The background features a white canvas with three large, bright yellow decorative elements: a solid circle on the left, a thick arc on the bottom left, and a thick arc on the right side.

Bumble Referral Program

Presentation By: Sankalp Dhanvijay

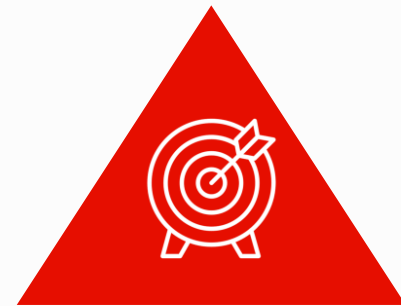
What is the referral program?

Bumble Users are now given an opportunity to try out three key premium features for three days after they are able to successfully refer a new user to Bumble.

These three key features are:

1. SuperSwipes,
2. Unlimited Swipes
3. Profile Boost.

The Framework:



Mission:

A successful implementation of Referral Program leading to increase in the New user registrations and User Retention.



User Journey:

A discussion over envisioned User Journey and practicality from start to end.



Technical Aspects:

A briefing about what kind of services are to be implemented in the code base for the program.



Success Metrics and Failures:

How we would be measuring the business aspects for the program and what key metrics are we considering to define our KPIs.

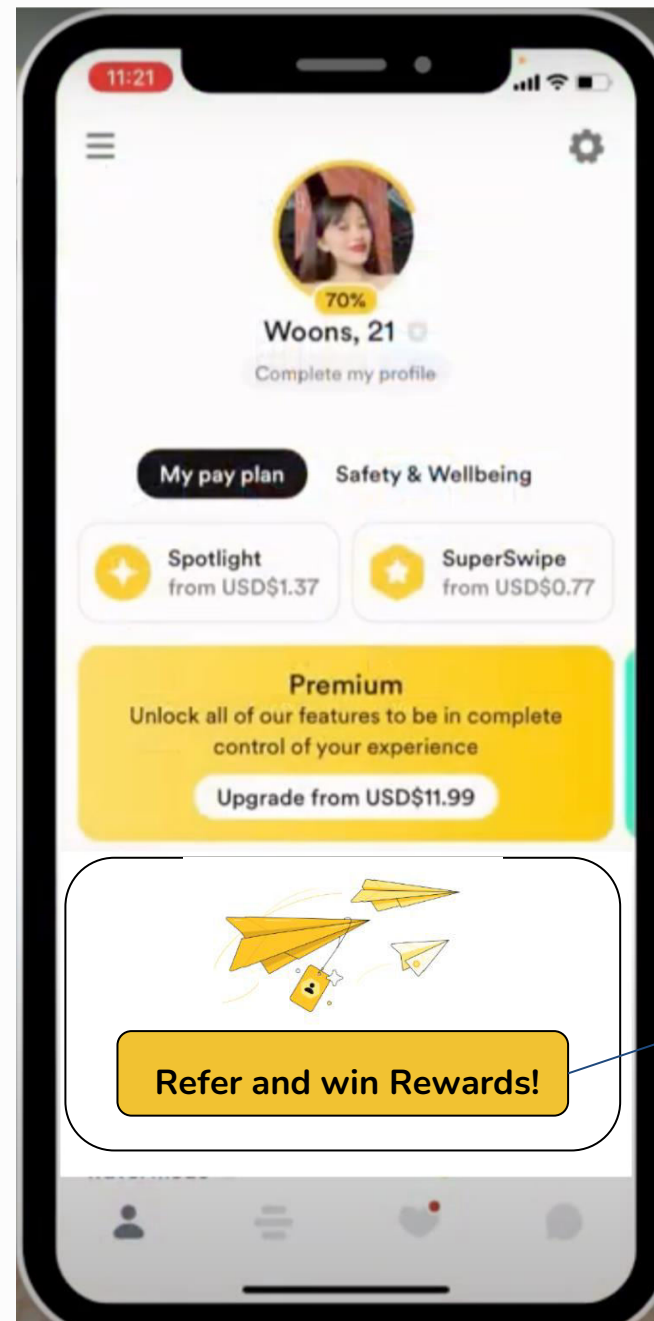


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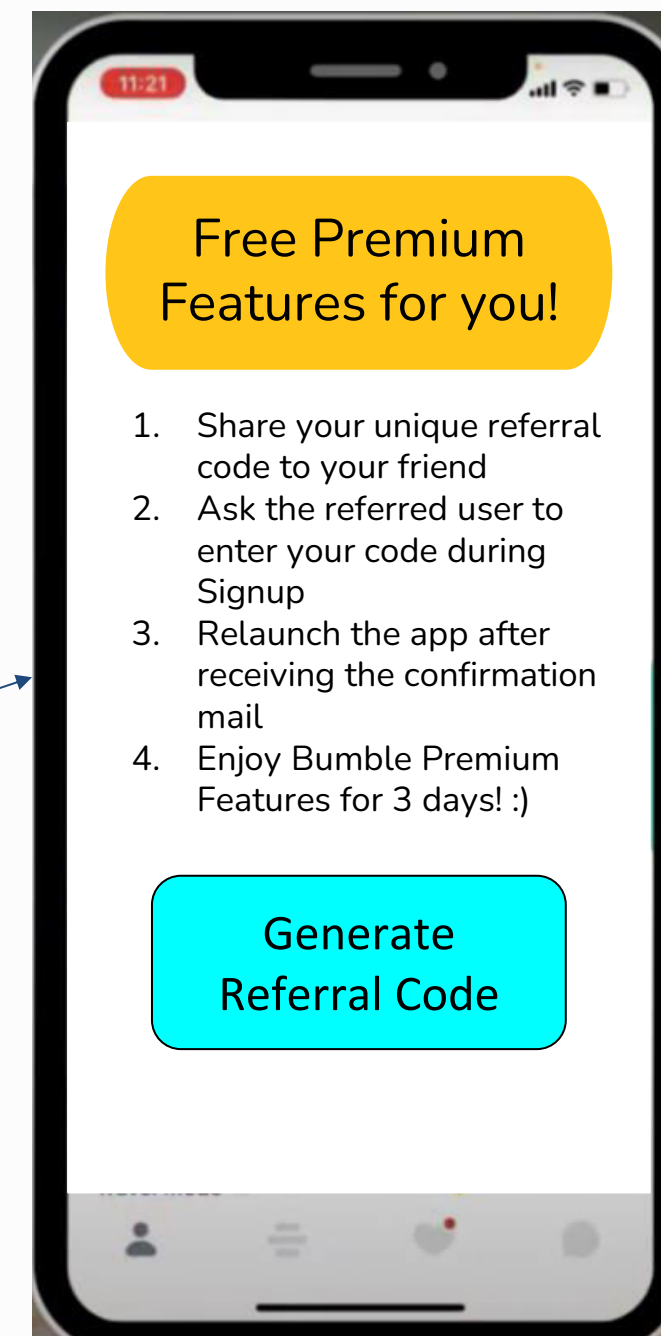
User Journey

1.Open the Bumble App: The referrer opens the Bumble app on their device.

2.Navigate to the Referral Section: The referrer opens profile tab, navigates to the "Referral" section in the profile tab and clicks on the "Refer and win Reward Button".



3.Generate a Referral Link/Code: In the "Referral" section, the referrer generates a unique referral code. The Referral Code is copied to the clipboard of the referrer



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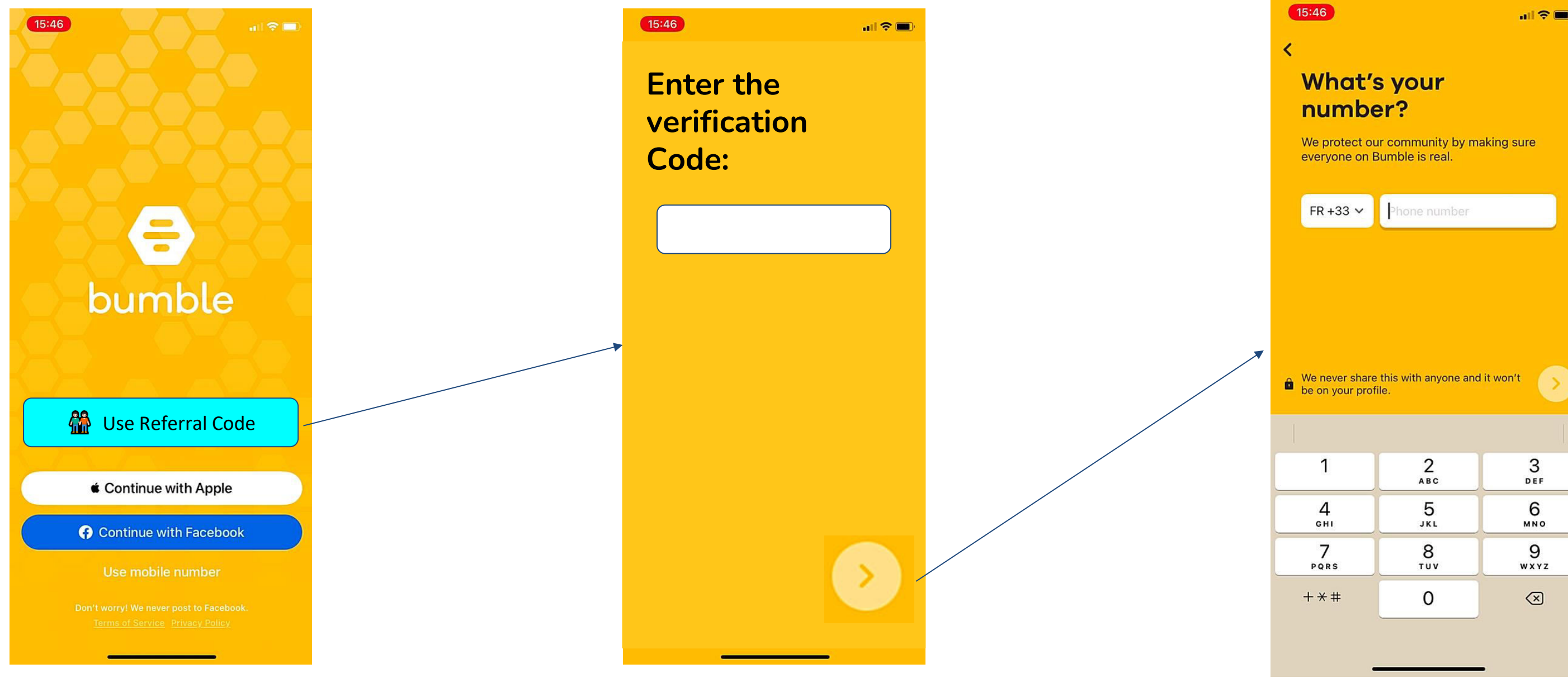
User Journey

4. Share the Referral Link/Code: The referrer shares the referral code with their friends via social media, messaging apps, or email.

5. Friend Receives the Referral Code: The friend (referee) receives the referral code from the referrer.

6. Friend Signs Up for Bumble: The friend moves on to the sign-up page of bumble and clicks on the “Use Referral Code” option to create a Bumble account.

7. Friend Completes the Sign-Up Process: The friend completes the sign-up process by providing the required information and creating a profile on Bumble.



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User Journey

8.Referrer Receives Notification: The referrer receives a notification or email confirming that their friend (referee) has successfully signed up using their referral link or code.

9.Referrer Receives Rewards: The referrer open the app and is greeted with a prompt saying "Thank You for referring Bumble hope you enjoy the free premium features" and receives rewards for the successful referral.

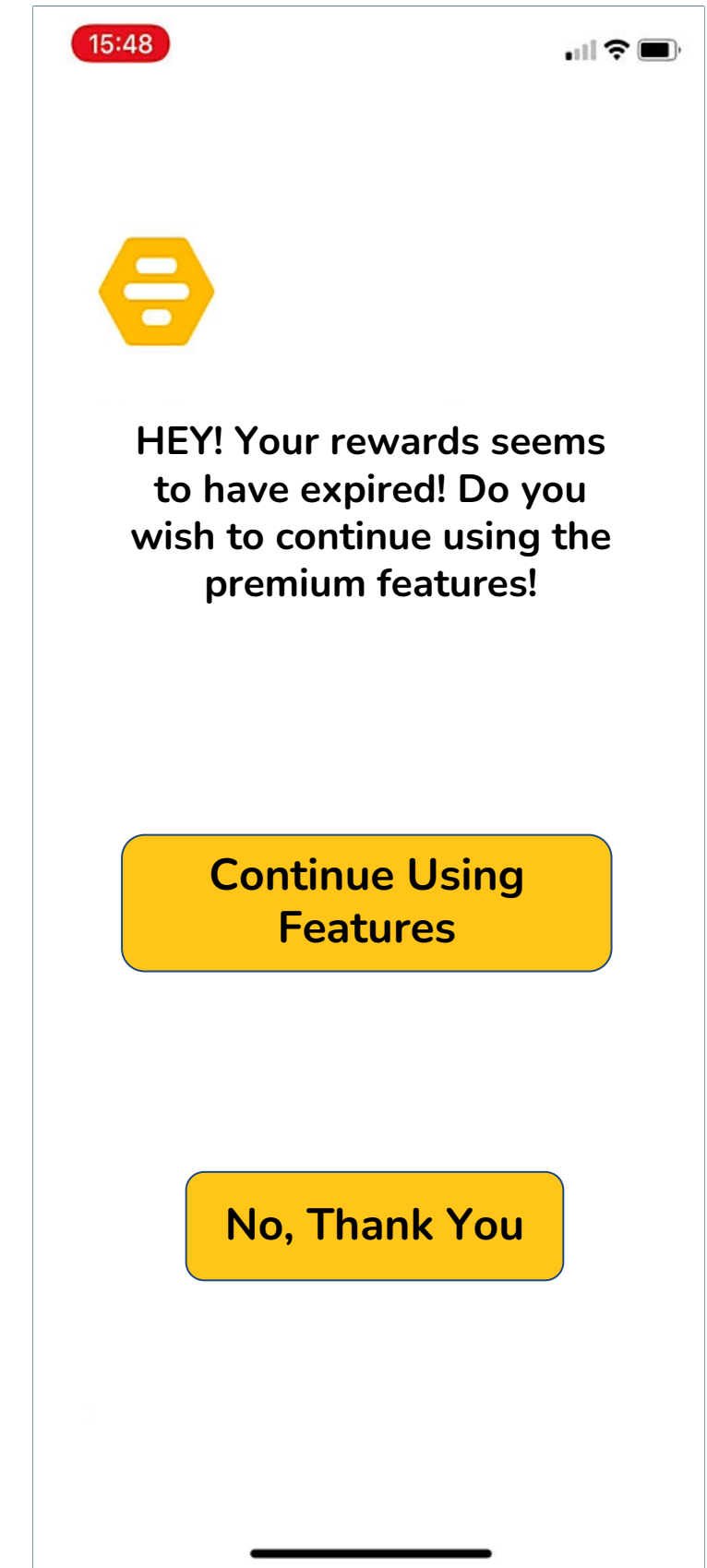
10.Referrer Uses Rewards: The referrer uses the rewards for 3 days enhancing their Bumble experience.

11.Referrer Reward Time End: The referrer is again showed a prompt with two response button :

1:"Continue using features"

2: "No, Thankyou"

where he is informed that the reward timing is over and is asked if he wants to continue using the feature. If the referrer chooses 1, he is directed to premium briefing page else if 2 he is directed again to the homepage of the app.



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Key Things to keep in Mind:

- 1. Limited time Code validity:** After a person hits “generate code” button there will be a time frame within which the referral code could be used (say 30 mins). A referrer would have to generate a new code after that. If a new user enters an expired code he will be prompted “This code has expired, Please ask your friend to generate a new code.”
- 1. Incorrect Code Check:** In case a person would enter incorrect referral code in sign up process the new user would be shown an error prompt saying “Incorrect Code”.
- 1. Number of referrals validity:** A person can refer only once in every “n” days. He will be able to generate the referral code only if he hasn’t successfully referred a new user after “n” days. Until then he would be showcased a prompt “Unable to generate code please try after ‘m’ days” ‘m’ being the number of days left for ‘n’ days to get completed.



Technical Aspects:

These are the new services and databases that are created for the implementation of this project:

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Services:

1. “generate_referral_code”: This Service generates a new referral code specific for a user valid for the given expiry time if the person has not generated a code in ‘n’ days.
2. “refferal_code_check”: This service checks if the referral code entered by a new signing user has not expired and matches the referrer and the referee and authenticates the match.
3. “referral_reward_management_service”: This service connects the refer to the existing premium services after he is authenticated to have successfully referred a user and also automatically closes off the rewards when the 3 day duration is over.

Databases: A new database containing the new users acquired by the referral program and their association with a unique referrer and their engagement content is stored in this db.

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Business Metrics:

These are the key important business metrics to help keep a track at the success of the program. I have bifurcated them in two categories:

Quantity Success Check Metrics:

1.Number of Referrals: This metric tracks the number of successful referrals made by users. It helps measure the quantity of user growth driven by the referral program.

2.Number of New Users Acquired: This metric tracks the percentage of users who sign up for the app after clicking on a referral link or code. It helps measure the quantity of new users acquired through the referral program.

3.Cost per Acquisition: This metric tracks the cost of acquiring new users through the referral program. It helps measure the efficiency of the program in driving user growth.

$$\text{CPA} = \frac{\text{Money spent on marketing} + \text{prod dev of referral program}}{\text{Number of New Customers or Users Acquired}}$$

If less than the previously defined CPA for normal users = Success!

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Business Metrics:

Quality Success Check Metrics:

1.New User Engagement: This metric tracks the level of user engagement the new customers acquired from the referral program would have. It helps measure the quality of user interactions and the impact of the referral program on user engagement.

This includes:

- 1.**Active Users:** The number of new users who have engaged with the app within a certain time frame, such as daily, weekly, or monthly active users (DAU, WAU, MAU).
- 2.**Interactions:** The number of interactions new users have within the app, such as swipes, likes, messages sent, etc.
- 3.**Session Length:** The average duration of a new user's session in the app.
- 4.**Churn Rate:** The percentage of new users who stop using the app over time.

2.New User Retention Rate: This metric measures the quality of time the new user experience.

1.**Post Sign-Up Retention Rate:** This measures the percentage of users who return to the app after their first visit. It's a critical metric for understanding how successful the onboarding process is in engaging new users.

2.**User retention with time:** This measures the percentage of users who return to the app on two basis per se: weekly, monthly. It's a good indicator of the app's ability to retain users over a short period.

3.Number of Subscriptions the Referrers are buying:This measures the number referrers who eventually end up buying Bumble Premium in a given period of time. This is important to understand if the idea of rewarding the customer with three premium features is successfully luring them into trying premium.

4.User Feedback: This metric tracks user feedback and satisfaction with the referral program. It helps measure the quality of the referral program and identify areas for improvement.



Discussing the possible reasons/scenarios that can be the reason of failure:

- Lack of user awareness about the referral program.
- Incentives not attractive enough for users to refer friends.
- Technical issues or bugs affecting the referral process.
- Reach of the program being limited to a specific type of user.

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Thank You

