

# Rosetta Stone

Alyssa Ruste, Aviv Zohman, Nora Mirabal, Angela Pham, Connor Lydon, Liz Lyon

MGSC 410

## Executive Summary

Valuable users: Lifetime Users & Explorers

Redflag users: Inactive & Free Trial Users

Barriers:

- No Bang for Your Buck
- Short Retention Rate
- Weak Marketing Techniques

Business opportunities:

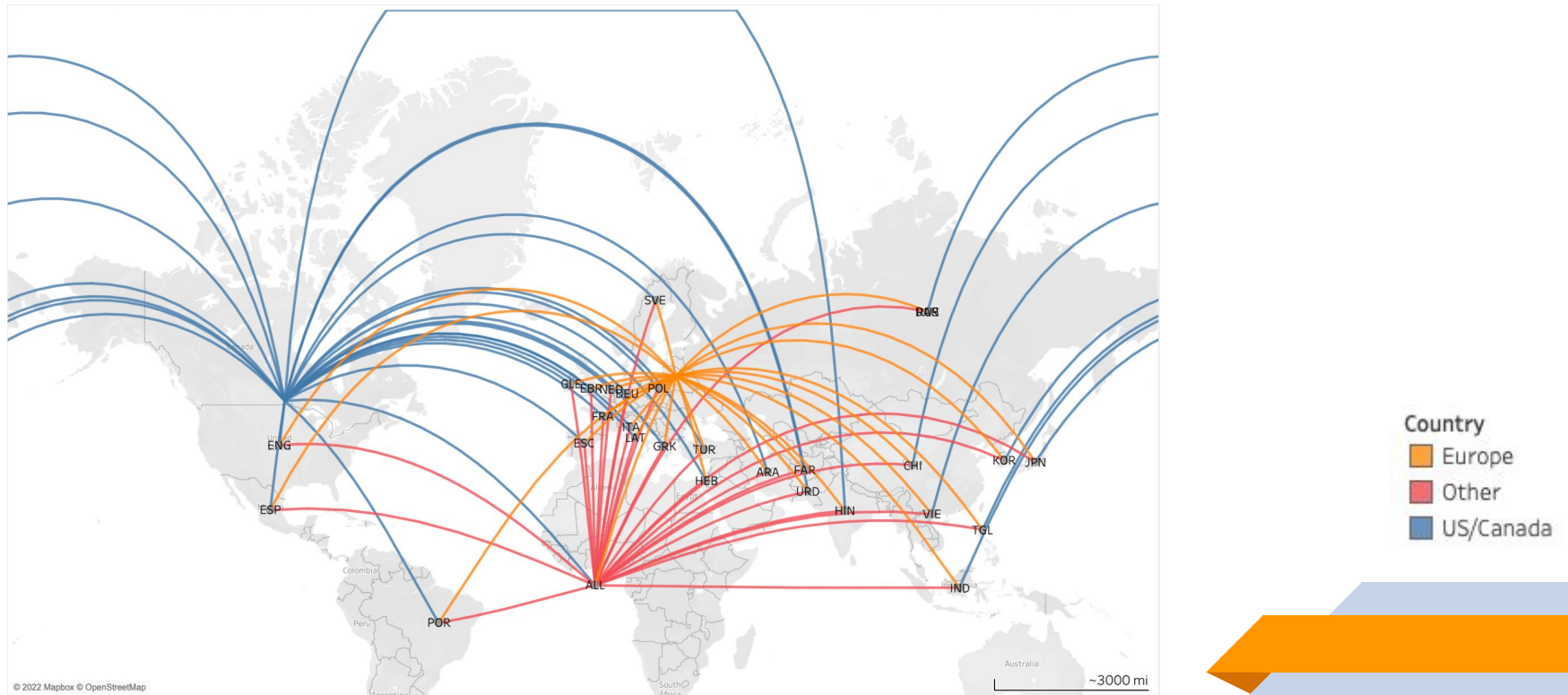
- Enhance Free Trials & Email Notifications



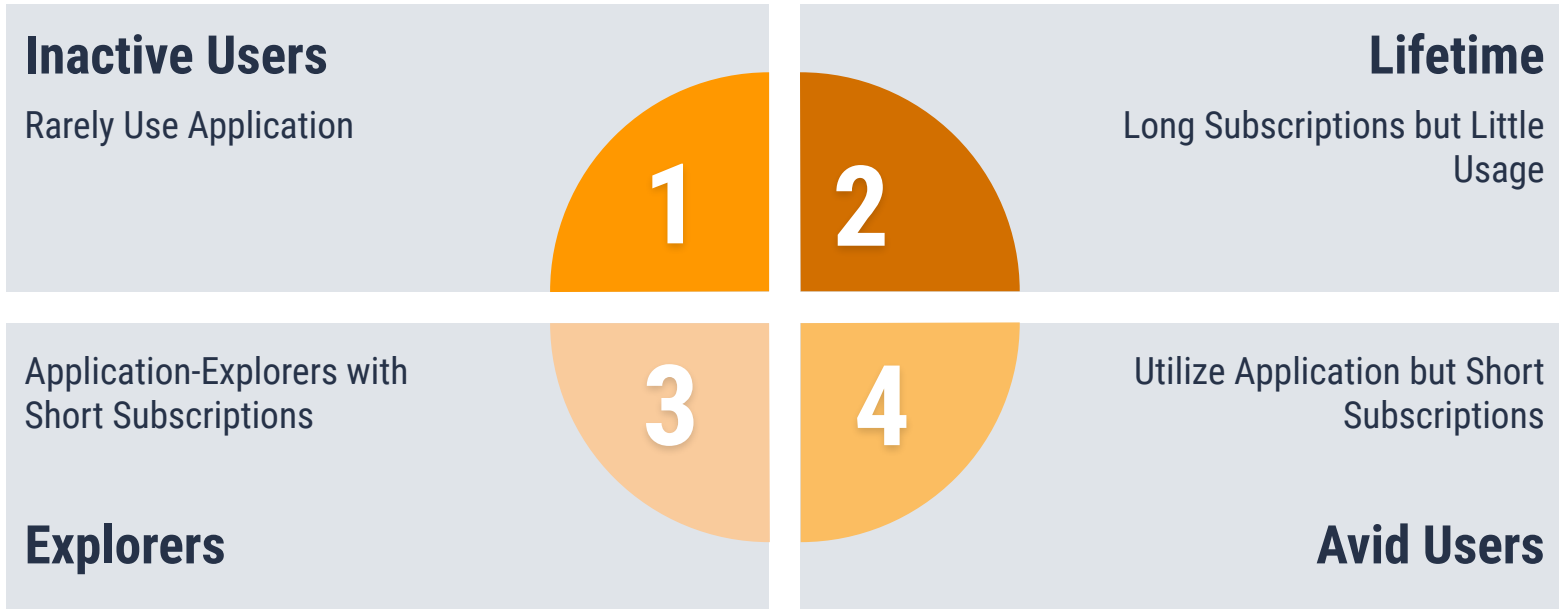
# Mission Statement

Our company's mission is founded on expanding communication and understanding on a global scale. The mission infuses everything we do, from our internal operation to how we conduct ourselves in the marketplace and how we communicate and connect with our local and global neighbors.

# Our Audience



# Customer Segments



## What Makes a Valuable Subscriber

### **Lifetime Users**

- Long subscription
- Little usage

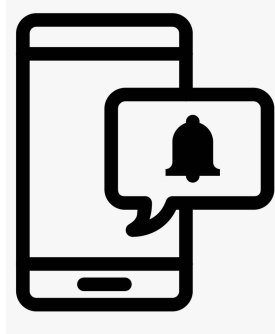
### **Avid Users**

- Short subscription
- High usage

## Long-term Subscribers with Push Notifications are More Likely to Purchase Additional Products



+



=



# Customers Likely to Unsubscribe

## Inactive Users

Low Activity

Short  
Subscription  
Length

Low Purchase  
Amount

Less Likely to  
Open Emails

## Explorers

High Activity



## Rosetta Stone Subscription Tiers

### **Tier 1**

3 Months

\$36

One Language

### **Tier 2**

12 Months

\$97

All Languages

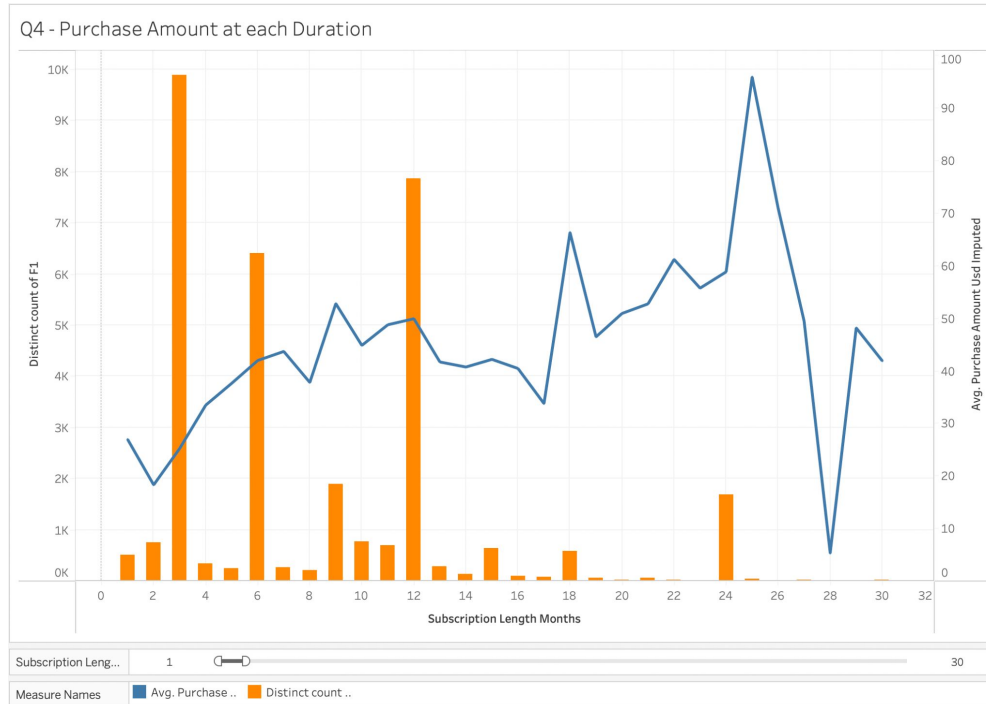
### **Tier 3**

Lifetime

\$179

All Languages

## Barriers Reason 1: No Bang For Your Buck



Problem: Users need to see value in the tiers they are buying, otherwise they are unlikely to pay for a more expensive tier.

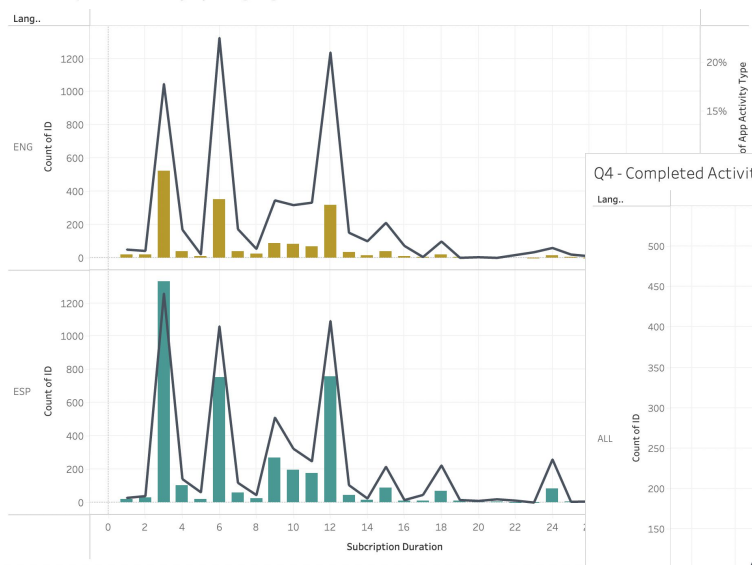
**Resolution: “Make it worth it!” - Add or adjust subscription tiers possible promotions.**

## Barriers Reason 2: Short Retention Rate

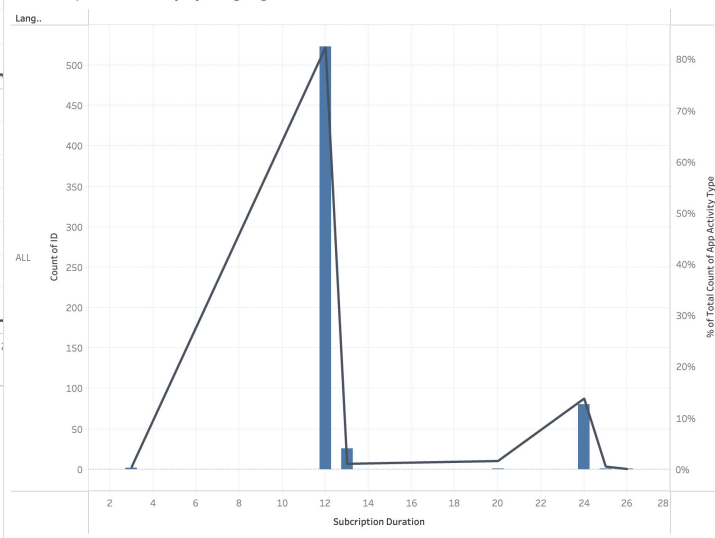
Problem: Users are discontinuing their subscription as soon as they complete their initial language goal.

**Resolution: Rosetta Stone should offer a sample of a similar language before the subscription ends to persuade consumers to renew their subscription.**

Q4 - Completed Activity by Language

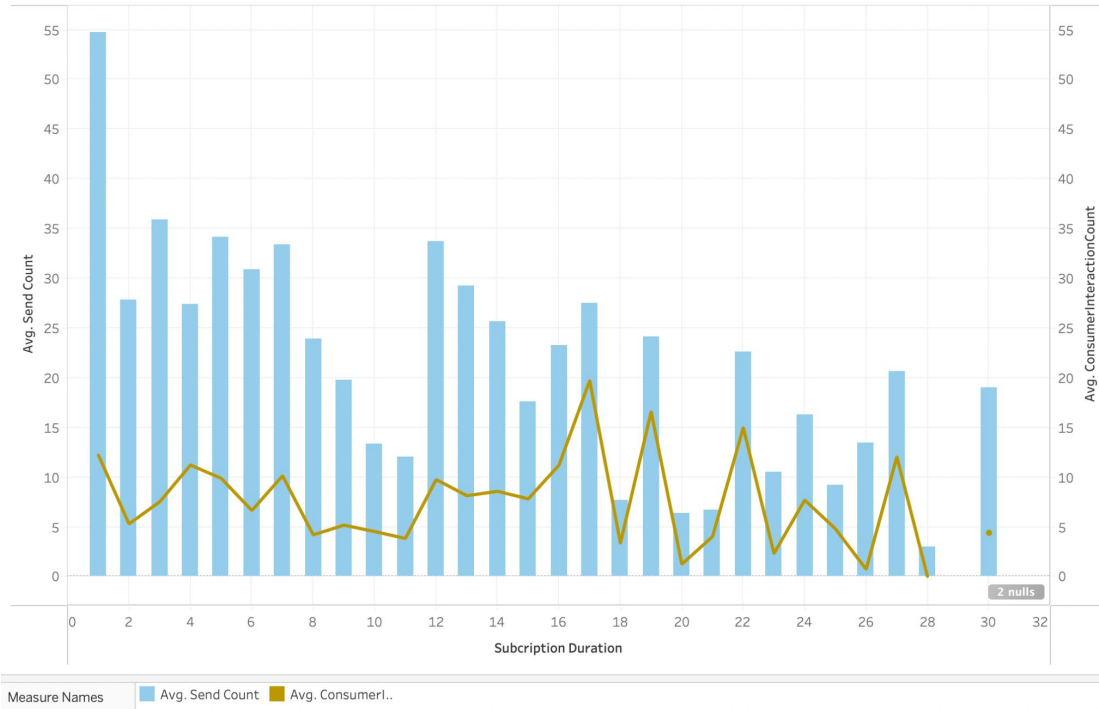


Q4 - Completed Activity by Language



## Reason 3: Lack of Marketing Effort to Retain Customers

Q4 - Marketing Response at each Duration

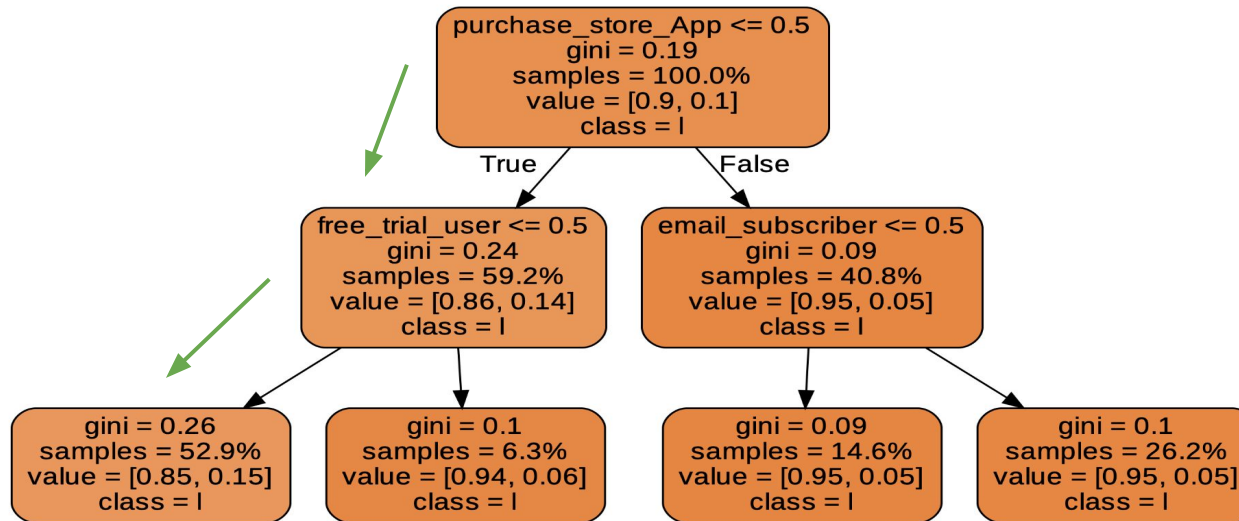


Problem: Weak marketing efforts in months 3 and 6 lead to diminishing customer engagement.

**Resolution: Push email marketing efforts in Month 6 to retain customers for Month 12. Discounts and rewards can maintain customer engagement.**

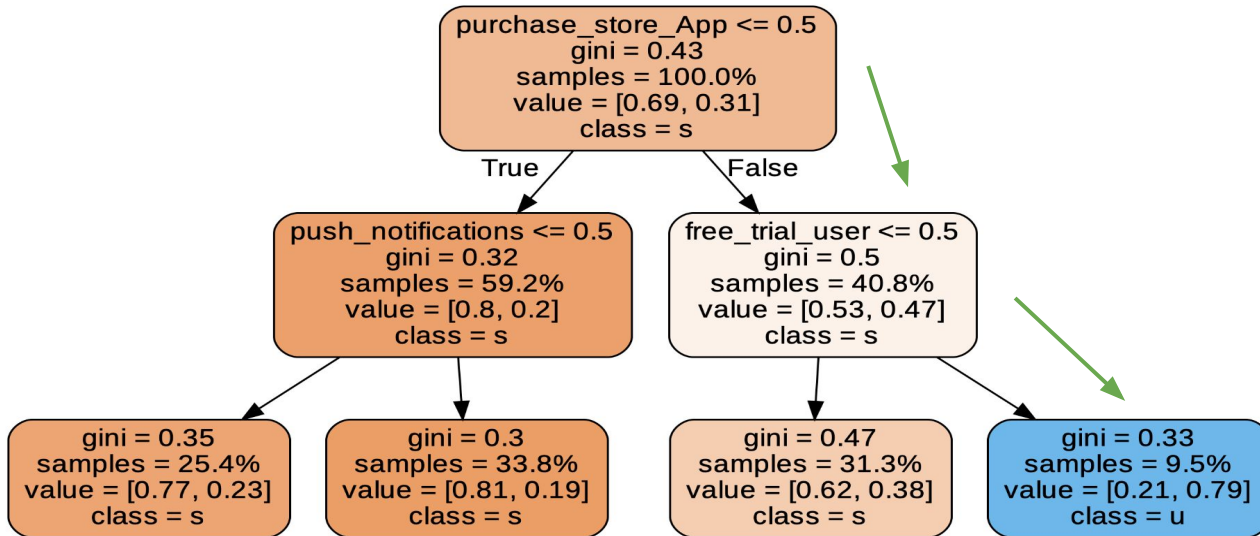
# Relevant Business Opportunities: Notification Settings & Purchase Location

## Long Term Subscribers



# Relevant Business Opportunities: Notification Settings & Purchase Location

## Renewal Transactions



# Conclusion

The background features a large, dark blue trapezoidal shape on the left side, pointing towards the right. To its right is a white triangular shape pointing towards the top right. At the bottom, there is a horizontal orange bar with a 3D effect, appearing to sit on a white surface. The overall design is clean and modern.

# Thank You