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Organice(non-paid) Impression
                                                impression (曝光)
                                                                    Paid Impression
                                                                    Viral Impression - # of times content is displayed as a result of high engagement
                                                               CTR (click through rate) = # of clicks / # of
                                                click (点击)
                                                               impressions
                    Primary Funnel(初级漏斗)
                                                order(订单)
                                                purchase (支付)
Acquisition (获取)
                                                                CPI (cost per install)
                                                install (下载)
                                                                Install Rate = # of install / # of clicks
                                                                     Customer Convertion Rate = # of sign-ups per month /
                                               new users (新用户)
                                                                     monthly unique visitors
                    Pay attention to existing users
                                                        CPM(cost per 1000 impression 千次展现成本)
                    Customer Aquisition Cost (获客成本)
                                                        CPC(cost per click 单次点击成本)
                                                        CPA(cost per action 单次行动成本)
                                                  DAU 日活
                   # of Active Users (活跃用户量)
                                                  WAU 周活
                                                  MAU 月活
                                                      DAU/MAU = 50%, on avg, users active for 15 days out of
                                                       30 days
                   DAU/MAU = Stickiness (用户粘性)
                                                                                       DAU/MAU越高, 用户粘性User Stickiness越高, 流失率Churn Rate越低,
                                                      DAU/MAU * 30 = 用户每月在线天数
                                                                                       留存率Retention Rate越高
                               用户在线时长(日/周/月)
Activation (活跃)
                               用户平均在线时长(日总在线时长/日活跃用户数)
                   时长指标
                                                          均次播放时长
                               视频播放时长 (视频类app)
                                                          人均播放时长
                                                       冷启动
                                                                 用户完全退出,下次进入需重新启动
                   启动次数(代表用户对app的使用频率)
                                                       热启动
                                                                用户保留后台, 下次进入直接唤醒
                                    PV (page view 页面访问量)
                   # of Page View
                                    UV (unique visitors 独立访客数)
                                                                           次日留存
                                                                                             social signin
                    Short-term Retention(衡量短期对用户的留存能力,即新上线
                                                                           3日留仔
                    的功能是否吸引用户)
                                                                                             ask for users' feedback
                                                                           5日留存
                                                                                             great UX(clean purchasing process)
                                                                           7日留存
                                                                                     增加
                                                                                             effective customer services
Retention (留存)
                                                                        30日留存
                    Long-term Retention(衡量用户的长期留存稳定性及用户粘
                                                                                             reward loyal users
                                                                        60日留存
                                                                                             personlized offer
                   Churn Rate = # of lost users / total users
                                                                                             push notification
                   Bounce Rate = # of visitors who clicked back or close
                   brower / # of site visitors
                                          GMV (Gross Merchandise Volumn 一定时间内的成交总额) = # of transactions * Avg Order Value (AOV)
                                          Take Rate = (Commission + fees) / Sales
                                          ARPU (Average Revenue Per User 平均收入每用户)
                   核心在于成交
                                          AOV (Average Order Value 平均每单价格) = revenue / # of orders
                                          Repeat Customer Rate (复购率) = # of users who purchase 2+ / total purchased users
                   交易类 (marketplace)
                                          Revenue Run Rate = Monthly Revenue * 12
                                                                                                             # of listed items that each seller has
                                                                                                             variety of products
                                          Liquidity (the balance between the demand - buyer, and the supply - seller)
                                                                                                             # of purchases
                                                                                                             return purchases
Revenue (变现)
                                                                                                             geographic distribution
                           内容生成用户数
                                            内容生成比例 = 内容生成用户数 / 总用户数
                                            内容互动比例 = 内容活动用户数 / 总用户数
                           内容互动用户数
                           内容产生的实际收入
                   核心在于培养生成内容的活跃用户社区
                           体验用户数
                   企业类
                           付费用户数
                                        付费率 = 付费用户数 / 体验用户数
                           Life Time Value (LTV)
                   核心在于用户体验
                   NPS (Net Promotor Score 净推荐值) - an index that ranges from - 100 to 100
                   and measures how willing users are to recommend your product/service
                                                                          邀请率 = 发出总邀请量 / 现有用户总量
Referral (传播)
                   Viral Coefficient 病毒k因子 - how many customers each is
                                                                          接受率 = 新注册用户量 / 发出邀请总量
                   your present customer bringing to you on average
                                                                          K = 邀请率 * 接受率 / K> 1, 自动传播,一般app都小于1, 所以依赖acquisition提高传播率
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AARRR

传播周期

代表用户从传播到转化为新用户所需要的全部时间