How a meme helped Reduce product Dropoffs!

TUSSI NA JAO

This is the account deletion rate we had till June 2022…

Account deleted/ Week

| May 23 - May 29 | May 30 - Jun 05 | Jun 06 - Jun 12 | Jun 13 - Jun 19 | Jun 20 - Jun 26 |
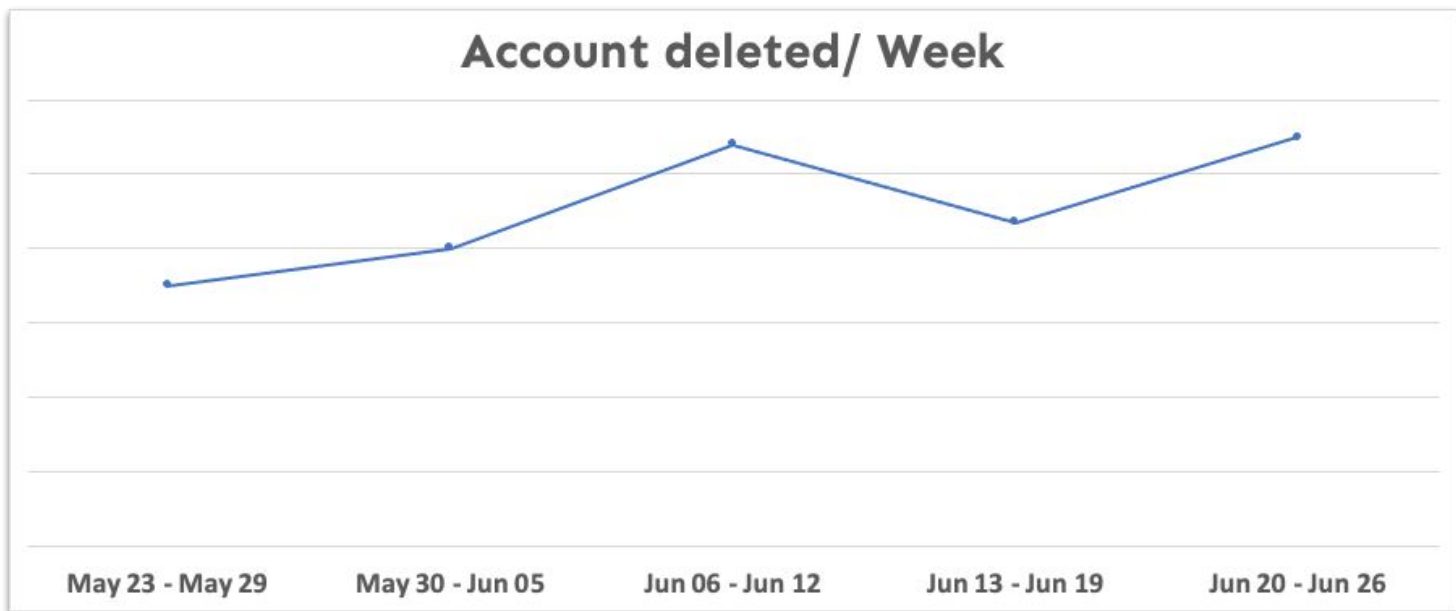
We were asking people why they were leaving…

Delete Profile

Before you delete the account, can you help us with a feedback?

- 🔘 Met someone special on Mingout
- ⚪ Need a break
- ⚪ Don't like Mingout
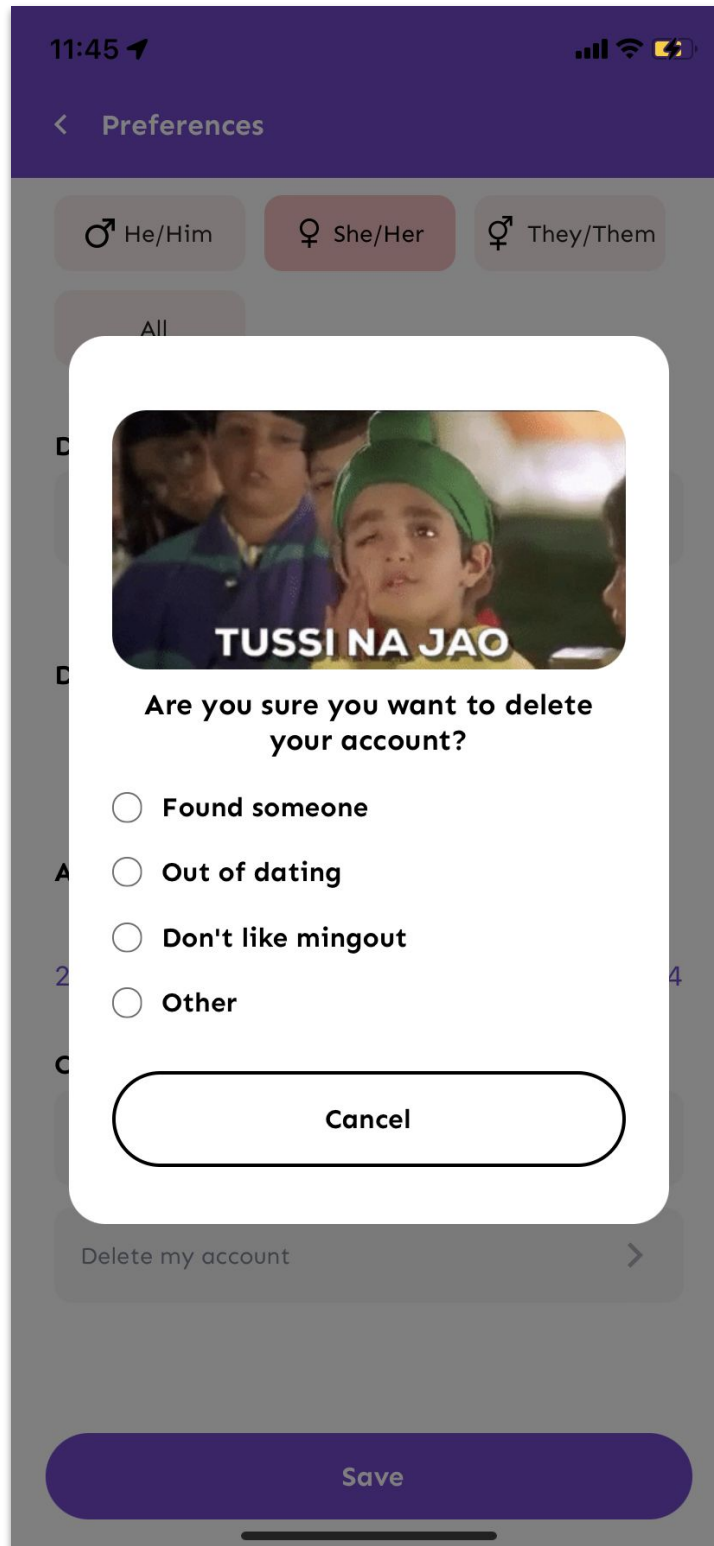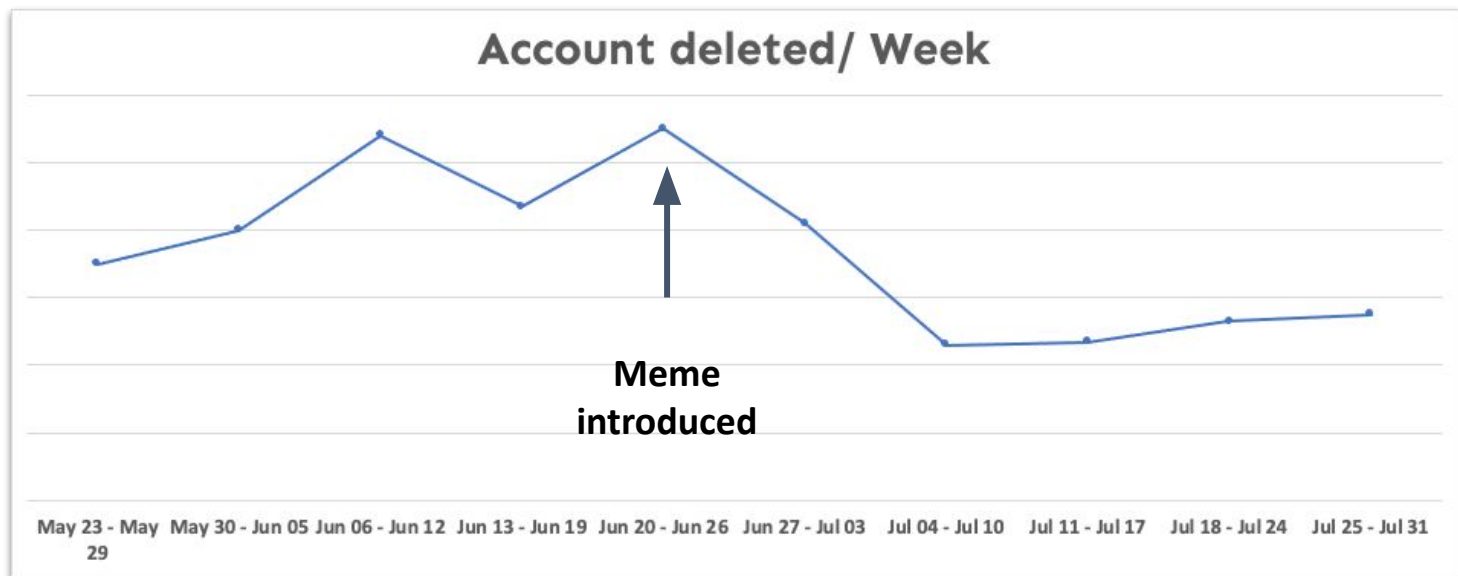- ⚪ Found my match elsewhere
- ⚪ Other

Continue

Cancel

But when someone is leaving your home… …do you give them a feedback form or do you ask them to stay?
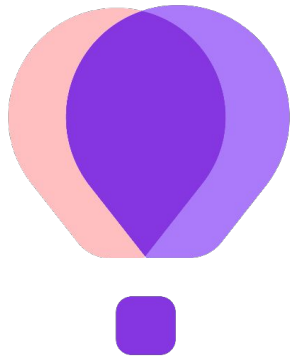
So we asked people to stay…

And we did this...

And these are the deletion rates now!

Account deleted/ Week

Meme introduced

May 23 - May 29 | May 30 - Jun 05 | Jun 06 - Jun 12 | Jun 13 - Jun 19 | Jun 20 - Jun 26 | Jun 27 - Jul 03 | Jul 04 - Jul 10 | Jul 11 - Jul 17 | Jul 18 - Jul 24 | Jul 25 - Jul 31

mingout

Building a product with empathy – Where people are people, not users ☺️