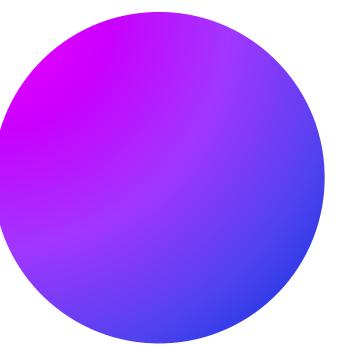
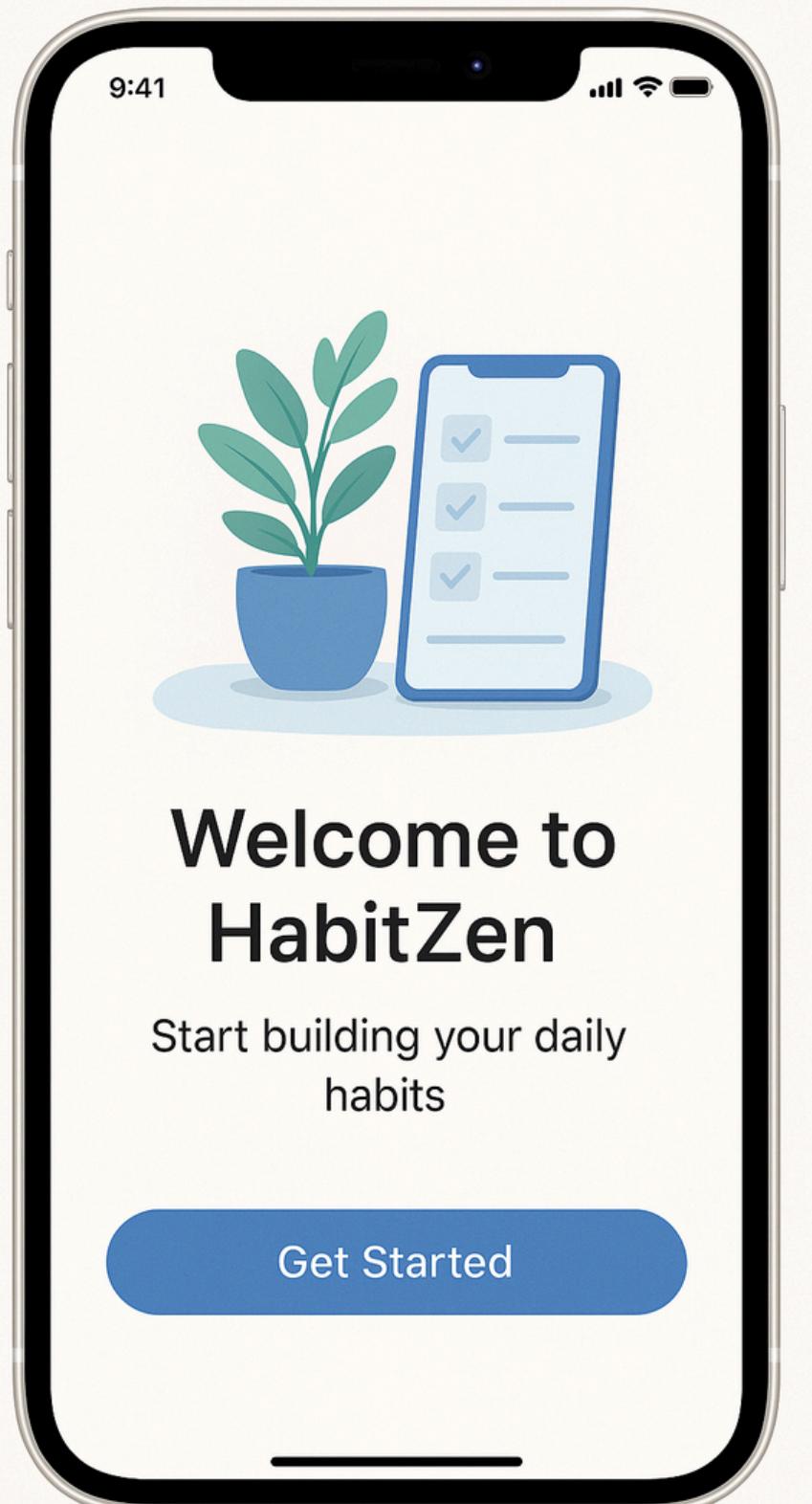




# **Improving 15-Day New User Retention Using CLM Strategies and MoEngage Automation of a Habit App**

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# Key Features of *HabitZen*

- Daily Habit Reminders
- Streak Tracking
- Personalized Habit Suggestions
- Motivational Quotes
- Weekly Progress Dashboard



## Pick a Habit

Choose a habit to build from the suggestions below.



Exercise



Read



Drink Water



Sleep



Journal

## Today

2 habits to complete



Morning Run



Read 30 Pages

## Statistics

Total

45

Average

5.0

Streak

8 days

## Reading

Habit summary



## Weekly Progress

Your habit activity for the past 7 days.

M T W T F S S



3 days

Completed

43 %

Success Rate

# Problem

Most users who download habit apps do not stick around beyond the first few days.

They often churn without:

- Completing onboarding
- Setting their first habit
- Logging progress regularly

## Overview

- Current 15-day Retention: ~20%
- Goal: Increase retention to 30–35% using MoEngage-powered CLM strategies

# Data Collection

I have collected data of over 80+ customers which includes:

- Username
- Signup Date
- Whether the first habit is set or not
- Login activity on the 1st, 3rd, 5th, 7th and 15<sup>th</sup> day.

## Sneak Peek into the data

username	signup_date	first_habit	log_day1	log_day3	log_day5	log_day7	retained_day15
cpancast0	18-01-2025	YES	YES	YES	YES	NO	YES
eguidera1	20-01-2025	YES	YES	YES	YES	YES	YES
aillidge2	19-01-2025	NO	NO	NO	YES	YES	NO
piggalden3	19-01-2025	NO	YES	NO	YES	YES	YES
atheodore4	07-01-2025	NO	YES	NO	NO	NO	YES
mbullerwell5	14-01-2025	YES	NO	YES	YES	YES	NO
amatzeitis6	21-01-2025	NO	NO	YES	NO	YES	YES
ldeinert7	22-01-2025	YES	NO	NO	YES	YES	YES
klenoir8	23-01-2025	NO	YES	YES	YES	NO	NO
bdoucette9	18-01-2025	YES	YES	YES	NO	NO	NO
bmacconnella	06-01-2025	YES	NO	YES	YES	NO	YES
sblancb	11-01-2025	NO	YES	YES	NO	YES	NO
amacnabc	16-01-2025	NO	NO	NO	NO	NO	YES
lbruckentald	19-01-2025	NO	YES	NO	YES	YES	YES
agreesesone	12-01-2025	YES	YES	YES	NO	YES	YES
jpeyntuef	22-01-2025	NO	YES	NO	YES	NO	YES
hmcclevertyg	13-01-2025	YES	NO	NO	NO	NO	NO
dbridgesh	06-01-2025	NO	YES	YES	NO	YES	NO
broparsi	12-01-2025	NO	NO	YES	NO	NO	YES
hkeppyj	08-01-2025	NO	YES	NO	YES	NO	NO
zfronczakk	13-01-2025	NO	YES	NO	YES	NO	YES

# Applying CLM



## New

Users who have just signed up but haven't taken any meaningful action yet. They need onboarding, nudges, and encouragement to set their first habit.



## Activated

Users who have set their first habit but haven't built a routine yet. They are showing intent and need motivation to start logging consistently.



## Engaged

Users who have logged activity on at least 2 days within the first week. They are active and invested — ideal candidates for habit streak encouragement.



## Dormant

Users who were active earlier but have stopped logging for 2 or more days. They're at high risk of churn and need re-engagement through timely reminders or incentives.

# Applying CLM



## Retained

Users who consistently log habits and remain active till Day 15. They have successfully built a routine and are considered loyal or high-value users.

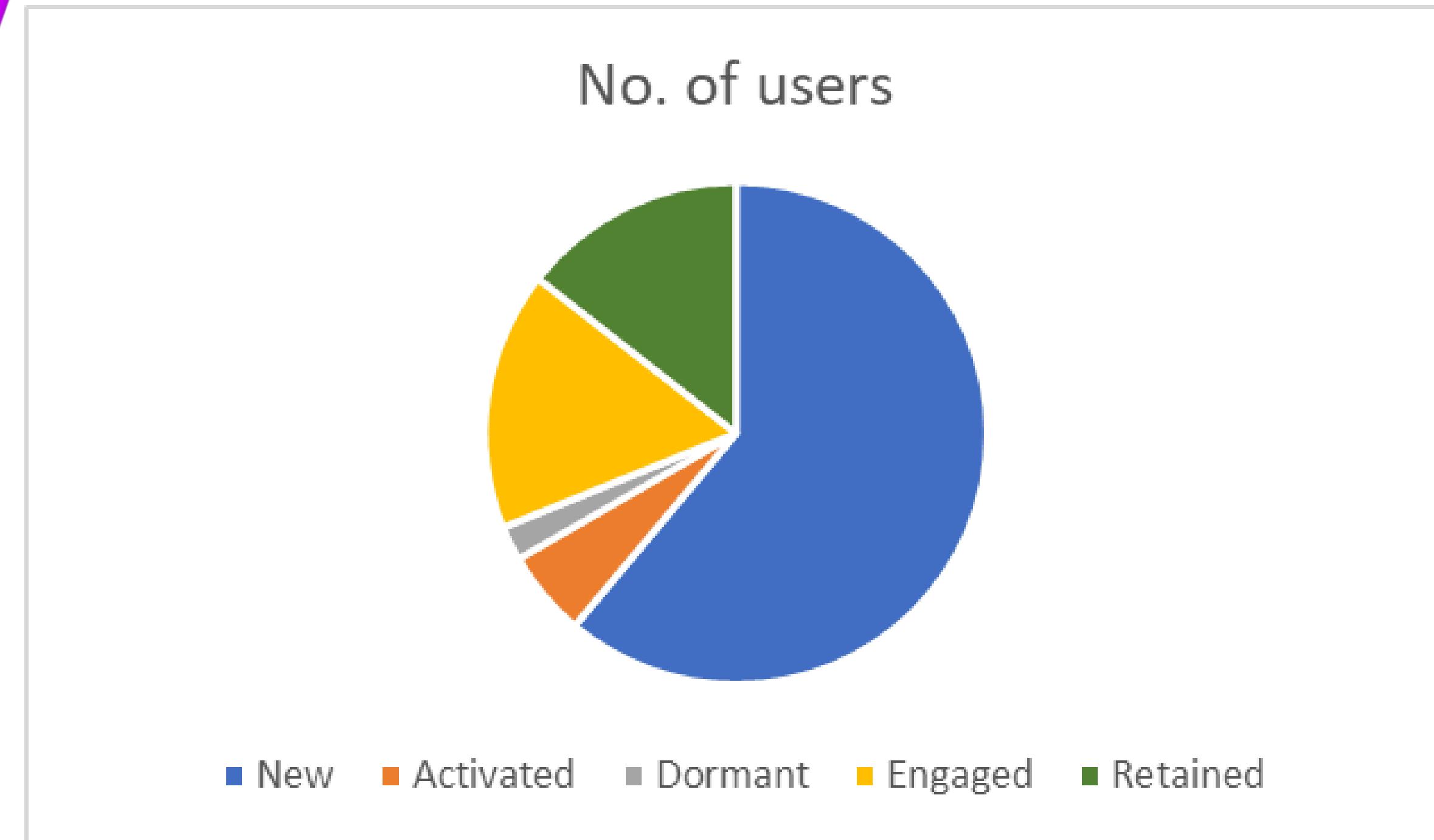
# Applying CLM

Mapping each user in the sheet to a stage in a new column  
**CLM\_stage.**

Using Logic:

```
=IF(C2="No", "New",
    IF(AND(H2="Yes", COUNTIF(D2:G2, "Yes")>=2), "Retained",
        IF(AND(C2="Yes", COUNTIF(D2:G2, "Yes")>=2), "Engaged",
            IF(AND(C2="Yes", COUNTIF(D2:G2, "Yes")>0), "Activated",
                "Dormant"))))
```

# Applying CLM

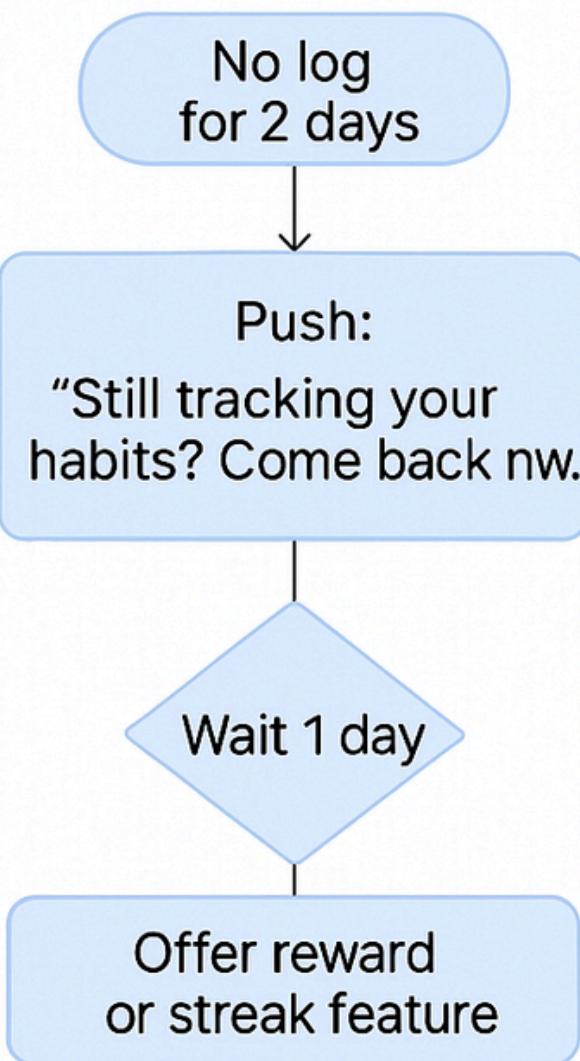


# Journeys

## Journey 1: Welcome Journey

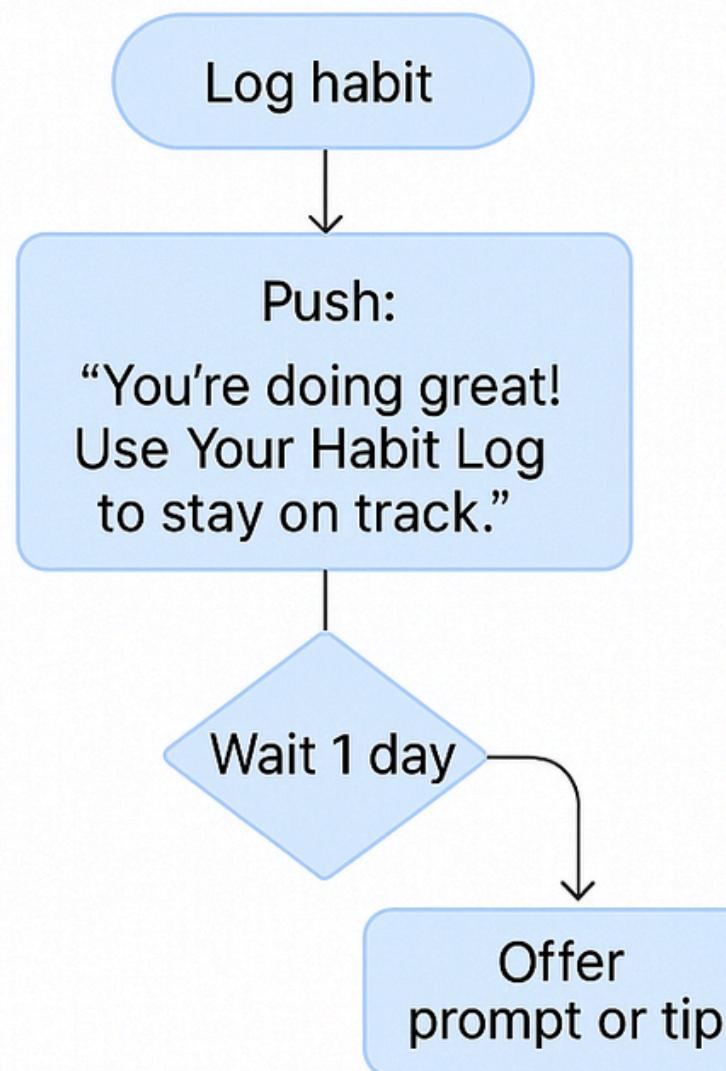


## Journey 2: Dormant Reactivation

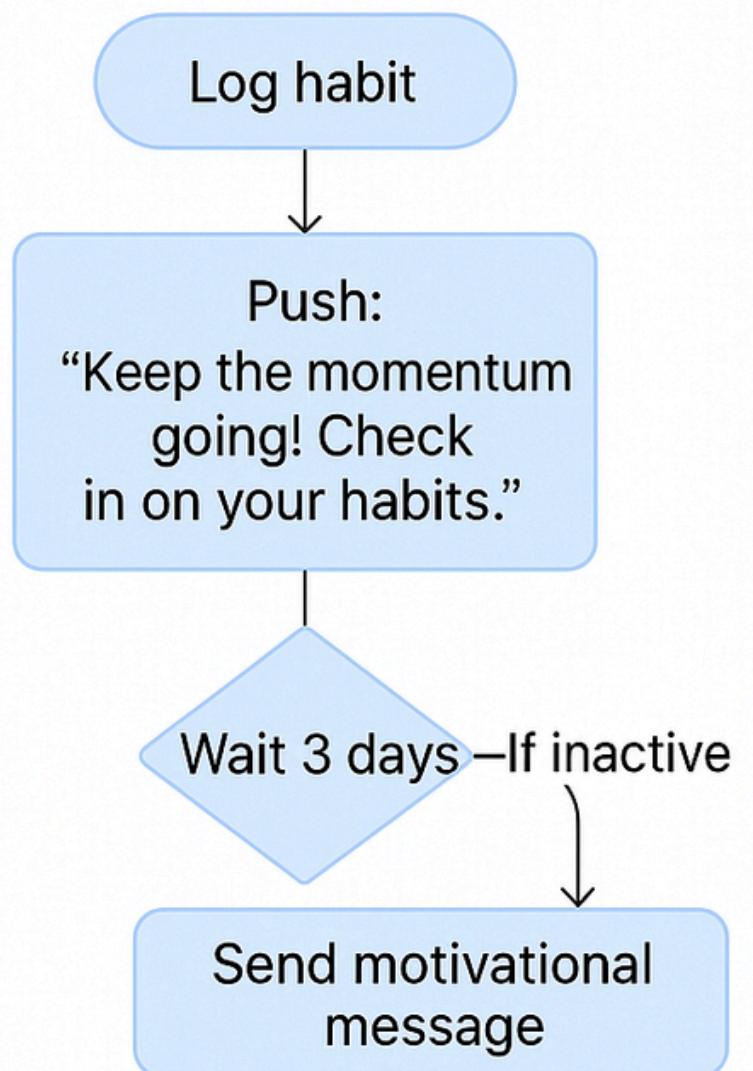


# Journeys

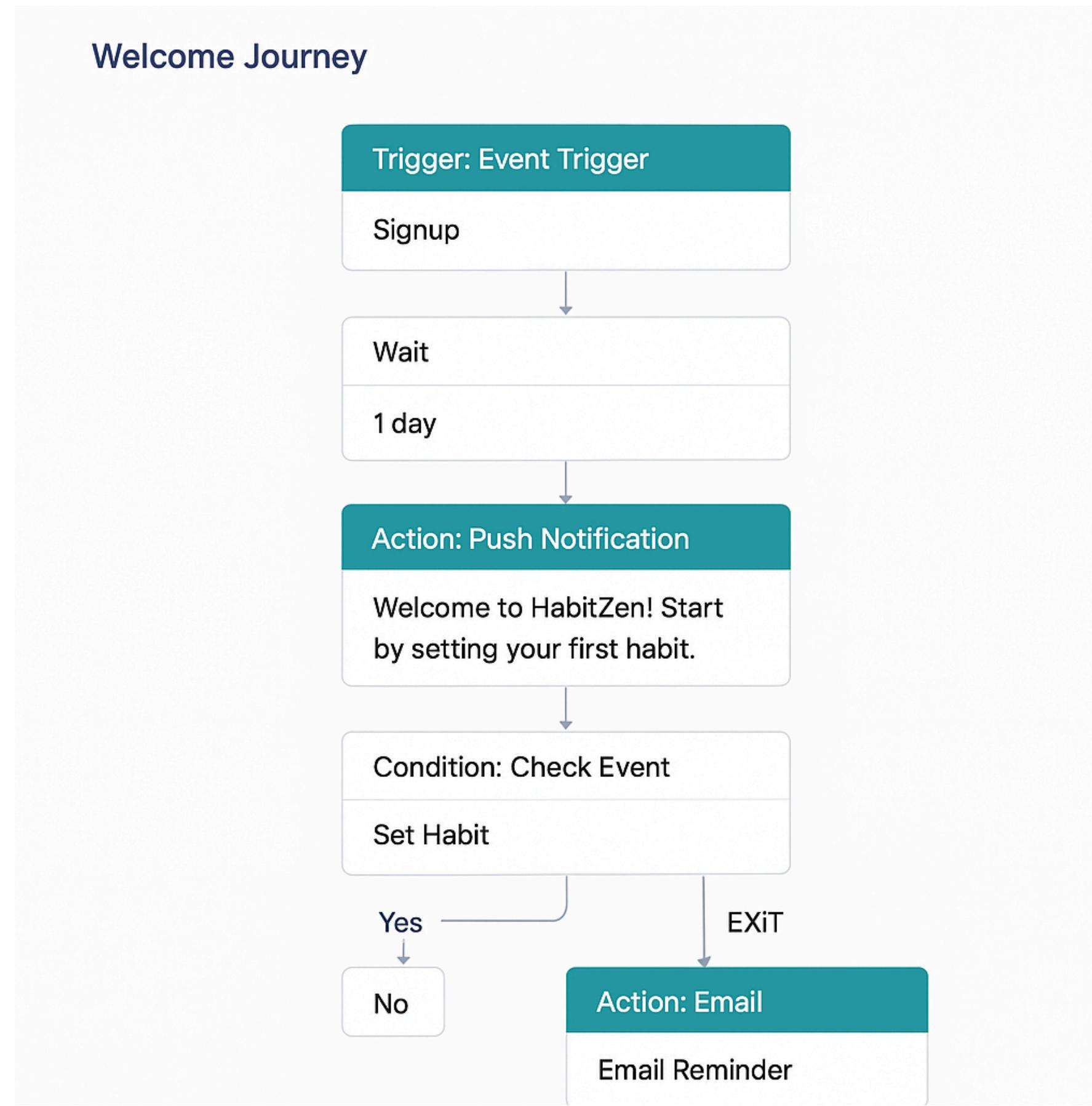
## Journey 3: Engaged Encouragement



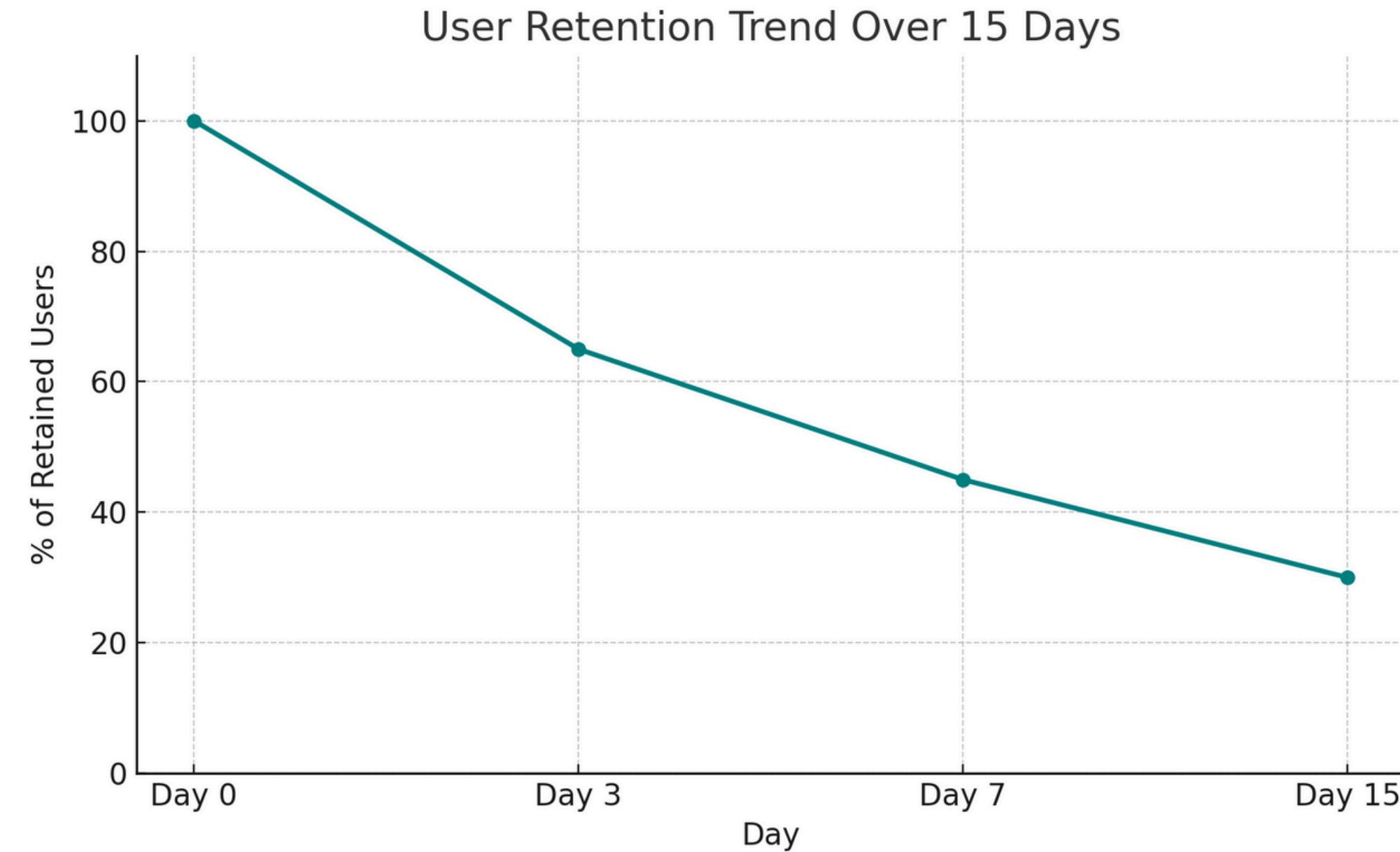
## Journey 4: Activated Boost



# In MoEngage, these journeys will look like:

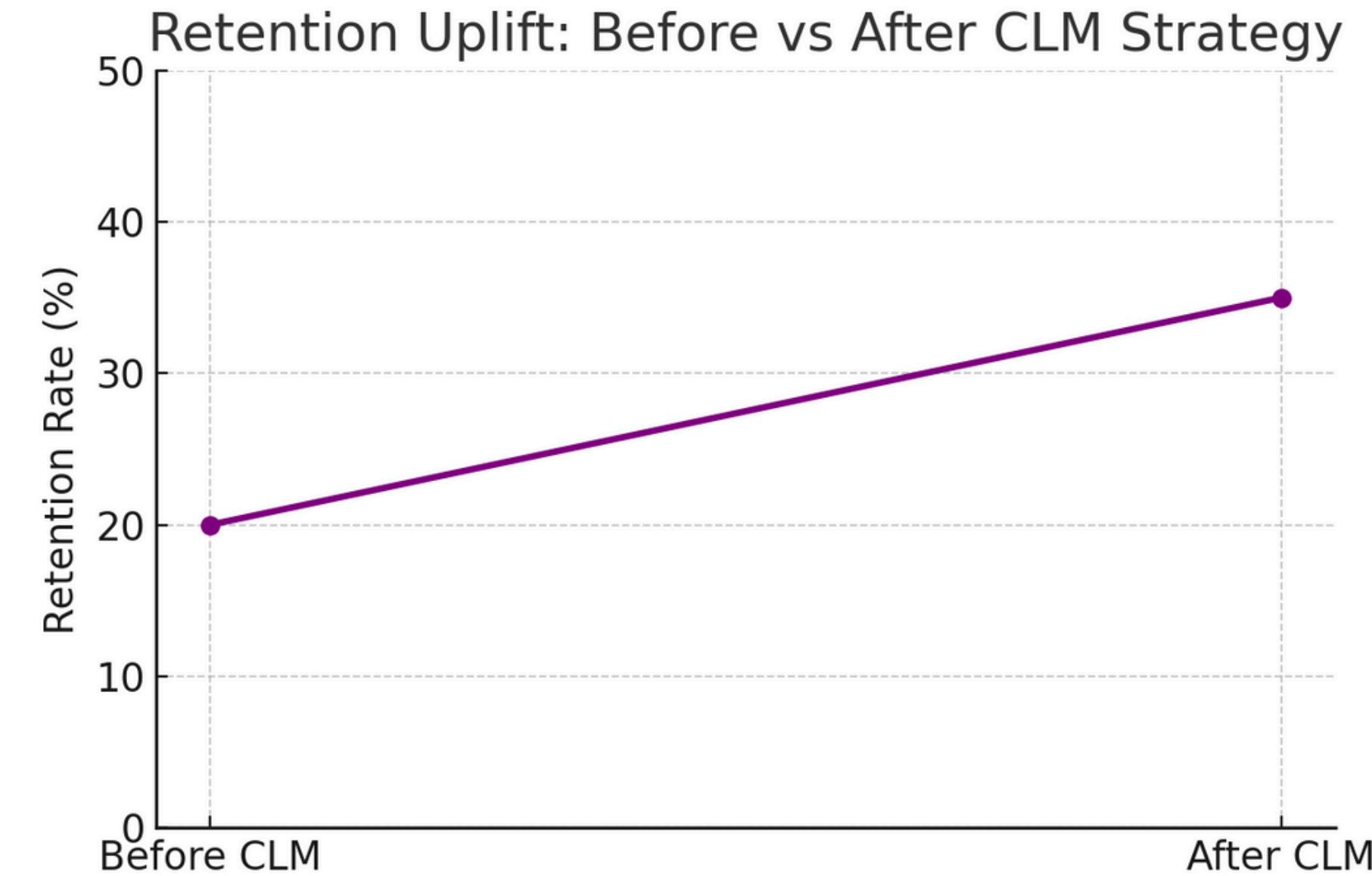


# Retention Trend Earlier



User retention drops from 100% on Day 0 to 30% by Day 15, showing the typical churn pattern in habit apps without engagement strategies.

# Retention Uplift



After applying CLM strategies, retention improved from 20% to 35%, proving that personalized user journeys help boost engagement and reduce churn.

# Summary

This project focused on reducing early user churn in a habit tracker app by applying Customer Lifecycle Management (CLM) strategies using MoEngage. Users were segmented into lifecycle stages like New, Activated, Engaged, and Dormant based on behavior data.

Personalized journeys — such as welcome nudges, reactivation flows, and habit reminders — were designed to improve retention. Dashboard mockups and charts showed retention improving from 20% to 35% after strategy implementation, highlighting the effectiveness of targeted engagement.



**Thank you**