1. User Acquisition and Growth Metrics:

• Total number of users: Measure how many users have signed up for your app.

• Monthly Active Users (MAU) and Daily Active Users (DAU): Measure the number of users who actively engage with your app on a regular basis.

• User retention rate: Measure the percentage of users who continue to use your app over time.

• User churn rate: Measure the percentage of users who stop using your app within a specific period.

2. Financial Performance Metrics:

• Assets Under Management (AUM): Measure the total value of assets that users have invested through your platform.

• Revenue: Measure the total income generated from fees, commissions, subscriptions, or other sources.

• Average Revenue Per User (ARPU): Measure the average revenue generated per user.

• Cost per Acquisition (CPA): Measure the cost incurred to acquire each new user.

3. Engagement and Usage Metrics:

• Time spent per session: Measure how much time users spend on your app during each session.

• Number of transactions: Measure the frequency of transactions conducted through your app.

• Portfolio diversification: Measure how diversified users' investment portfolios are within your app.

• Feature adoption rate: Measure how widely different features of your app are being used by your users.

4. Customer Satisfaction and Loyalty Metrics:

• Net Promoter Score (NPS): Measure the likelihood of users recommending your app to others.

• Customer satisfaction surveys: Gather feedback from users to understand their satisfaction levels and areas for improvement.

• Customer support metrics: Measure the response time, resolution time, and satisfaction levels of customer support interactions.

5. Conversion Metrics:

• Conversion rate: Measure the percentage of users who take a desired action, such as signing up for an account or completing a transaction.

• Onboarding completion rate: Measure the percentage of users who successfully complete the onboarding process after signing up.

6. Market and Competitive Analysis:

• Market share: Measure your app's share of the total market within the wealth management industry.

• Competitor analysis: Compare your metrics with those of your direct competitors to identify strengths, weaknesses, and opportunities.

7. Social and Community Metrics:

• Social media engagement: Measure the level of engagement and interaction on your social media channels, including likes, shares, comments, and mentions.

• Community growth: Track the growth and activity of your app's user community, including forums, online groups, or user communities.