

KPI Matrix.

WHAT WE AIM TO ACHIEVE

KPI

DESCRIPTION

GOAL

DAILY ACTIVE USERS

USERS OPENING THE APP DAILY

+20%

GROWTH (MONTH ON MONTH)

CHALLENGE COMPLETION RATE

% COMPLETING AT LEAST 1
CHALLENGE WEEKLY

> 50%

AVERAGE SCREEN TIME REDUCTION

TIME REDUCED ON NON-
CULTURAL APPS

≈ 15 MIN

PER USER

KPI Matrix.

WHAT WE AIM TO ACHIEVE

KPI	DESCRIPTION	GOAL
CONTENT DIVERSITY ENGAGEMENT	% USING 2+ CONTENT TYPES (BOOKS, MUSIC, ETC.)	> 40%
RETENTION RATE (WEEKLY)	USERS RETURNING AFTER 7 DAYS	> 35%
NET PROMOTER SCORE (NPS)	SATISFACTION & RECOMMENDATION INTENTION	> 30