Retention monitoring and improvement

This tool is used to help you monitor and refine your attraction and retention efforts. As you try different promotion, onboarding and retention techniques in the early stages of launching the service, collect data about distinct periods where different approaches have been employed and use this tool to determine what was most successful.

Sprint 1	Sprint 2	Sprint 3	Overall Results
Approach Describe the conditions of this approach or its distinctions from other approaches	**Approach** Describe the conditions of this approach or its distinctions from other approaches	**Approach** Describe the conditions of this approach or its distinctions from other approaches	
Promotion How many people saw your ads?	**Promotion** How many people saw your ads?	**Promotion** How many people saw your ads?	**Promotion** How many people saw your ads?
Drop off rate	**Drop off rate**	**Drop off rate**	**Drop off rate**
Attraction How many people were interested enough to click on the ad?	**Attraction** How many people were interested enough to click on the ad?	**Attraction** How many people were interested enough to click on the ad?	**Attraction** How many people were interested enough to click on the ad?
Drop off rate	**Drop off rate**	**Drop off rate**	**Drop off rate**
Activation How many customers signed up, downloaded or confirmed their engagement with the service?	**Activation** How many customers signed up, downloaded or confirmed their engagement with the service?	**Activation** How many customers signed up, downloaded or confirmed their engagement with the service?	**Activation** How many customers signed up, downloaded or confirmed their engagement with the service?
Drop off rate	**Drop off rate**	**Drop off rate**	**Drop off rate**
Retention How many customers continued to use the service?	**Retention** How many customers continued to use the service?	**Retention** How many customers continued to use the service?	**Retention** How many customers continued to use the service?
Investment How much have you spent in total on promotion?	**Investment** How much have you spent in total on promotion?	**Investment** How much have you spent in total on promotion?	**Investment** How much have you spent in total on promotion?
Cost per user How much did each continued user cost?	**Cost per user** How much did each continued user cost?	**Cost per user** How much did each continued user cost?	**Cost per user** How much did each continued user cost?
Conversion rate How many people who clicked on the ads engaged with the service?	**Conversion rate** How many people who clicked on the ads engaged with the service?	**Conversion rate** How many people who clicked on the ads engaged with the service?	**Conversion rate** How many people who clicked on the ads engaged with the service?