

The logo for SWVE, featuring the letters in a white, rounded, sans-serif font. The 'S' and 'V' are particularly stylized with rounded terminals.

swve

The word 'BLUEPRINTS' in a white, uppercase, sans-serif font, enclosed within a white rectangular frame that has double lines on the left and right sides, resembling a technical drawing or blueprint.

BLUEPRINTS

A dark silhouette of a person standing with their back to the camera, looking towards the right. The person is wearing a long coat or jacket.

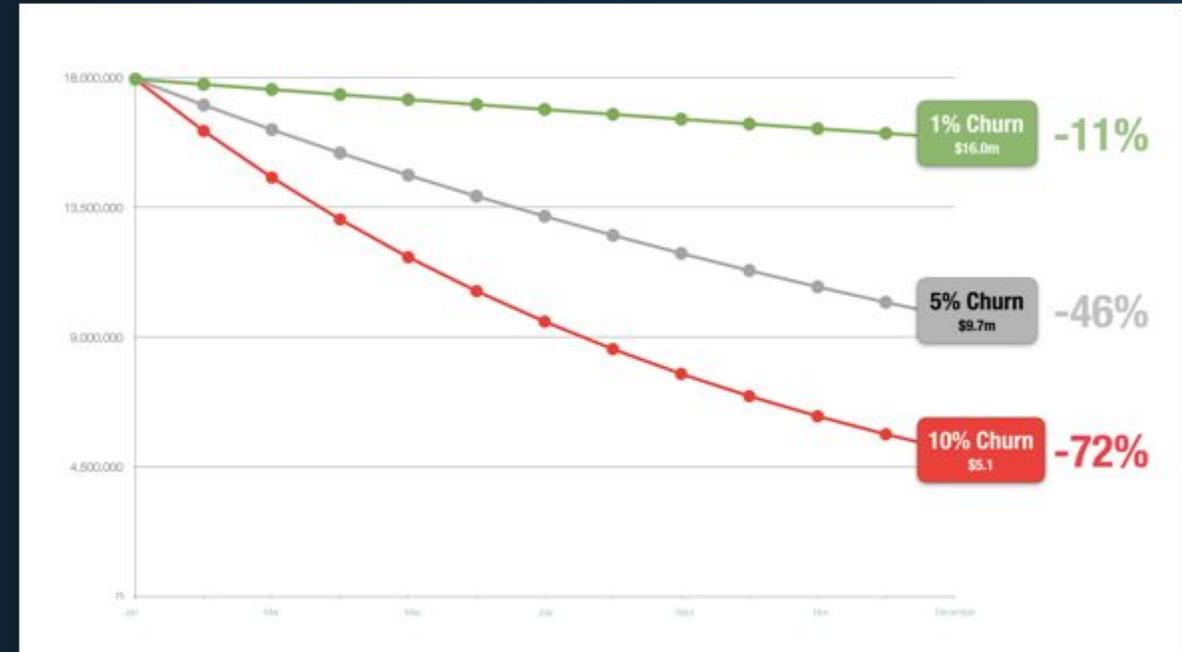
What To Do When Your Users Are Disappearing



# Why Churn Kills Businesses

Churn is the quickest killer of businesses. Take the business below starting January with 100,000 customers on a \$14.95 monthly subscription. Annual recurring revenue (ARR) is \$18 million.

- At 1% monthly churn, ARR in a year's time declines 11% to \$16m
- If it is 10%, ARR at the EOY will have declined 72% to \$5.1m





# Disappearing Users

People don't suddenly just stop paying you money or stop using your app.

They disappear slowly.

And then they've gone. Churned.

You can do something about 'disappearing users' however.

This Blueprint shows you how.



New

Active

Disappearing

Departed

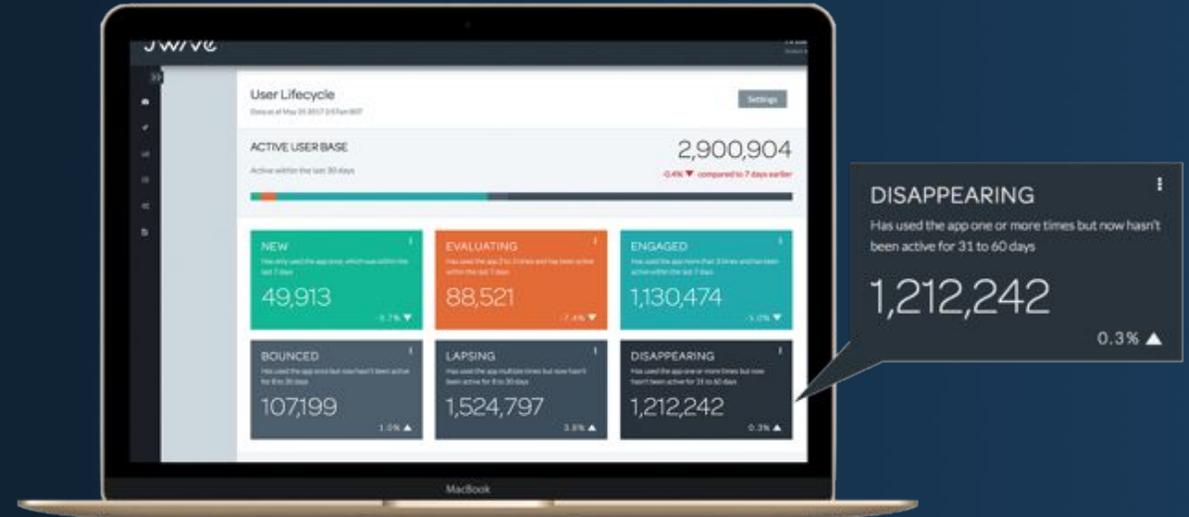


# Track Your Users

Instrument your app to track your users.

Swrve analytics are built to let you visualize the lifecycle states of customers.

To the right we see that this app has 1.2mil disappearing customers, who were active, but haven't been active for 31 to 60 days.





# Identify Who Is Disappearing

First define what a disappearing user means to your business. Who is a disappearing user?

In this image we've created a segment of active subscribers who:

- pay \$125 a month
- who have used the app a lot ( >50 times)
- but haven't been seen in 21 days

The screenshot shows a user segmentation tool interface. At the top, there is a text input field for the segment name containing "Disappearing \$125/mo Subscribers". To the right of the input are two buttons: "Simple" and "Advanced". Below the input field are two radio buttons: "Users must match all criteria" (which is selected) and "Users can match any criteria". The main area is titled "ADD FILTERS TO YOUR SEGMENT" and contains three filter cards stacked vertically, each with a minus sign on the left and an "AND" button below it. The filters are: "account\_status is Subscriber (\$125/mo)", "Users who have used the app at least 50 times", and "Users who were last active more than 21 days ago". At the bottom of the filter list is a blue "Add Filter" button.



# Find Ways To Engage More Meaningfully & Frequently

A 'we miss you' is not going to work...

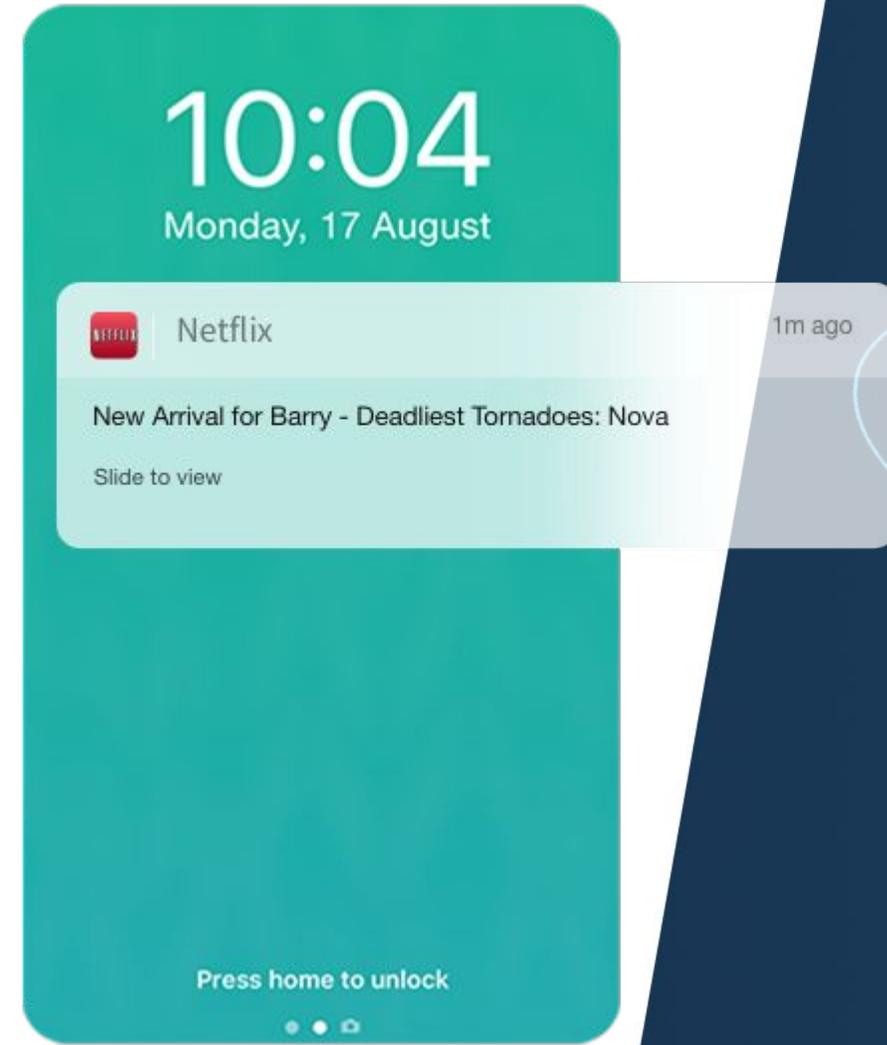
Instead, the most effective way is to mine data to uncover content, products or services that will likely interest the user.

# What Netflix Knew

Netflix knew that Barry had not been around recently.

They also have a good idea of what he is interested in from his previous behavior.

A push notification notifying him of a new show of interest stopped him from disappearing.





# A Multichannel Approach

Pinterest use a multichannel approach.

They show disappearing users boards that will be of interest to them based on their behavior and preferences.

Check out the email campaign shown here.

We found some **fresh boards**  
**for you**



**Office**  
982 Pins



**Neo Noir**  
128 Pins

# Export Data For Ad Retargeting

If your re-engagement efforts haven't worked, you can export user data for ad retargeting.

Combine user properties, e.g. has not been seen in 30 days and likes Twin Peaks,



The image shows a Facebook advertisement for the premiere of Twin Peaks Season 3. At the top left is a small thumbnail image of the show's cover. To its right, the text reads "Twin Peaks Season 3" in bold, with "Sponsored" underneath. Below this is the main text: "25 years of waiting is over - get ready for some damn fine TV." The central part of the ad is a large image featuring a man in a suit (Agent Cooper) with the text "SEASON 3 PREMIER" and "TWIN PEAKS" in large, stylized red letters. Below the image, the text "Twin Peaks Season 3 Premier" is displayed, followed by the URL "www.theblacklodge.com" and a "Watch More" button. At the bottom of the ad, there are engagement metrics: "19K" (with Like, Love, and Wow icons), "3.2K Comments", and "6.5K Shares". Below the ad is a white bar with "Like", "Comment", and "Share" buttons.

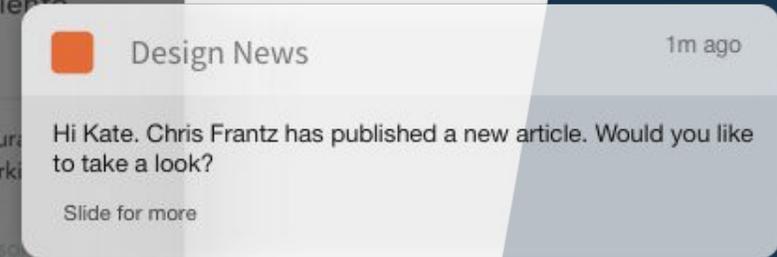
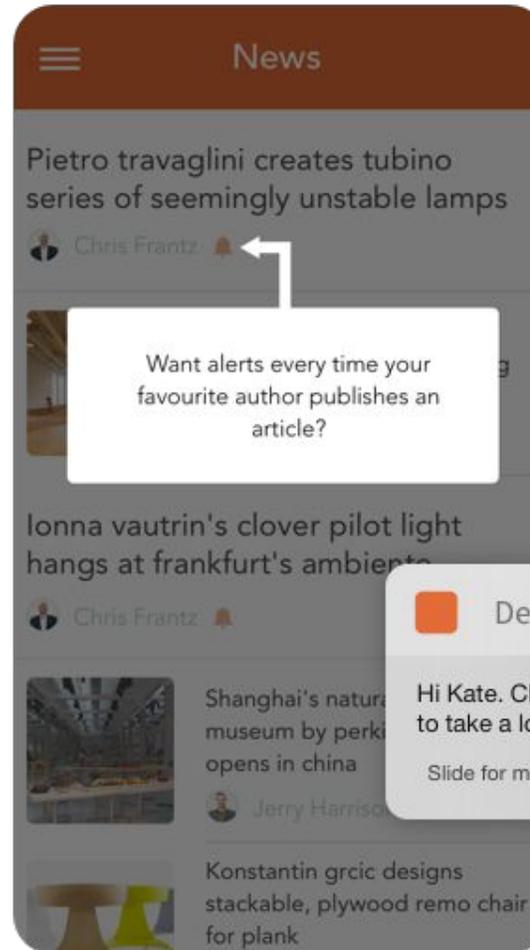


# Tell Users About Features They Haven't Used

If a feature is known to improve engagement and retention, make sure users know about it!

Example: A newspaper app was struggling to consistently engage users.

The solution was simple - trigger an in-app message to let readers know they can get alerts when their favourite contributors post something new.





# Find Out What They Think

One obvious approach - speak to your disappearing users!

Example: A magazine app we work with had high churn. Price reductions made no difference.

Using a Swrve in-app survey triggered on unsubscribe, they discovered that the large size of the app, growing with each edition was to blame. Only 3% of people blamed price.



3%  
of unsubscribers

32%  
of unsubscribers