

做好用户留存

产品、市场和运营有这些应对方法

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留存简介

- 留存的定义
- 在互联网行业中，用户在某段时间内开始使用应用或访问网站，经过一段时间后，仍然会继续使用应用或会回访网站的被认作是留存。

留存图

留存趋势概况 ?

天 周



注释 时间范围: 2016-04-25--2016-05-08 用户类型: 登录用户 起始行为: 新登录用户 回访行为: 任意行为

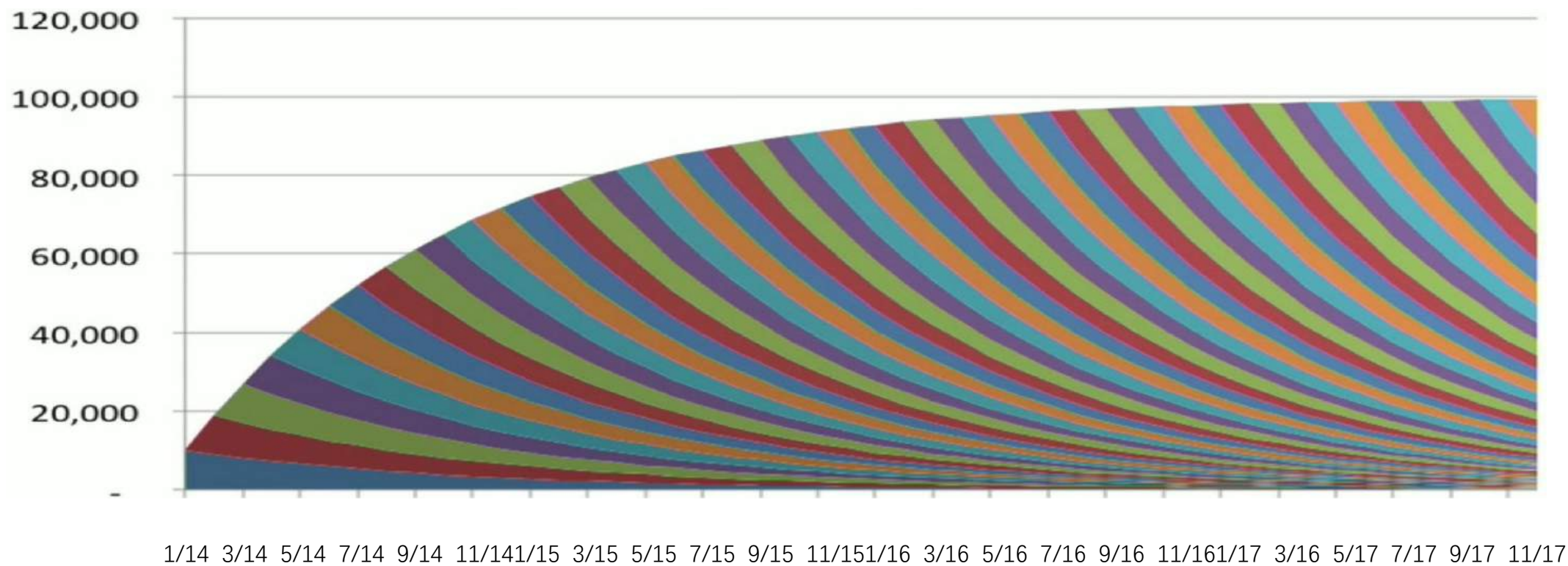
DAU , WAU ,MAU够不够

日常关注的指标：

- Daily Active User 日活
- Weekly Active User 周活
- Monthly Active User 月活
- 日活，周活，月活本质是什么？

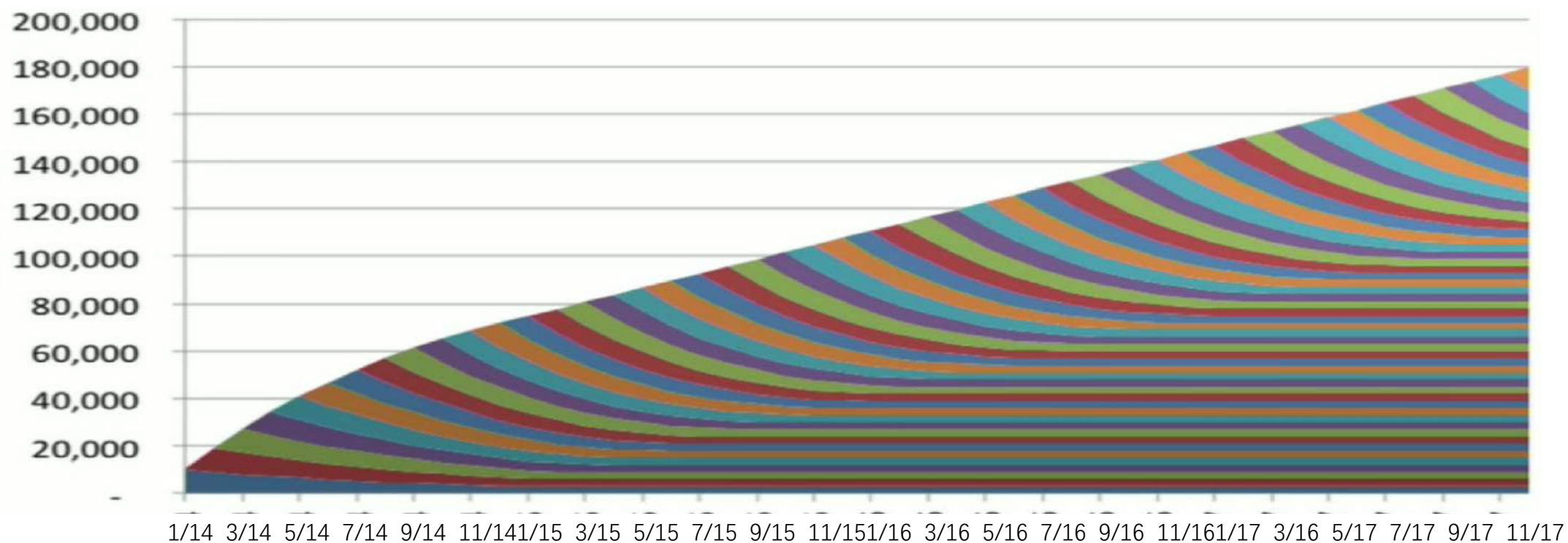
看似增长的活跃人数

周活累计量 = 留存堆积图

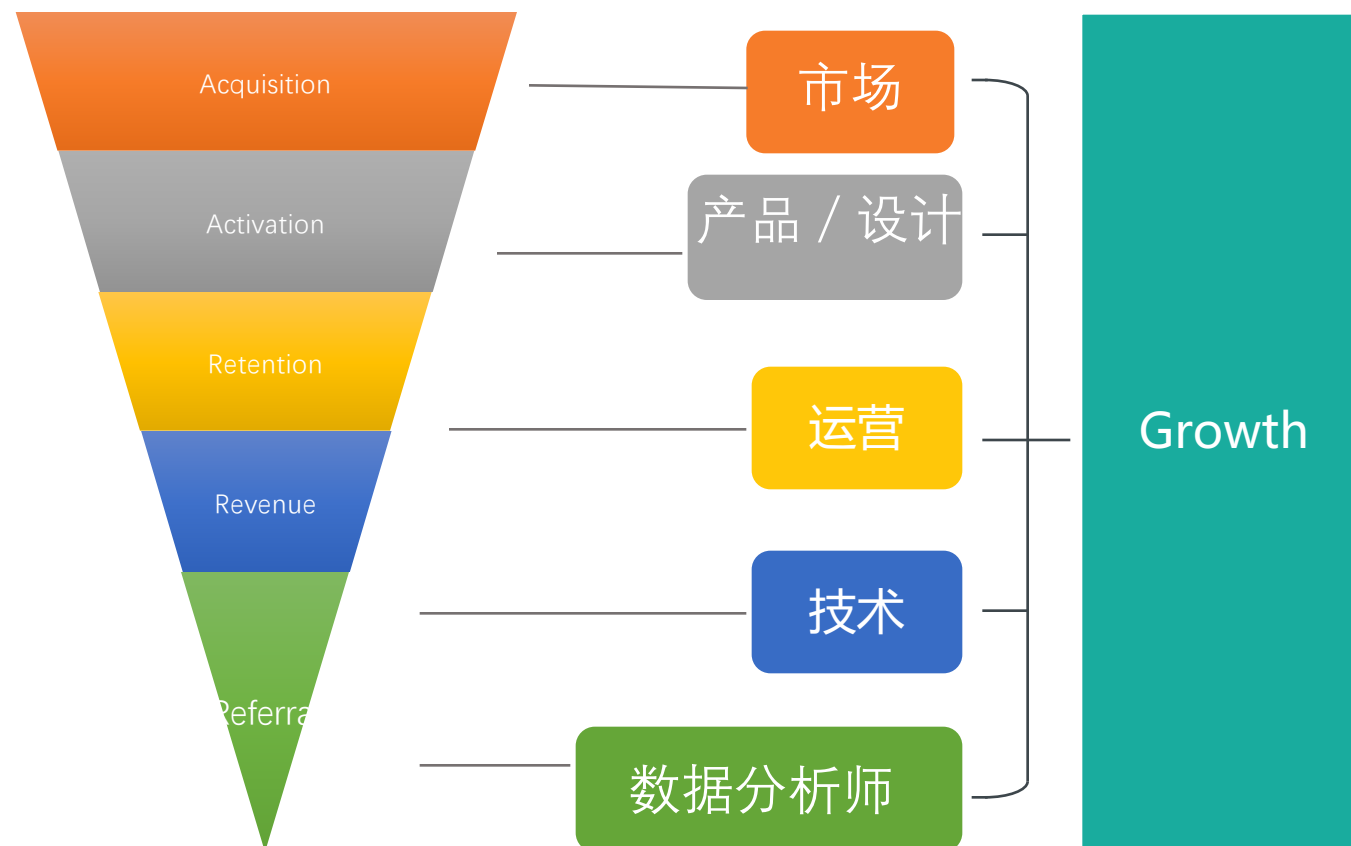


真正增长的活跃人数

周活累积量 = 留存堆积图



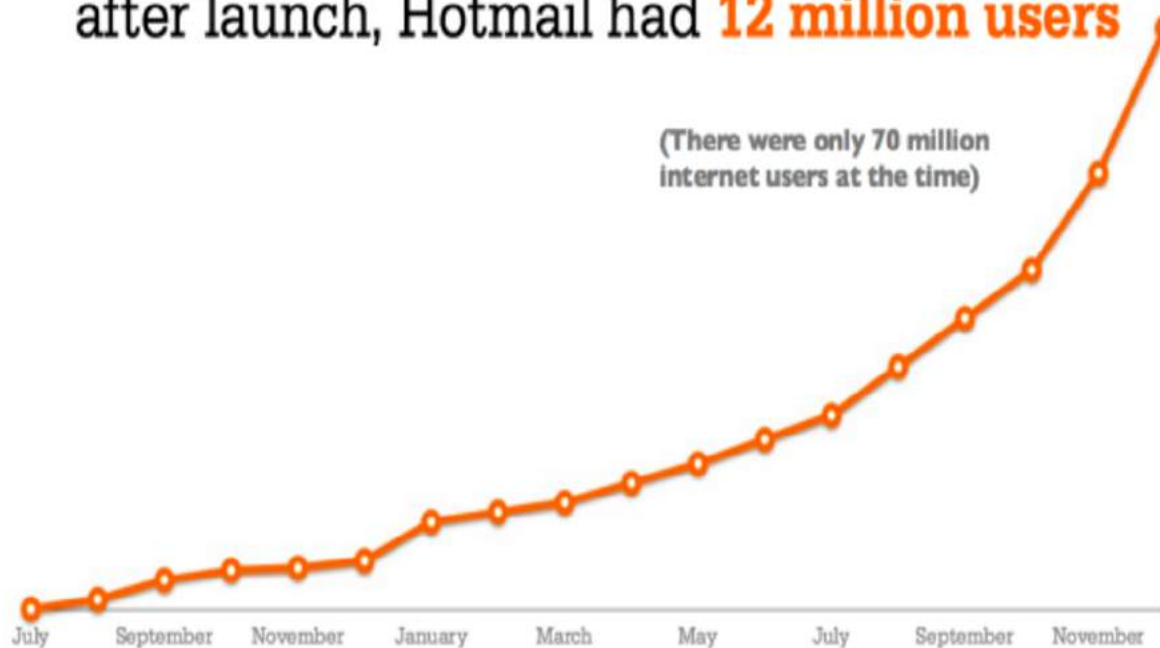
- Acquisition: 用户获取
- Activation : 用户激活
- Retention : 用户留存
- Revenue : 收入
- Referral : 用户推荐



Hotmail Growth

When they sold to Microsoft 1.5 years after launch, Hotmail had **12 million users**

(There were only 70 million internet users at the time)

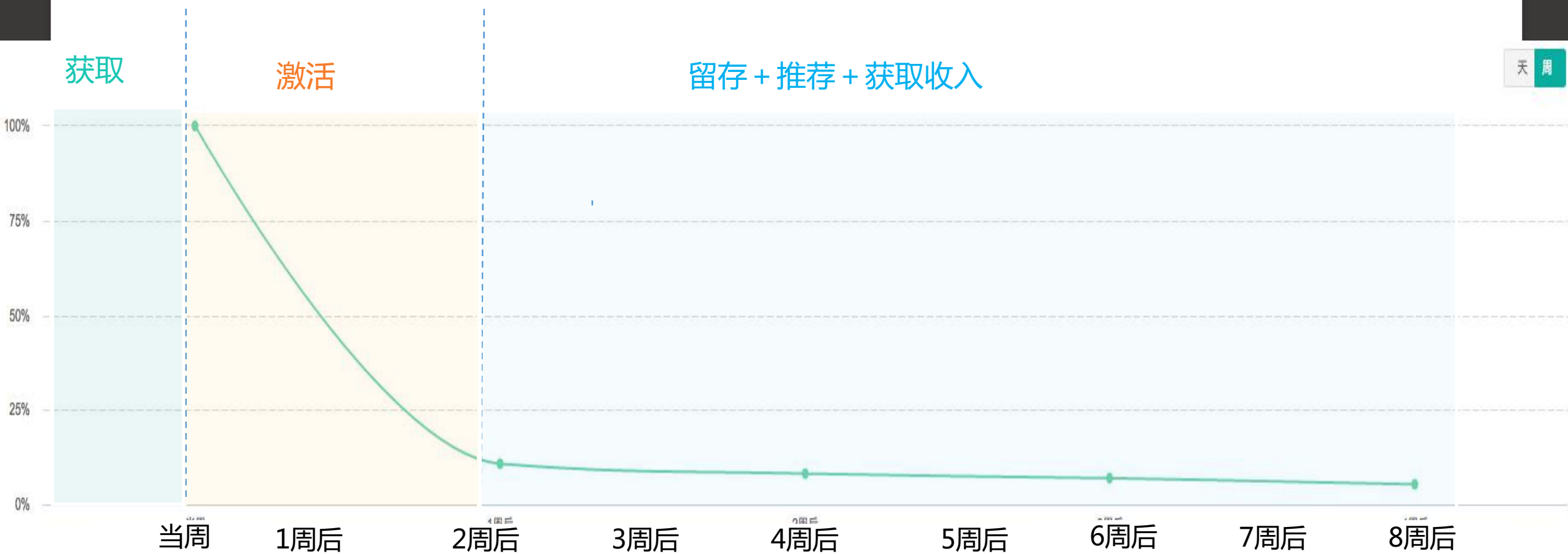


Hotmail经典签名：
PS I love you. Get your free E-mail at Hotmail.

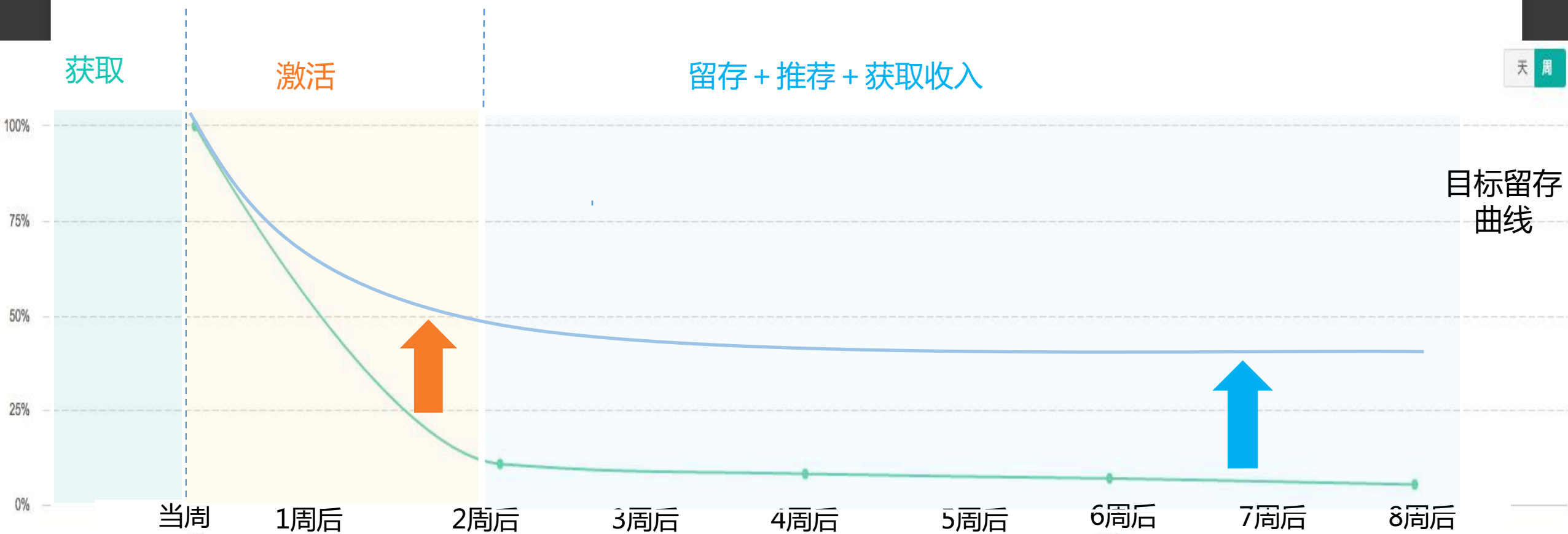
留存是基础，是增长的核心

- 提升留存，提升Referral
- 提升留存，提升 LTV
- 提升留存，提升升级概率
- 提升留存，缩减回本日期
- 提升留存，增多渠道获取选择

留存曲线与AARRR



留存曲线与AARRR



留存 - 市场运营

对比不同渠道留存曲线，发现“触发关键行为的用户”的渠道来源。

在市场运营角度，让用户快速接触关键行为。

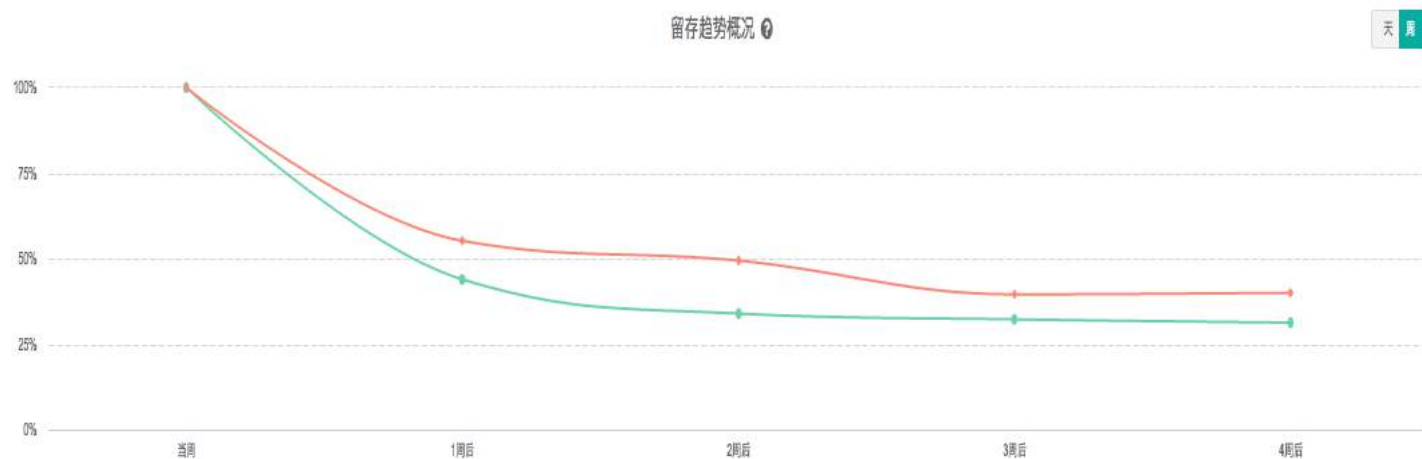
留存 - 产品

通过留存分析，找出触发影响留存的关键行为

通过产品设计使用户尽早接触到这些行为

通过产品设计使用户重复这些行为

初次登录进行过圈选，制作单图人群与所有人群留存曲线对比对比



改版

基础监控

我的订阅

单图

看板

时间统计类

地区统计类

用户细分类

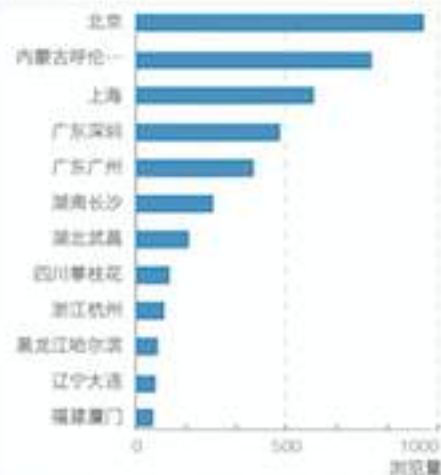
全部报表

数据定义

图表制作

高级功能

昨天



Swanlan

城市用户健康度

今天



+ 新建

我的订阅

概览

留存

漏斗

看板

单图

分析

用户分群

用户细查

指标管理

应用列表

| 应用名称 | 应用ID | 操作 |
|-------------------|---------------------------------|------|
| Growing Android | com.growingio.android.growingio | 开始圈选 |
| Growing iOS | com.growing.growingapp | 开始圈选 |
| Growing 博客 | https://blog.growingio.com | 开始圈选 |
| Growing | https://www.growingio.com | 开始圈选 |
| GrowingIO-js-help | help.growingio.com | 开始圈选 |

新建分析

- 新建单图
- 新建看板
- 新建用户分群

2000

1500

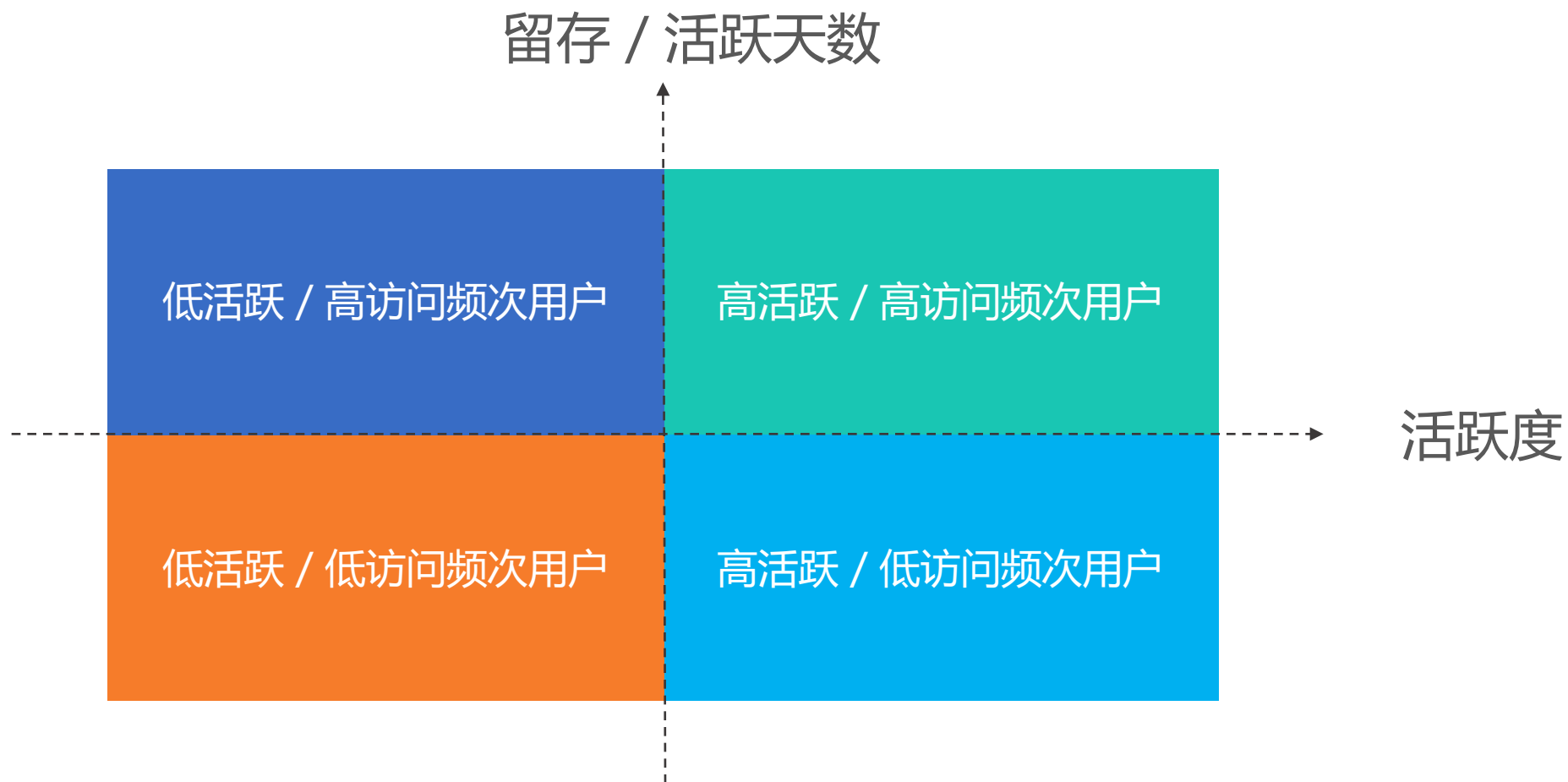
1000

500

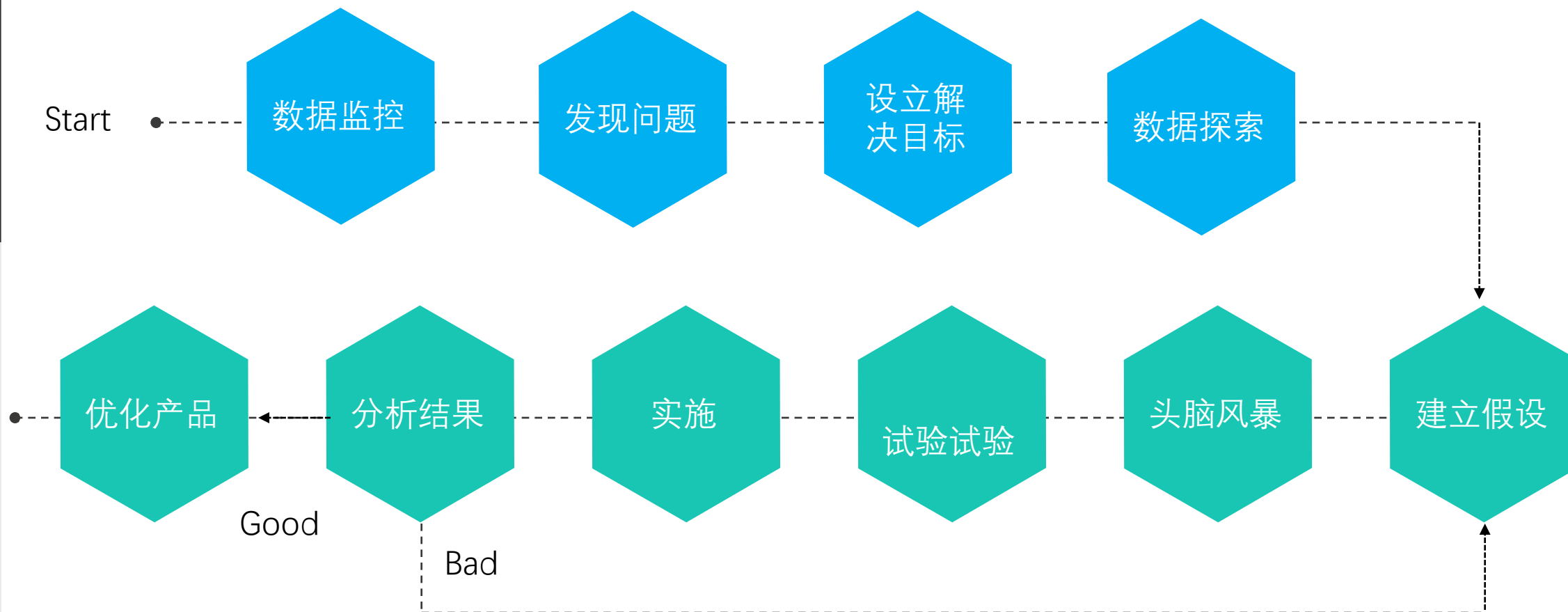
修改后留存表现



用户运营提高留存率

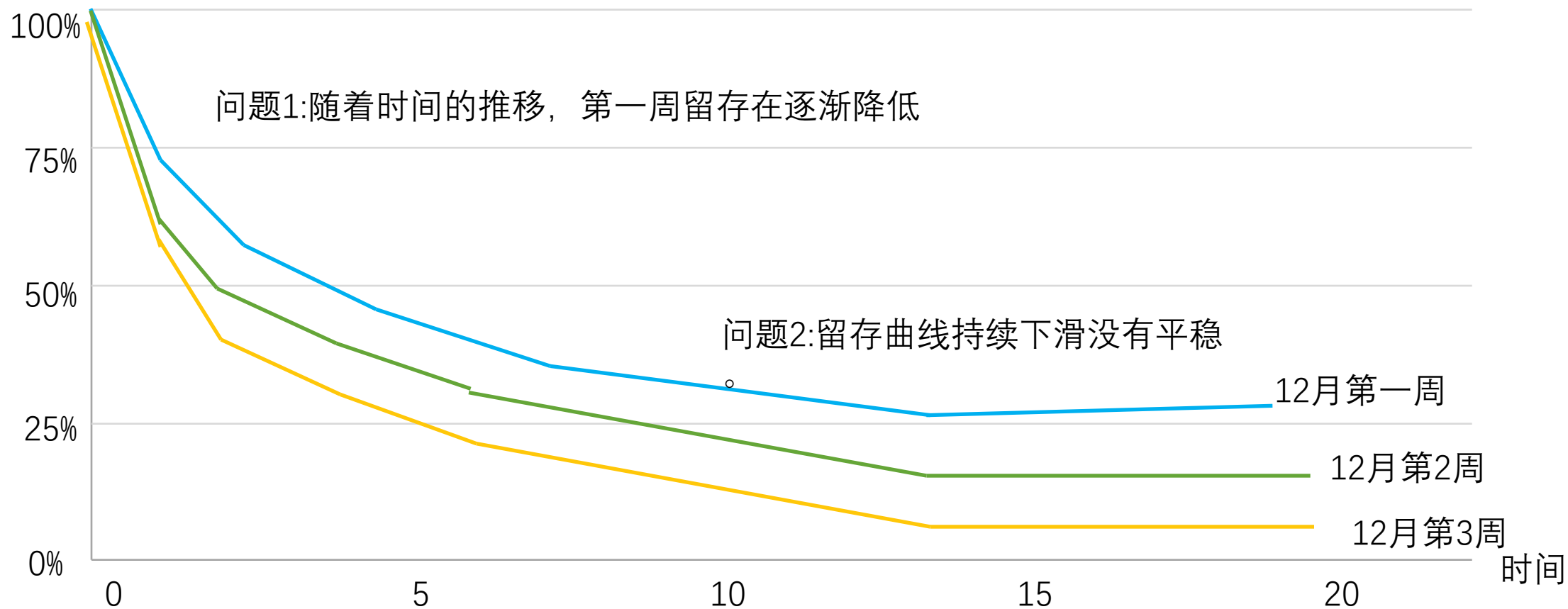


留存分析



Sidekick 14年12月留存曲线

活跃用户%



我们如何分析探索数据

1

用户分群：通过渠道，Email账号，企业账号还是私人账号等

2

分群对比：留存和流失人群的行为对比

3

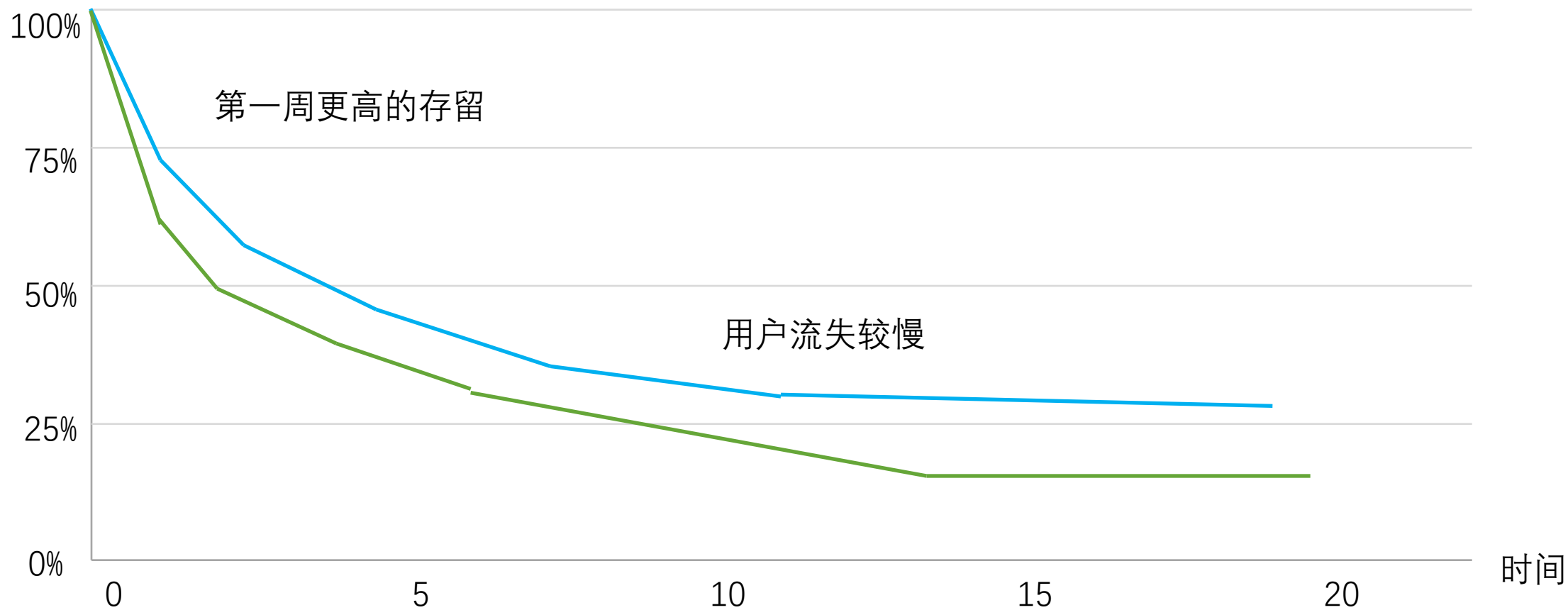
用户调研：根据探索的数据提出一些针对性的问题，对流失用户进行调研

我们的发现

活跃用户%

公司邮件

Gmail和其他免费邮件



我们如何分析探索数据

1

用户分群：通过渠道，Email账号，企业账号还是私人账号等

2

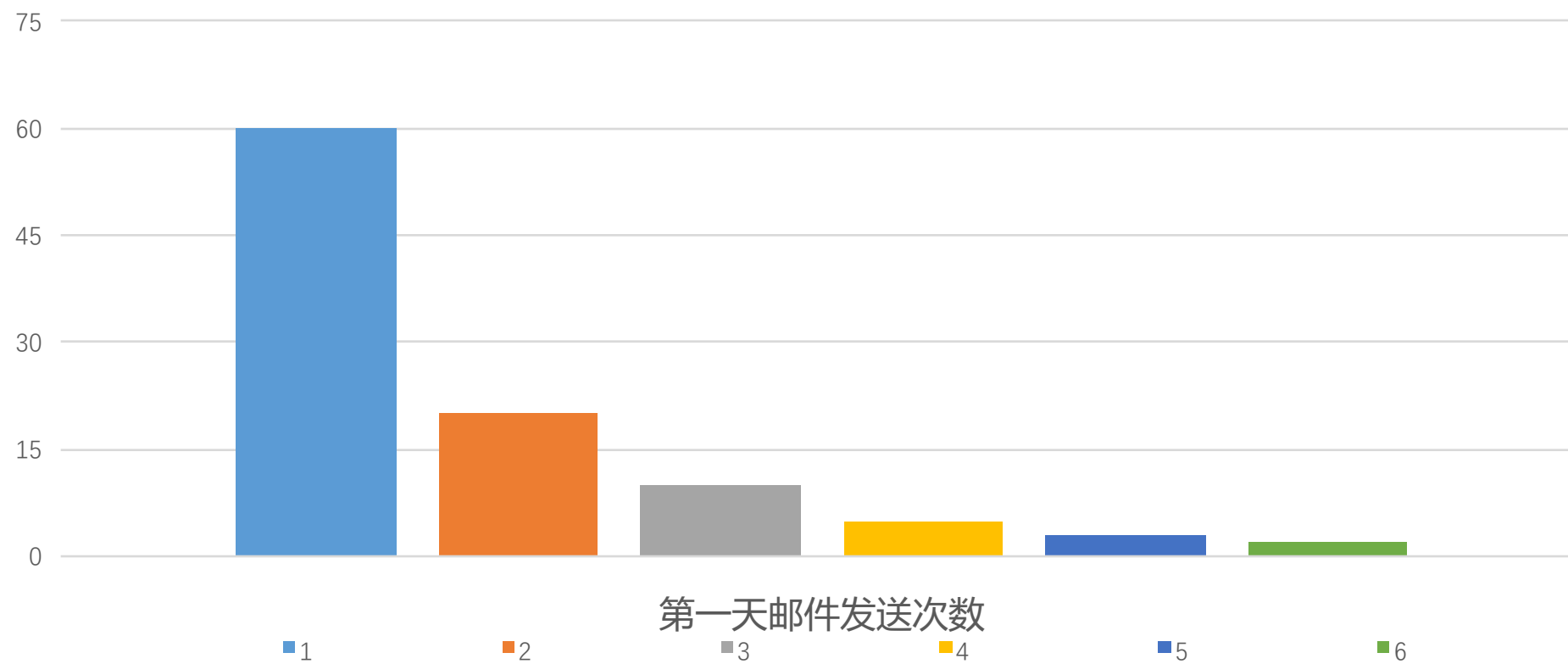
分群对比：留存和流失人群的行为对比

3

用户调研：根据探索的数据提出一些针对性的问题，对流失用户进行调研

第一周流失人群发送邮件次数

用户占比



我们如何分析探索数据

1

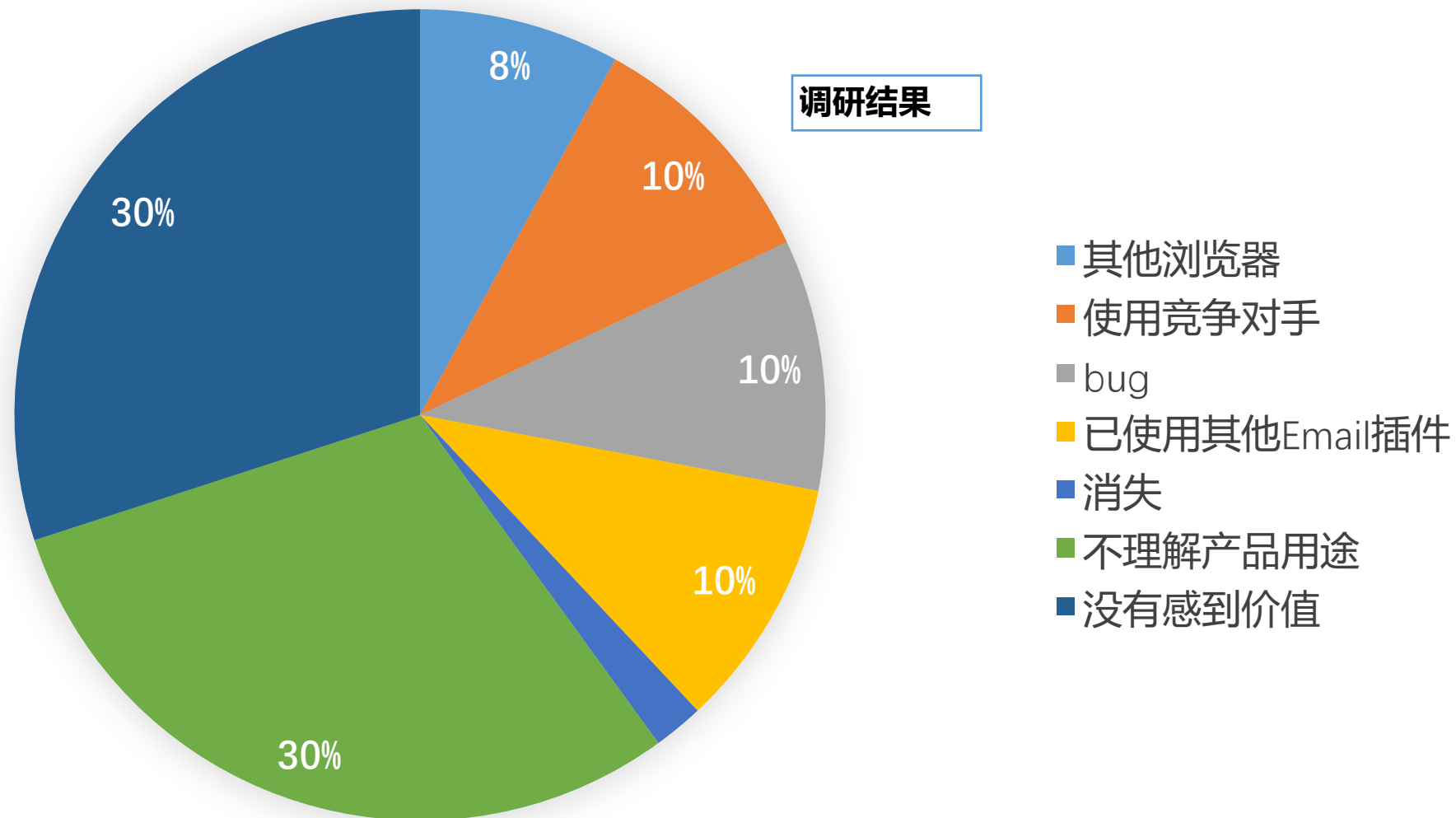
用户分群：通过渠道，Email账号，企业账号还是私人账号等

2

分群对比：留存和流失人群的行为对比

3

用户调研：根据探索的数据提出一些针对性的问题，对流失用户进行调研



试验1

The screenshot shows a web browser window with the URL `https://app.getsidekick.com/stream`. The page title is "Activity Stream" and the user is identified as "Person 1". The interface includes a left sidebar with navigation options: Stream, Upgrade, Reports, Settings, Invite, and Support. The main content area displays a notification message:

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](#).

Navigation tabs at the top of the main area include: ALL, OPENED, CLICKS, SALESFORCE, and HUBSPOT.

试验2

The screenshot shows a web browser window with the URL <https://app.getsidekick.com/stream>. The page title is "Activity Stream" and the user is identified as "Person 1". The interface includes a left-hand navigation menu with options: Stream, Upgrade, Reports, Settings, Invite, and Support. The main content area features a notification banner stating "No Notifications Yet" with a link to "contact us". Below this, a section titled "SAMPLE ACTIVITIES" lists three events:

- Peter Cepeda has opened New Investment** (1 view)
Yesterday at 11:06 AM in Cambridge, Massachusetts
- Christopher O'Donnell clicked <http://hubspot.com/pricing>** (2 views)
Last Tuesday at 5:49 PM in Cambridge, Massachusetts
- Someone has opened Enterprise Pricing** (7 views)
Yesterday at 9:23 AM in Cambridge, Massachusetts

At the bottom of the activity list, there are controls for "Mute Thread" and "Expand".

试验3

The image shows a browser window displaying the Sidekick Activity Stream. The browser's address bar shows the URL `https://app.getsidekick.com/stream`. The page title is "Activity Stream" and the user is identified as "Person 1". The interface includes a navigation sidebar on the left with options: Stream, Upgrade, Reports, Settings, Invite, and Support. At the top of the main content area, there are filter tabs: ALL, OPENED, CLICKS, SALESFORCE, and HUBSPOT. A video player is overlaid on the activity stream, showing a play button and a progress bar at 0:36. The video content is a notification from Sidekick stating: "David Benson has opened Following up on our conversation". Below this, another notification says: "dwickhend@hubspot.com has not opened How are things?". A third notification says: "hello@getsidekick.com has opened Sending a". The video player also shows a "Mute Thread" button and an "Expand" button.

试验4



The image shows a web browser window with the following elements:

- Browser Tab:** "Welcome - Sidekick by HubSpot"
- Address Bar:** "https://app.getsidekick.com/welcome"
- User Profile:** "Person 1" in the top right corner.
- Logo:** Sidekick by HubSpot logo centered on the page.
- Message Box:**
 - Header:** "You've Successfully Set Up Sidekick"
 - Text:** "Head over to your inbox to start tracking your emails!"
 - Image:** A faint background image of a city skyline with a location pin.
 - Footer:** A profile icon, the email address "daniel.wolchonok+hidestream@gm...", and a link "Or View Your Stream »".

Sidekick 15年5月留存曲线

活跃用户%



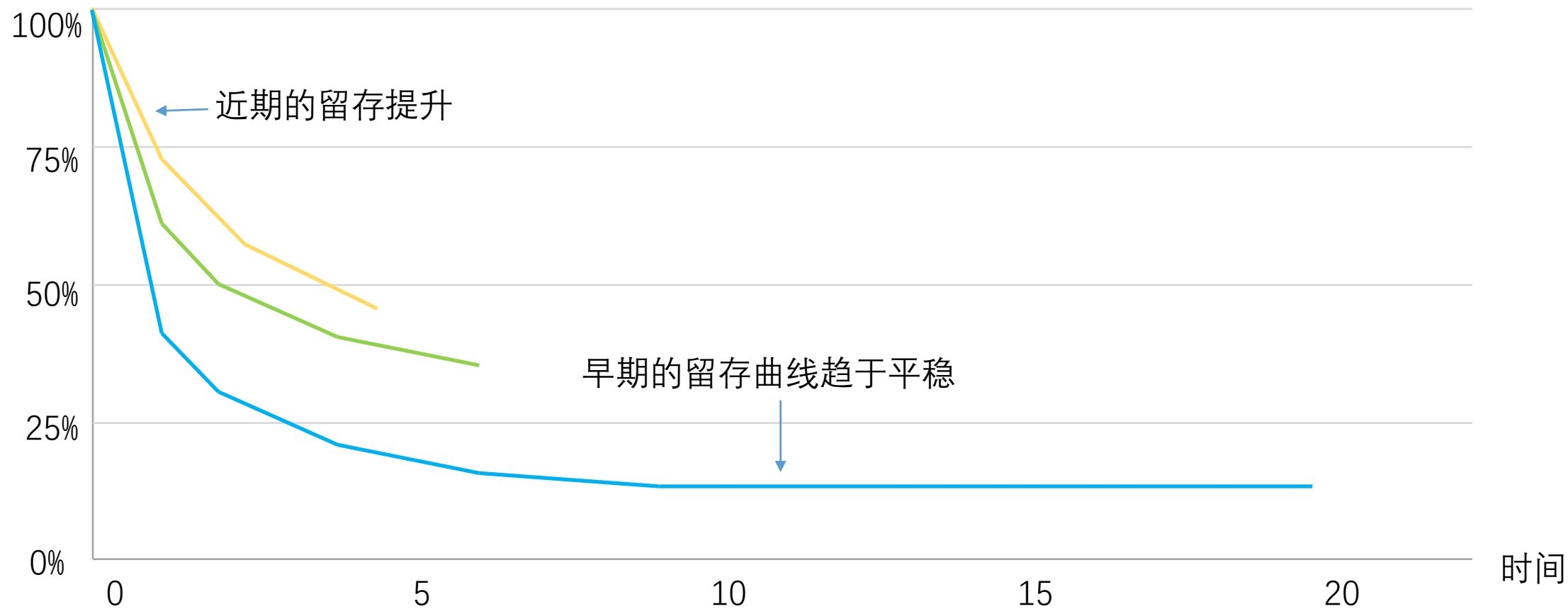
2014年早期



二月



三月



GrowingIO

Thank you



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