



# Retention Features For Amazon Audible



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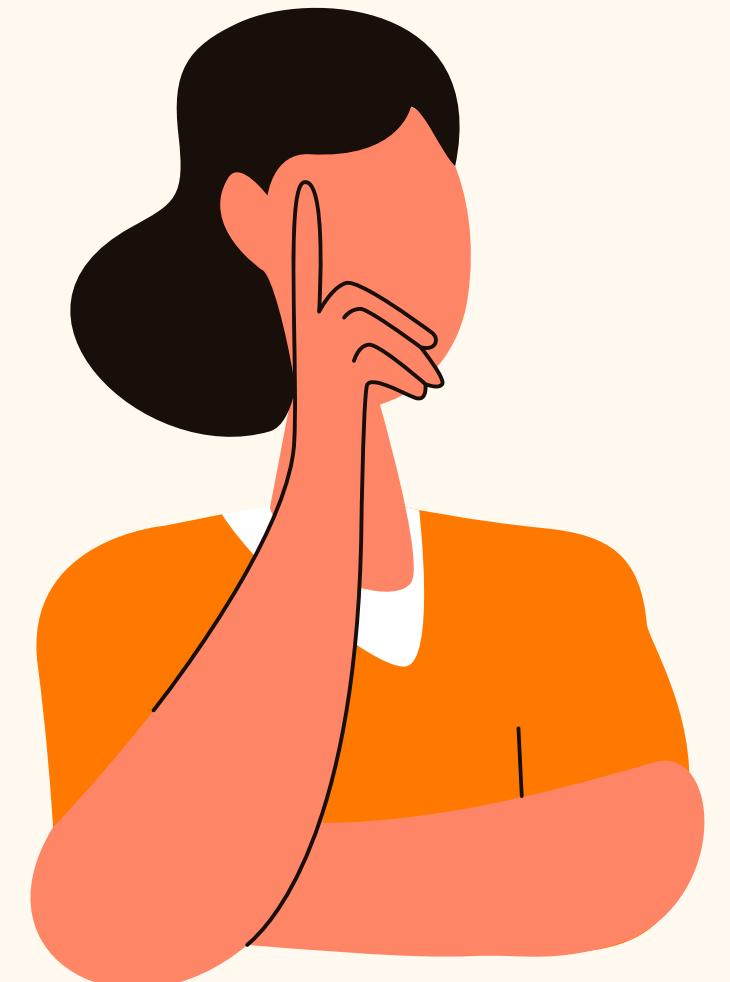


# The Problem?

- You've joined as VP of Product Management at Audible.
- You feel you are unable to retain your users because of tough competition from other streaming apps, as well as users switching to a Kindle or going back to physical books.
- Users sign up for your app, and take a subscription for a month or two to try the app, but usually discontinue the services post that.
- You wish to focus more on retaining these users than acquiring new users.

# Goal

- To retain users than acquiring new ones



# About Audible



- Audible is an online audiobook and podcast service that allows users to purchase and stream audiobooks and podcasts.
- **Owned by Amazon, Audible boasts 300 million monthly active users**, with India being one of the fastest-growing markets.
- **Audible charges 199INR for 1 month** subscription in India.
- Audible provide their own Audible original podcasts and audio stories included in their membership.
- Members get 1 credit every month through which they can purchase any 1 audiobook.
- If somebody cancels the membership he/she can access the purchased audio content anytime.
- Member can exchange/return the audiobook if he does not like.
- **Audio market currently valued at between \$4.8-\$6.8 billion and is expected upto \$37 billion by 2030.**

# Market Opportunity

- Over 100 million Monthly Active Users in India for online audio content.
- This includes podcasts, audiobooks and other audio-based online entertainment.
- 34% rise from 71 million recorded in 2020.
- Only 12% Indian population has ever listened to a podcast therefore forms immense room for growth.

# Competitors



# User Persona #1



**Ms. Ishita**  
Age: 20

## Intro:

Miss Ishita is a second year student of B.com and she has been using audible from last 2 months. Her main purpose is to make her 20s more productive. As she is new to audio world she is confused about what to listen. She wants to know what other students of her age listen and find useful.

## Pain Point:

Wants to know what other of her age listen and finds useful.

## Solution:

Introduction of audible social where people from different profession share what they found useful.

# User Persona #2



**Mr. Rahul**

Age: 30

## Intro:

Mr. Rahul is an IT Professional and he loves to listen about various topics on technology and spirituality. He usually completes one audiobook in 7 days and wants more to listen but the prices of the books are quite high and thus switches to other apps to listen more. He does not want to switch between apps.

## Pain Point:

Only 1 credit available per month to buy.

## Solution:

Introduction of audible score to achieve milestones to unlock books of different prices.

# User Persona #3



**Ms. Krishna**  
Age: 40

## Intro:

Mr. Krishna is a businessman and he loves to get knowledge on how to grow his business and also likes to listen new hindi audio content. He completed his schooling in hindi medium and does not understand english. He tried to listen great content from audible but found most of them are in english, he wants to see and search only hindi content.

## Pain Point:

Only want hindi content on his home page.

## Solution:

Introduction of regional language content selection. Which when enabled shows content of selected regional language.

# Feature #1

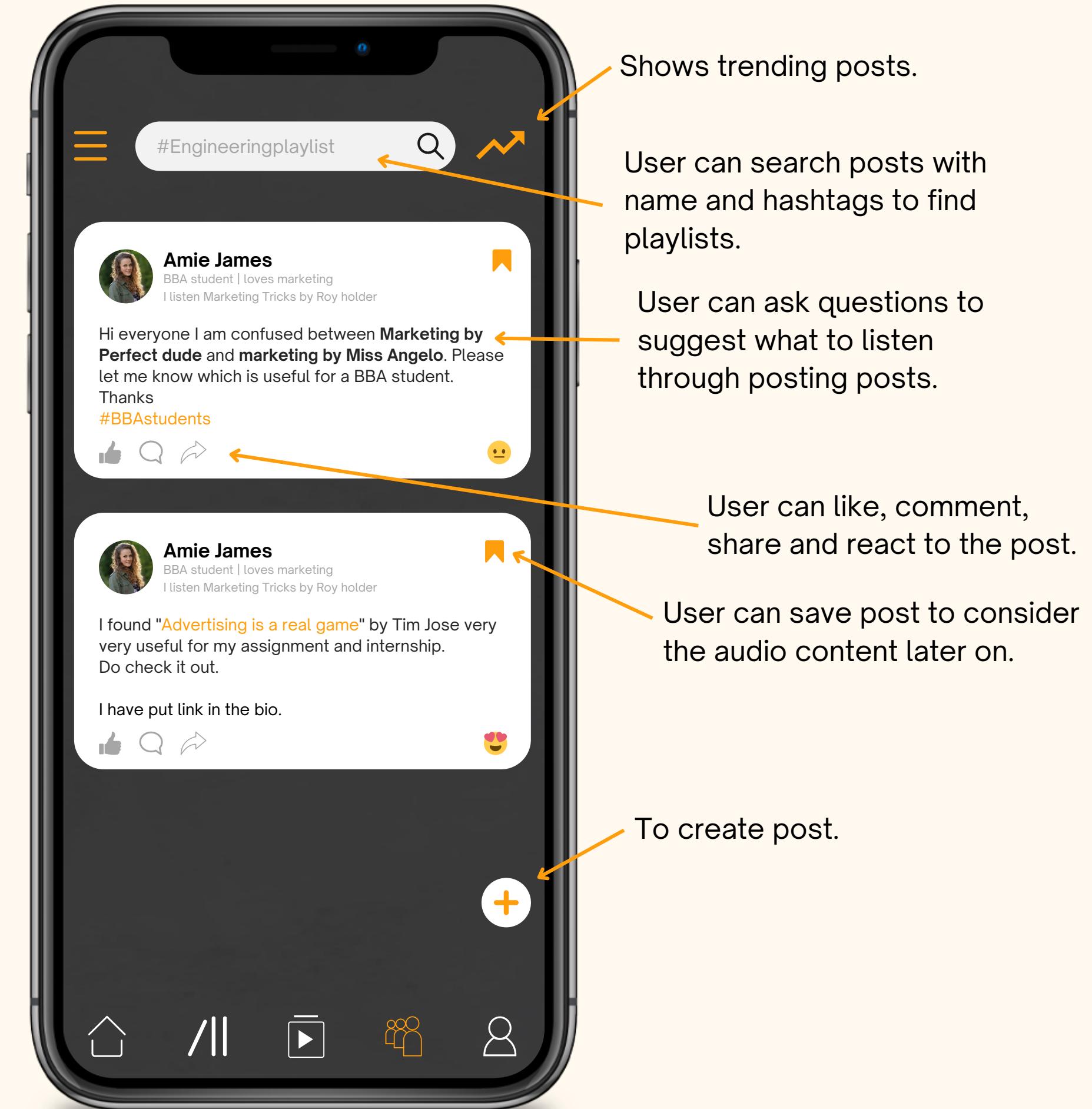
## Audible Social

Audible Social will allow user to view posts by other listeners and with the help of #hashtags users can easily find relevant posts.

Trending posts and post creation will help user to share and get insights about their listening.

### Benefits:

- Social acceptance through post will help user to share and get more insights and feel a part of community.
- Trending audio content will push user to listen more audio content.



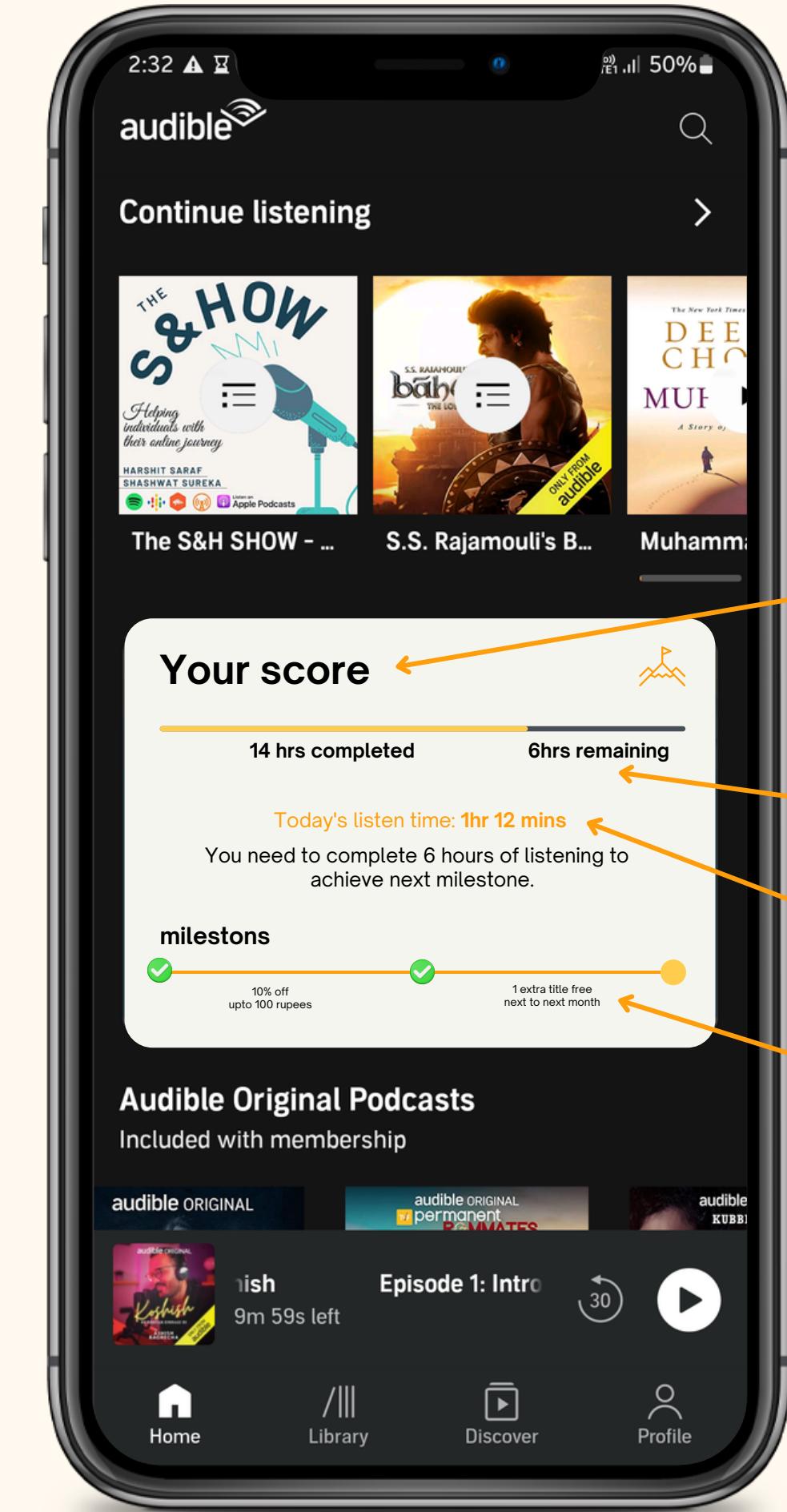
# Feature #2

## Audible Score

Audible Score will allow user to view their current listening habit and will notify user to reach certain milestones to unlock rewards. These rewards can be extra titles, some discount, coupons etc.

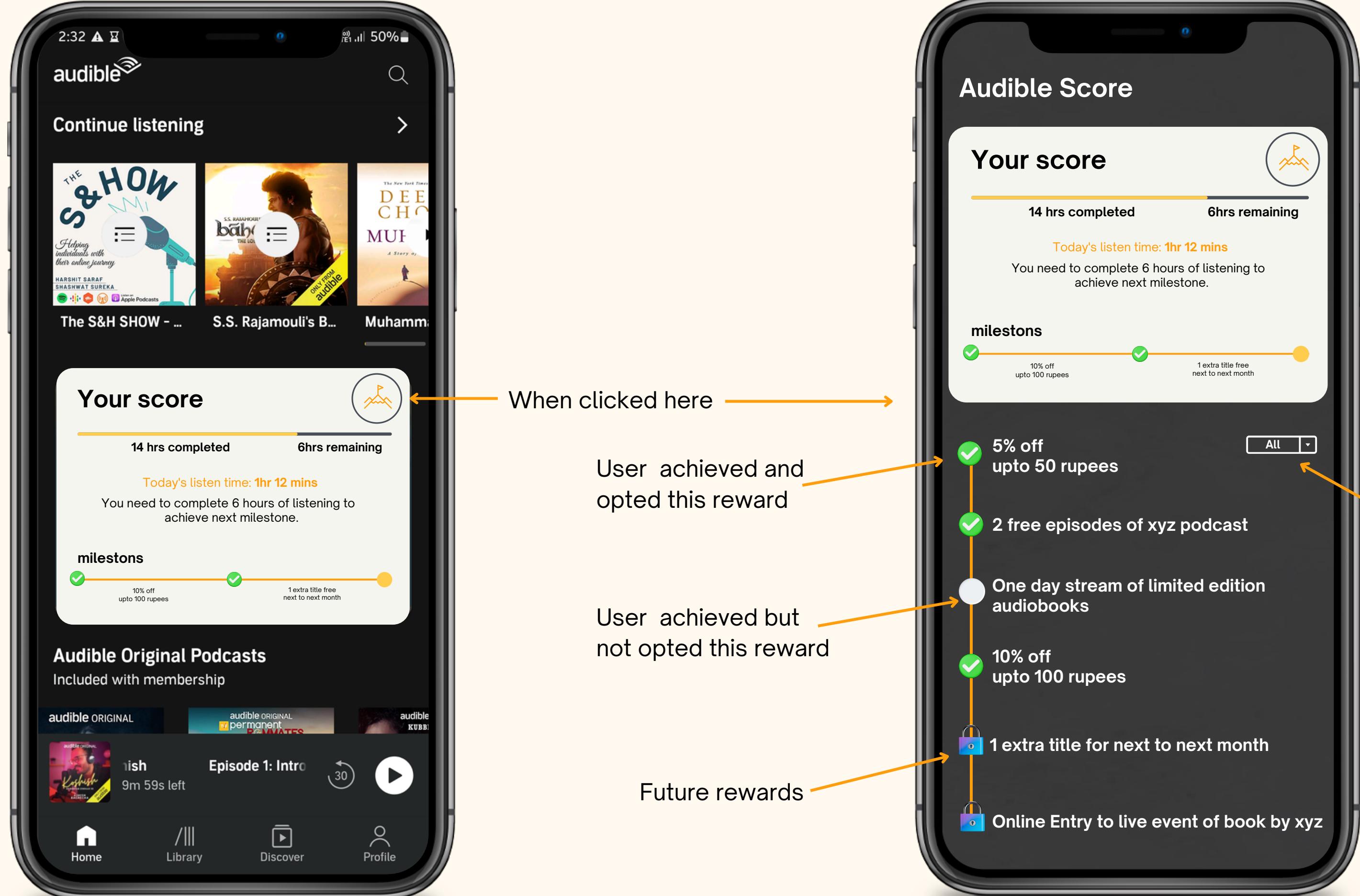
### Benefits:

- User can listen more books and enjoy rewards by listening more, reducing negativity about 1 credit score.
- Insightful data will help user to create habit of listening.
- Rewards and milestones will push user to listen more.



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# Feature #3

## Audible Regional

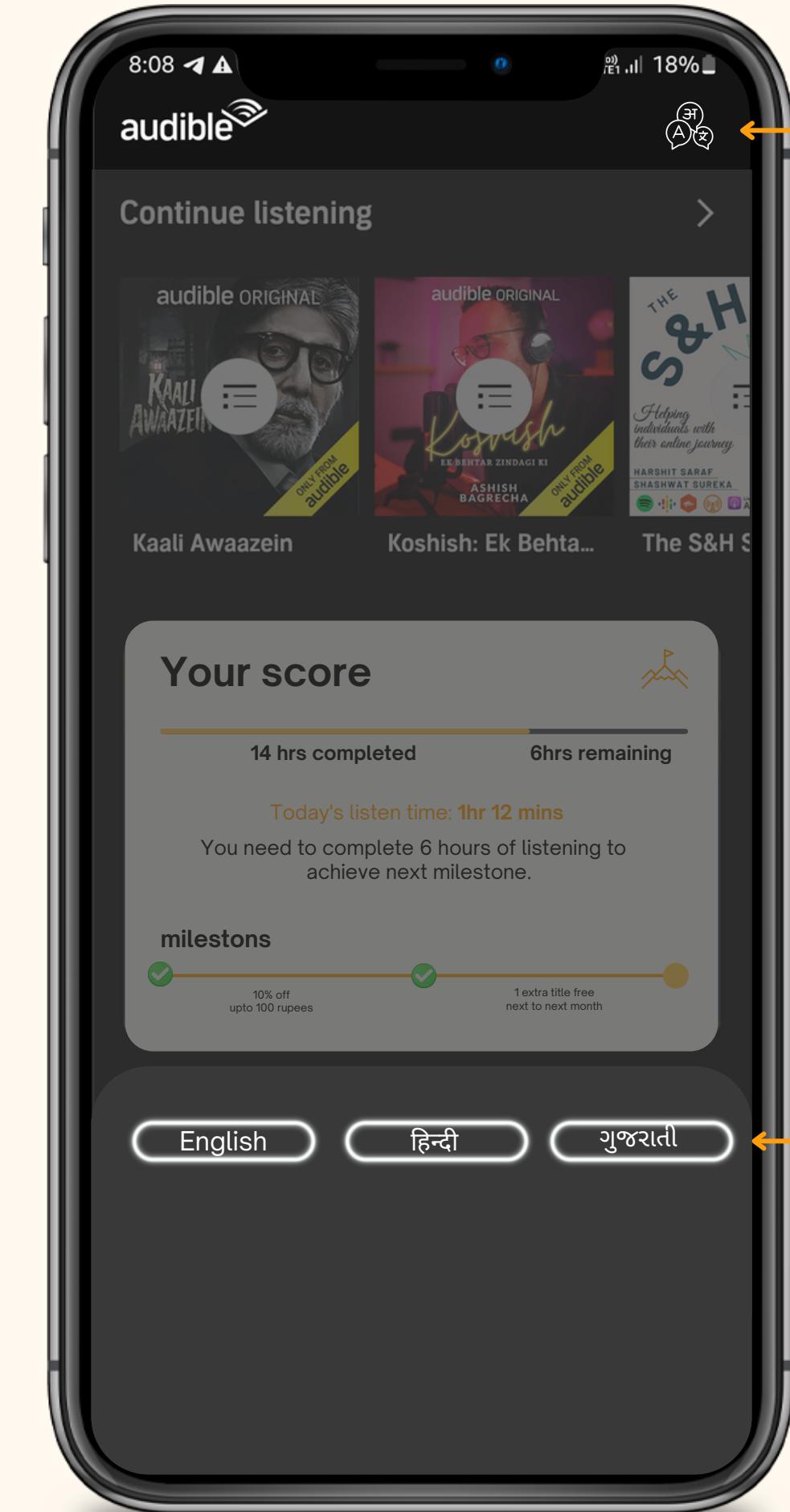


India being a secular country and having different languages in every state and region **with only 12% population understanding and speaking in english**, it creates an opportunity to serve content in regional language.

Audible Regional will allow user to view content of their preferred language.

### Benefits:

- People struggling with english and other language content can focus on their preferred language content.
- More user retention and acquisition in India.



# Feature Success Metrics

Feature	Metric
Social Audible	<ul style="list-style-type: none"><li>1. Number of users engage in the posts.</li><li>2. Number of posts save.</li><li>3. Number of post creation.</li><li>4. Number of hashtags being used.</li><li>5. Number of people listening to trending audio content.</li><li>6. Number of people like posts, comment, share and react.</li></ul>
Audible Score	<ul style="list-style-type: none"><li>1. Number of times user click to view audible score and rewards.</li><li>2. Rise in listening time of user.</li><li>3. Number of times user avail the reward.</li></ul>
Audible Regional	<ul style="list-style-type: none"><li>1. Number of users choosing regional language than english.</li><li>2. User's listening time in regional language against english language.</li></ul>



# Go To Market Strategy

## Phase 1: Market Research



Doing surveys, interviews will help to understand market need and trend in India.



## Phase 2: Beta version $\beta$

Development of features and Beta roll out to targeted sample population of India.



## Phase 4: Final release

Rolling the final version of the features by introducing with the help of notifications and homescreen directions to users.



## Phase 3: Improvement on Beta

Feedbacks from sample population and alignment of actual results to expected will improve our features.

# Framework Prioritization

Feature	Retention	Activation	Revenue	Referral	Acquisition
Social Audible	5/10	6/10	40%-70% +	2/10	30% +
Audible Score	6/10	8/10	60%-100% +	4/10	40% +
Audible Regional	4/10	5/10	20%-50% +	3/10	30%

Framework  
used

- Acquisition** – How are people discovering our product or company?
- Activation** – Are these people taking the actions we want them to?
- Retention** – Are our activated users continuing to engage with the product?
- Referral** – Do users like the product enough to tell others about it?
- Revenue** – Are our personas willing to pay for this product?)



# THANK YOU

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