Metrics of all kinds

Covered in this lecture:

Explaining the types of metrics and
what they track, with examples

▶ **#1 Growth & Activation metrics**

- track and measure how your product is growing
- examples: total new users, new users by source, activated users
- there's a big difference between someone who only installed your app and an activated user
>> An activated user is someone who actually signed up and performed an action inside the app

▶ **#2 Retention metrics**

- track how many people are coming back to use your app repeatedly
- examples: retained users, resurrected users
>> Retained users are users who are using your app all the time
>> Resurrected users are users who haven't been using your app for a while, but they're coming back after you notified them about, let's say, some attractive new feature

► **#3 Engagement metrics**

    - track how many times users are engaging with the app
    - these metrics are tailored to each company and product

► **#4 User happiness metrics**

    - track how happy your users are
    - examples: net promoter scores, number of customers
    that have written complaints, app store rating
    - these are some of the most difficult metrics to measure,
    but are very important

► **#5 Revenue metrics**

    - track how much revenue you are making
    - examples: - lifetime value (how much revenue, on
                  average, on a certain period of time, does
                  each customer generate?)
               - cost per acquisition (how much money do
                  you have to spend in marketing/ads/salaries
                  to acquire a customer?)
               - monthly recurring revenue
               - annual recurring revenue

See you next lecture!