



Retentions

Retention Rate

Total Users =

Retained Users – In-Active Users

保持

활동X유저.

成長初期通常 Retained Users > In-Active
Users 而忽略了計算並維繫 In-Active
Users

Retention Rate

通常計算月

- Monthly Frequency 頻率次數.

高密集使用服務

- Weekly or Daily

→ 게임은 사람이 싫어하는 광고보다 다음날 또 오나(이것도 계산된다)이용.

Retention Rate

麥當勞 78% (Monthly) 吃飽的

你覺得應該以什麼時間來計算？

氣象 App

公車 App

Airbnb

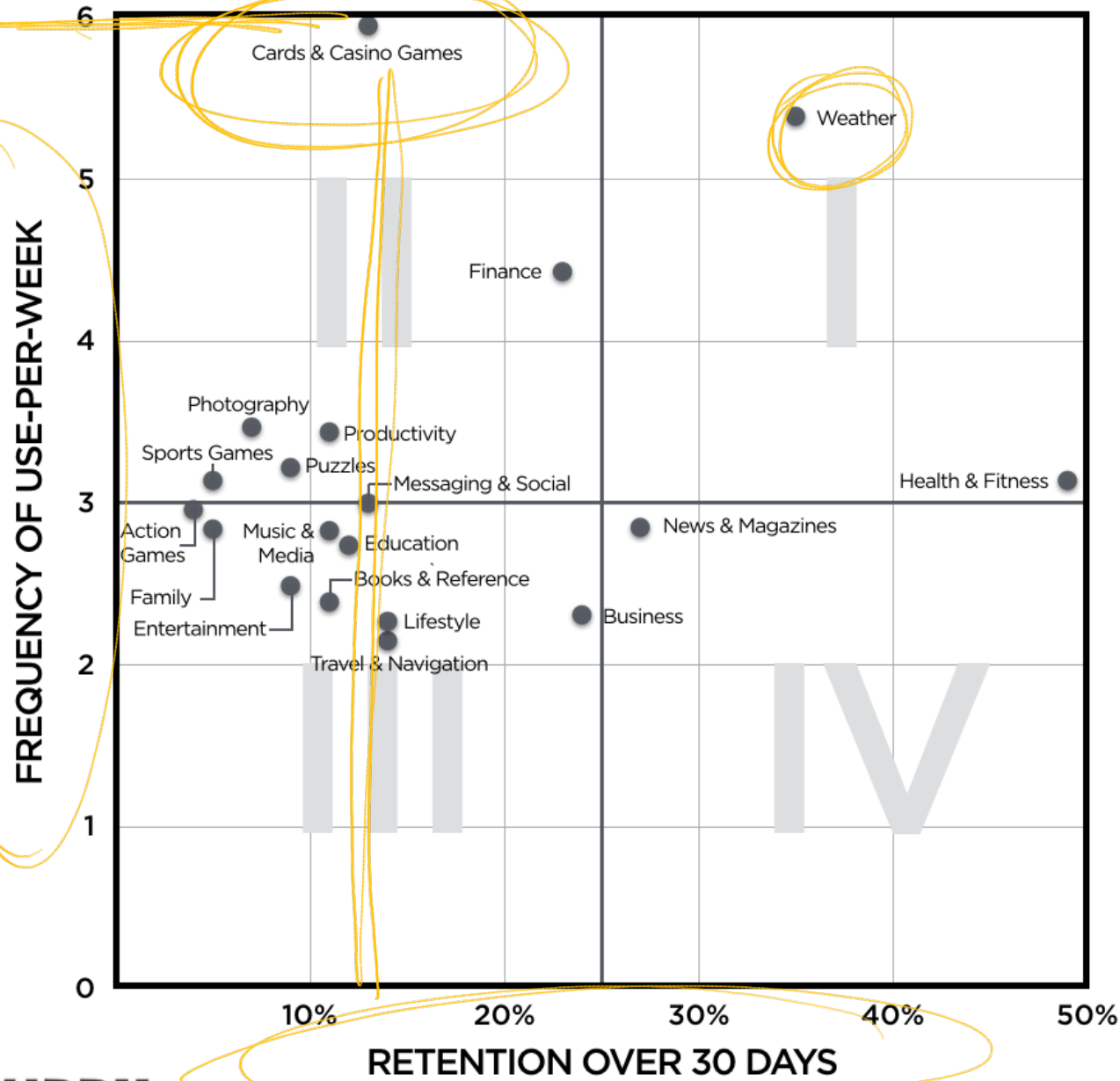
Google
Maps

蝦皮

Uber

電商以月為期

LOYALTY BY APP CATEGORY (ANDROID)



LOYALTY BY APP CATEGORY (iOS)

