Calculate and Impact Your Current User Retention

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

A current user is someone who was active in the previous time interval and active in the current interval that you're measuring.

Current user retention matters because it focuses on your most important users: those who are active right now and consistently use your product. Understanding and improving the experience for your active users is critical for long-term sustainability of your business.

Current User Timeline

Active	Active
Previous Interval	Current Interval

Current user diagnostic checklist

Run through the metrics below to get a baseline understanding of your current users.

- ❏ Create a cohort of your current users
- ❏ Plot the baseline retention curve of current users
- ❏ Segment the retention curve by user properties
- ❏ Measure conversion through your critical path funnel
- ❏ Identify common user flows
- ❏ Measure stickiness for your critical event
- ❏ Measure session metrics

→ *You can do this in Amplitude*

Current user behavioral personas

Identify any behavioral personas within your current users and list them here.

Persona Nickname	Description & Key Behaviors	% of Current Users	Retention Metric (choose 1 for your timeframe)
Ex. Meditators	*Ex. Complete at least 3 meditation sessions per week*	*Ex. 32%*	*Ex. 72% Week 2 retention*

Drivers of habit formation

Identify the behavioral drivers of habit formation. List those drivers here and some ideas you have for how to get more users to perform those actions.

Behavioral driver	Ideas
Ex. Meditate at least 3 times within 1st week	*Ex. Motivate users with an extra feature that gets unlocked after 3 sessions; experiment with push notifications as reminders*

Calculate and Impact Your Current User Retention

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

Drivers from passive ➜ core and core ➜ power personas

Repeat the same exercise, looking for any drivers that shift passive users to become core users, or core to power.

Behavioral driver	Passive ➜ Core or Core ➜ Power	Ideas
Ex. Meditate at least 7 times within 1st week	*Ex. Core ➜ Power*	*Ex. Prompt users to set a daily reminder after their first meditation session*

Take action: hypotheses & next steps

Ask yourself these questions as you form hypotheses and come up with experiment ideas.

- What are the key action(s) that you identified as drivers of habit formation? What are some methods you can test to get more new users to cross those thresholds?
- Who are your passive, core, and power users? How are they different? How can you get core users to become power users?
- Did your behavioral persona analysis reveal any use cases you didn't expect, or didn't think were very important? How might you improve or tailor the experience for those users?
- Are some of your personas more important for your main business objective, like revenue?
- How can you get more users to convert into one of your core or power user personas? The biggest improvements can come from targeting users who are not well-retained, and getting them to perform actions of your power behavioral personas.

Notes:

Metrics for tracking improvement over time

As you start testing some of your hypotheses and trying out new ways to improve your current user retention, it's important to keep track of your metrics to see what is and isn't working.

Keep the goals of current user retention in mind as you form your metrics:

- Get new users to form habits and become current users
- Get current users to become core users, and core users to become power users

We suggest tracking these metrics over time to measure your progress:

- The size (in absolute numbers) and percentage of your total active users that is made up of your current users (as calculated via Lifecycle in Amplitude or through manual analysis).
- Retention over time of all current users and of each behavioral persona.
- Size and percentage breakdown of your important behavioral personas. Are you getting more people into important personas?
- Stickiness over time for critical events. This will show you any changes in how active current users are in the product.
- Conversion rate over time through your critical path funnel.