

Determine Your Product Usage Interval

For more information and tips, visit amplitude.com/mastering-retention to read the **Mastering Retention Playbook**.

First, list your critical event:

Step 1: Identify current users who perform your critical event at least twice in a 60 day period

Create a cohort of non-new users who performed your critical event at least twice in two separate sessions during a 60 day period.

→ You can do this in Amplitude

Step 2: Measure how long it takes for users to perform the critical event the second time

You can do this by adjusting the conversion window of your funnel to different time points. Remember, 100% of your users should have the critical event twice within 60 days.

→ You can do this in Amplitude

Then, fill out this table:

Time to perform 2nd critical event (in days)	% users in cohort who have performed 2nd event
60	100
45	
30	
15	
7	
2	
1	
0.5	
0.25	

Step 3: Plot the time points

We recommend plugging the numbers in the table from Step 2 into a spreadsheet so that you can see what your curve looks like.

Step 4: Determine usage interval

Looking at your curve or the table in Step 2, find the time point when about 80% of users have done the critical event a second time. This is your usage interval!

List your product usage interval:

For example, if it takes 8 days for 80% of users to complete the event a second time, you can estimate that you have a weekly product usage interval. On the other hand, if 80% of users have completed the second event within 1 day, you have a daily usage interval.

For the sake of analysis, it's easiest to round to the closest usage interval:

- Daily (1 day)
- Weekly (7 days)
- Bi-weekly (14 days)
- Monthly (30 days)

While not an exact science, this interval is important for ensuring that you're looking in the right metrics for your product.