

### Drexus Retention Checklist

Your app doesn't need more features. It needs users who come back.

This checklist helps you pinpoint why users leave and what to fix first.

Run it monthly or right after launch to see what's working — and what's quietly leaking growth.

## 1. Understand User Behavior

✓ Step	Why It Matters	Status
Define your "activation moment"	Know the first action that proves value (e.g. "user books chef")	
Track key events	Use tools like Mixpanel, Amplitude, or Firebase	
Identify drop-off points	Find where users leave your flow	
Segment users	New, returning, churned — treat them differently	
Check retention curve	See if engagement improves over time	

Friend tip: If you don't know where users drop off, everything else is guessing.

## 2. Fix Friction in the First Experience

✓ Step	Why It Matters	Status
Review onboarding screens	Too many steps = early exits	
Shorten time to value	Make users feel payoff within 60 seconds	
Simplify copy	Plain, confident text converts better	
Remove signup clutter	Offer quick start or guest mode	
Add micro-successes	Reward small wins early (progress bars, confirmations)	

Friend tip: Users don't quit because they're lazy — they quit because they're confused.



# 3. Engage Intelligently

✓ Step	Why It Matters	Status
Send personalized reactivation emails	Remind users what they left behind	
Add push notifications for real value	Don't spam — guide timing and relevance	
Offer in-app education	Short tooltips > long tutorials	
Use milestones	Celebrate user activity (e.g., "You've hosted 3 events!")	
Build community	Add feedback or discussion loops	

Friend tip: Communication is retention fuel — but only when it helps, not nags.

## 4. Learn, Don't Guess

<b>V</b> Step	Why It Matters	Status
Run one small experiment every 2 weeks	Measure cause and effect	
Compare feature usage vs. retention	Some features attract, others exhaust	
Interview 5 churned users	Ask why they stopped — not what they wanted	
Review NPS or qualitative feedback	Find emotional friction, not just bugs	
Document learnings	Feed them into your next sprint	

Friend tip: Retention isn't a number, it's a conversation.



### **5.** Red Flags (Fix These First)

- X No analytics or event tracking.
- × 3+ screens before user sees value.
- X Long or broken onboarding.
- X Notifications that annoy, not assist.
- X No feedback loop or experiment cadence.

### **6. The Drexus Way**

Start small — one experiment at a time.

Measure everything — retention follows visibility.

Build learning loops — not guesswork.

Show progress — your investors love clarity.

Launch isn't success. Retention is proof.

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