

Yammer Drop in User Engagement: Detailed Report

Executive Summary

This report analyzes the drop in user engagement observed in Yammer, a popular enterprise social networking platform, from late July to late August 2014. Using publicly available data from Mode, we examined key metrics and identified potential reasons for the decline.

The analysis reveals that long-term mobile users tend to become disengaged over time, possibly due to usability issues or irrelevant content. Despite stable open rates, the weekly digest email click-through rates are sharply dropped in the , indicating potential issues with email content relevance or quality.

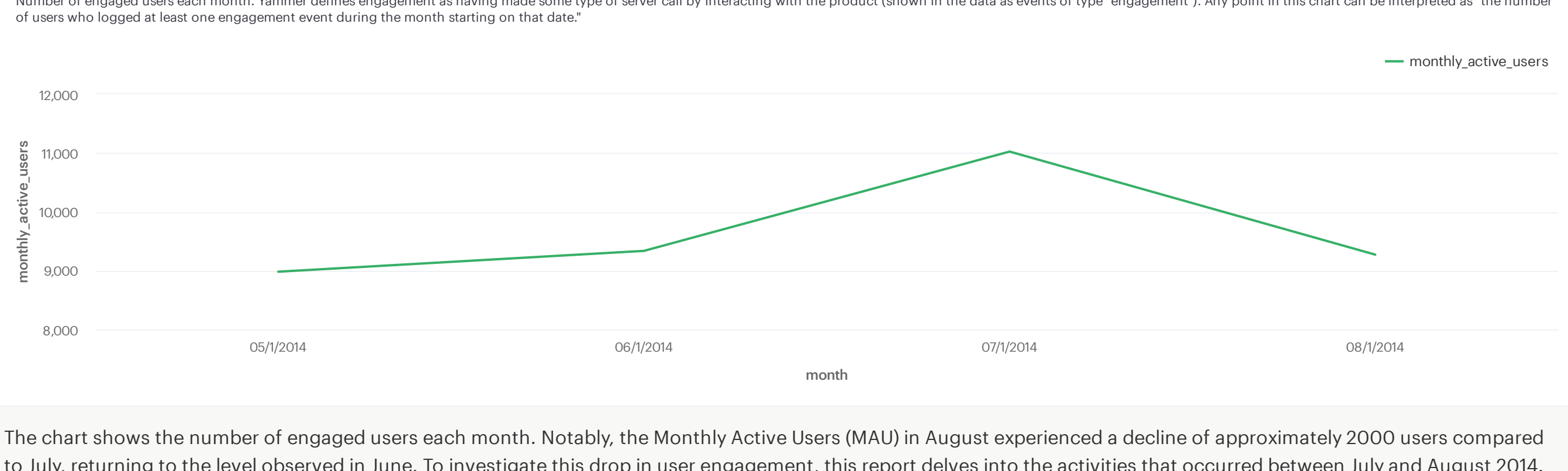
Based on these findings, several recommendations are proposed for the Yammer team. These recommendations include improving mobile usability, optimizing email content, and fostering user feedback and engagement to integrate in a system for continuously monitoring metrics and iterating strategies.

By implementing these recommendations, Yammer can enhance user engagement, improve the mobile user experience, deliver relevant and personalized content, optimize email communication, and foster a user-centric approach to product development. These actions will help address the drop in user engagement and drive sustained user satisfaction and participation on the Yammer platform.

Company Overview

Yammer is a social network for communicating with coworkers. Individuals share documents, updates, and ideas by posting them in groups. Yammer is free to use indefinitely, but companies must pay license fees if they want access to administrative controls, including integration with user management systems like ActiveDirectory.

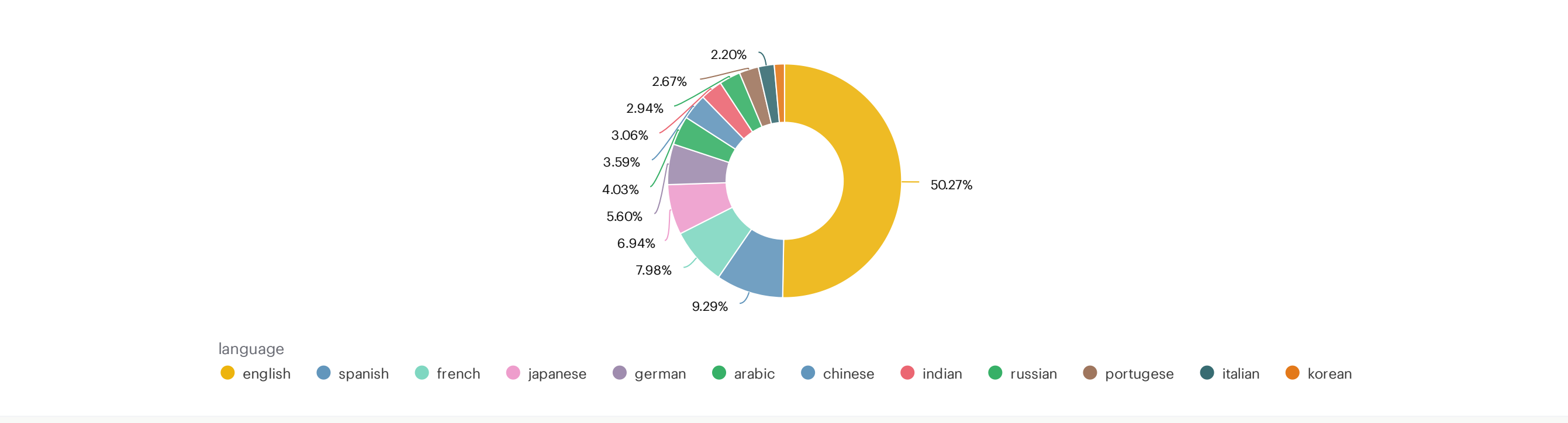
Analysis



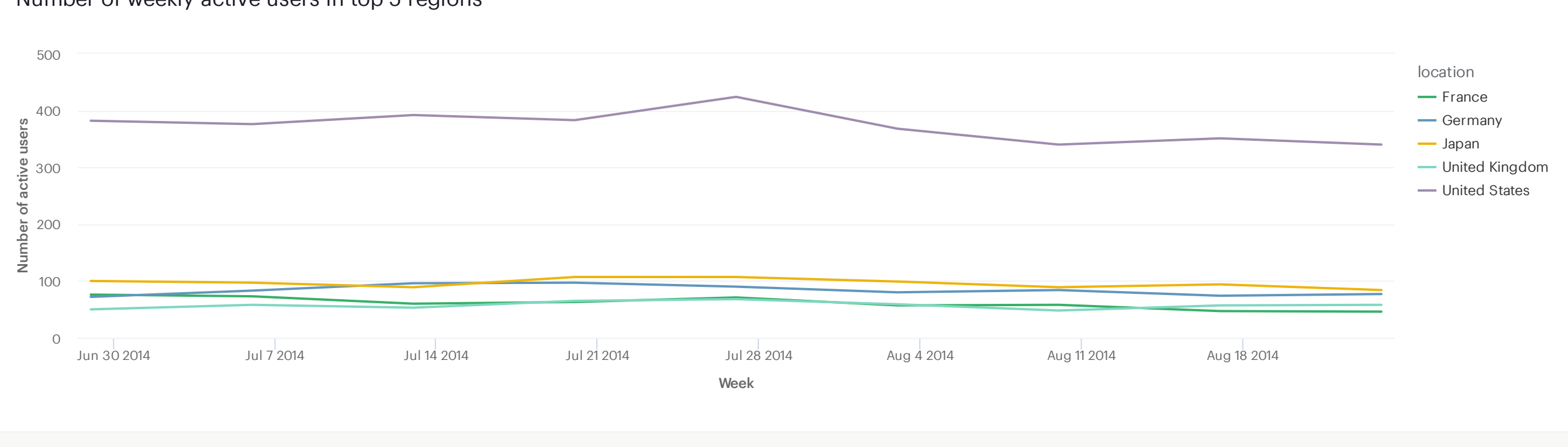
The chart shows the number of engaged users each month. Notably, the Monthly Active Users (MAU) in August experienced a decline of approximately 2000 users compared to July, returning to the level observed in June. To investigate this drop in user engagement, this report delves into the activities that occurred between July and August 2014.

Several hypotheses behind the drop in user engagement were brainstormed, but due to the limited datasets available for analysis, in this report tests out **time**, **region**, **platforms and event tracking**. Since the drop is quite gradual, it was unlikely due to technical issues and promotion changes, which would typically result in a more pronounced and immediate decline.

Hypothesis 1: Regional Discrepancy Led to Engagement Dip



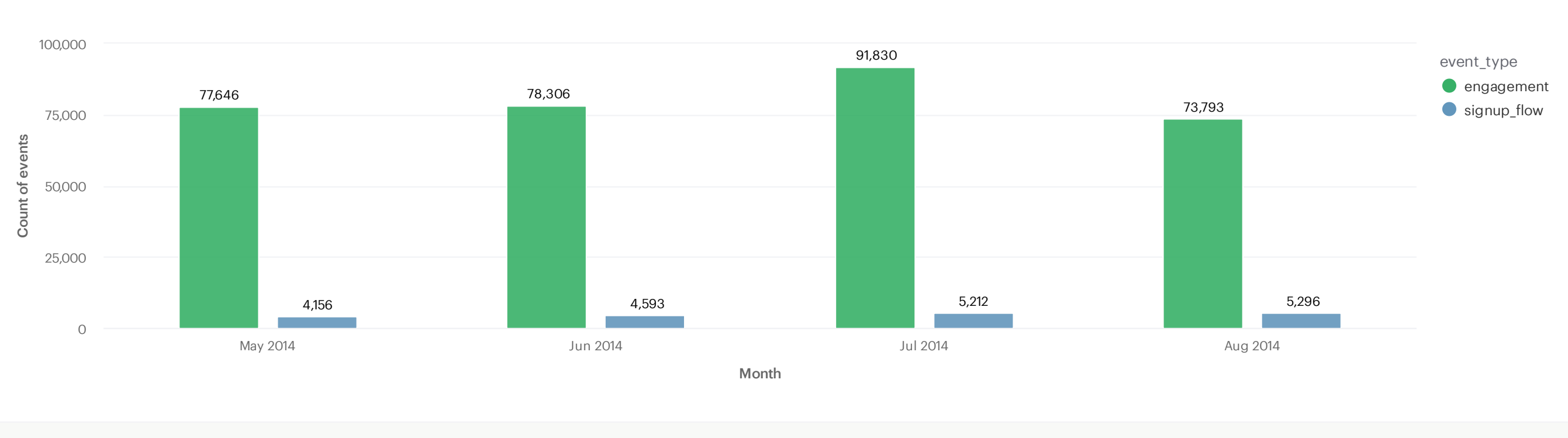
Yammer seemed to be used in multiple regions, however, top 5 languages already account for 80% of users. Therefore, we could zoom in on the top 5 regions based on number of users.



From the graph above, the United States seemed to be the most significant drop in weekly active users in August (-20% compared to July), while other countries experienced smaller decreases. However, these drops are of similar size relative to the number of users in respective countries, so region was unlikely a great factor. Still, it would be useful to quickly check with other teams if there were any product changes localized to only the US, which might have negatively impacted user engagement.

Hypothesis 2: Inadequate User Acquisition and Growth

For this hypothesis, the objective is determine the cause of the decline, specifically whether it can be attributed to a higher churn rate among older users or a decrease in the number of new users signing up.



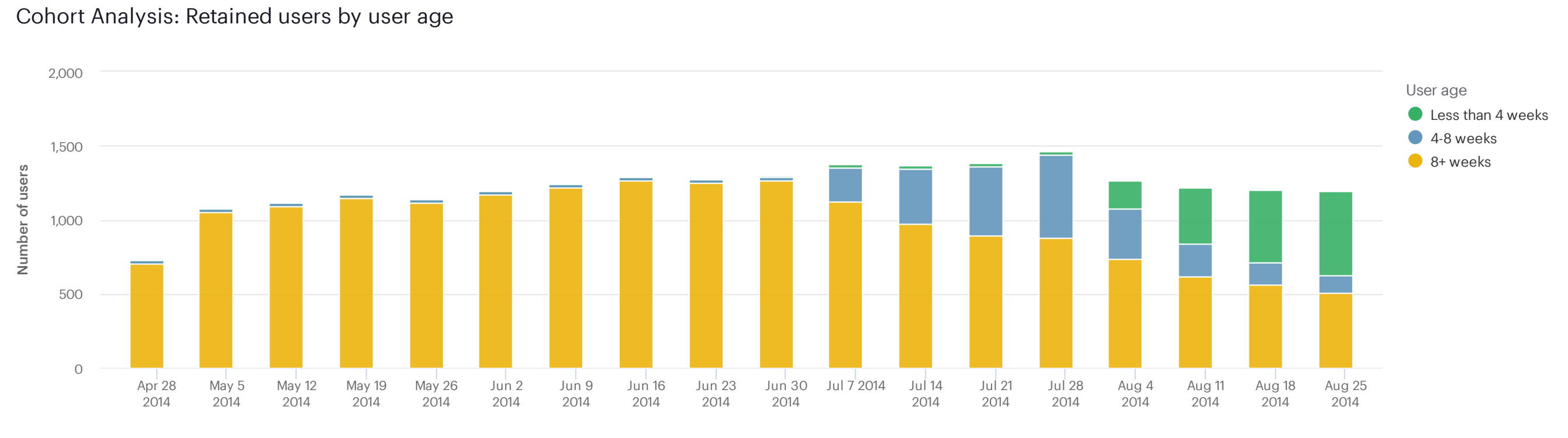
The chart shows that the number of sign-ups actually increased; it was the existing user engagement that dropped. So the drop might have been localized to existing users, rather than potential ones.



The chart further indicates that the activation rate remains consistent, with high activity during weekdays and lower activity on weekends. As there are no signs of issues with new sign-ups, the decline in engagement can be attributed to existing users, particularly older ones.

Hypothesis 3: Churn of Older Users Impacted User Engagement

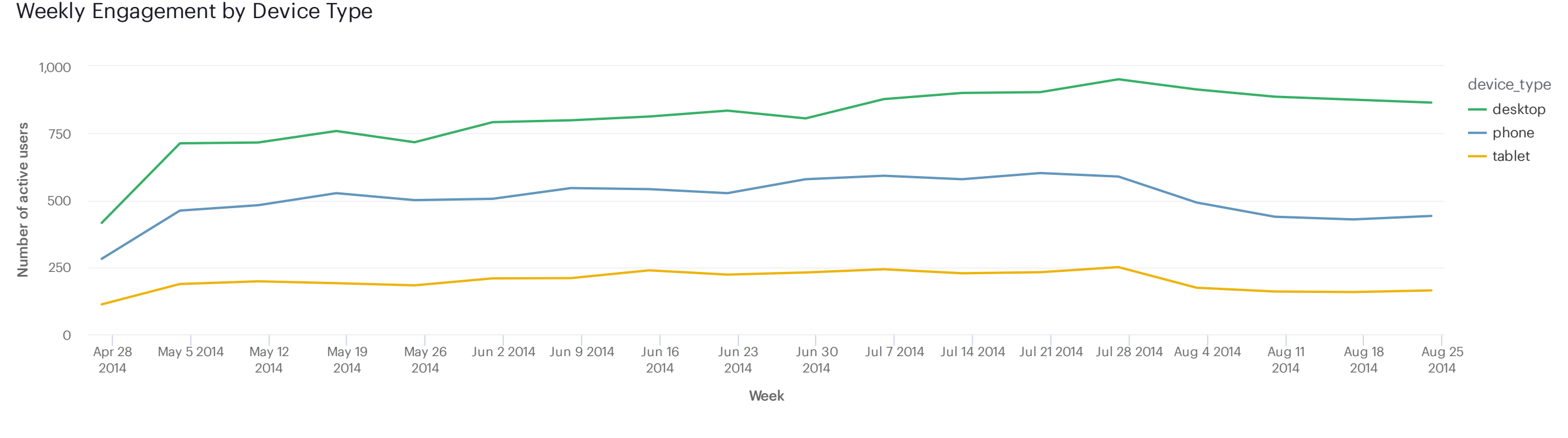
Having identified the issue with existing users in the previous section, the focus now shifts to determining whether the decline in engagement is due to a higher churn rate among older users or a decrease in new user sign-ups. To assess user retention and gain insights into the long-term effectiveness of Yammer's product, conducting a cohort analysis is a widely used approach.



Upon segmenting users by age, it becomes evident that those who registered more than 8 weeks prior to May 1 exhibited a decline in engagement over time. This decline primarily happened among mature users, ruling out the possibility of temporary engagement boosts caused by marketing traffic, bots, or search crawlers. It suggests that the product lacks "stickiness" as users gradually disengage from it over time.

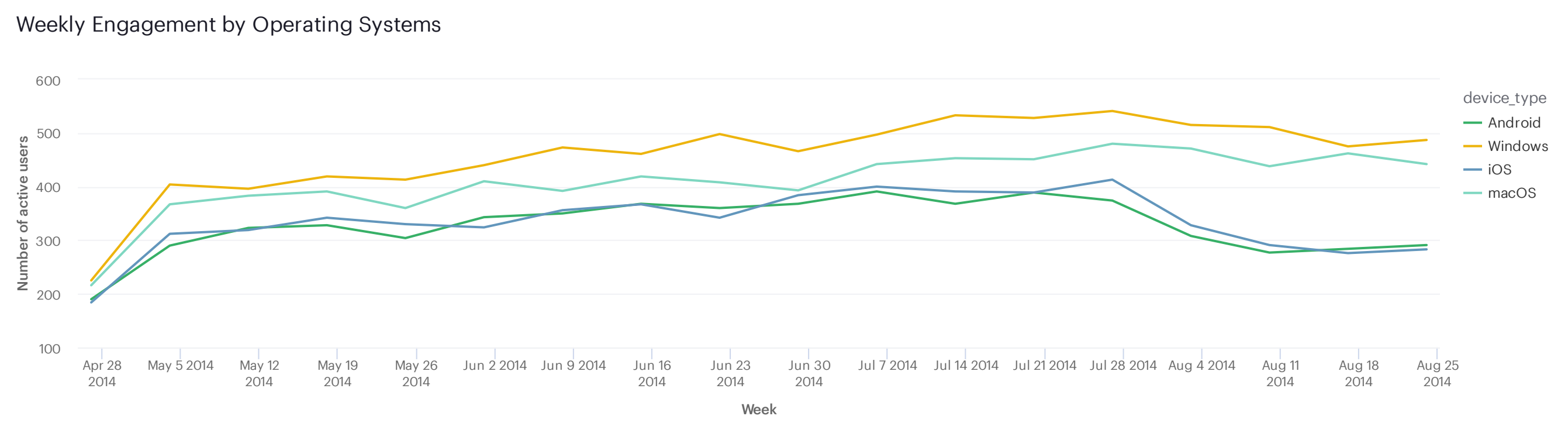
Hypothesis 4: User Loss on a Specific Device or Platform

Furthermore, we aim to conduct a thorough investigation to determine if Yammer experienced a decline in user engagement on a particular device or platform.



Upon analyzing user data, it was evident that computer devices remained the most widely used among Yammer users, demonstrating the least decline compared to other device types (phones, tablets).

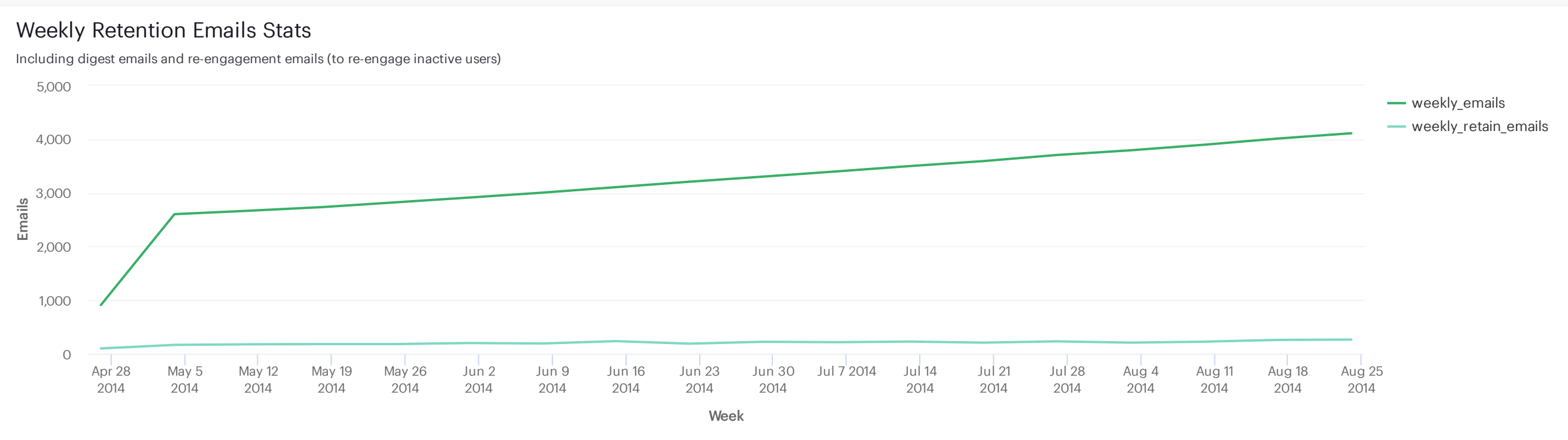
Notably, both smartphone and tablet usage for the Yammer app has returned to levels observed in May, suggesting that any strategies implemented to enhance engagement on these devices proved ineffective. This calls for a deeper analysis into the effectiveness of engagement strategies, such as weekly digest emails.



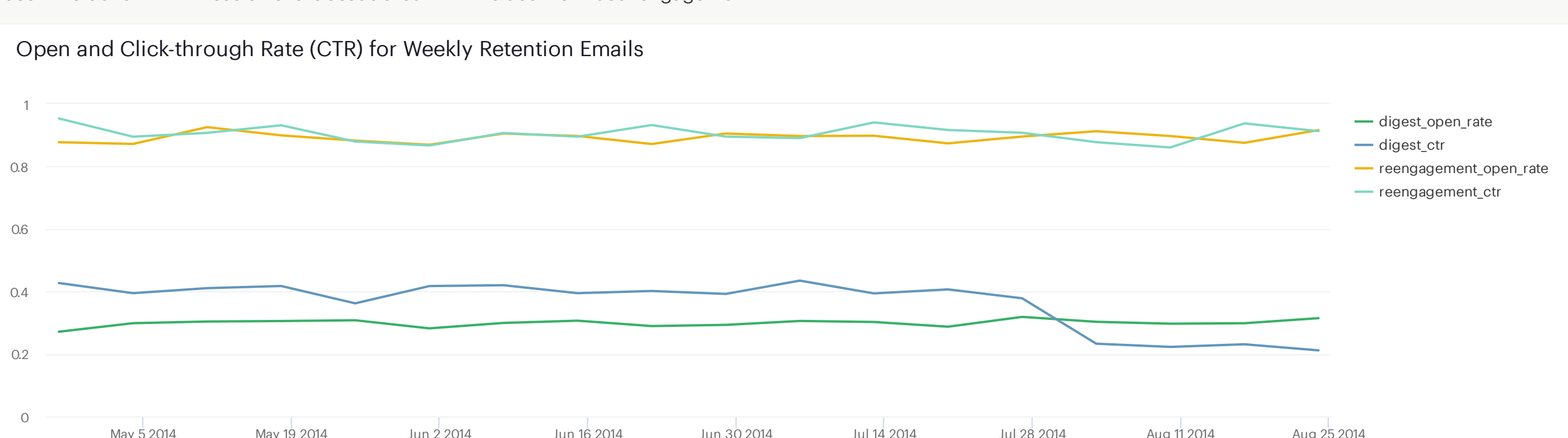
Segmenting by operating systems, the chart shows that weekly engagement dropped at the similar rate regardless of phone operating systems (iOS vs Android). This helps confirm that the problem mainly lies in application on smartphone and tablet.

Hypothesis 5: Ineffectiveness of Weekly Digest Emails

This hypothesis posits that the drop in user engagement can be attributed to the ineffectiveness of Yammer's weekly emails (digest and re-engagement). It suggests that users may not have been receiving or engaging with these emails as intended, resulting in the decreased engagement observed between July and August. To test this hypothesis, we would analyze the reception statistics and engagement rates separately.



Upon analyzing the data, it is observed that the number of weekly digest emails has steadily increased over time, while the number of re-engagement emails has only shown a slight increase during the observed period. This indicates that the retention emails had been reaching a broader audience. However, it remains essential to explore whether user interaction with these emails is associated with the decline in user engagement.



The chart illustrates a decline (-0.1) in the click-through rate of weekly digest emails from late July to the end of August, despite a stable open rate (plateauing at 0.3). This suggests that the content of the weekly digest emails may have been insufficiently relevant to users or that the desired user action was not explicitly conveyed. Further analysis is required to understand the reasons behind the reduced engagement with these emails and to identify potential improvements that can enhance their effectiveness.

Conclusion

The analysis reveals that long-term mobile users became disengaged over time, possibly due to usability issues or irrelevant content. Further, despite email observing consistent open rates (30%), there had been a significant decline (-10% in late 2014, rates for the weekly digest emails, indicating potential issues with email content relevance or quality.

Although regional discrepancy was assumed to be an insignificant factor, it would still be helpful to ask the product team if there had been any product changes in the US in August 2014.

Recommendations

The following recommendations are suggested to address the drop in user engagement on Yammer

- Improve mobile experience:** Conduct user research, identify pain points, and optimize the mobile app or website to provide a seamless and intuitive experience for mobile users. **Align experience,** since Yammer is an application for work, and most accessible on computers, consider
- Optimize email content:** Given the lower click-through rates from weekly digest emails, it is crucial to improve the quality and relevance of email content. Conduct A/B testing to experiment with different email formats, subject lines, and content structures. Regularly review and refine the email content based on user feedback and engagement data to increase click-through rates.
- Foster user feedback and engagement:** Establish channels for users to provide feedback, suggestions, and feature requests. Actively engage with the Yammer user community through surveys, focus groups, and user forums to gain insights into their needs and expectations. Incorporate user feedback into product updates and prioritize enhancements that address user concerns. Continuously assess user engagement patterns, adapt to evolving user needs, and make data-driven decisions to drive sustained user engagement on Yammer.