

Calculate and Impact Your Resurrected User Retention

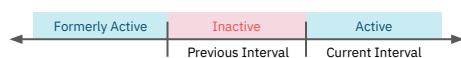
For more information and tips, visit amplitude.com/mastering-retention to read the **Mastering Retention Playbook**.

A resurrected user is someone who is active in the current period, was not active in the previous period, and was active at some point before that.

By analyzing your resurrected user retention, you will learn how you can:

1. “resurrect” or reactivate dormant users and
2. get them to become current users of your product.

Resurrected User Timeline



Resurrected user diagnostic checklist

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

Tip: Compare the retention of resurrected users to that of your current and new users. This will show you how your resurrected users currently perform relative to these other two groups and how much effort you want to devote to resurrecting users.

- ☐ Create a cohort of your resurrected users
- ☐ Plot the baseline retention curve of resurrected 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

Determine the opportunity size of resurrected users

Answer these 2 questions to get a sense of whether resurrected users can be a good source for boosting overall retention for your product.

1. What percentage of your active users are resurrected?
2. How many potential resurrected users do you have? Calculate the number of people who used your product sometime in the 6 months, but have not used it in the current time interval.

	Number of Users	Percent of Active Users
Total Active Users		
New Users		
Current Users		
Resurrected Users		
Potential Resurrected Users		

Resurrected user behavioral personas

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

Persona Nickname	Description & Key Behaviors	% of Current Users	Retention Metric (choose 1 for your timeframe)
Ex. Discount redeemers	Ex. Redeemed discount after returning to the product	Ex. 82%	Ex. 87% Week 4 retention

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Identify triggers of resurrection

Remember, you could have internal or external triggers of resurrection. Here are a few ways to identify triggers:

- Look at session utm parameters, referrer, and attribution data to look for common sources, like an email campaign or ad.
- Look for events within your resurrected behavioral personas that could have triggered resurrection.
- Analyze the paths of resurrected users, using Amplitude's Pathfinder or a similar path visualization, to look for patterns in what users are doing when they return.

List any triggers you find:

Take action: hypotheses & next steps

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

- What percentage of your active users currently come from resurrected users, and what's the potential active user growth you could get from increasing the number of resurrected users?
- Are there any ways you can tailor the experience for resurrected users to increase the chance that they re-engage and become a current user?
- Is there an opportunity to trigger more users to resurrect that will provide an overall lift in your retention and other core metrics?
- What are effective triggers that you can experiment with for resurrecting dormant users?

Notes:

Metrics for tracking improvement over time

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

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

- Trigger dormant users to become resurrected users
- Get resurrected users to become current users

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

- The proportion of your active users that come from resurrected users.
- Long-term retention of resurrected users to see what percentage become current users. You want to avoid strategies that only result in short-term spikes in activity.
- Efficacy of any re-engagement campaigns (push notifications or emails). Keep track of open and click-through rates, as well as downstream metrics like retention and critical funnel conversion rate for each campaign.
- Stickiness of critical events.
- Conversion rate over time through your critical path funnel.