***Session By Julie Zhuo***

I had the privilege of attending a session on the essentials of retention as part of the TPF PLG 2.0 Cohort. Here are the key takeaways from the session:

* Retention plays a vital role in the success of a product and refers to the percentage of users who return after a specific time period.
* To track retention, cohort curves can be used, and a smile-shaped curve indicates positive word-of-mouth and user satisfaction.
* Segmenting users based on actionable characteristics and specific product actions can help identify opportunities for improving retention.
* Understanding benchmarks and conducting experiments are important in analyzing and enhancing retention rates.

I want to express my gratitude to Parina Anand and Dimpy Nandwani for hosting the session and to The Product Folks team for organizing such an insightful event. 🤗 The #womeninproduct initiative is truly commendable.