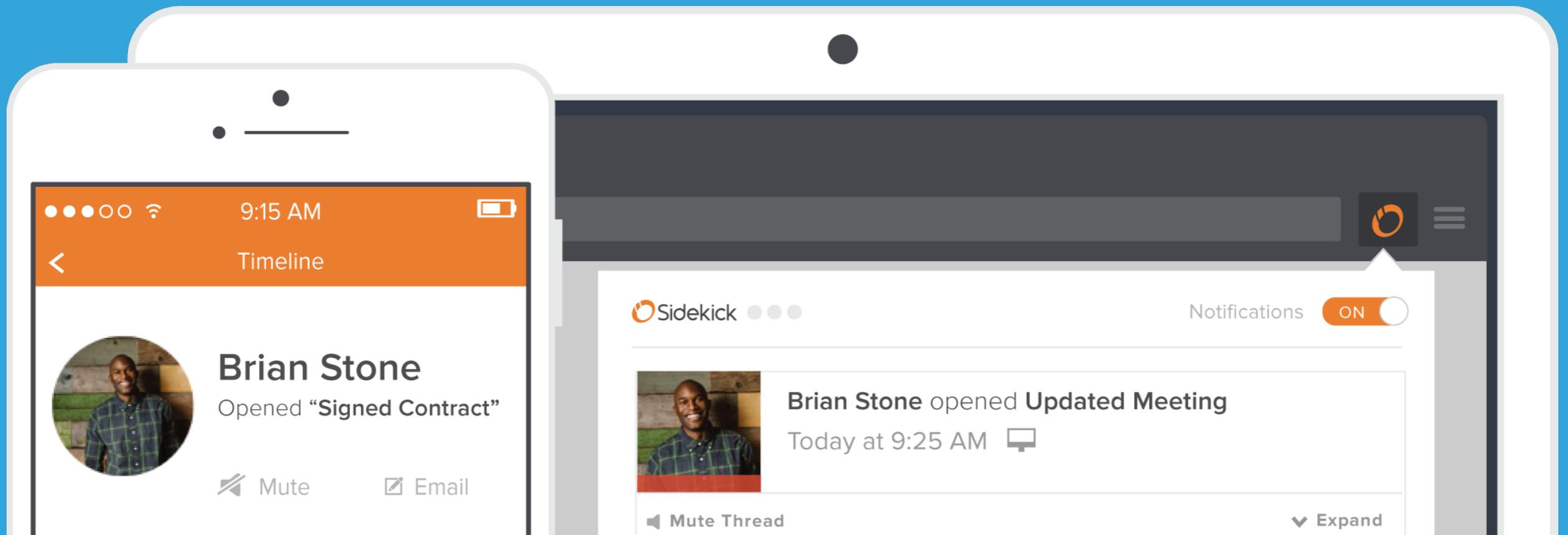


# IT'S NOT ROCKET SCIENCE, HERE'S AN EXAMPLE

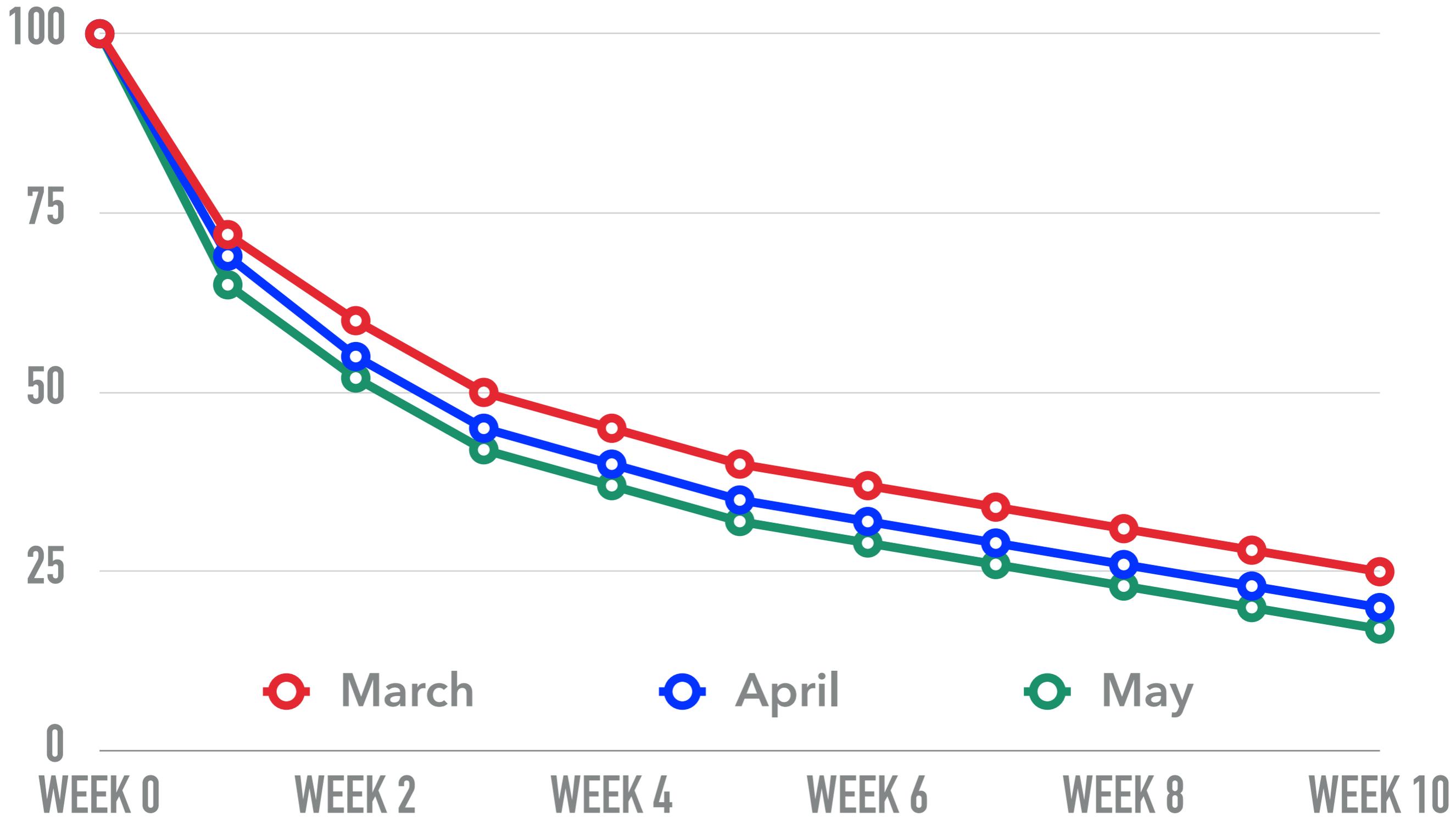




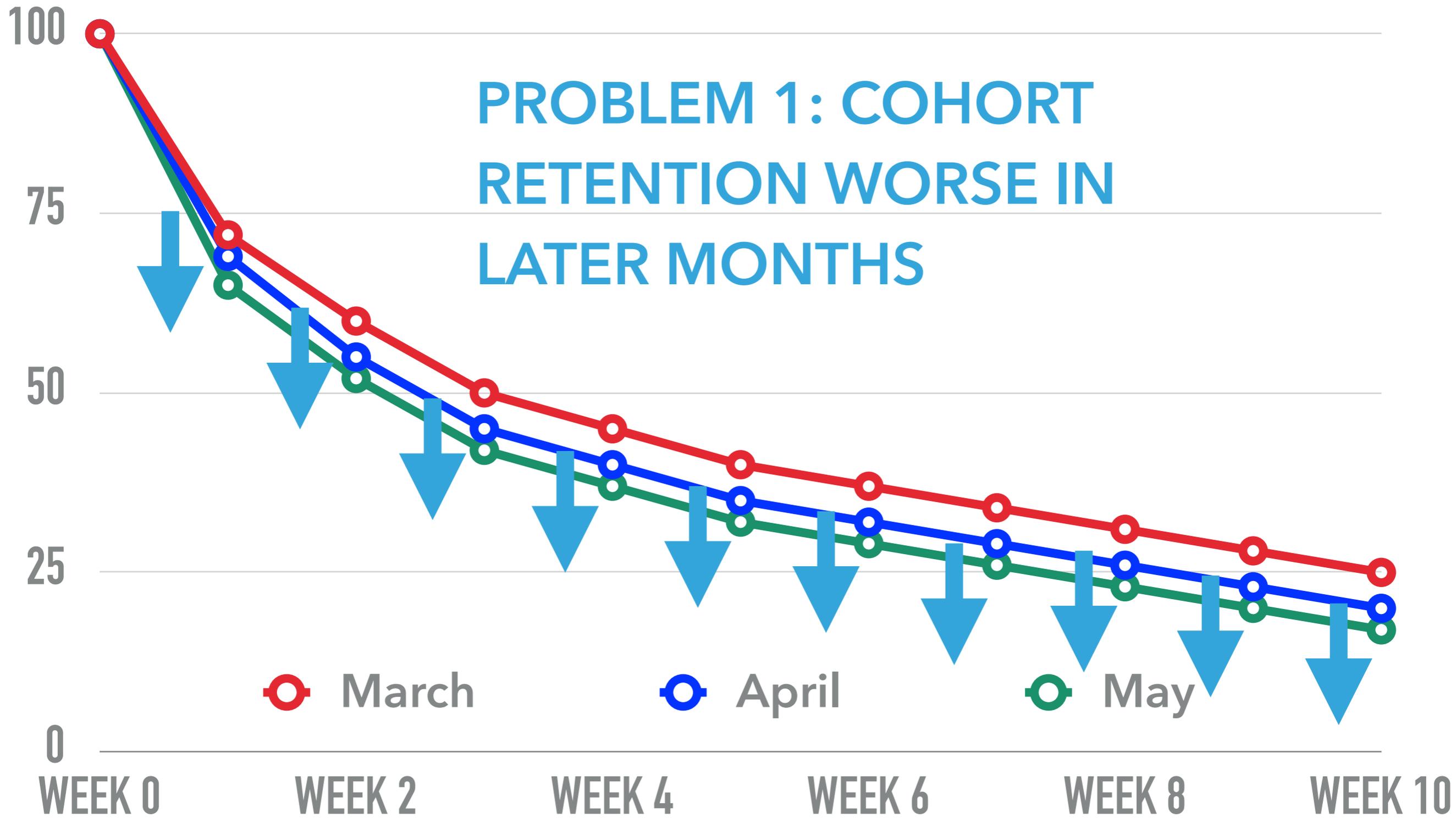
# HUBSPOT SALES PLATFORM



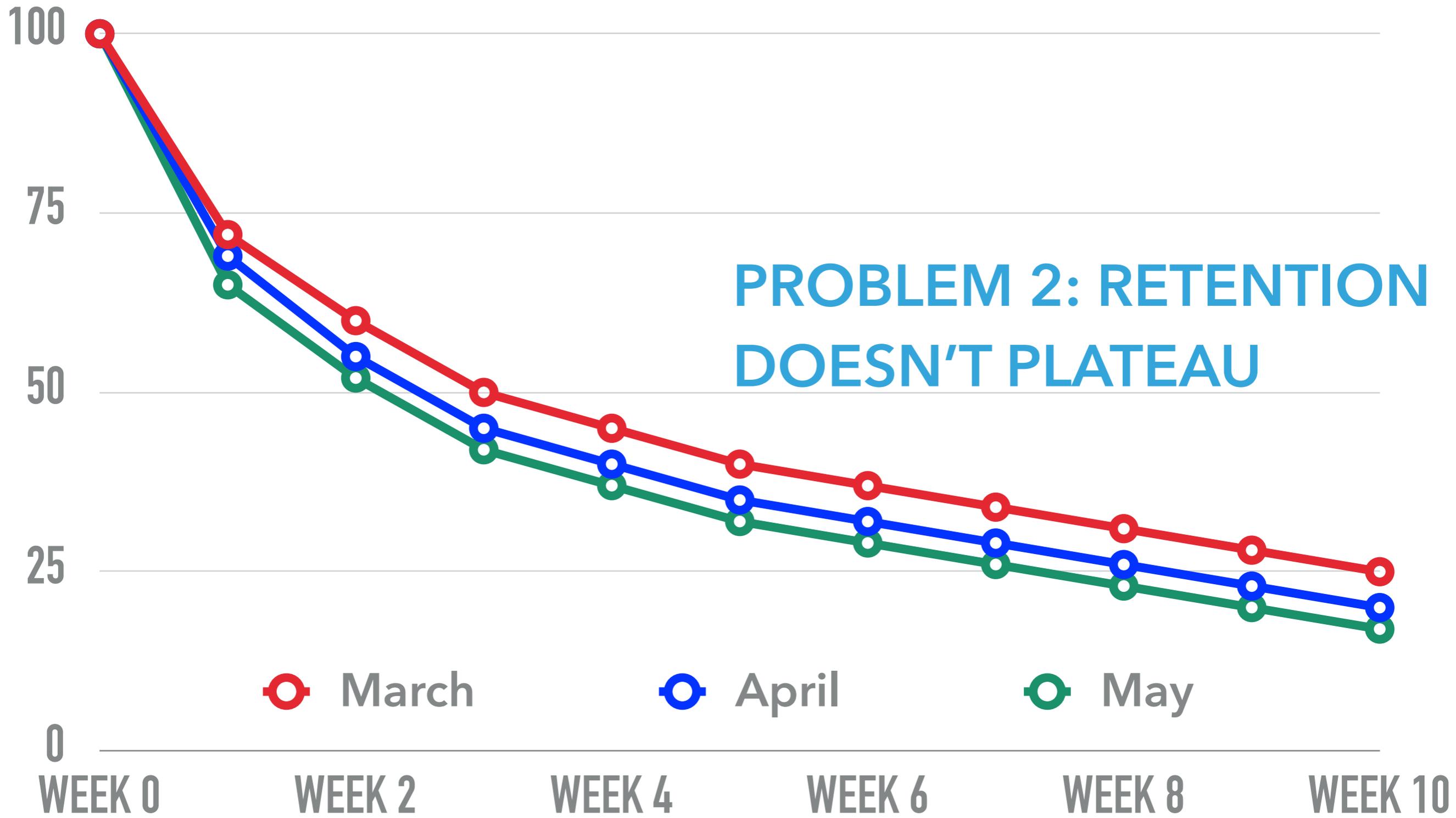
# THE PROBLEMS

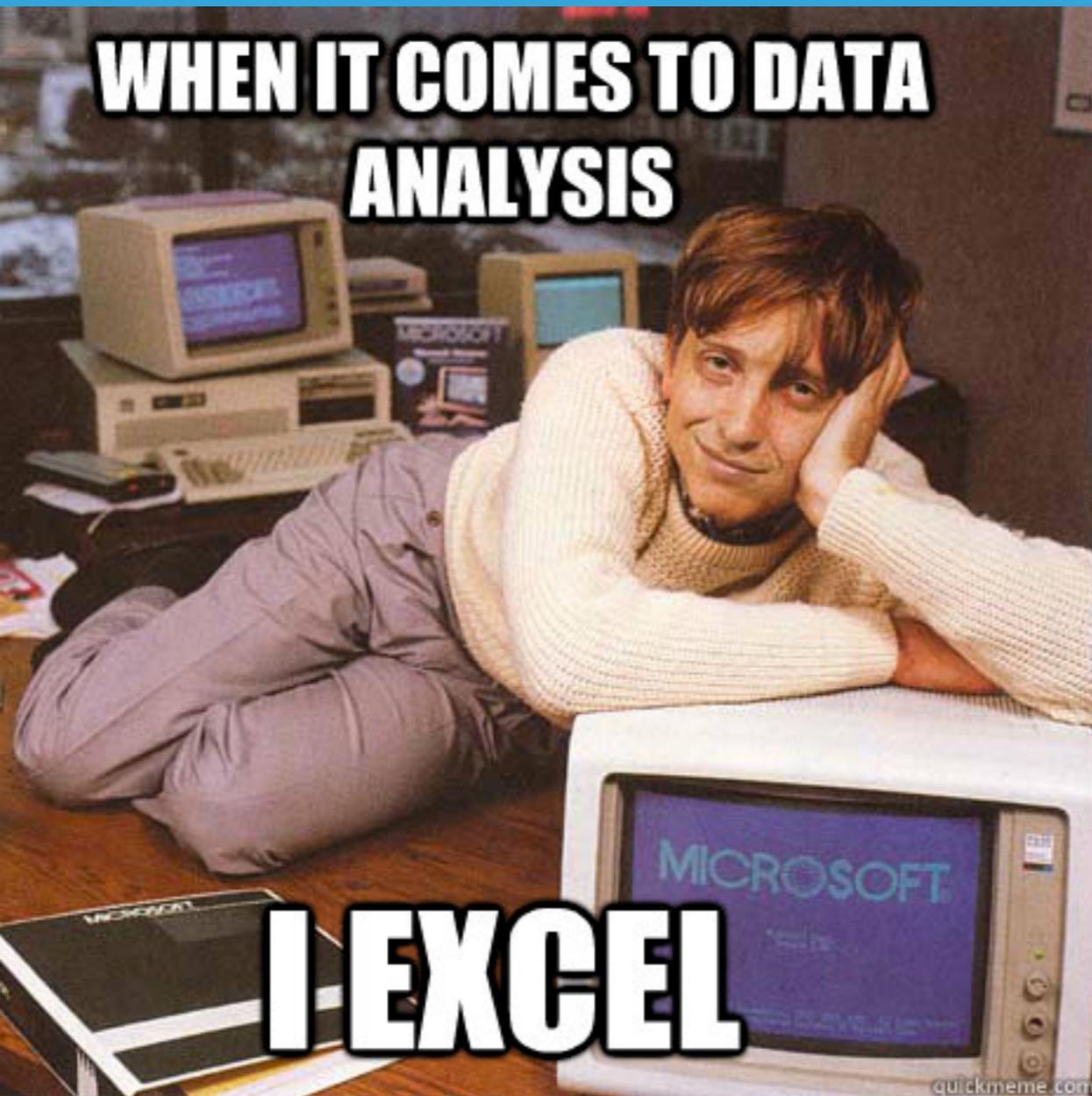


# THE PROBLEMS



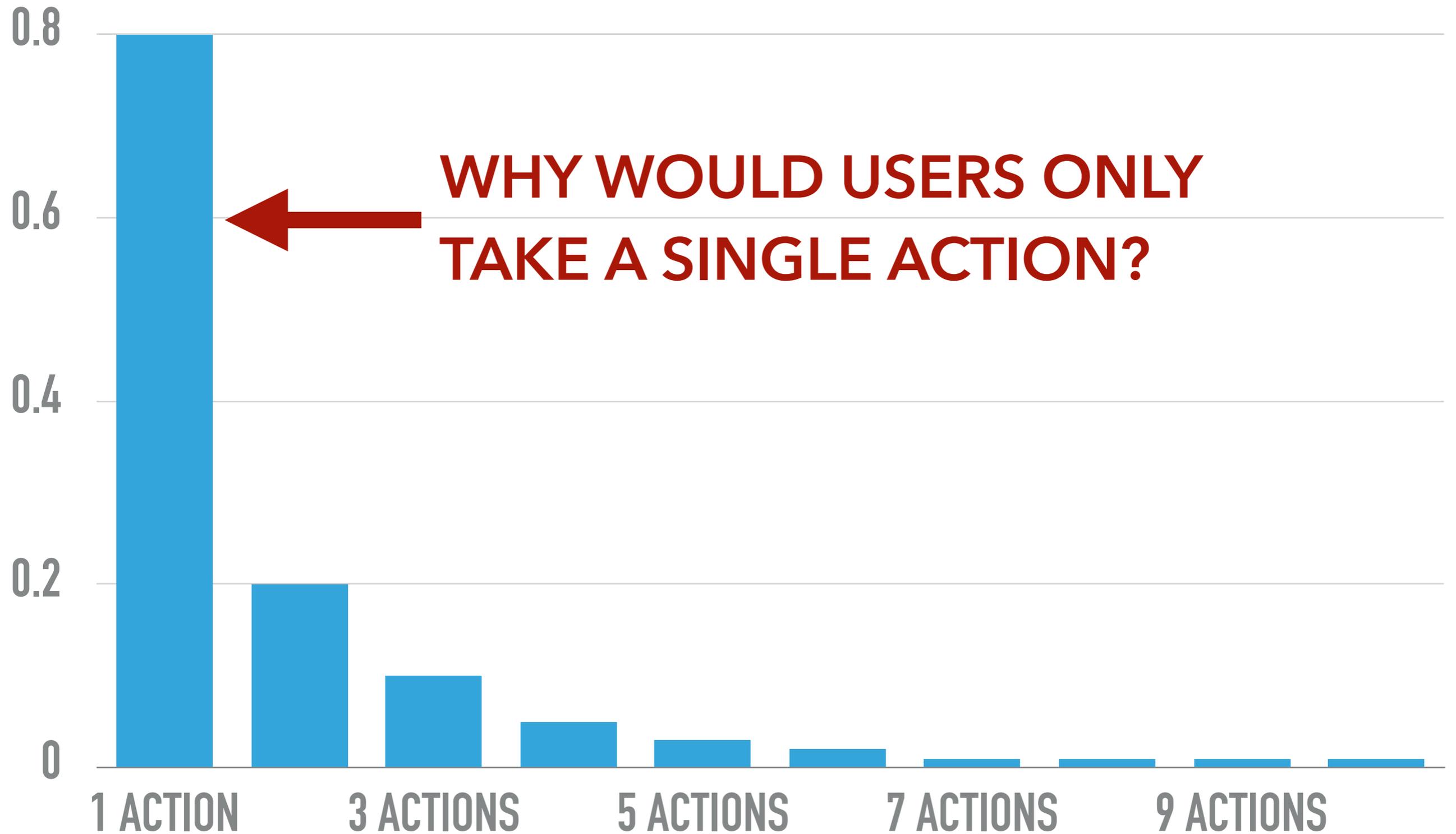
# THE PROBLEMS





**WHY AREN'T  
PEOPLE USING IT  
AFTER 1 WEEK?**

# “Drive By” Usage in Week One



## Feedback Appreciated



Templates ▾

Documents ▾

Log in CRM



Recipients

Feedback Appreciated

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**

mobile: 617.763.3853 | skype: [dan.wolchonok](#) | twitter: [@danwolch](#)

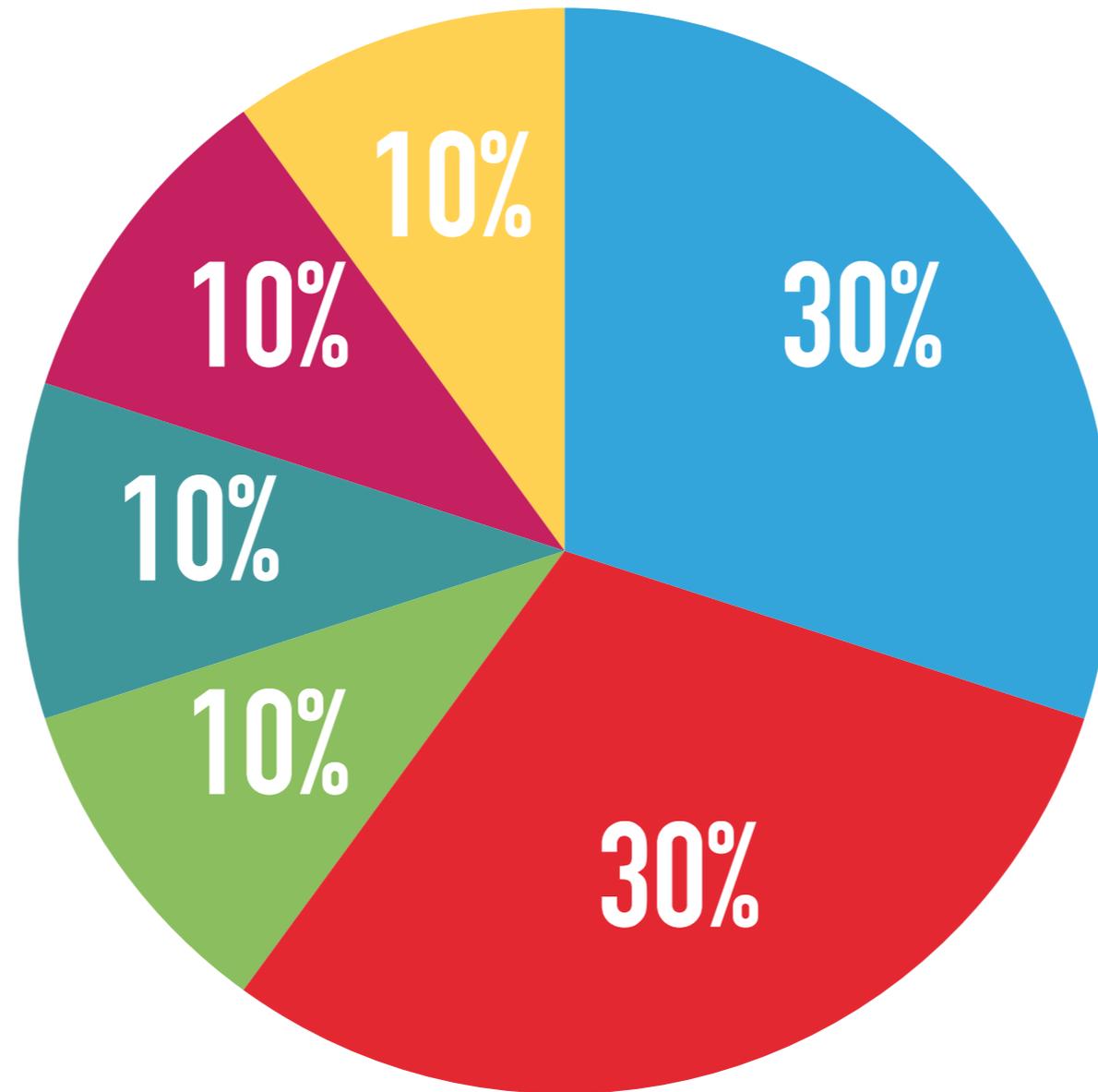
linkedin: <http://linkedin.com/in/danielwolchonok>

website: <http://getsidekick.com>

Send Now

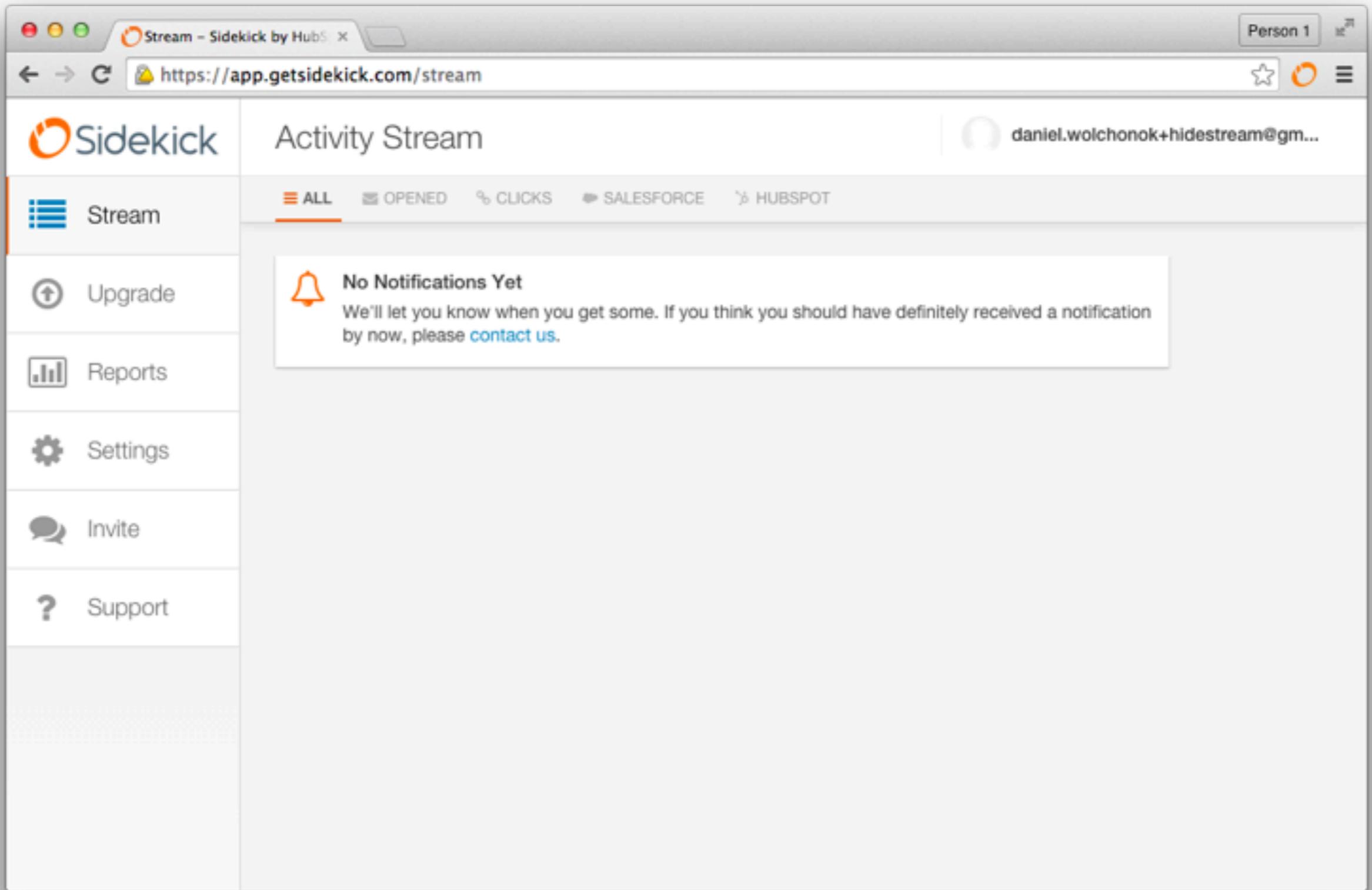


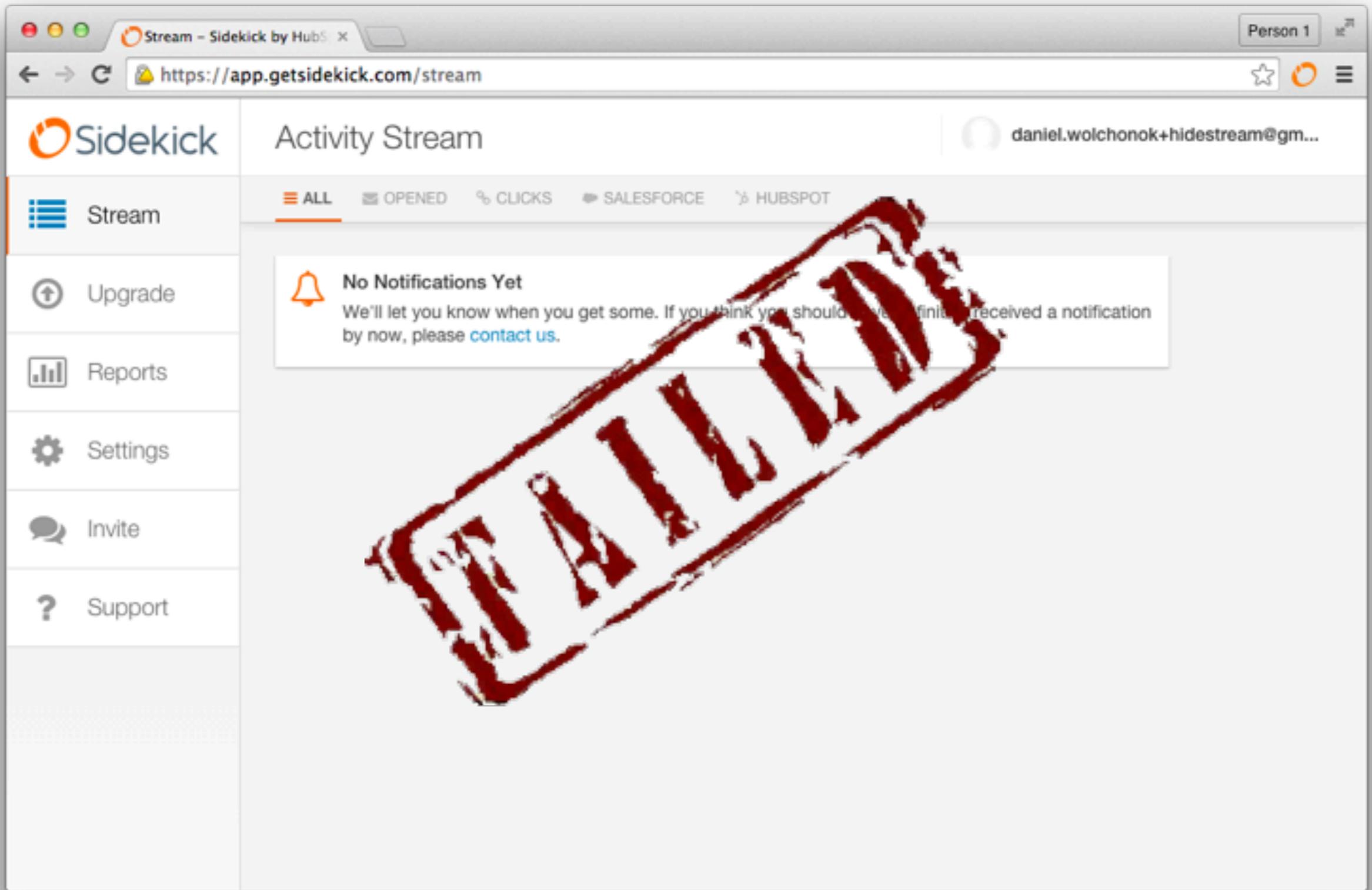
# “Drive By” Reasons in Week One



- Didn't see Value
- Didn't Understand Product
- Disappeared
- Product Failure
- Another Browser
- Competitor

# RETENTION EXPERIMENTS





Stream - Sidekick by HubS x Person 1

https://app.getsidekick.com/stream

# Sidekick Activity Stream

daniel.wolchonok+hidestream@gm...

ALL OPENED CLICKS SALESFORCE HUBSPOT

**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

◀ Mute Thread ▼ Expand

Stream - Sidekick by HubSpot

Person 1

https://app.getsidekick.com/stream

# Sidekick

## Activity Stream

daniel.wolchonok+hidestream@gm...

ALL OPENED CLICKS SALESFORCE HUBSPOT

**No Notifications Yet**  
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SAMPLE ACTIVITIES

-  **Peter Cepeda** has opened **my Investment**   
Yesterday at 11:06 AM in Cambridge, Massachusetts  1 view
-  **Christopher O'Donnell** viewed <http://hubspot.com/pricing>   
Yesterday at 5:49 PM in Cambridge, Massachusetts  2 views
-  **Someone** has opened **Enterprise Pricing**   
Yesterday at 8:17 AM in Cambridge, Massachusetts  7 views

◀ Mute Thread ▶ Expand

- Sidekick
- Stream
- Upgrade
- Reports
- Settings
- Invite
- Support

ALL OPENED NOT OPENED CLICKS SALESFORCE HUBSPOT

The screenshot shows a video player within the Sidekick Activity Stream interface. The video player has a play button overlay in the center. The video title is "David Baron has opened Following up on our conversation" and it shows "3 views in the last 10 minutes". Below the video, there are several activity items:

- David Baron has opened Following up on our conversation. Today at 4:07 PM. 3 views in the last 10 minutes. Mute Thread Expand
- daniel.wolchonok@hubspot.com has not opened How are things? Email sent Today at 3:48 PM.
- hello@getsidekick.com has opened Sending a Thankful Email. Today at 3:30 PM in Mountain View, California. 1 view. Mute Thread Collapse
- Opened by hello@getsidekick.com. Today at 3:30 PM in Mountain View, California.

The video player controls at the bottom show a play button, a progress bar at 0:36, and volume and full-screen icons.

ification

- Sidekick
- Stream
- Upgrade
- Reports
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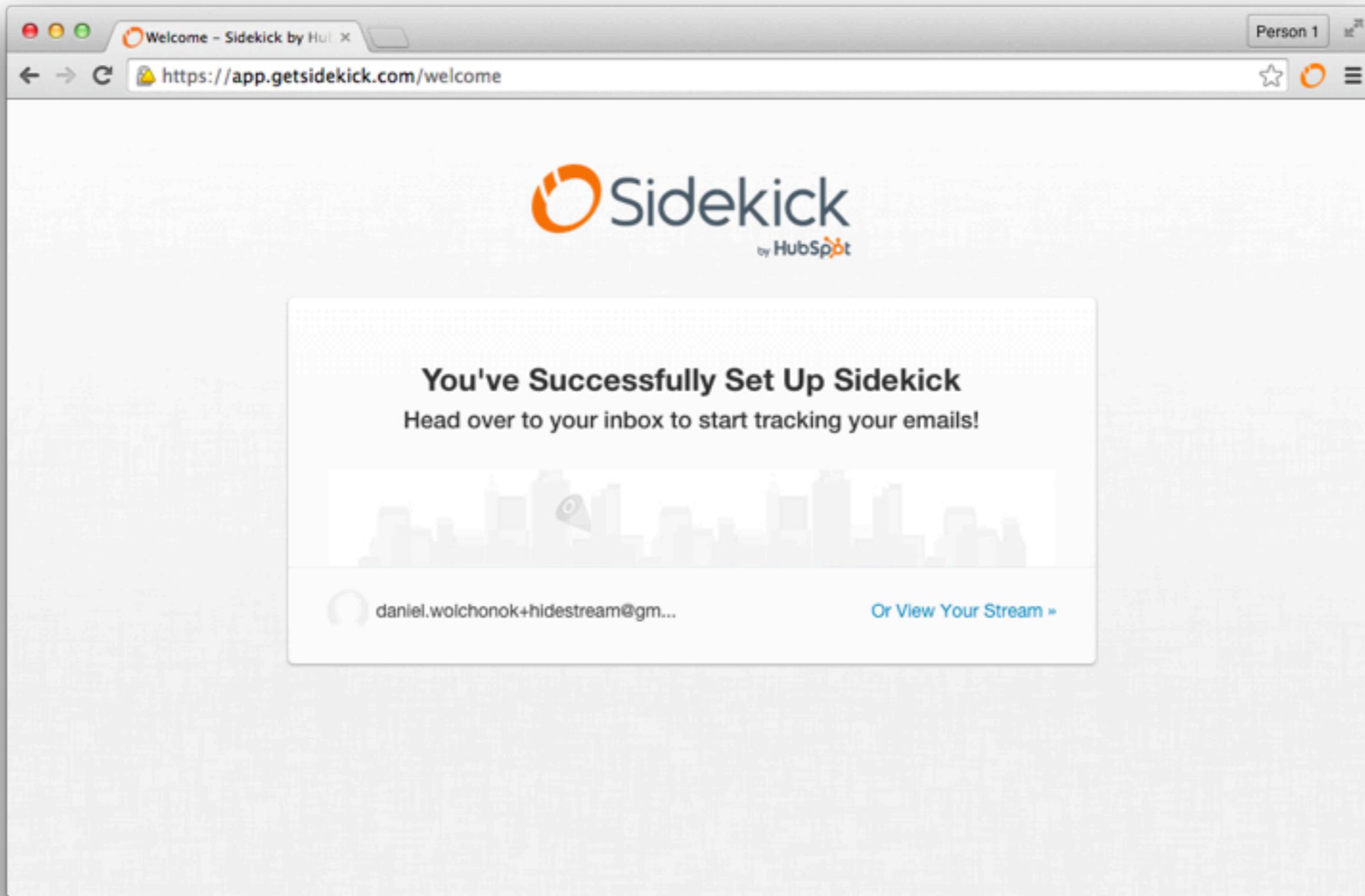
REMOVED

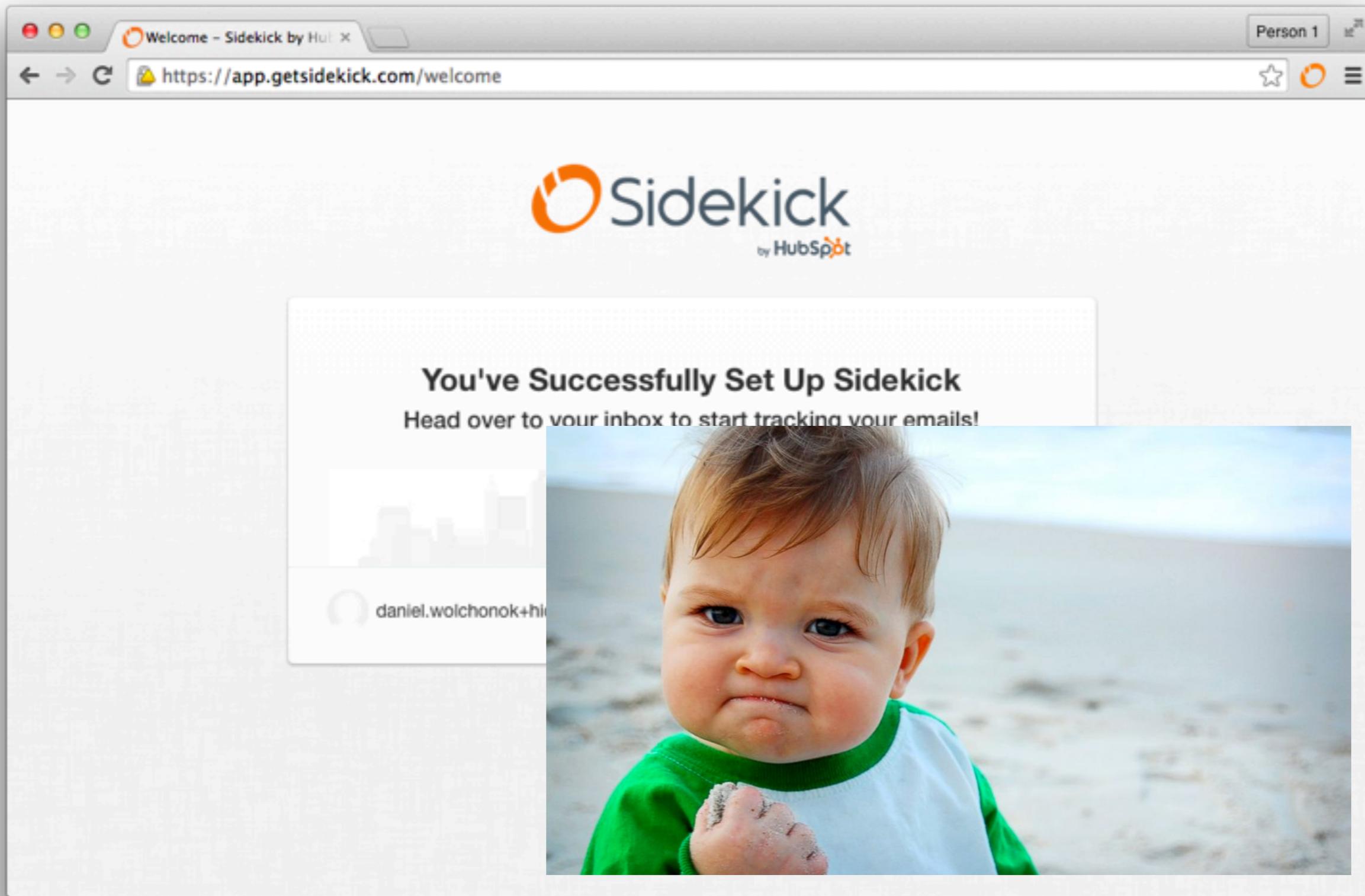
ification

# 7 Experiments Later...

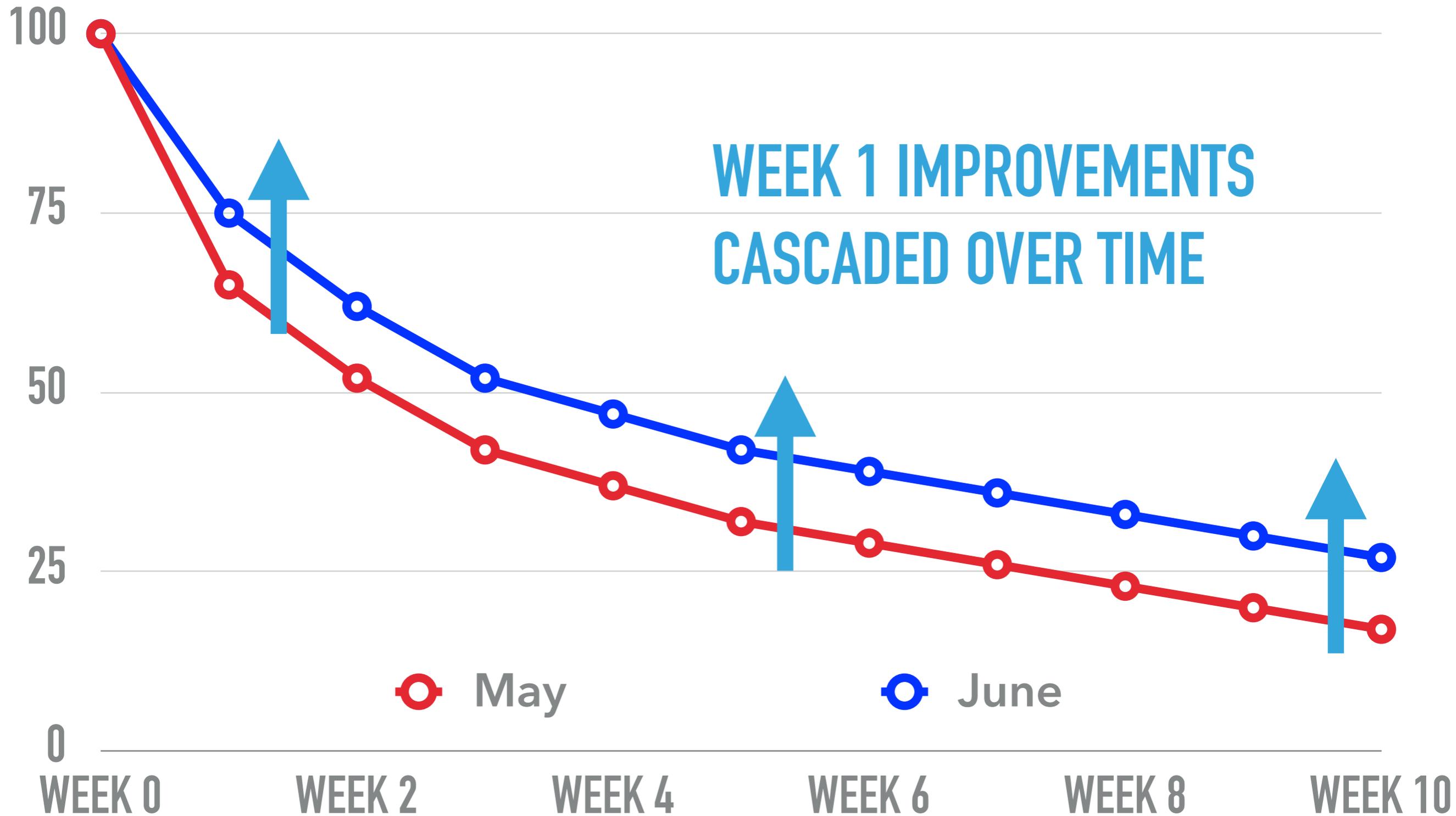
# 7 Experiments Later...



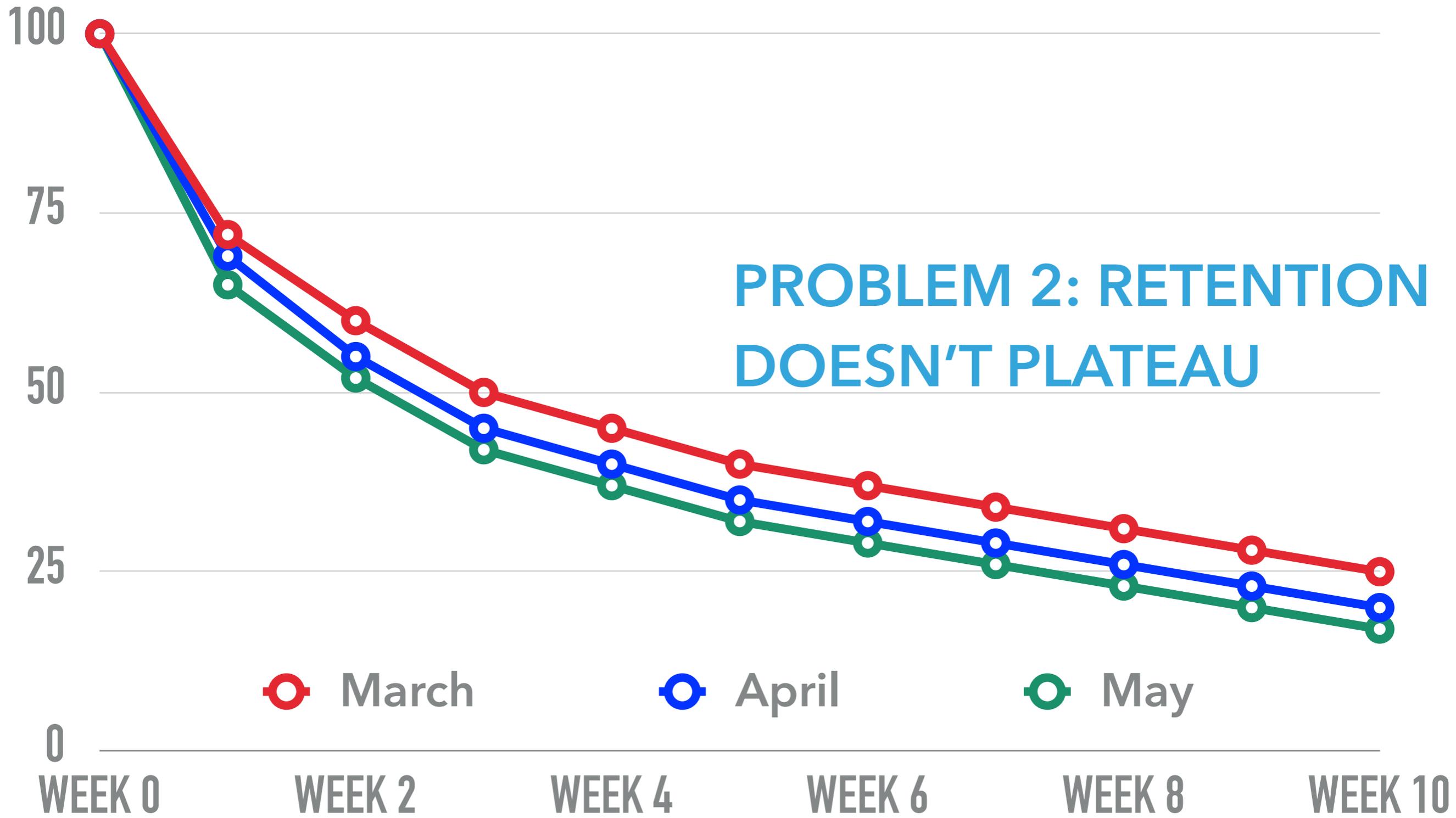




# WEEK 1 IMPROVEMENTS



# THE PROBLEMS



# FIGHTING LONG TERM CHURN

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**BREAK DOWN THE FEEDBACK  
BY WHETHER IT'S ACTIONABLE**

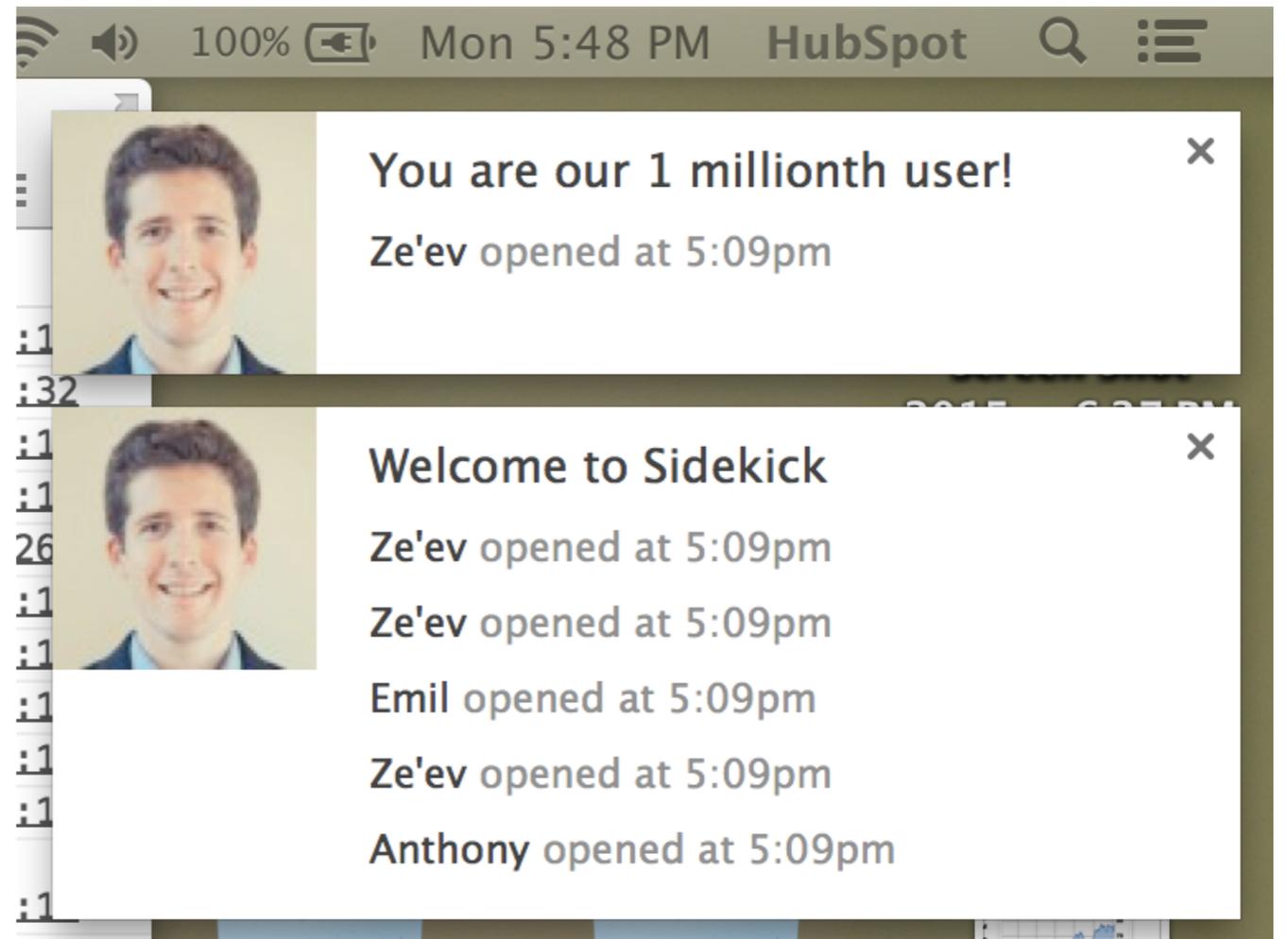
**Brian Balfour**

# QUALITATIVE RESULTS FOR LONG TERM CHURN

| Reason            | %   | Possible action                                  | Actionable? |
|-------------------|-----|--|-------------|
| Left Company      | 30% | Capture Personal Email, Recapture Email Campaign | Yes         |
| "Stopped Working" | 15% | Fix Operating System / UI Issues, Bugs           | Yes         |
| Cost Confusion    | 10% | Iterate on copy within the app                   | Yes         |
| New Computer      | 10% | Recapture email campaign                         | Yes         |
| Competitor        | 5%  | Needed a feature of a competitor                 | No          |

# 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

 Send Now



# INVESTING IN OUTLOOK

|    |    |    |    |    |    |    |    |    |    |    |   |
|----|----|----|----|----|----|----|----|----|----|----|---|
| 60 | 55 | 50 | 45 | 40 | 35 | 30 | 25 | 20 | 15 | 10 | 5 |
| 61 | 56 | 51 | 46 | 41 | 36 | 31 | 26 | 21 | 16 | 11 |   |
| 62 | 57 | 52 | 47 | 42 | 37 | 32 | 27 | 22 | 17 |    |   |
| 63 | 58 | 53 | 48 | 43 | 38 | 33 | 28 | 23 |    |    |   |
| 64 | 60 | 56 | 52 | 48 | 44 | 40 | 36 |    |    |    |   |
| 65 | 62 | 59 | 59 | 56 | 53 | 50 |    |    |    |    |   |
| 66 | 63 | 60 | 57 | 54 | 51 |    |    |    |    |    |   |
| 68 | 65 | 62 | 59 | 56 |    |    |    |    |    |    |   |
| 70 | 67 | 64 | 61 |    |    |    |    |    |    |    |   |
| 72 | 69 | 66 |    |    |    |    |    |    |    |    |   |
| 74 | 73 |    |    |    |    |    |    |    |    |    |   |
| 76 |    |    |    |    |    |    |    |    |    |    |   |

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# 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

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# RETENTION TAKEAWAYS

- ▶ Ownership

- ▶ We set up a NUX (new user experience) team that was directly responsible for on boarding 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