# UNSEEN Product Success Metrics & KPIs

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## User Growth Metrics

Daily active users (DAUs), monthly active users (MAUs), etc.

## Engagement Metrics

Session duration, feature usage frequency.

## Revenue Metrics

ARPU, CLV, or conversion rates if applicable.

## Retention Metrics

Churn rate, retention after 1/7/30 days.

## Custom Metrics

Product-specific success indicators.