

Retention & PLG: Core Strategy

A summary of key insights from the full article.

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Why Retention Matters

- CAC is rising while attention spans shrink.
- By Month 3: 28% avg retention vs 54% best-in-class.
- Retention powers long-term growth.

Core PLG Building Blocks

Practical Example

Who Owns Retention?

Common Pitfalls

Leader Actions

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