

DAN WOLCHONOK

RETENTION EXPERIMENTS



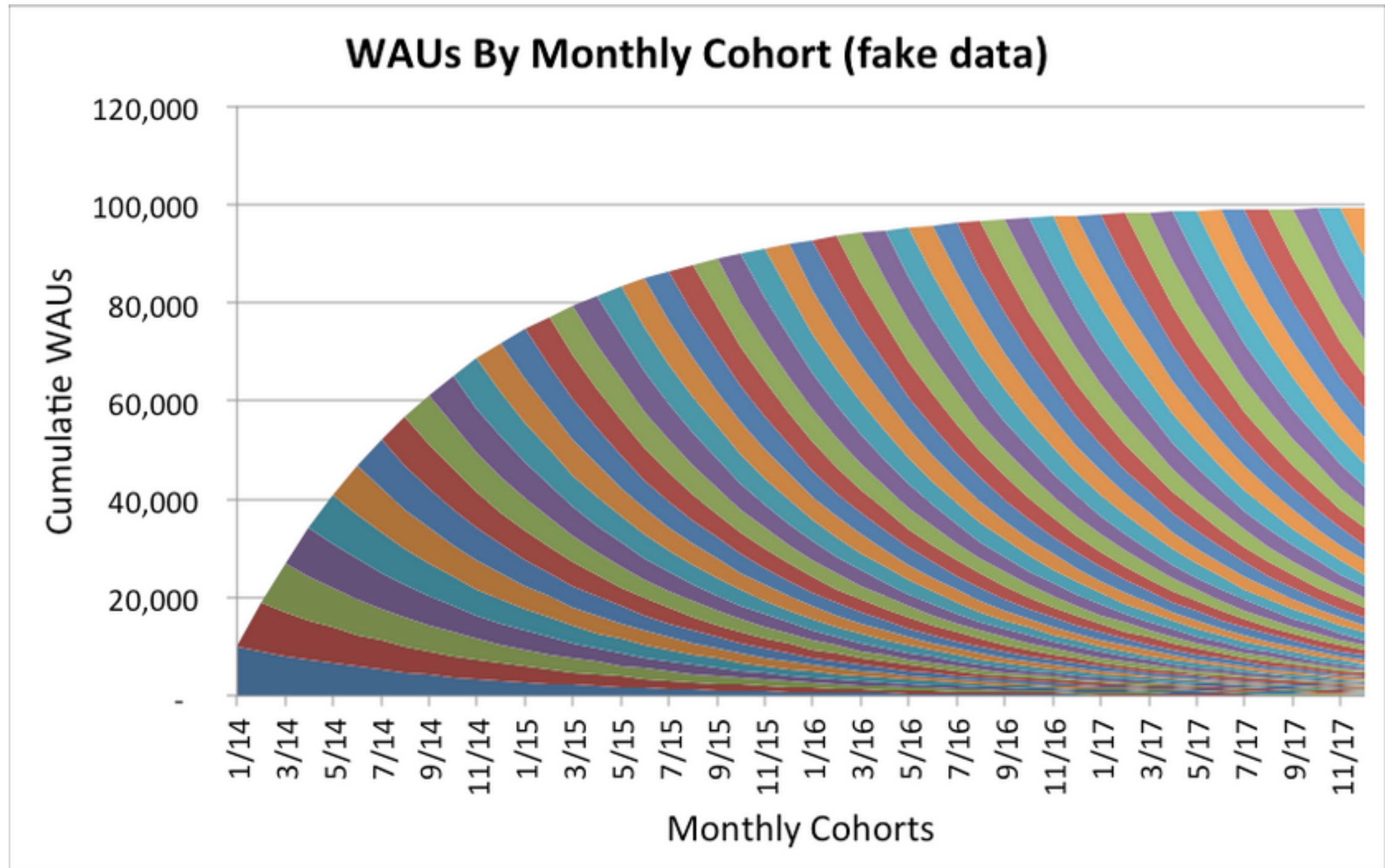
DISCLAIMER

ALL DATA IN THIS IS FAKE

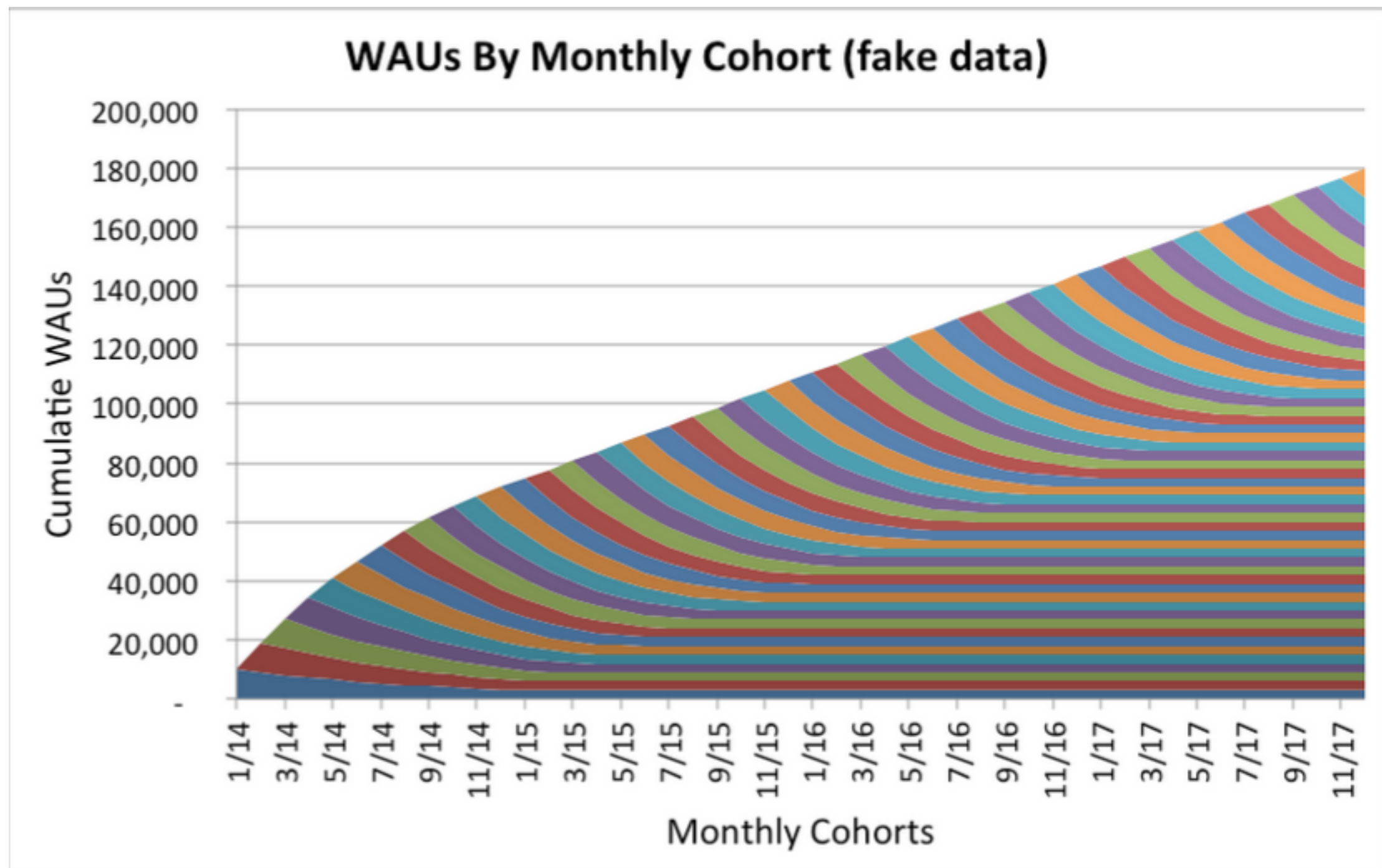
**IF YOU HAVE POOR
RETENTION, NOTHING ELSE
MATTERS**

BRIAN BALFOUR

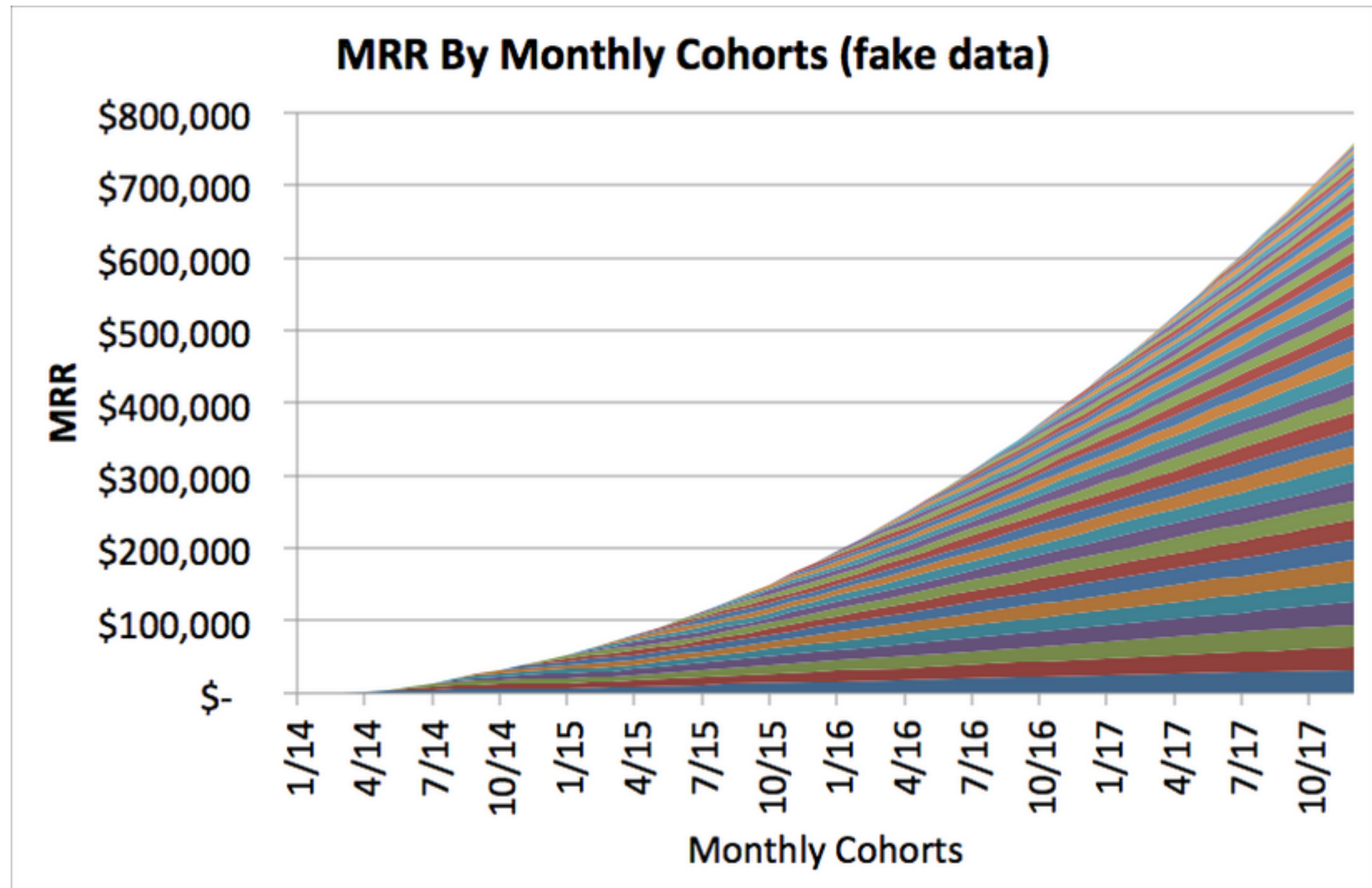
BAD RETENTION



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

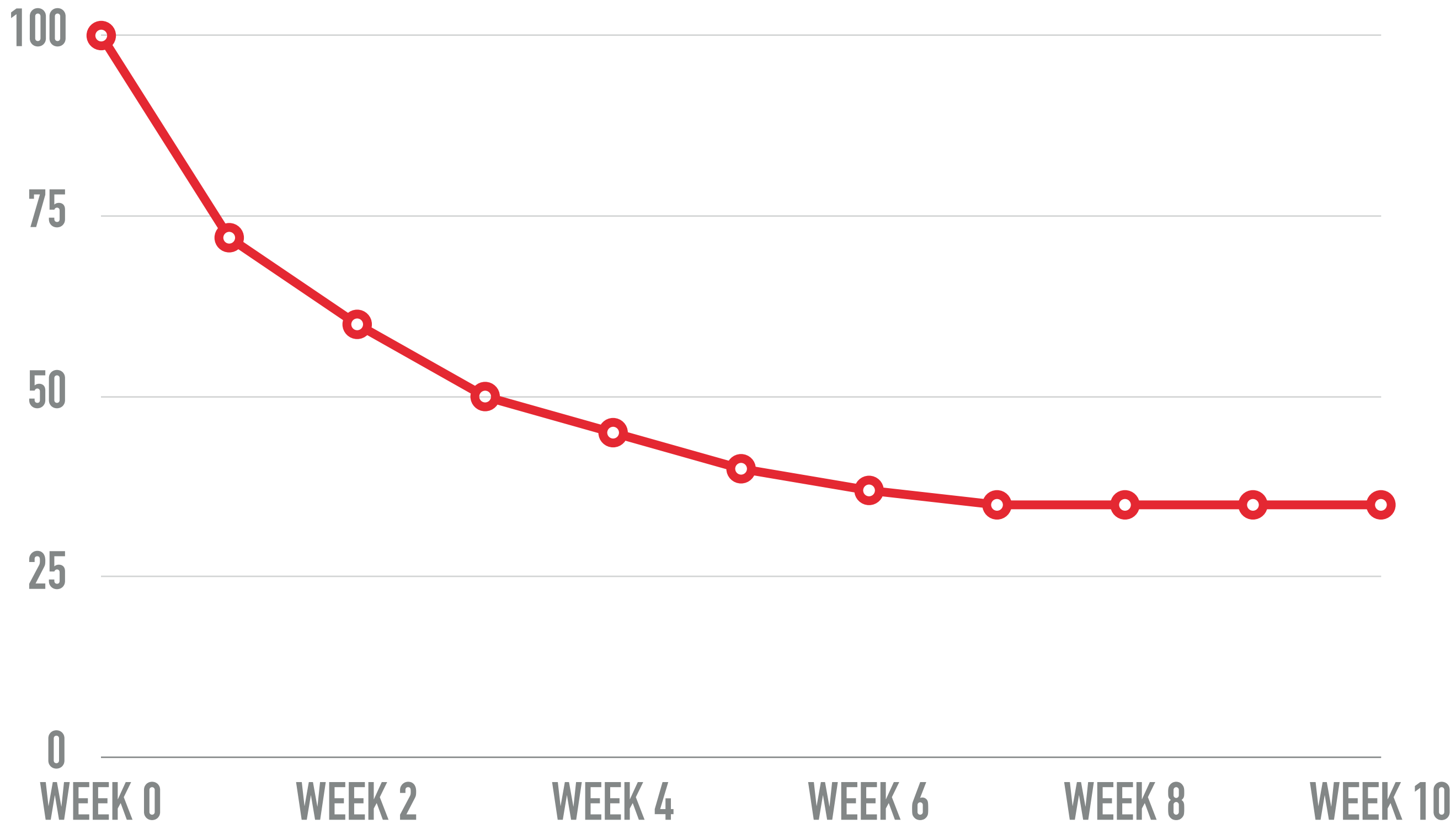
LOWER PAYBACK PERIOD



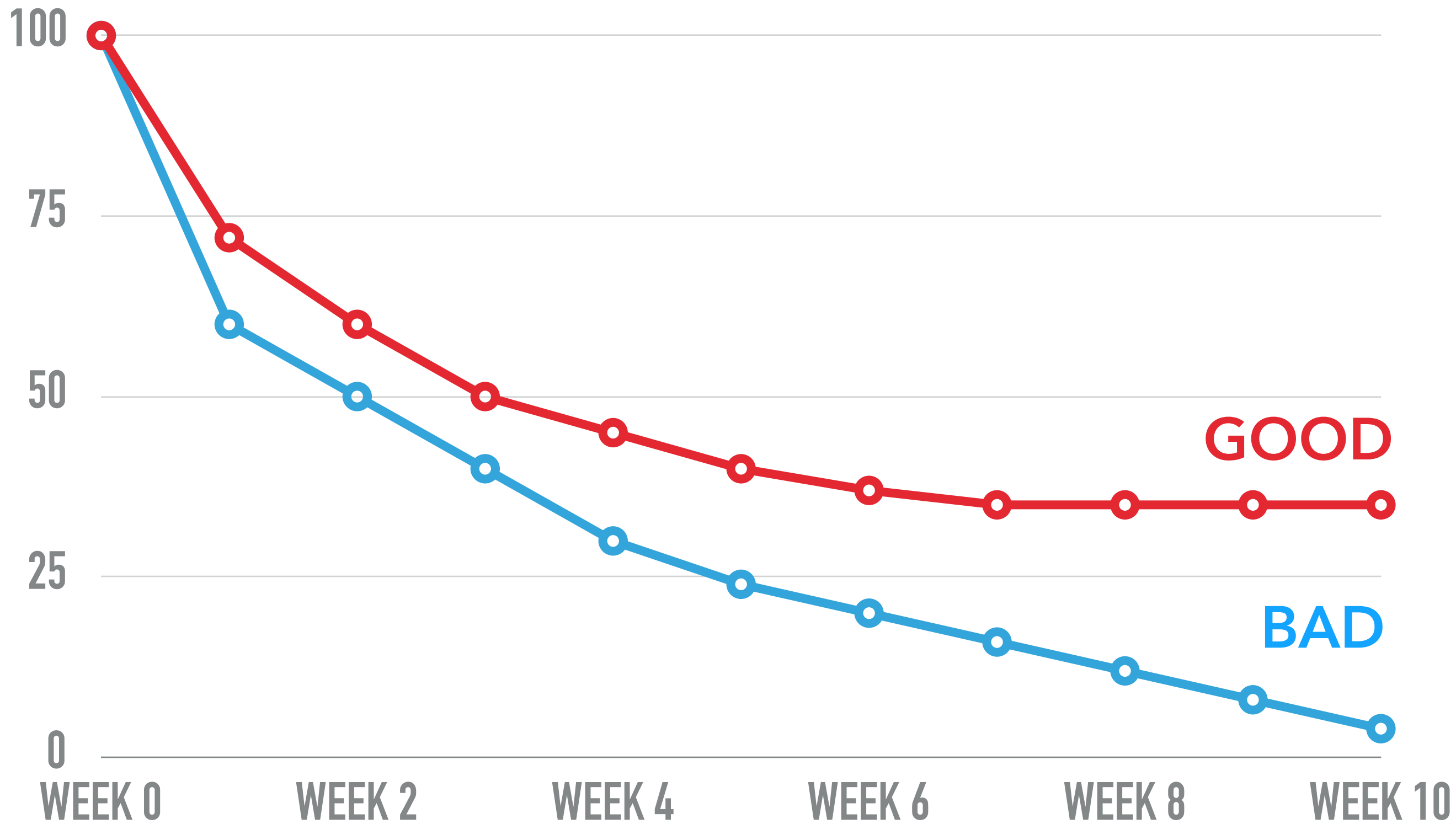
IMPACT OF
RETENTION

**VIRALITY, LTV,
PAYBACK PERIOD**

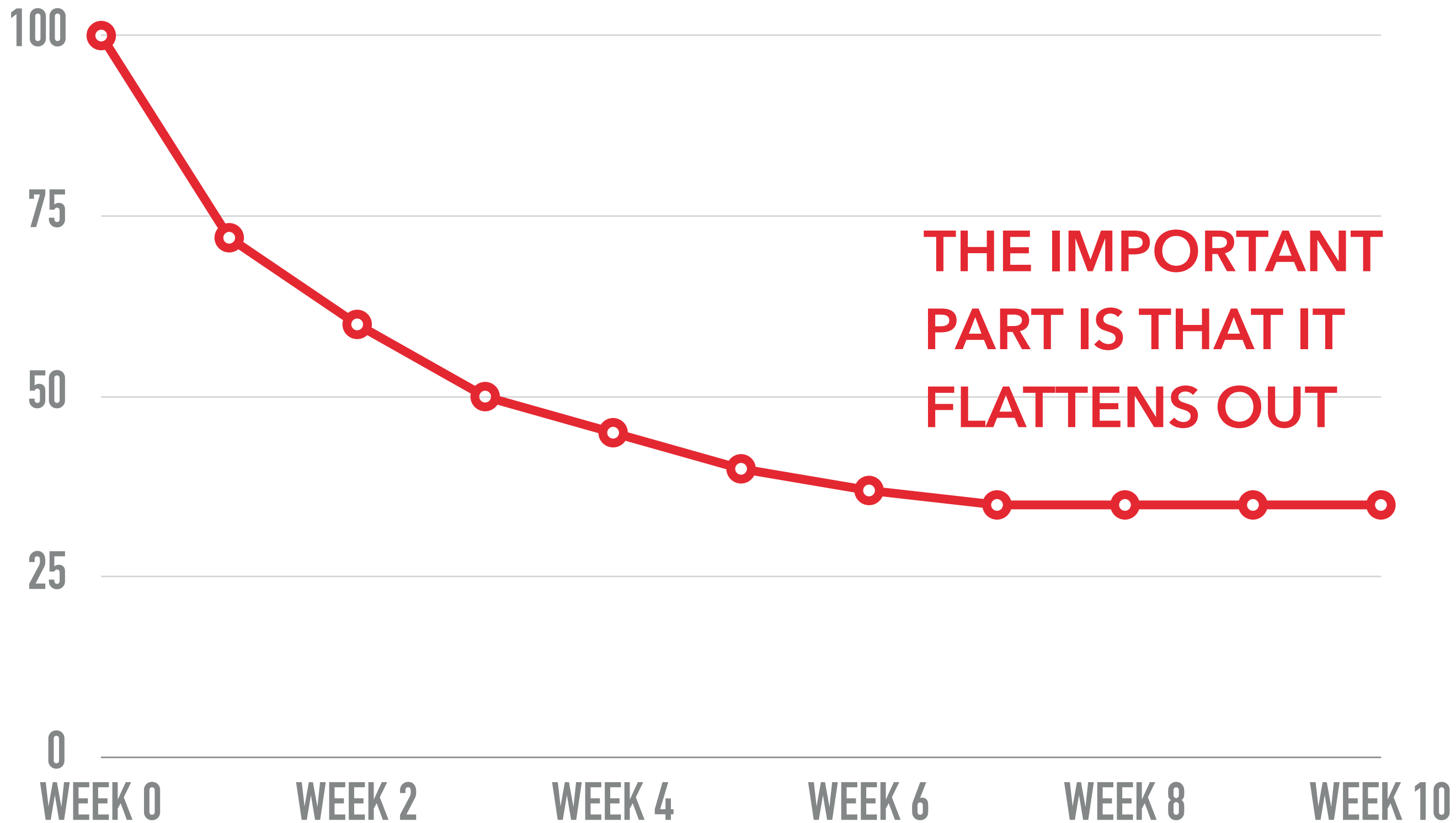
RETENTION CHART



RETENTION GOALS



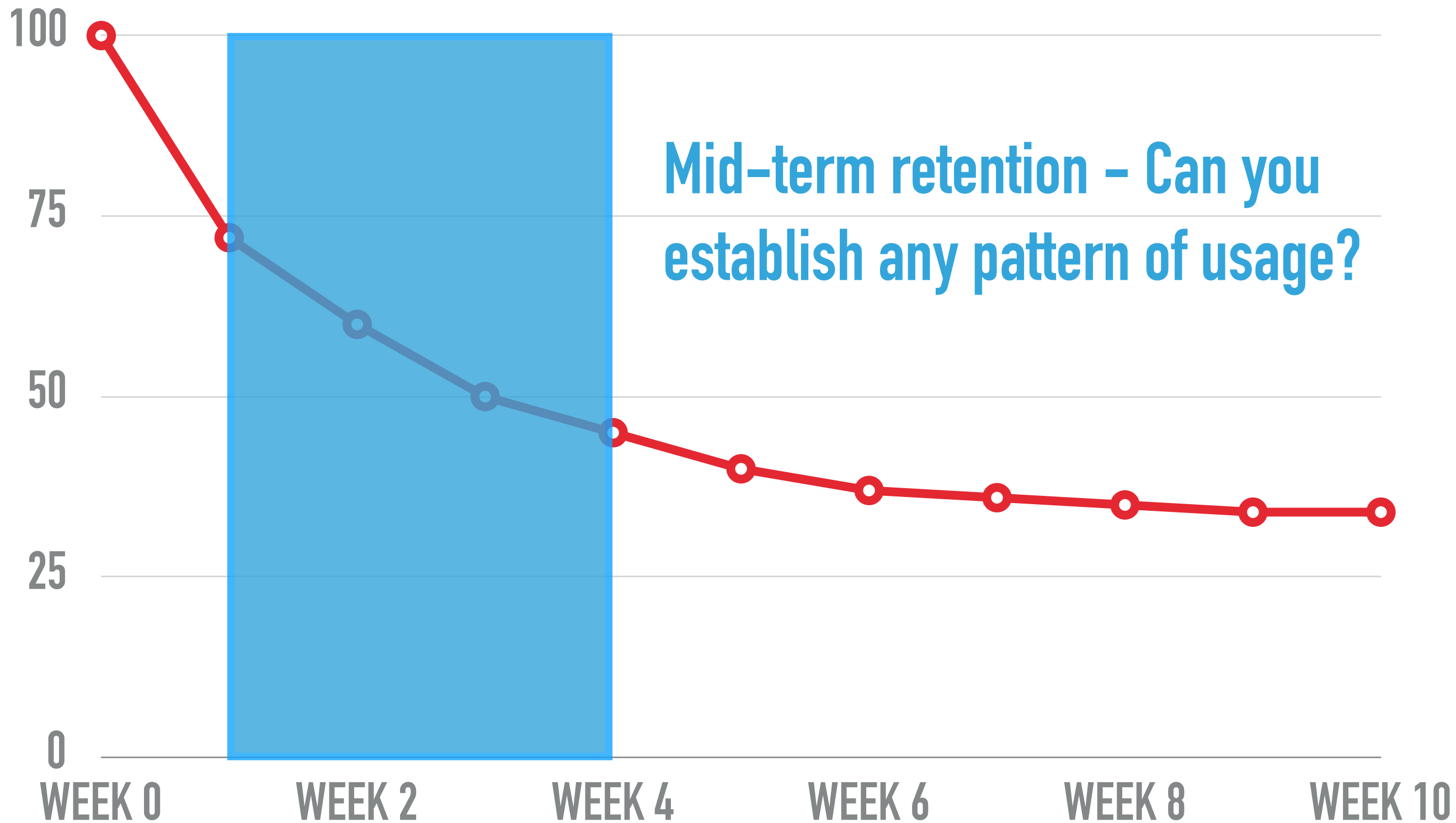
RETENTION GOALS



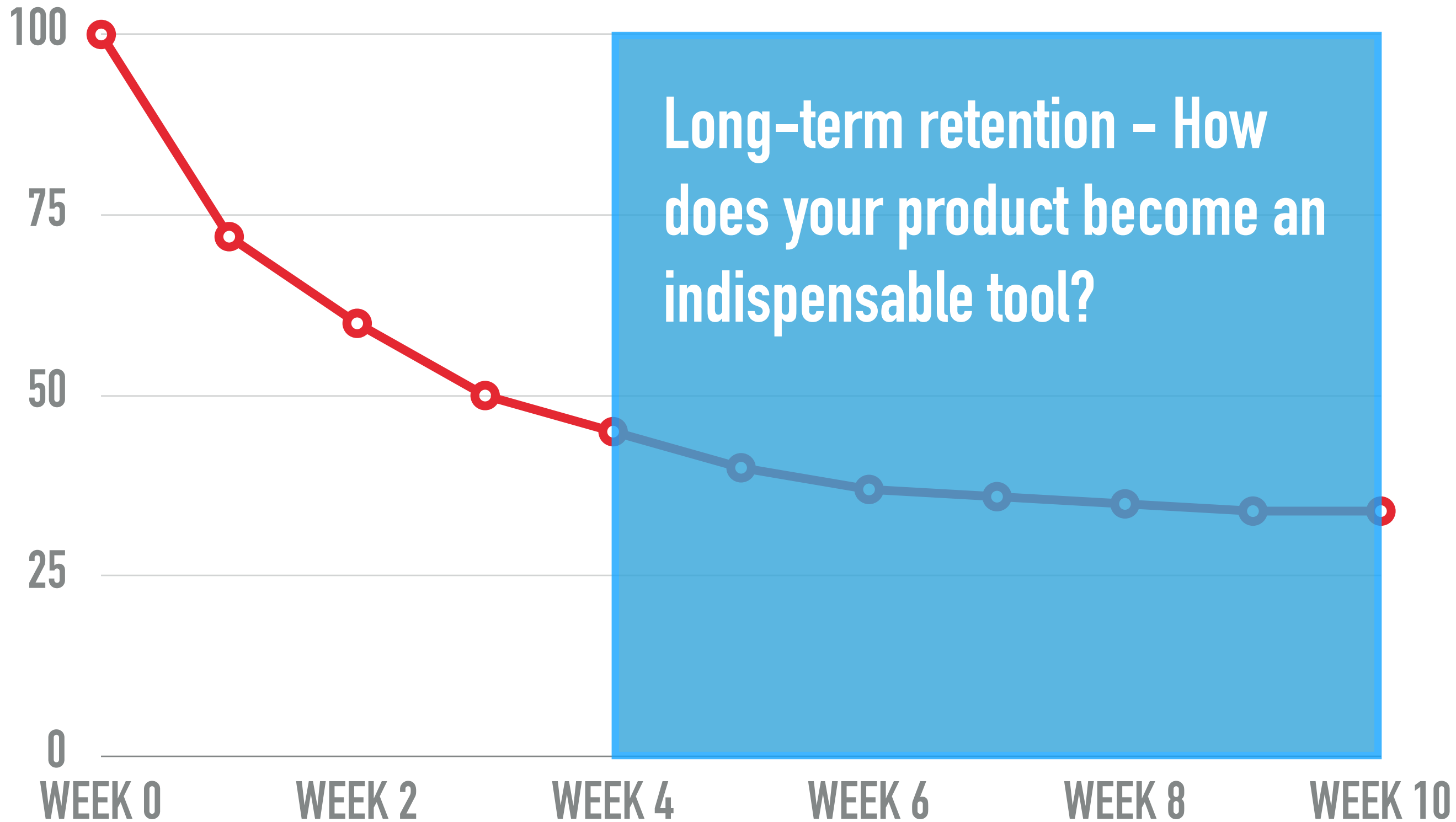
ANALYZING RETENTION



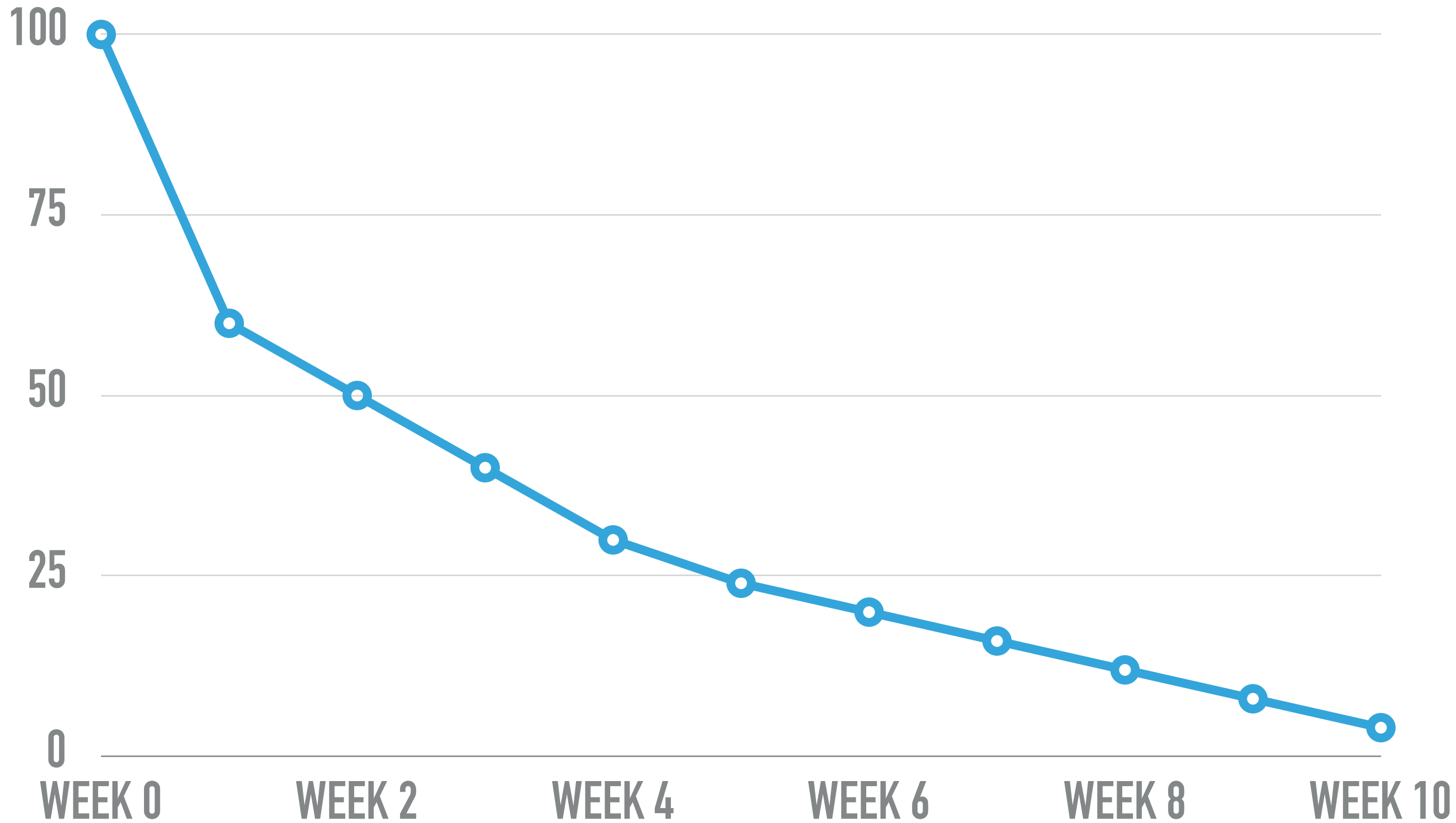
ANALYZING RETENTION



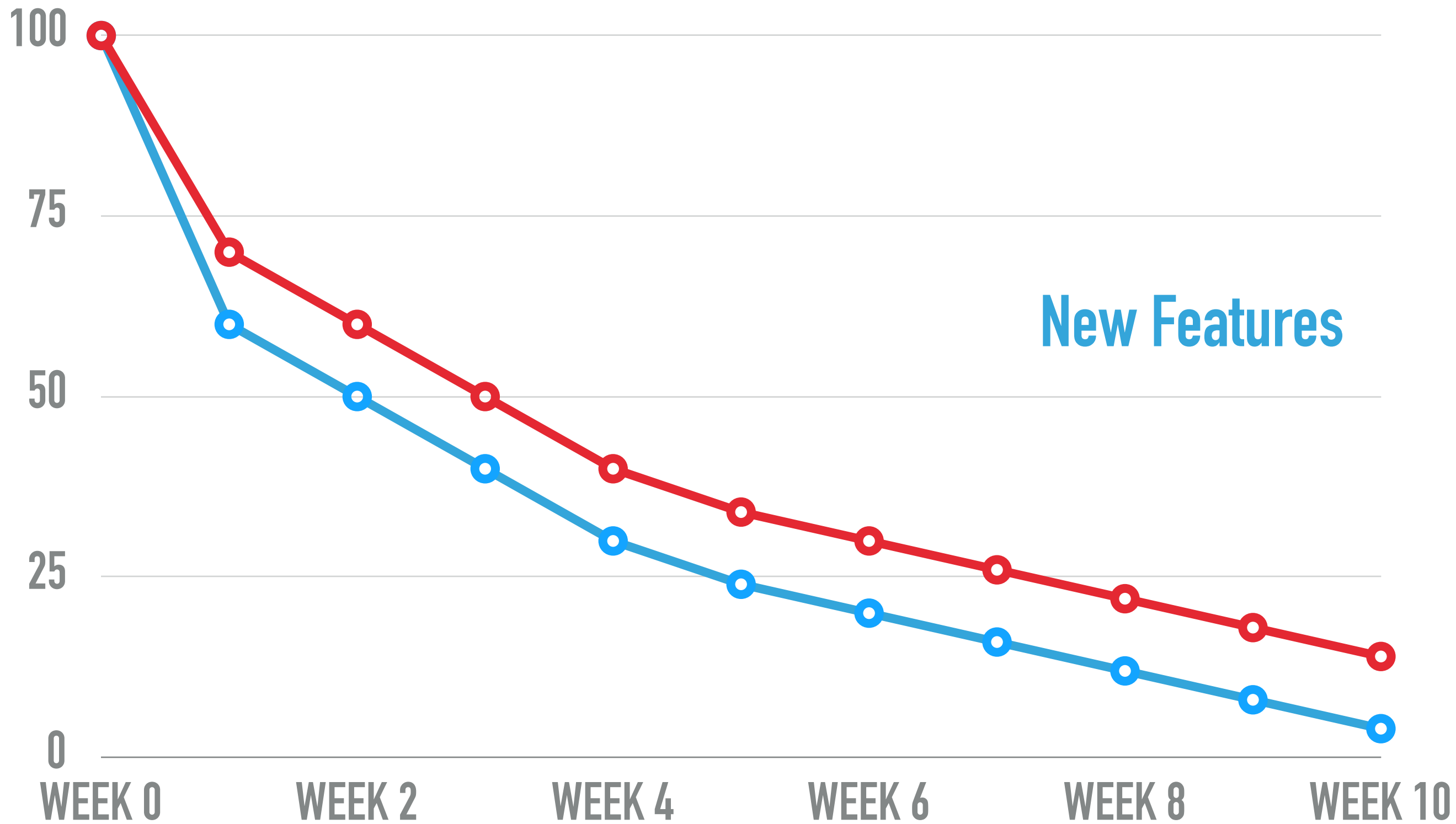
ANALYZING RETENTION



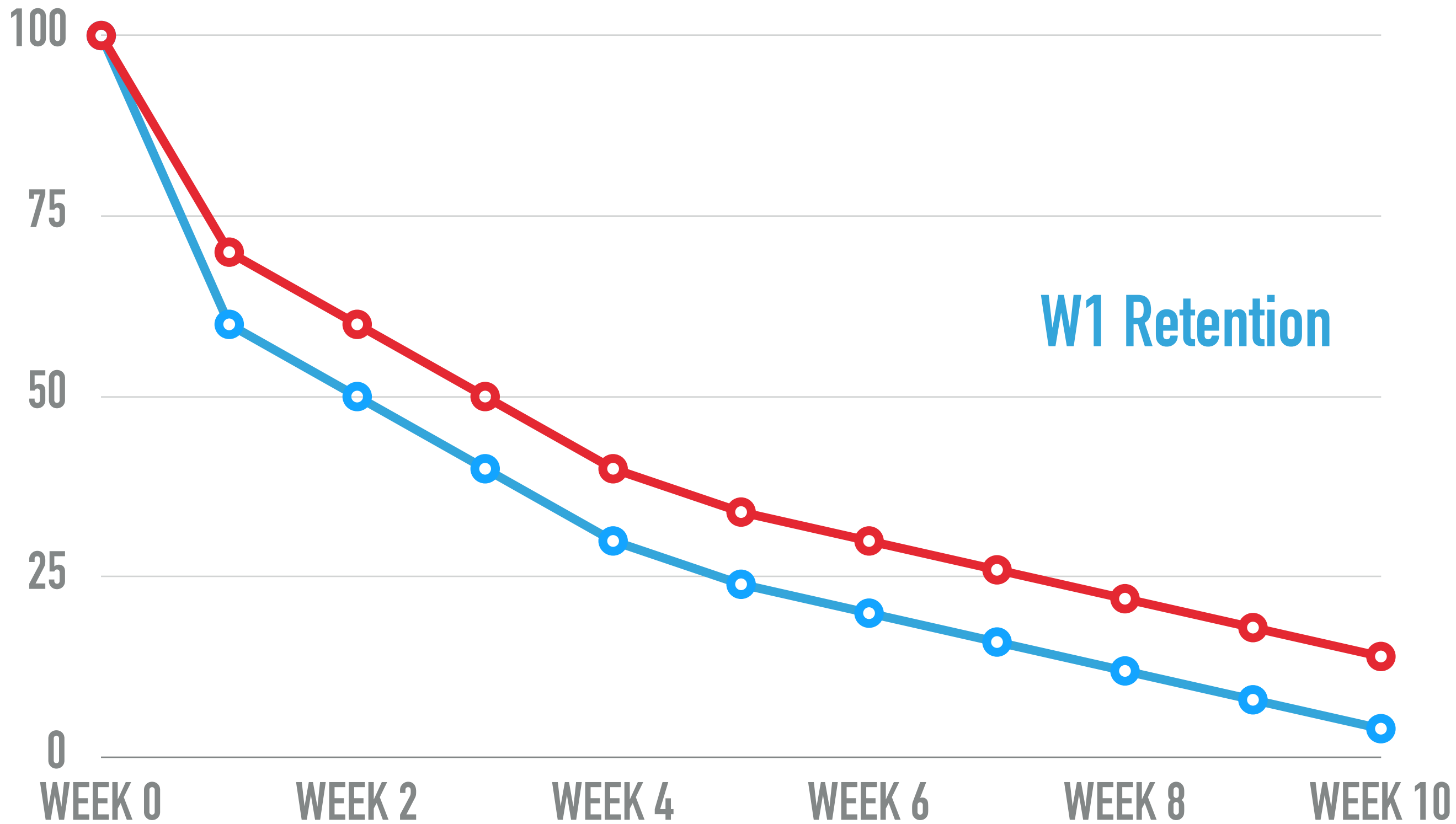
IMPROVING RETENTION



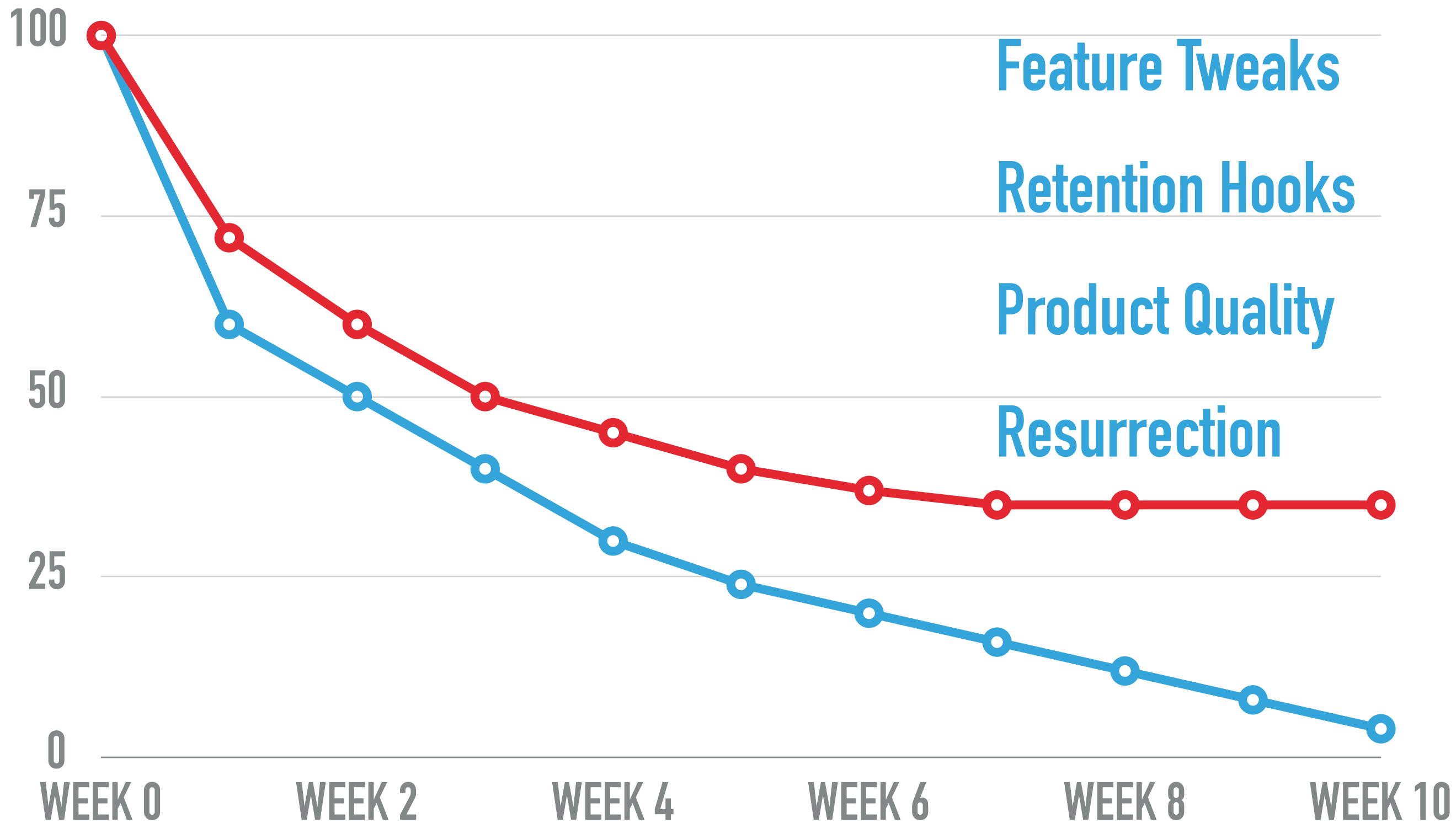
IMPROVING RETENTION



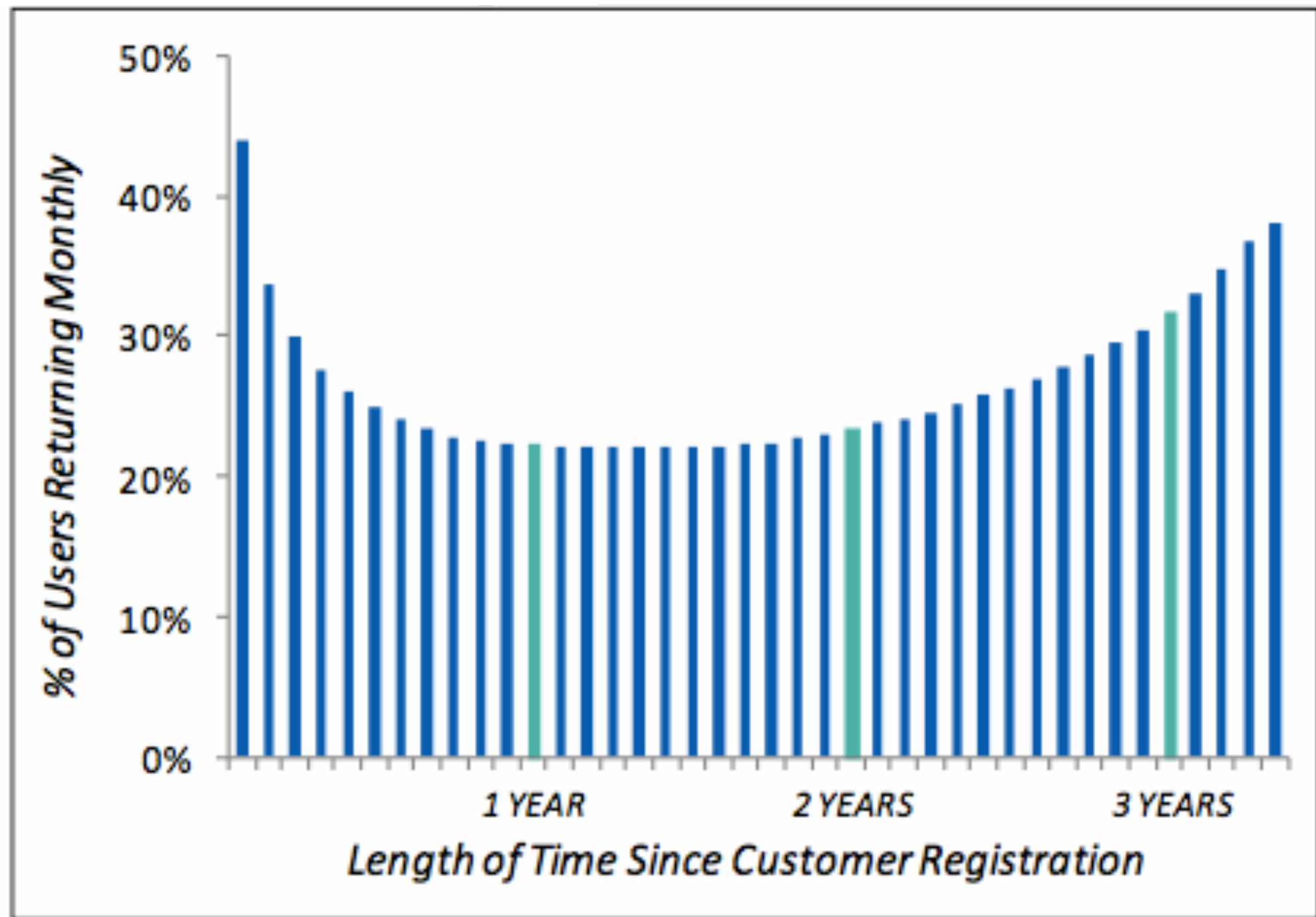
IMPROVING RETENTION



IMPROVING RETENTION



EVERNOTE “SMILE GRAPH”

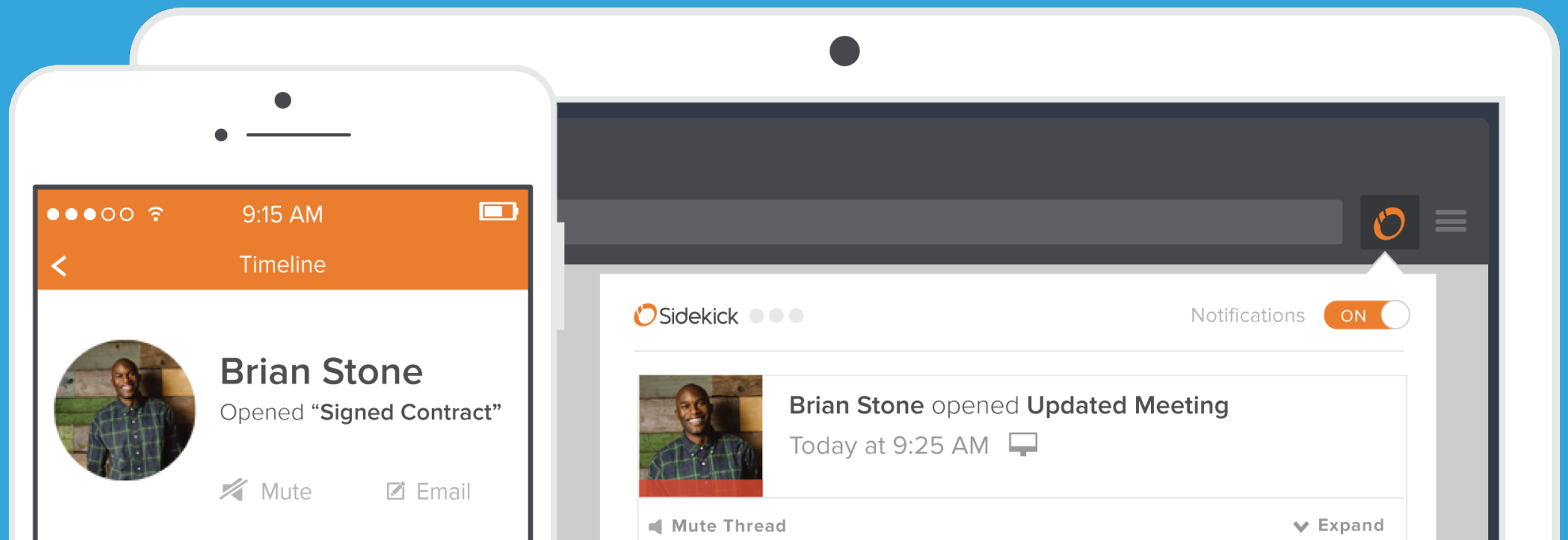


IT'S NOT ROCKET
SCIENCE, HERE'S
AN EXAMPLE

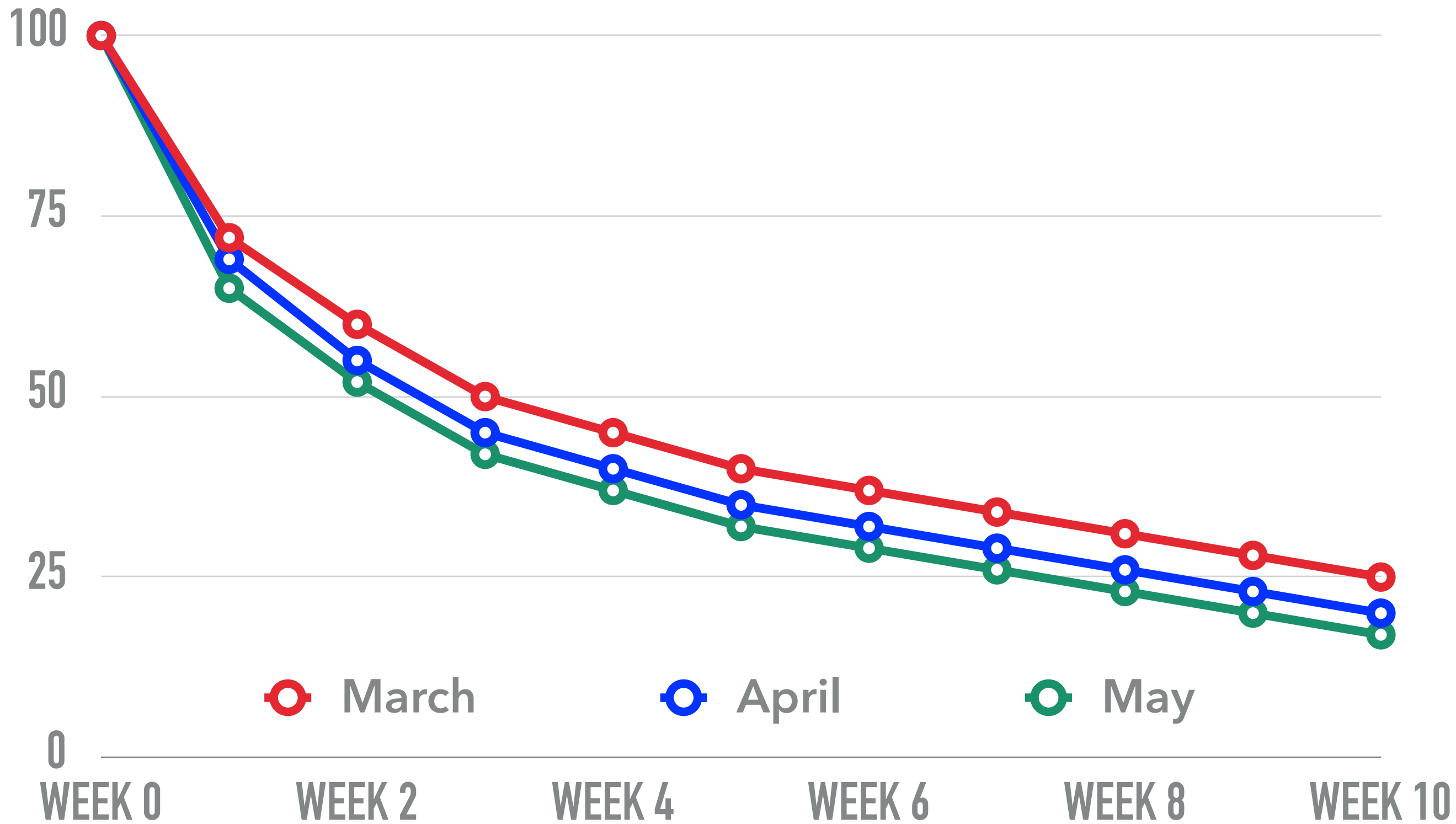




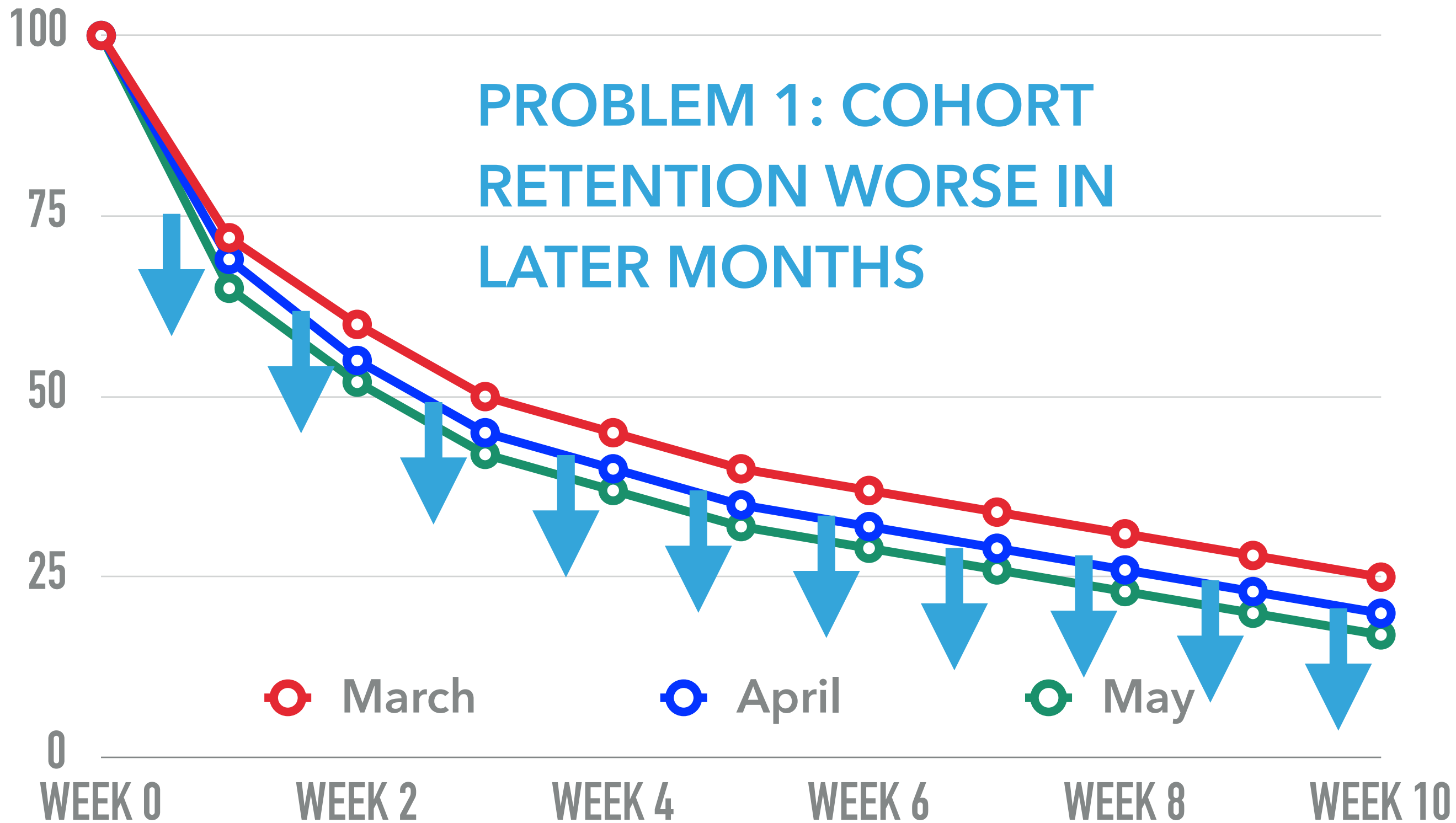
HUBSPOT SALES PLATFORM



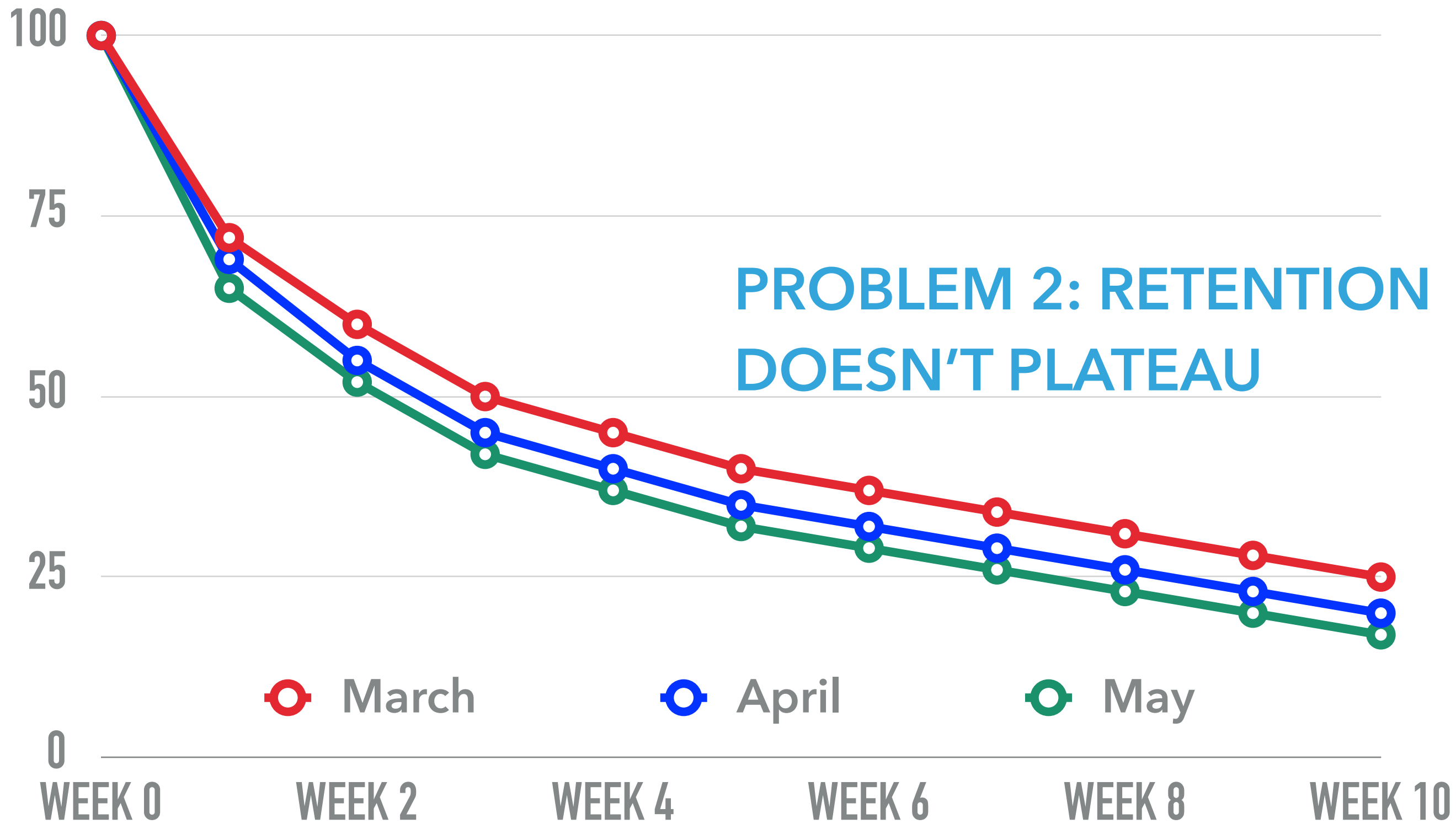
THE PROBLEMS

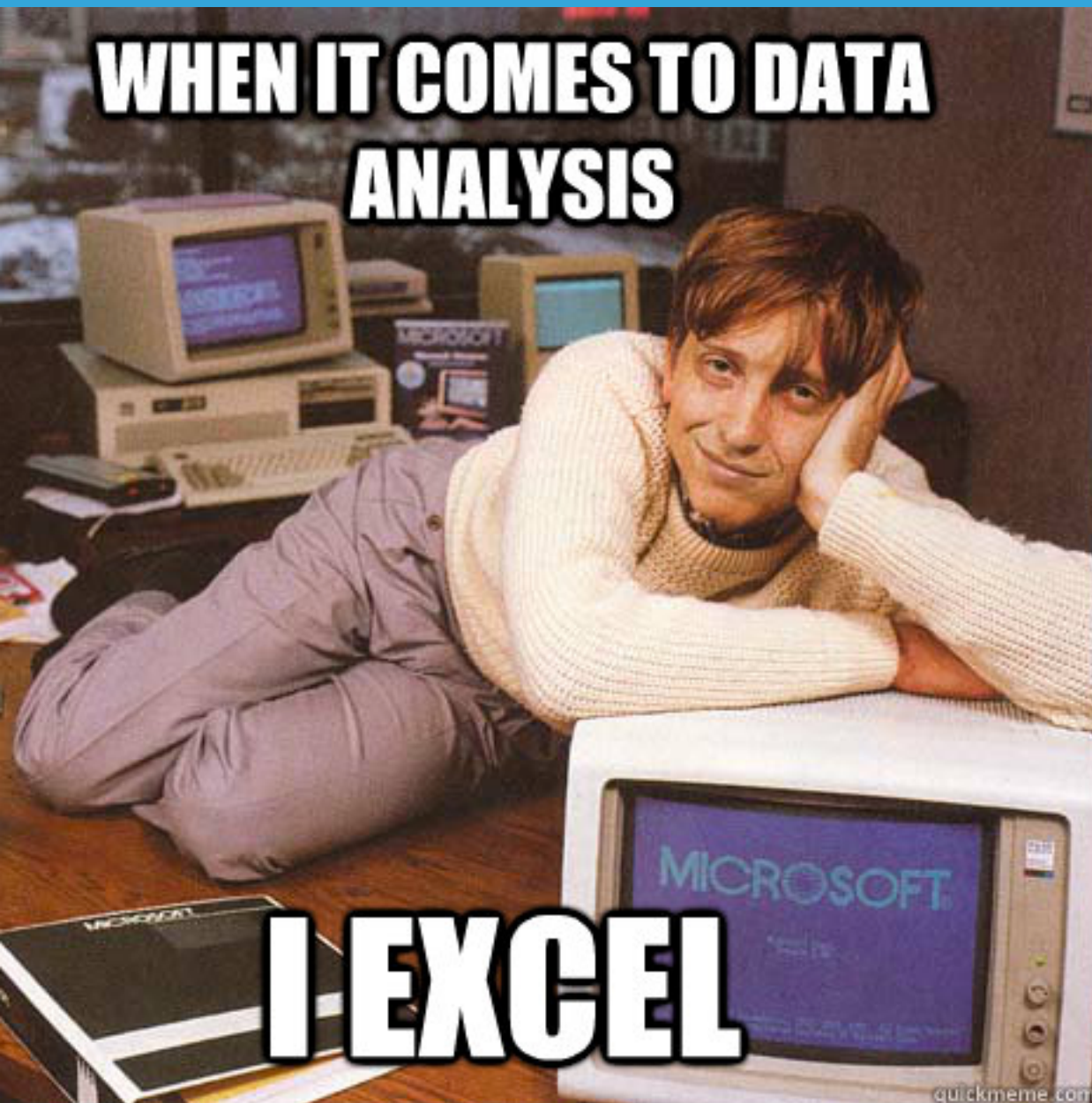


THE PROBLEMS



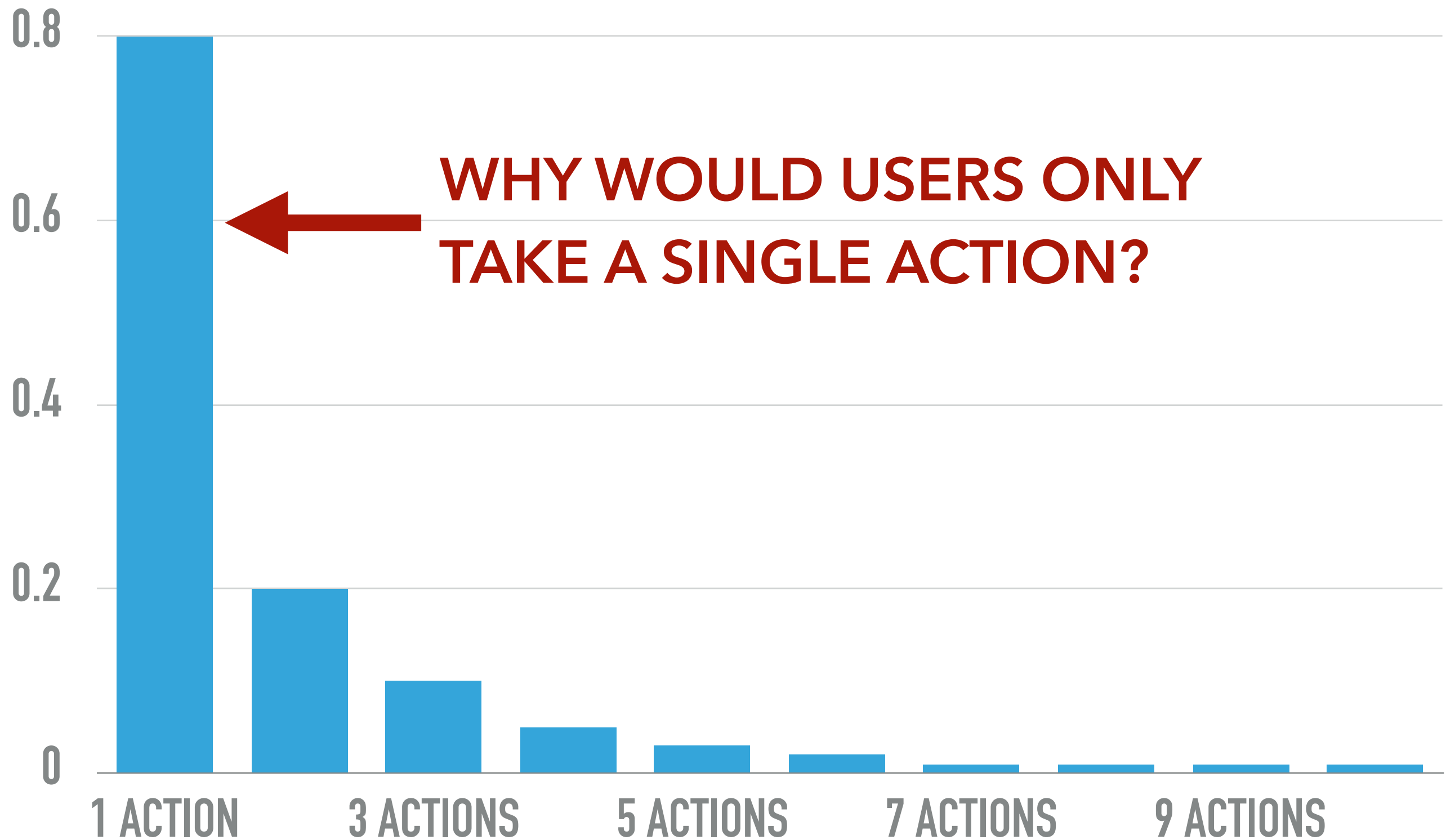
THE PROBLEMS





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](#)

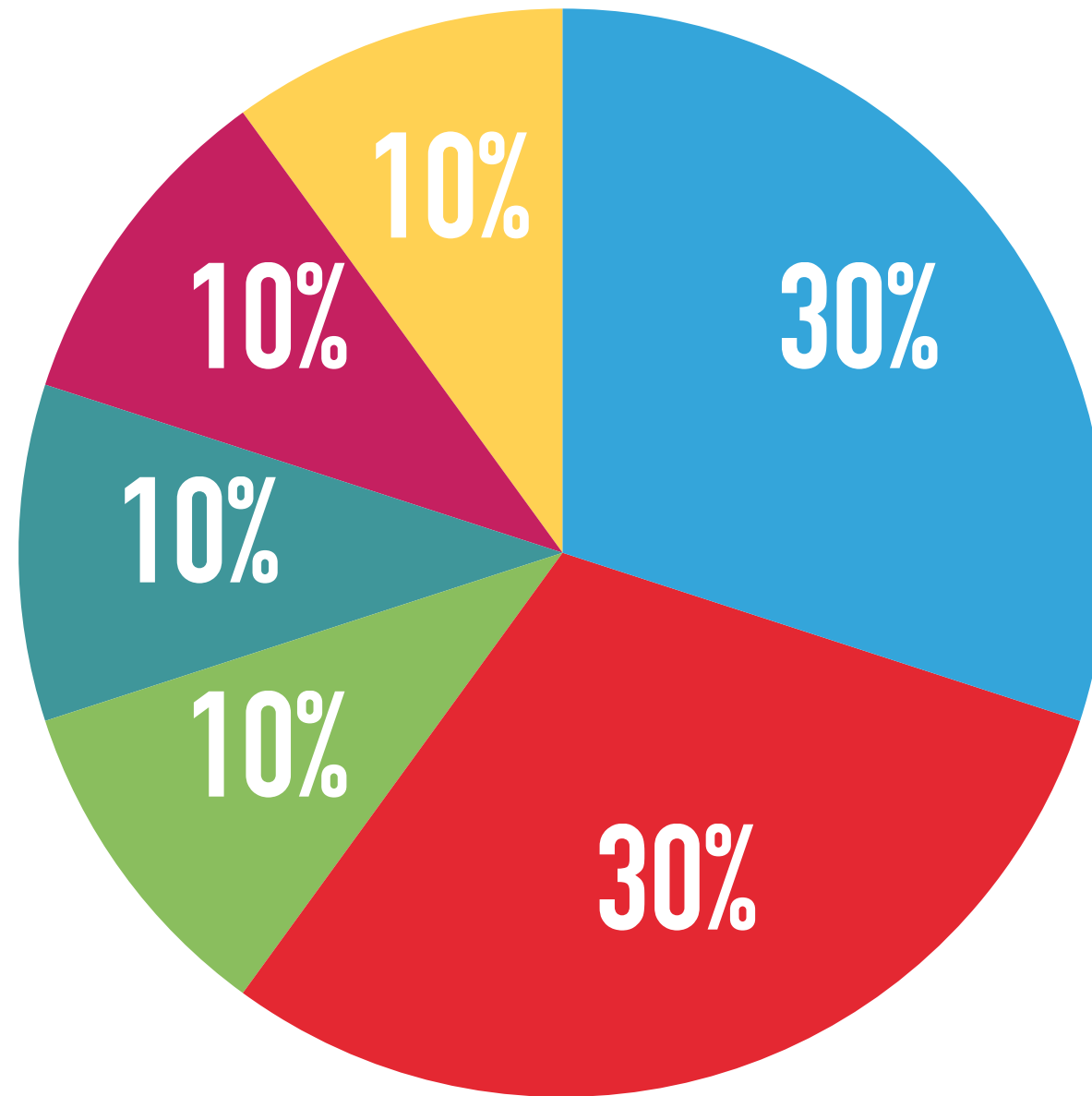
linkedIn: <http://linkedin.com/in/danielwolchonok>

website: <http://getsidekick.com>

 **Send Now**

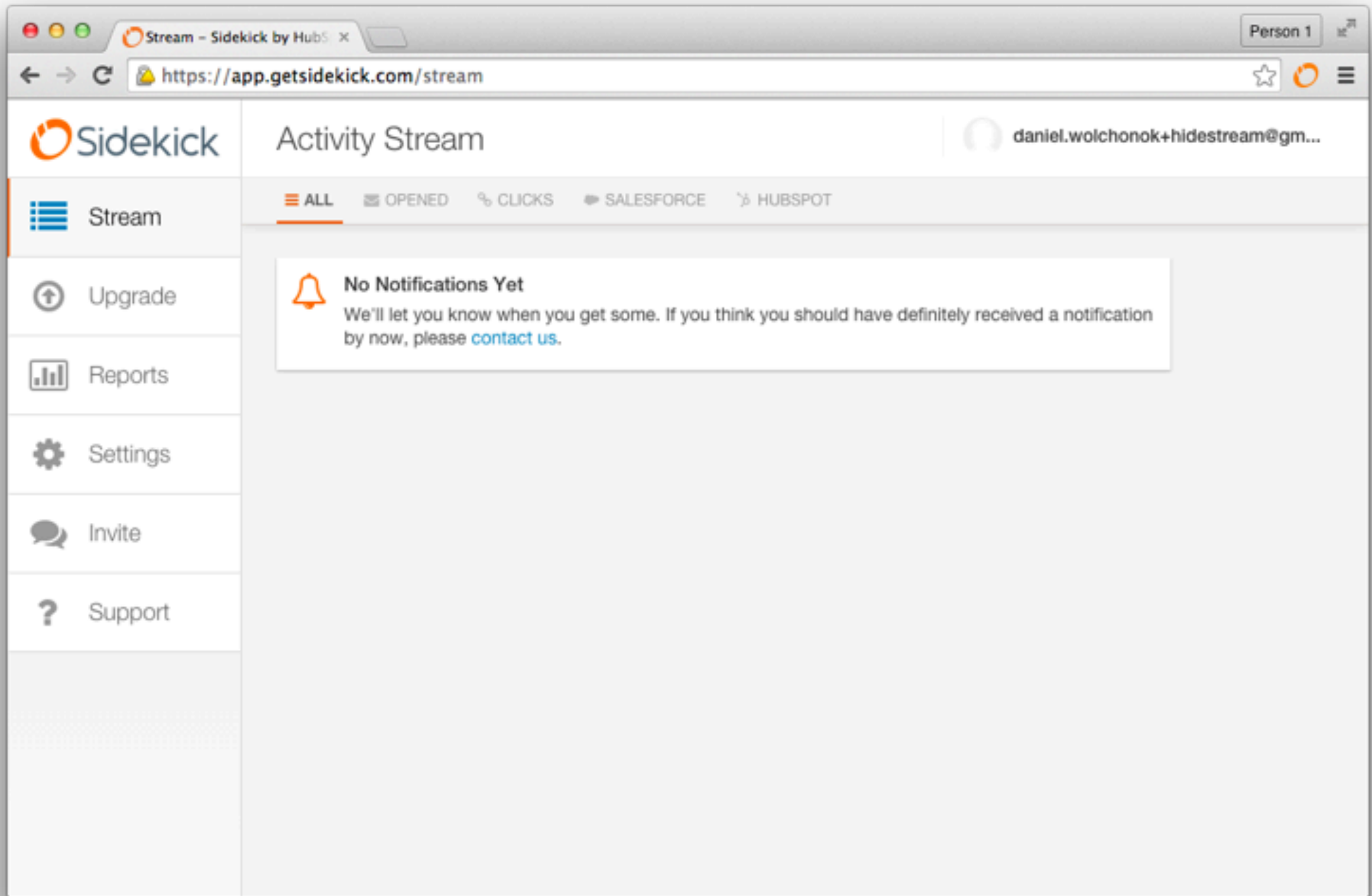


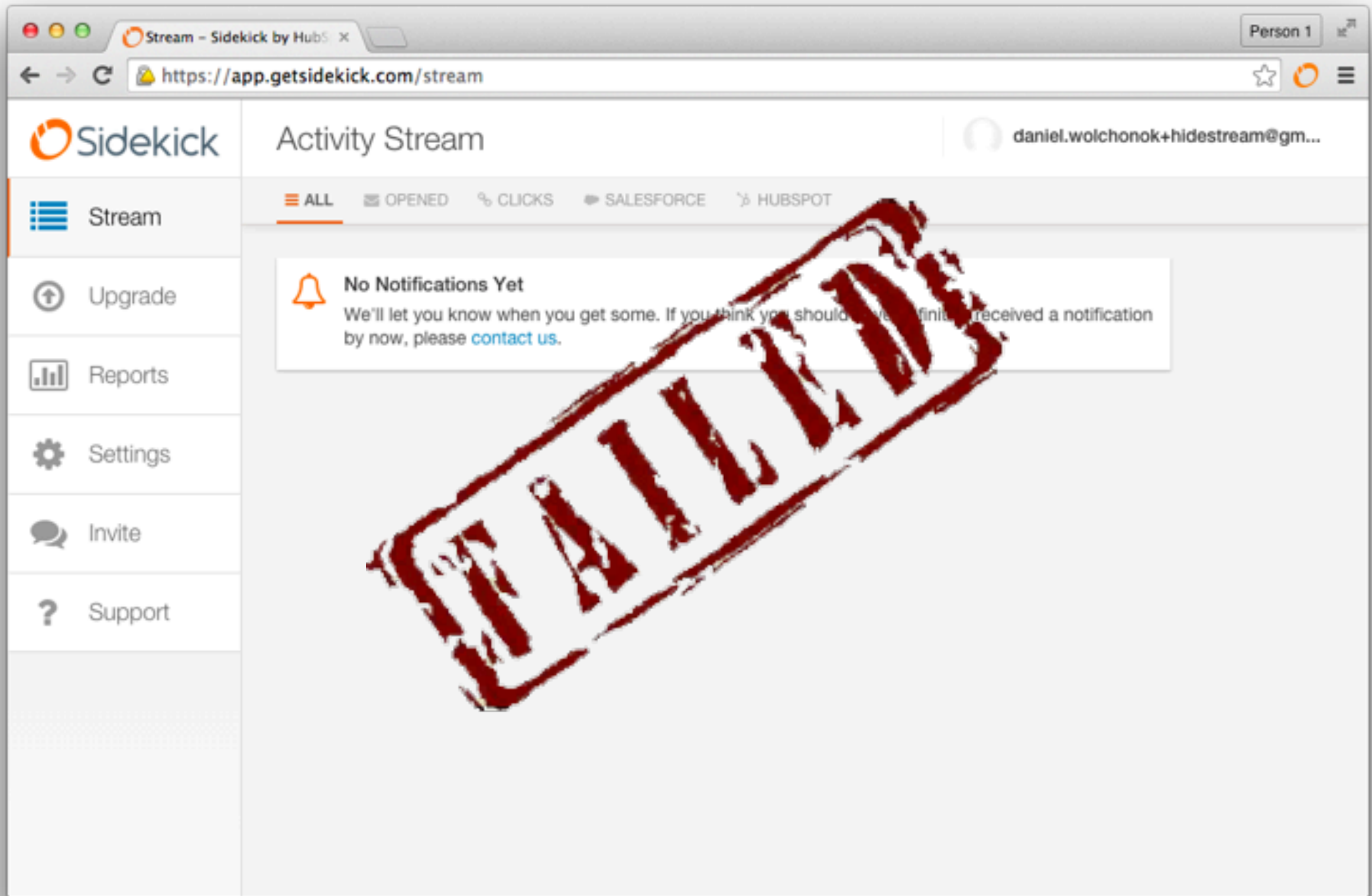
“Drive By” Reasons in Week One



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

RETENTION EXPERIMENTS





Stream - Sidekick by HubS

Person 1

← → ↺

https://app.getsidekick.com/stream

☆ 🔴 ≡

Sidekick

Activity Stream

daniel.wolchonok+hidestream@gm...

≡ Stream

⬆ Upgrade

📊 Reports

⚙ Settings

💬 Invite

❓ Support

≡ 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



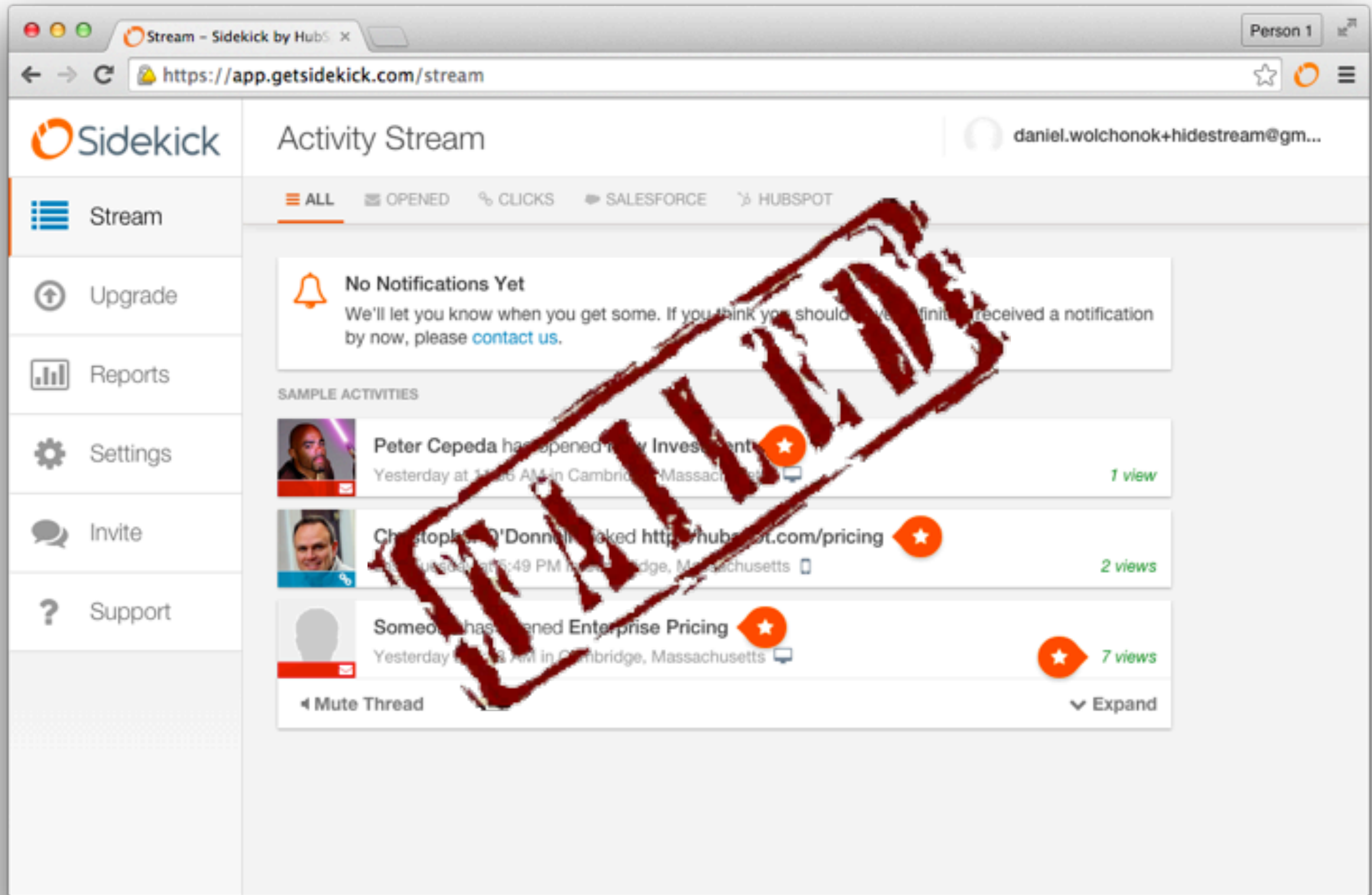
Christopher O'Donnell clicked <http://hubspot.com/pricing> 2 views

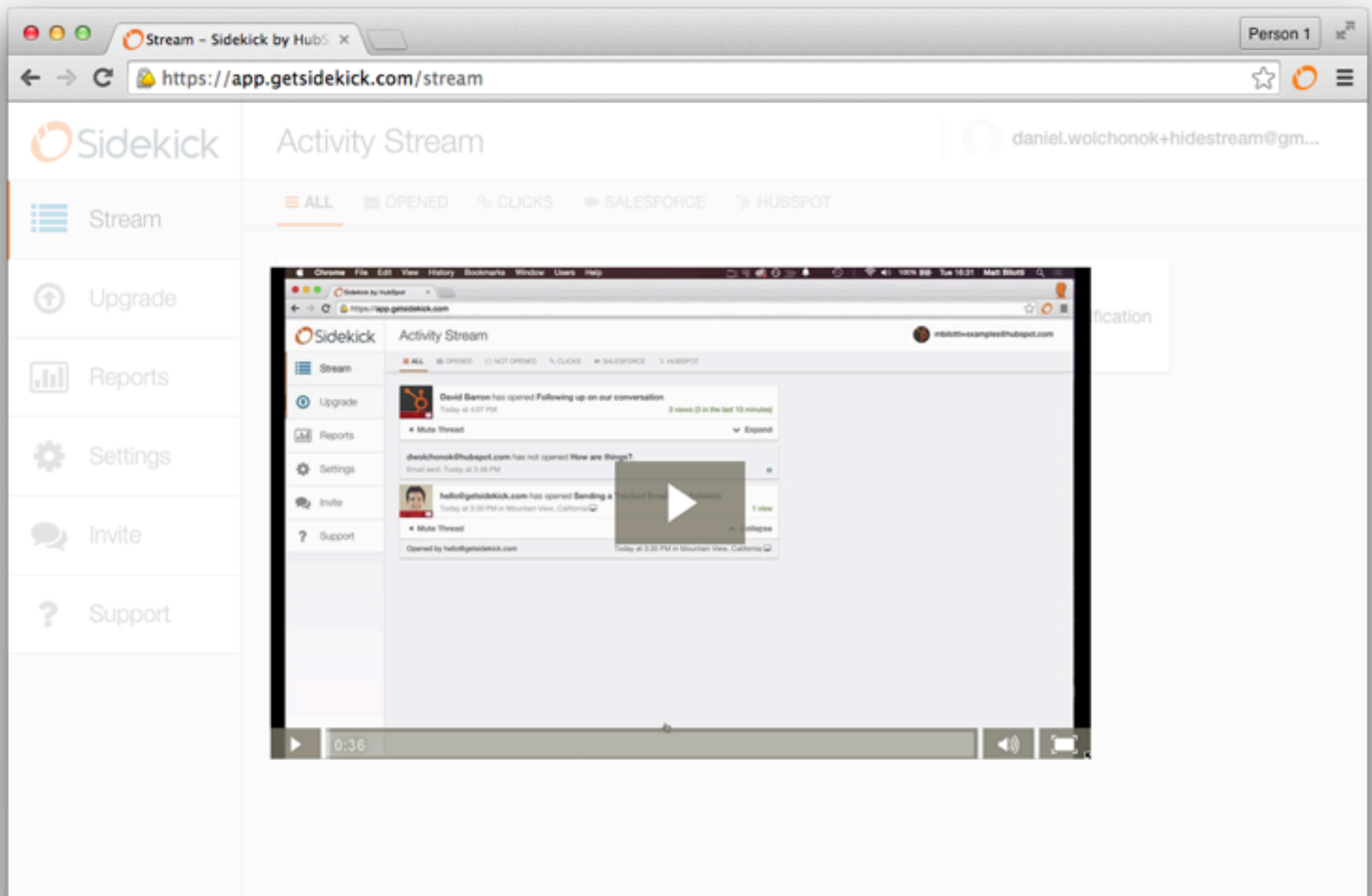


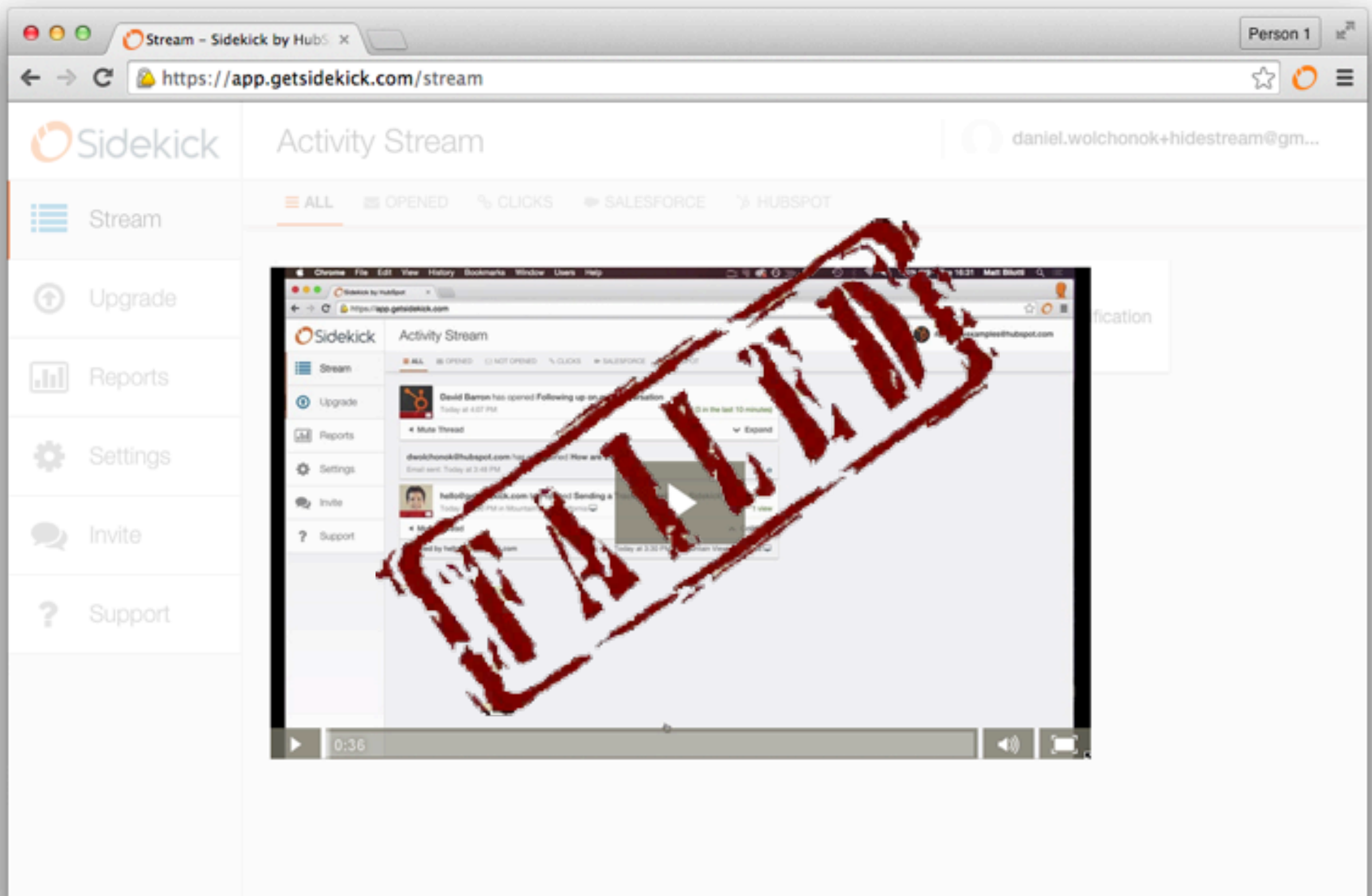
Someone has opened **Enterprise Pricing** 7 views

⏮ Mute Thread

⏮ Expand



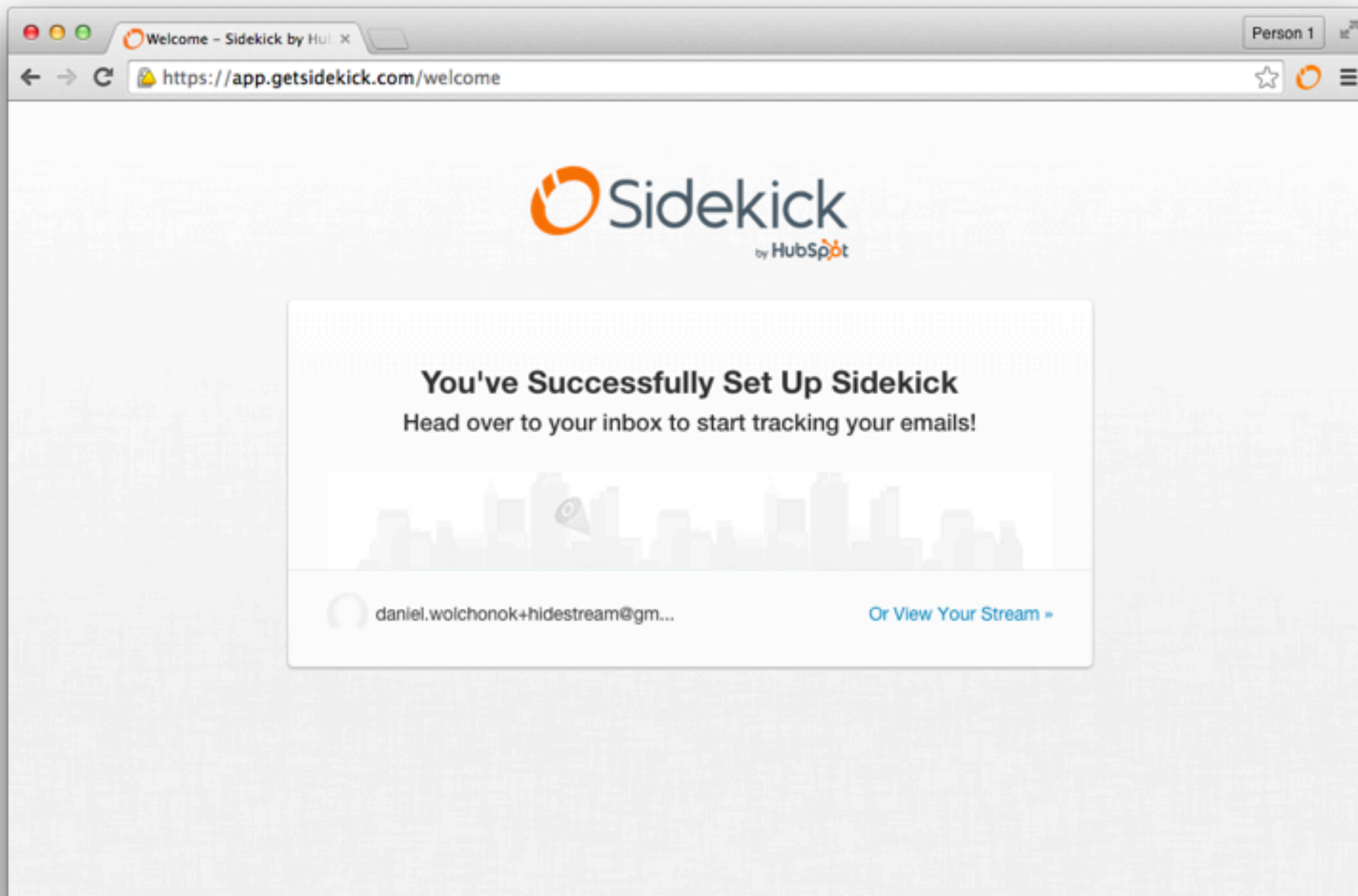


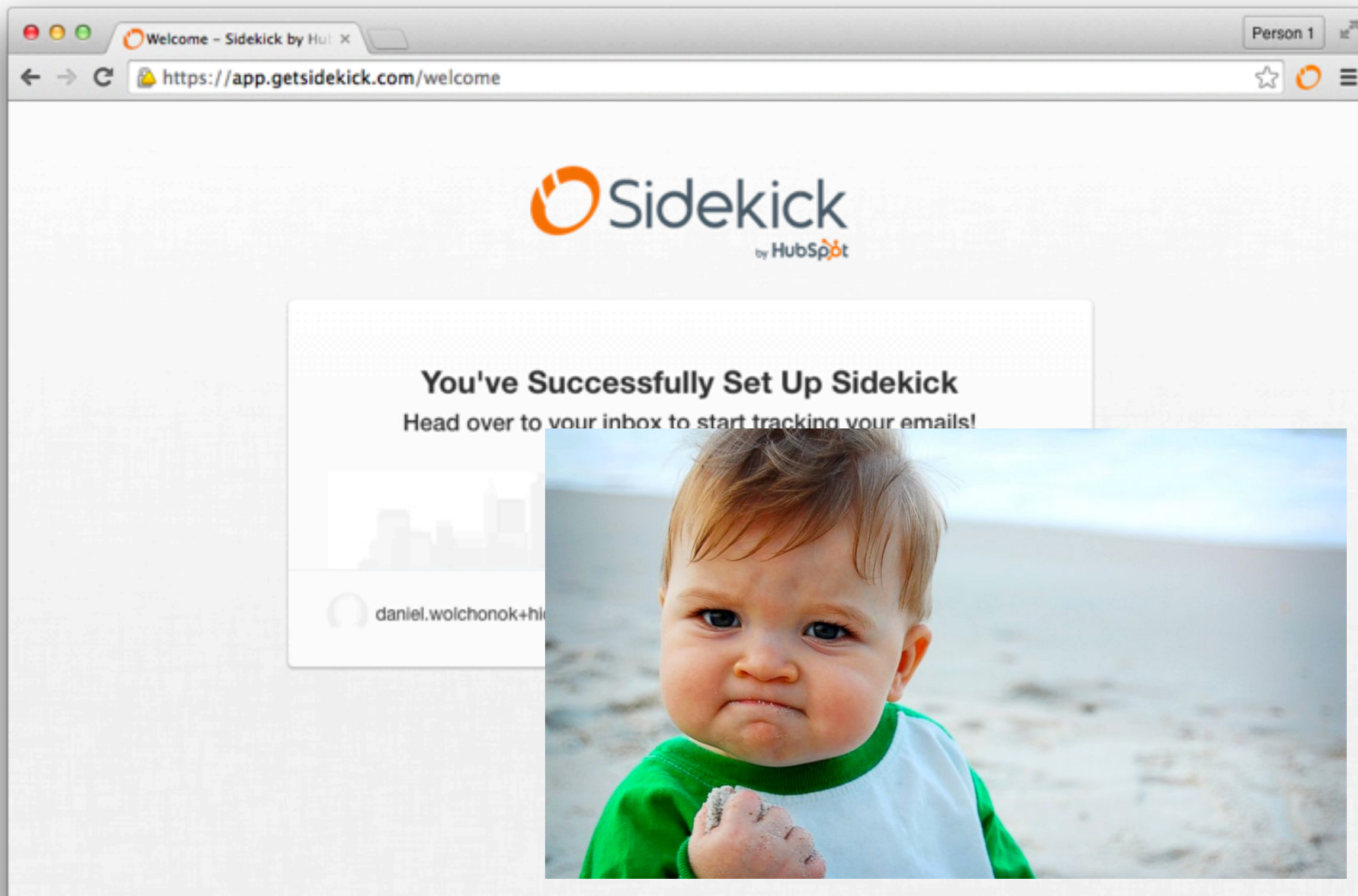


7 Experiments Later...

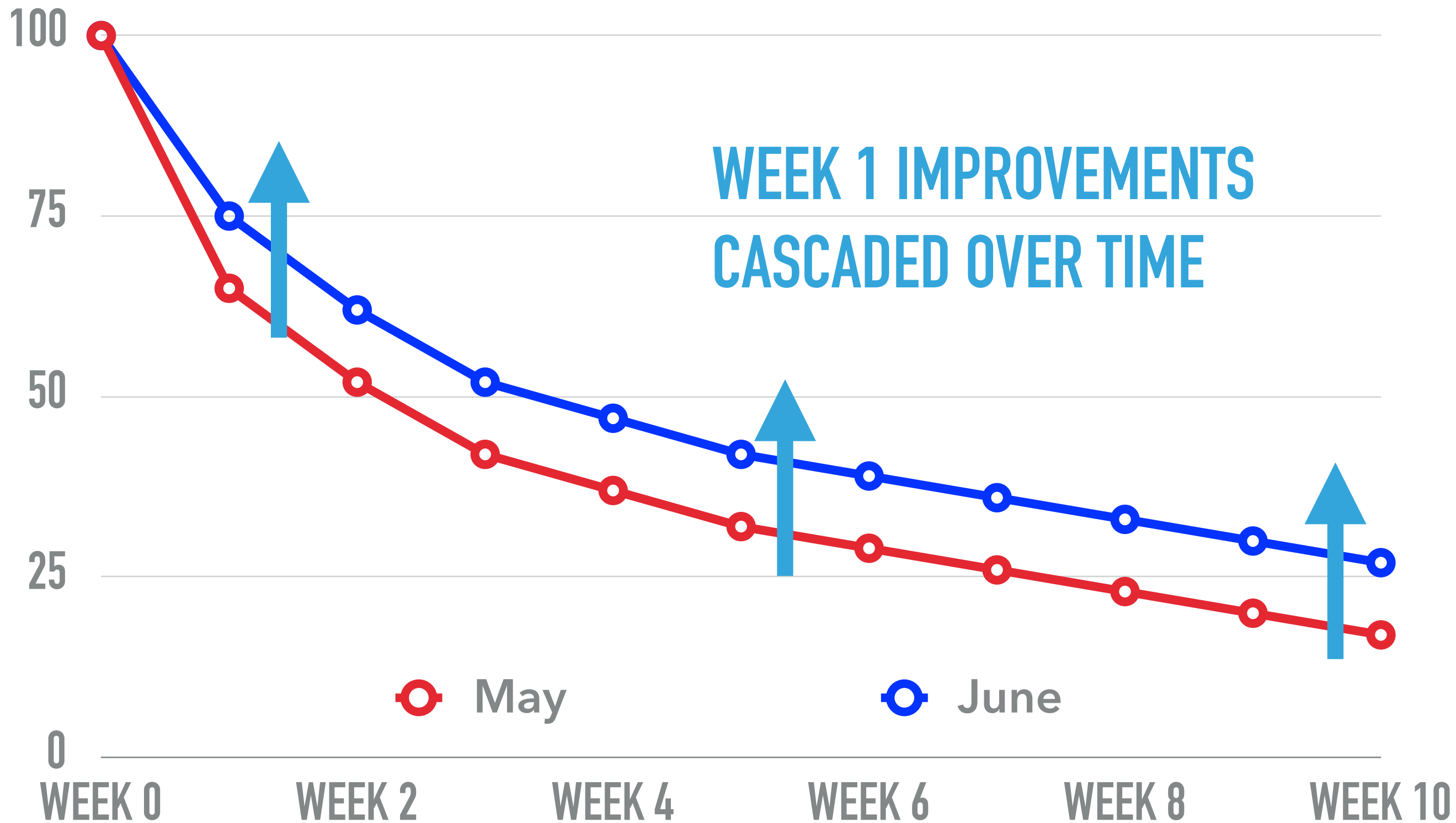
7 Experiments Later...



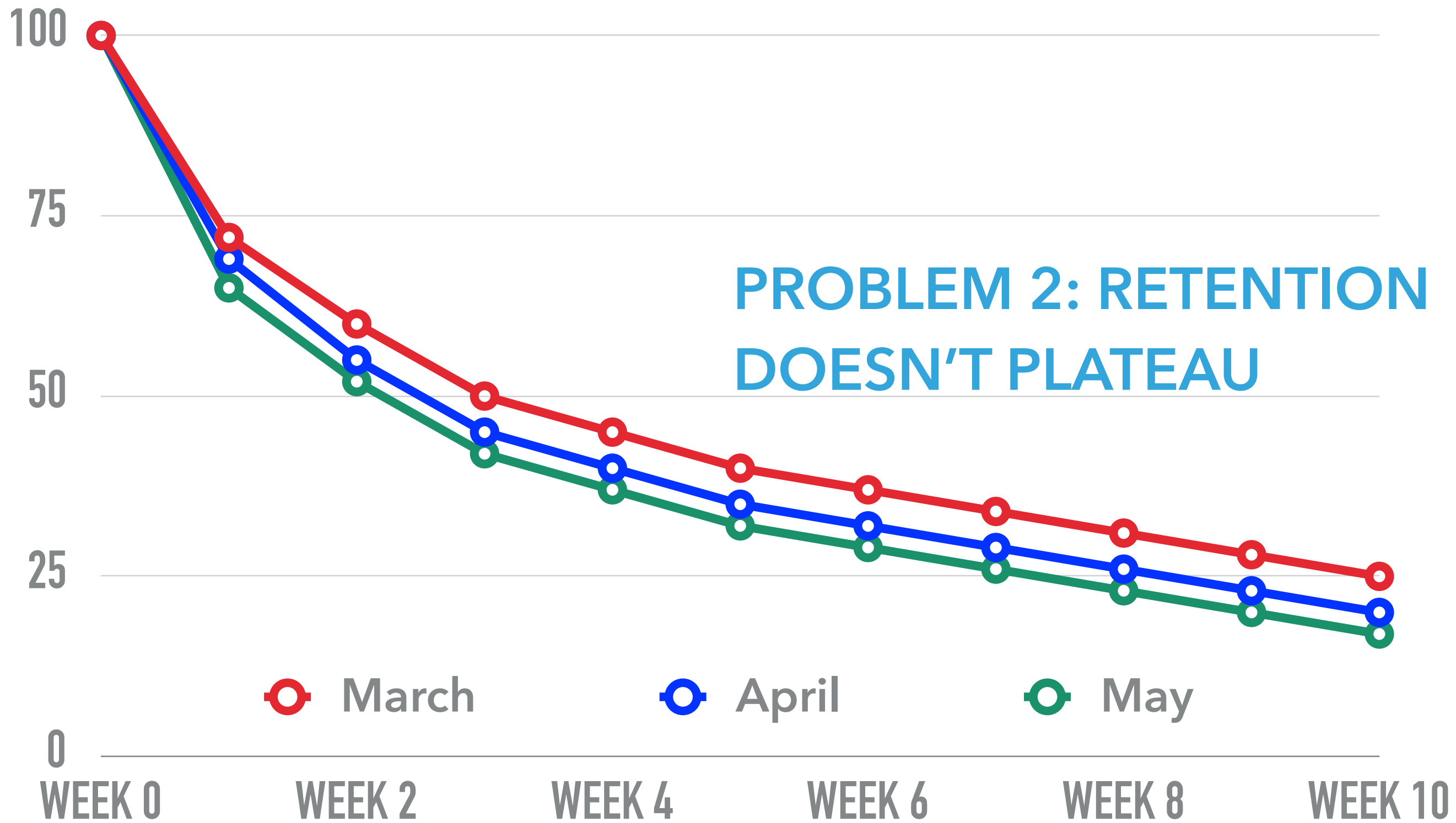




WEEK 1 IMPROVEMENTS



THE PROBLEMS



FIGHTING LONG TERM CHURN

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

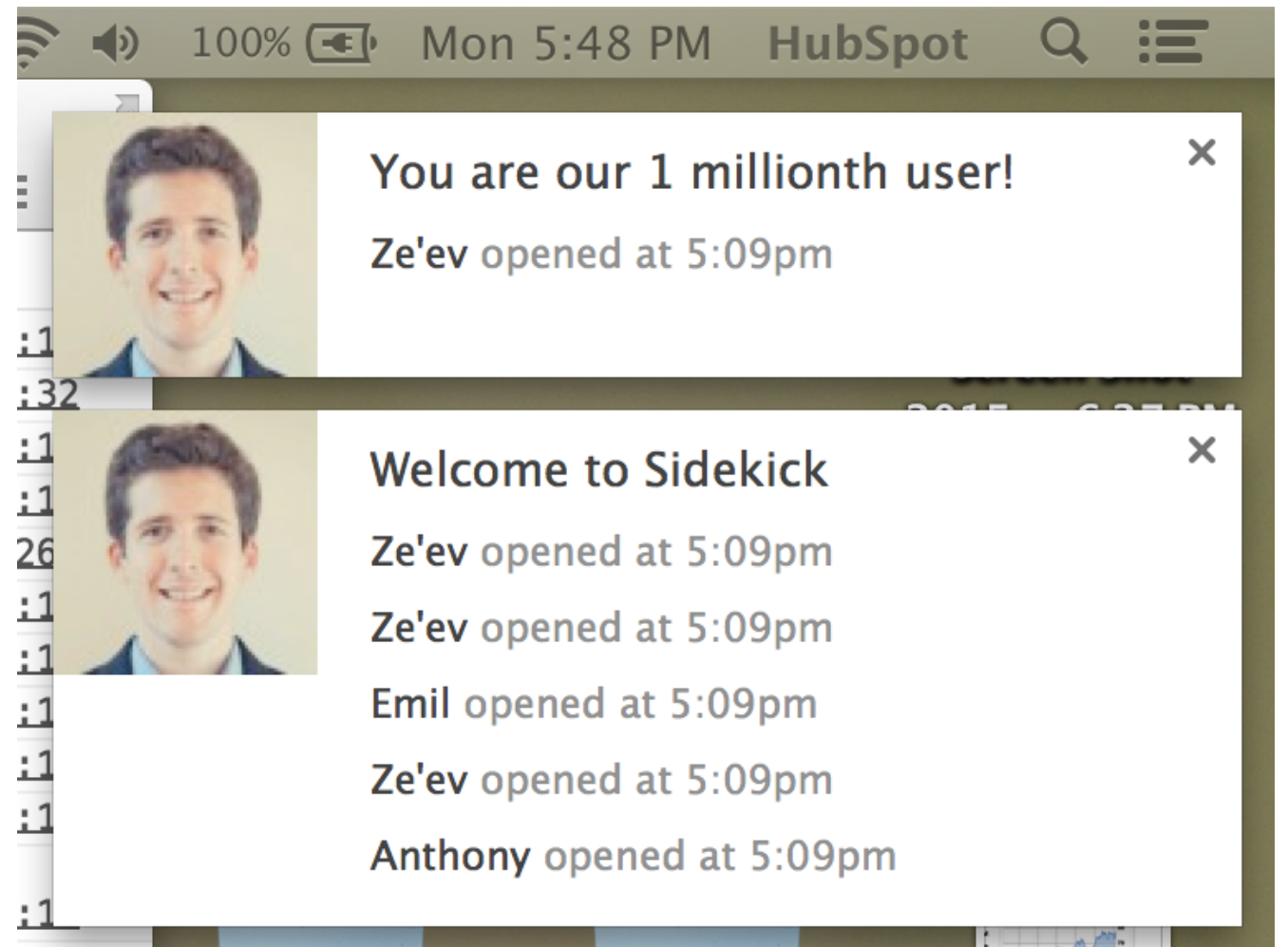
Brian Balfour

QUALITATIVE RESULTS FOR LONG TERM CHURN

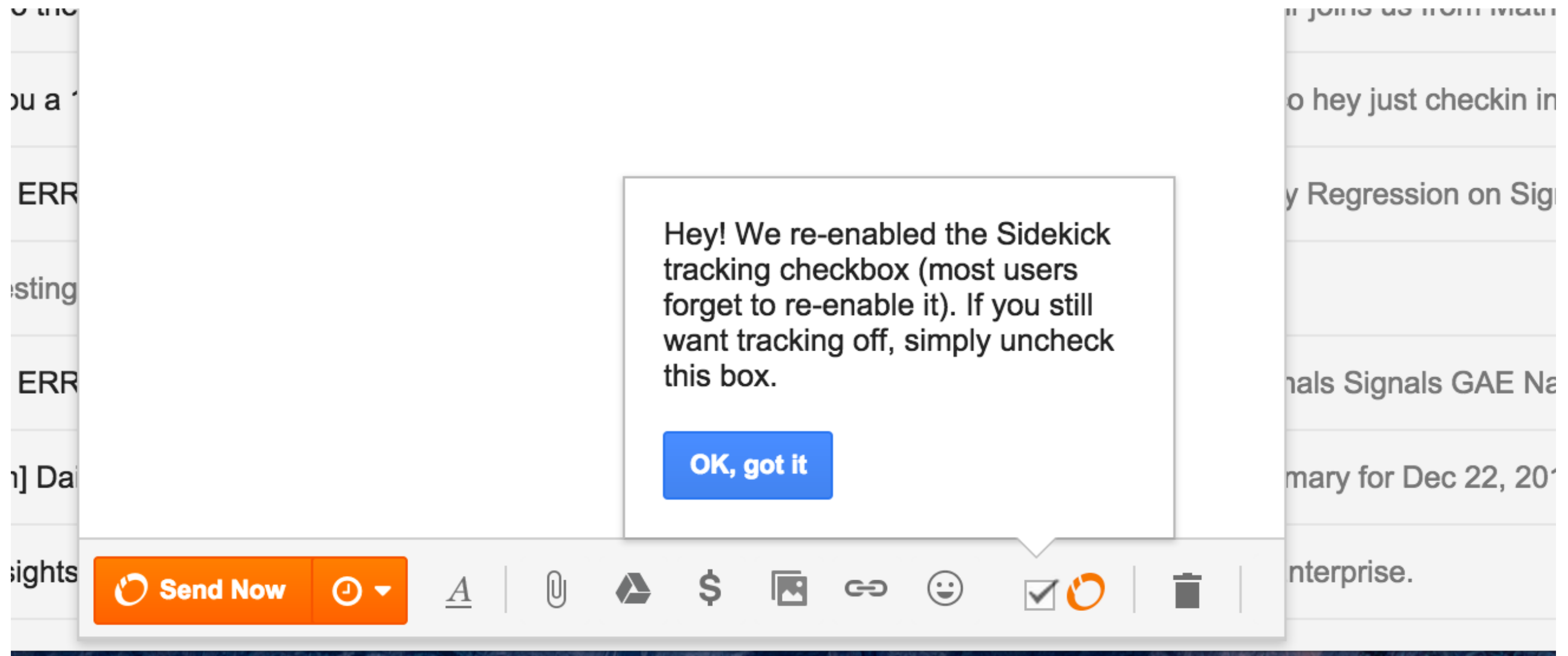
Reason	%	Possible action	Actionable?
Left Company	30%	Capture Personal Email, Recapture Email Campaign	Yes
"Stopped Working"	15%	Fix Operating System / UI Issues, Bugs	Yes
Cost Confusion	10%	Iterate on copy within the app	Yes
New Computer	10%	Recapture email campaign	Yes
Competitor	5%	Needed a feature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

ACTIONABLE LONG TERM CHURN

CUT DOWN ON
NOISE, COGNITIVE
ENERGY REQUIRED
BY OUR APP



RESURRECTING USERS



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											

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 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