

The background is a complex geometric pattern of overlapping triangles in various shades of orange, yellow, and blue. A large white circle is positioned on the left side, containing the main title and author information.

PM CHALLENGE: RETENTION FEATURES FOR AUDIBLE

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INTRODUCTION

Sector Overview :

- Global audiobook market is valued at USD 4 billion in 2020 and estimated to grow to USD 20 billion by 2030.
- India is the third fastest growing market for audiobooks, trailing US and China
- According to EY, 8-10% of publishing market is digital. E-books and audiobooks are important growth drivers for this industry[\[1\]](#)

Audible :

- Audible is an online audiobook and podcast service that allows users to purchase and stream audiobooks and podcasts
- Predominantly English and Hindi – content driven.

PROBLEM OVERVIEW

Observed User Behavior :

Users sign up on the Audible app, and usually discontinue services after 1-2 months of usage

Problem Definition :

Improve user retention / engagement for Audible

Identify points in user journey that cause lack of enjoyment of current experience OR lack of engagement in product

Assumption :

Scope of this case study is restricted to improving the mobile app experience for the core product offering , audiobooks . Audible originals or podcasts are not covered.

USER PERSONAS



Sneha
18 years, Student

- Wants to build habit of consuming books; still exploring different genres.
- Relies on Audible for suitable recommendations.
- Existing policy does not encourage exchanging of audiobooks, in case of not liking it.
- Hesitates before buying / is dissatisfied with a lot of purchases and leaves them unread

Needs some more context and a more robust review system around the books before buying



Ani
25 years, Early career /
MBA aspirant

- Doesn't like reading, has screen fatigue from his job ; relies on Audible to go through concepts on Business
- While listening, he tunes out often and finds it hard to get back

Wants a better system to retain information and refer to past topics



Gargi
43 years, Mid career

- Voracious reader of physical/e-books, uses Audible to “keep on read” while driving and daily chores.
- Has established reading tastes, and actively engages with the reading community on Goodreads

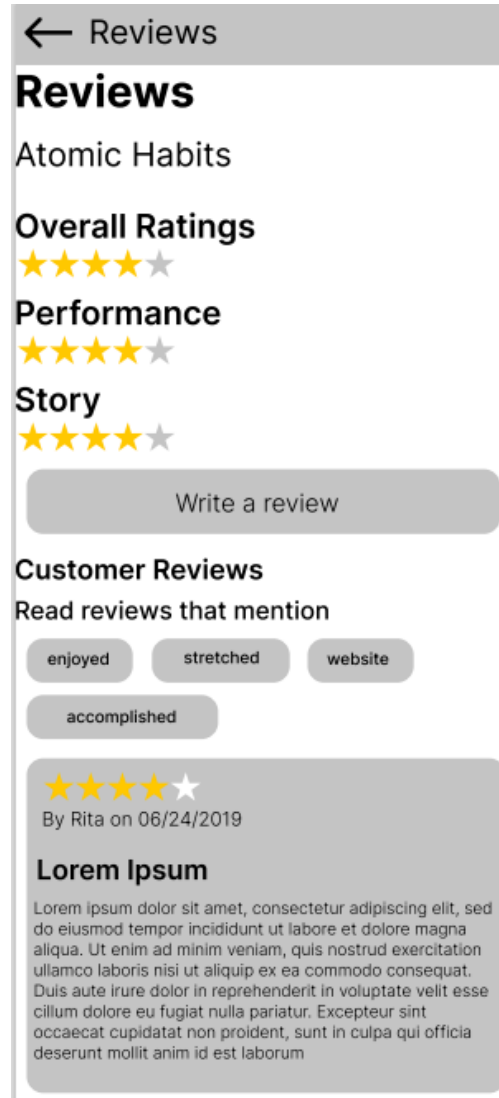
Feels this medium less engaging and needs a social touch to regularly use this service

Telephonic interviews were conducted with 9 Audible users in the age range 18 – 45, residents of Tier-1 cities. They were asked detailed questions on their pain-points while using the app and their expectations from Audible

FEATURE 1 : STRUCTURED REVIEWS

The overall review for an audiobook are broken down into two key components :
Performance and Story

Further, our algorithm should detect attributes and add them as tags – making the key attributes evident at one glance



Outcome:

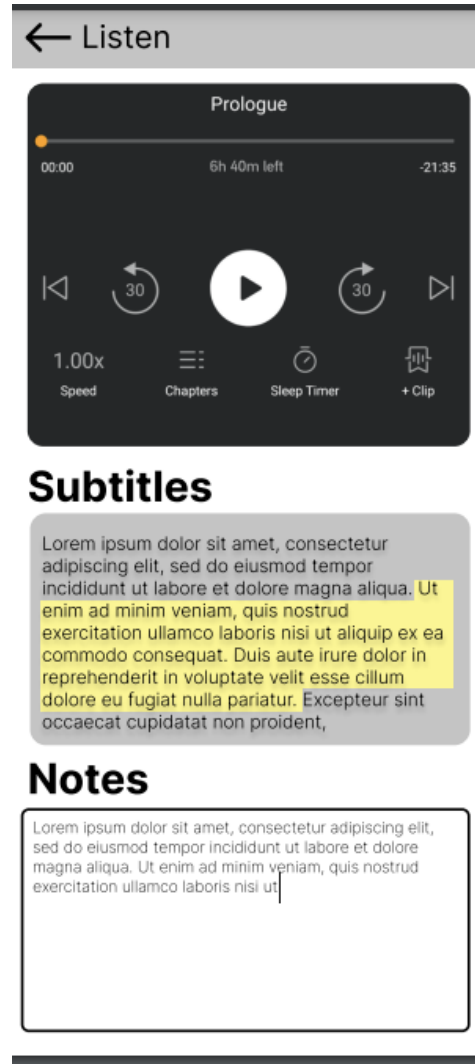
- better context for a user to decide before buying
- The tags provides quick descriptors at one glance; and potentially avoids the need for someone to go through the entire set of reviews for a particular audiobook to decide.

FEATURE 2 : TRANSCRIPTION & NOTE-TAKING

Transcripts will play in sync with the

Moreover, these transcripts can provide for a more intuitive experience while bookmarking or 'clipping' a particular section

Users can take written notes. These clips get stored in their library, highlighting the main points, long after the book is read



Outcome :

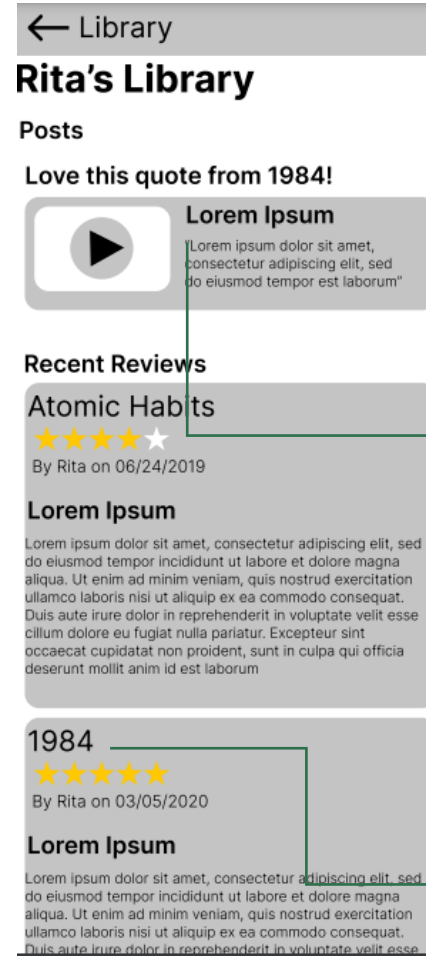
- i) Better learning experience with technical terms , or when the subject matter gets too involved.
- ii) Easier to refer back and forth to important points
- iii) Opportunity to summarize learnings and giving a better recall value

FEATURE 3 : FRIENDS & SOCIAL FEED

We can network “friends” together by using the signup email as reference.

Having access to a friend’s library gives proactive recommendations to users.

Audio clips and Reviews can be shared publicly on a user’s library page



Outcome :

- As reading tastes between friends generally align, these proactive recommendations help in cross-selling and continued engagement with the audiobook experience.

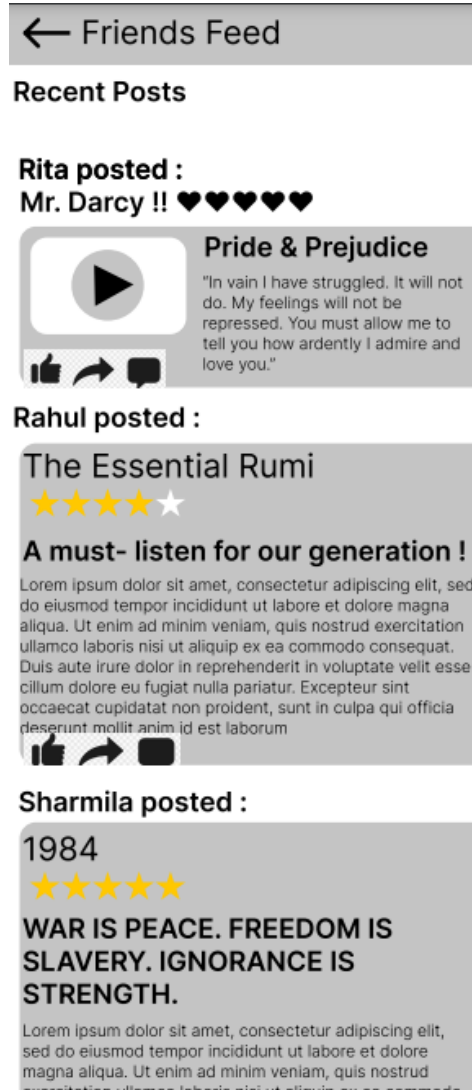
Audio clips as well as reviews can be shared with comments

Viewers can click the links to go the audiobook page

FEATURE 3 : FRIENDS & SOCIAL FEED (CONTD)

Publicly shared audio clips and reviews are collated as a Friends' Feed

The shared audio-clips of "aha!" or deeply emotional moments transport the listener straight into the mood of the book . This creates potential for these clips to go viral and create buzz for the audiobook



Viewers can like and comment on friends' posts

Outcome :

- The feed serves as a catalyst for discussion; can create buzz for great new releases !
- Having an element of social engagement increases a customer's emotional connection with the app and creates 'stickiness' for the Audible brand

METRICS

Structured Reviews : Feature- Level

- Average time taken for first use
- Average difference in time spend on review page (before and after structure reviews launch)
- Average # of books left midway / Average # of books purchased

Transcription & Note-taking : Feature- Level

- Average time taken for first use
- Average # of notes taken per book
- Average # of times notes were revisited per book
- Average time spent reading per chapter

Friends & Social Feed : Feature- Level

- Average # of friends per user
- Average # of audioclips / reviews shared publicly per user per week
- Average # of likes / comments per publicly shared audioclip
- Average # “cross-viewed” audiobooks (clicked when shared through friends)
- Average # “cross-sold” audiobooks (bought when shared through friends)

App Level

- # of weekly active users
- # of chapters heard per month per user
- Avg revenue per month per user
- # of Months of subscription per user
- Customer lifetime value per user
- Average session length
- Net Promoter score

The proposed features all integrate within the existing framework of Audible; and each serves to address multiple pain-points collected from user interviews.

GO TO MARKET STRATEGY

Social Media & Digital Marketing

- Ads on Instagram and Youtube to explain the new features
- Targeted digital ads to students / early – career professionals on the Note-taking feature
- Partnering with popular audiobook reviewers on Youtube. These influencers can create reviews of upcoming releases and post them exclusively to Audible

User Testimonials

- Push notifications to current users to inform & educate them on new feature rollout
- Once they have tried the features, provide incentives for current users to provide testimonials on the improved user experience on Audible's social media pages

Physical Retail

- Ads in physical retail stores –chains like Crossword, Om Bookshop; stores at strategic locations like airports

THANK YOU !!