

Calculate and Impact Your New User Retention

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

A new user is someone who is using your product for the first time during the current interval that you're measuring.

New user retention analysis will help you understand how your new users are onboarding and discovering value in your product.

New User Timeline



New user diagnostic checklist

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

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

New user behavioral personas

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

Persona Nickname	Description & Key Behaviors	% of Current Users	Retention Metric (choose 1 for your timeframe)
Ex. Social users	Ex. Participate in at least 5 chats in the first 3 days	Ex. 36%	Ex. 82% Week 1 retention

Define & measure your onboarding funnel

List the steps in your onboarding funnel (you may not need all the rows) and the conversion rate between steps, noting where your largest drop-offs between steps are.

Funnel Step Name	Conversion Rate from Previous Step	Overall Conversion Rate (from Step 1)
1.		
2.		
3.		
4.		
5.		
6.		

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Segment your funnel by user properties and personas.

Note any interesting trends you see:

You should also:

- ☐ Measure the retention impact of completing your onboarding flow
- ☐ Look at what “dropped off” users do instead

→ You can do this in Amplitude

Drivers of onboarding & value discovery

Identify the behavioral drivers of the onboarding and value discovery phases of new user retention. List those drivers here and some ideas you have for how to get more users to perform those actions.

Behavioral driver	Phase	Ideas
Ex. Meditate at least 1 time on first day	Onboarding	Ex. Include a short, easy meditation session in the onboarding flow to demonstrate value

Take action: hypotheses & next steps

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

- Who are your new users, and what are their behavioral personas or significant user properties? Is there a specific persona that you should focus on?
- Why do you think some of your behavioral personas retain better than others? Are there particular behaviors that seem to positively (or negatively) impact retention?
- How does the first-time onboarding experience affect later retention? Are there certain steps that can be improved?
- Did you identify any retention detractors? How can you improve them?
- What experiments can you run to determine whether a certain action or sequence of actions is critical to your new users retaining?

Remember, the overarching goal of new user retention analysis is to set new users up to become current users. Keep this in mind as you form your metrics and KPIs for new user retention.

Notes: