TRENDING TOPIC

Retention

How customer retention helps increase revenue
and improve brand interaction

Retention: How to Keep Users Engaged and Loyal

Retention is a set of actions and strategies aimed at keeping long-term customers and preventing them from switching to competitors. The focus is on repeat purchases and building long-term relationships with users

Unlike customer acquisition, retention involves working with existing users to ensure they return and continue using the company's products or services

Rolling Retention Rolling retention on N-day shows the percentage of users who returned to the app on day N or later after installation

Full Retention Full retention on N-day represents the percentage of users who opened the app every single day up to day N

Return Retention Return retention on N-day measures the percentage of users who returned at least once within N days

Bracket-Dependent Return Retention A variation of return retention, this metric tracks users who returned to the app at least once within a specific time range

Retention Types Over Time
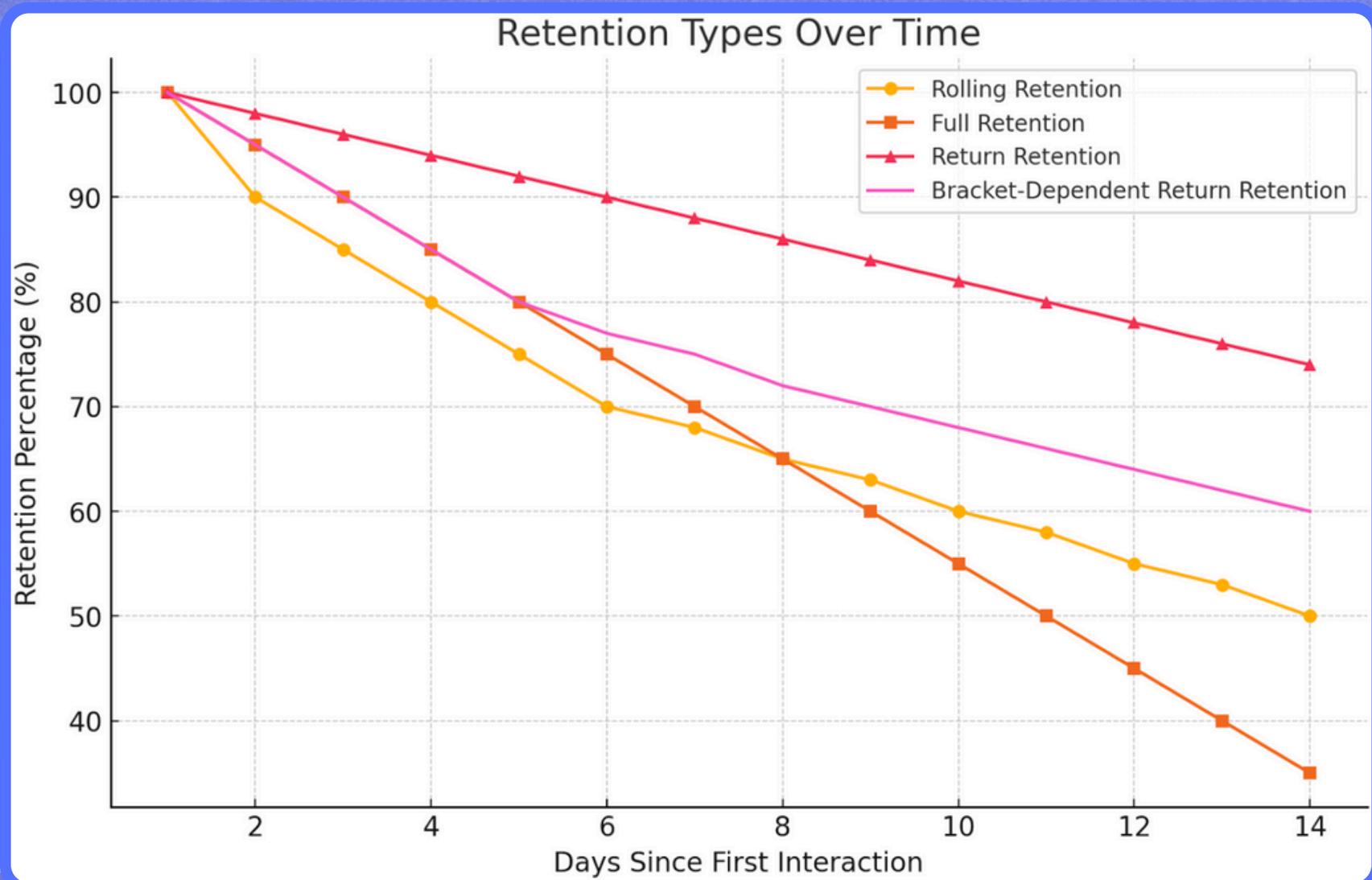
Retention graphs typically show a declining percentage of retained users over time, but different retention metrics can provide different perspectives on user engagement

Types of Retention

Voice Retention - Engaging users through voice interactions:

- Automated calls (IVR systems)
- Voice broadcasts
- Voice bots
- Call-back inquiry

SMS Retention - Using text messages to maintain communication, encourage return visits, and build loyalty:

- Loyalty programs and special promotions
- Abandoned cart reminders
- Personalized offers

Email Retention - A deeper engagement channel that enables personalized offers and content:

- Personalized email campaigns
- Retargeting via email
- Onboarding email sequences

Push Retention - is a user retention strategy using push notifications in mobile apps and web browsers :

- Exclusive Offers Notifications about tournaments and events
- Reactivating inactive users

Why Retention Matters for a Product Cost Efficiency

Retaining existing users is more cost-effective than acquiring new ones. A high retention rate reduces marketing expenses and increases users' Lifetime Value (LTV)

Revenue Growth
Engaged users generate more repeat actions (such as deposits or purchases), which directly impacts a company's revenue

Trust and Reputation
A product with high retention is perceived as high-quality, reliable, and valuable-leading to word-of-mouth recommendations and positive reviews

Product Performance Optimization
Strong retention indicates that the product successfully meets user needs. It also helps assess the effectiveness of UX/UI, content, and other functional elements

Why Retention Should Be Localized

Optimized User Experience (UX) – Localization enhances user experience

Region-Specific Promotions and Offers – A generic promotion may not be relevant to all audiences

Cultural Relevance – Different regions have unique content preferences

Localized Email Campaigns – Email marketing plays a key role in retention by driving engagement and building trust