



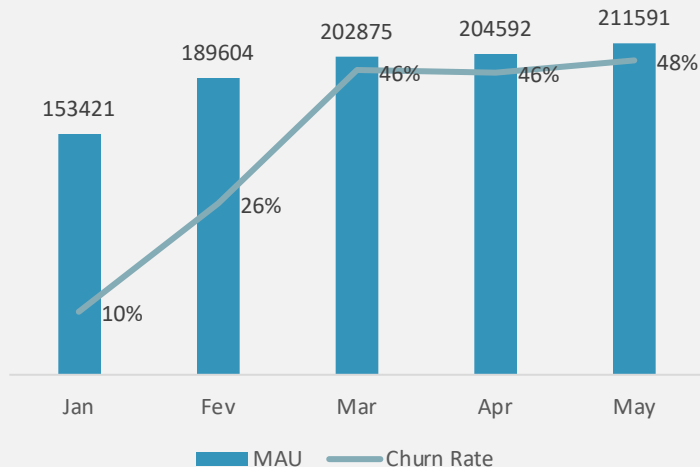
# Monthly Active Users Analysis

Sofia Leal

04/11/2019

MAU grew 7%\* per month, averaging 18% new users monthly, and churn rate stabilized on 47% per month

MAU (Monthly Active Users) vs Churn Rate

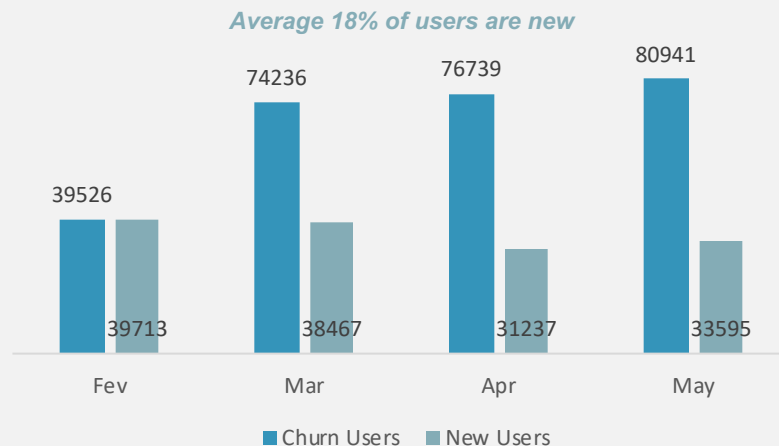


- Userbase has been stable since the second month
- Churn rate is lower on the first two months
  - Since users can only churn after 29 days of the first activity
  - In the last three months, the churn rate stabilized to 47%

Data from Jan to May 2017

\*CAGR

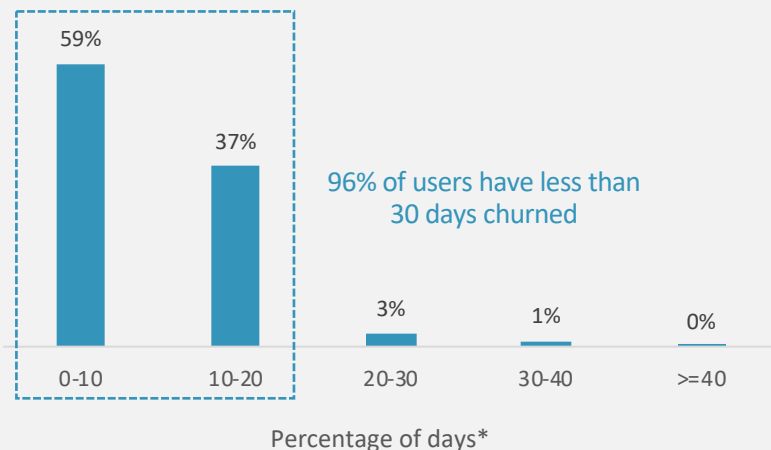
Churn and New Users Monthly Evolution



- New and churn users don't fluctuate after March
  - In January, all users are considered new due to lack of historical data
  - Average of 18% active users are new between February and May

Although 96% of users contributed to the churn rate, 46% were active, at least half the time

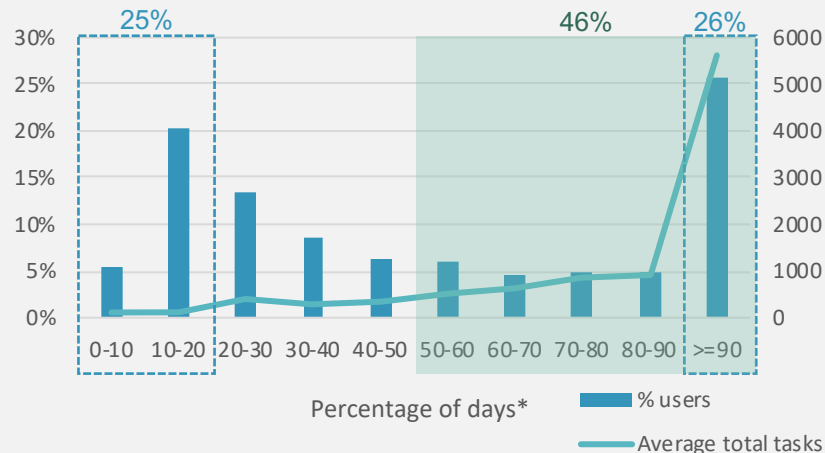
Percentage of users by number of days churned



- **Most users will contribute to the churn rate**
  - But have less than 30 churn days and, on average, each user has only one churn period of 22 days
  - Though most users contribute to the churn rate, they will return and use Zapier again

\*Considering 152 days, from Jan to May 2017

Percentage of users and average tasks by number of days active



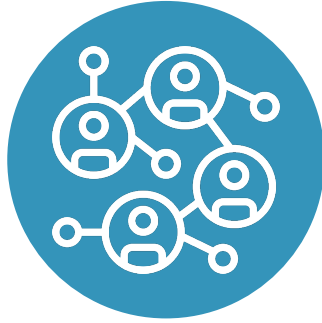
- **Almost half, 46%, will be active more than half the period**
- **Half of the users fall into either frequent or occasional users**
  - Occasional users, 25%, were only active 30 days or less and frequent, 26%, were active more than 137 days
  - Frequent users have 49 times more tasks than occasional users

# Knowing that most users will go through a inactivity period, leading to churn days, preventive actions can mitigate churn



## Trigger marketing actions

*Preventively trigger marketing actions for users more likely to enter a churn stage, closer to 28 days since last activity*



## User segmentation insights

*Additional research on user segmentation to understand patterns behind usage and why users have churn periods*



## Loyalty incentives

*Evaluate using loyalty incentives to minimize longer inactivity periods and motivate more frequent usage*

**Thank You**