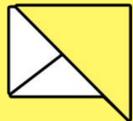


Lifecycle Strategy

 **notable**

Performance Summary

Non user email growth

 **385%**

80K → 308K*

CRM

New Product Purchases

220k

120K over 100K
upgrader goal

CRM

TAF Purchases

7.7k

48% conversion of 16K shares
77% of Q4 target

Product Analytics

New Product Revenue

\$145M

\$8.23M in SMS revenue

Product Analytics

Milestones & Accomplishments

- Enhanced lead gen targeting
- Lead magnet & incentive testing
- Advanced in-app capabilities
- Precise user/non-user segmentation
- Upgrader code enablement
- Customer subscription data modeling

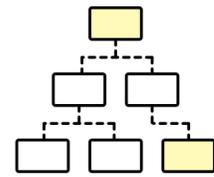
Goals & Objectives

“Create more paths to purchase and improve overall customer lifetime value.
Fuel the community to become evangelists.”

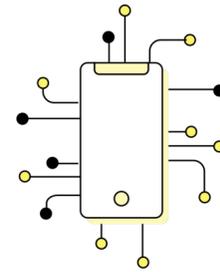
Key Focus Areas

- ◉ Increase lead generation & Acquisition
- ◉ Member Retention
- ◉ New User Trial Conversion
- ◉ Churn/Winback reduction

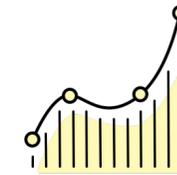
Focus Areas



**Behavioral
Lifecycle Journeys**

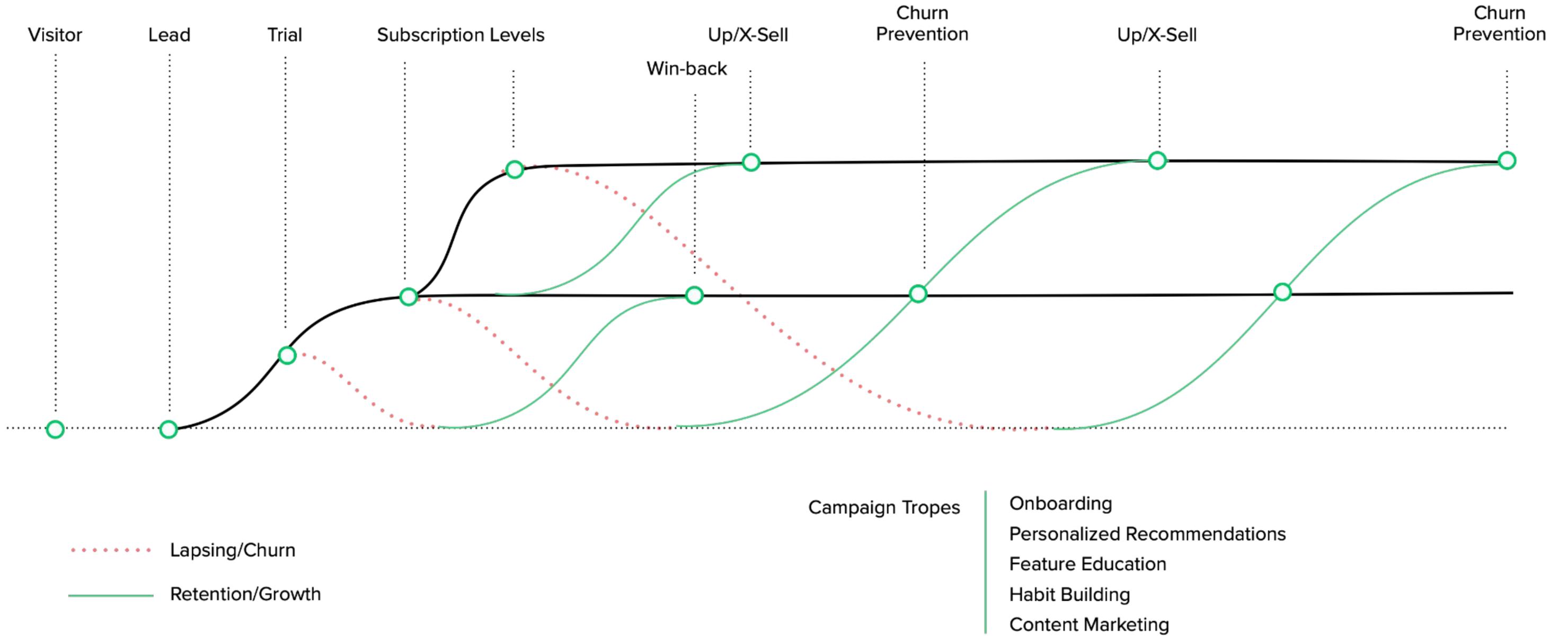


Data Enablement



**Analysis
and Optimization**

Subscription Lifecycles



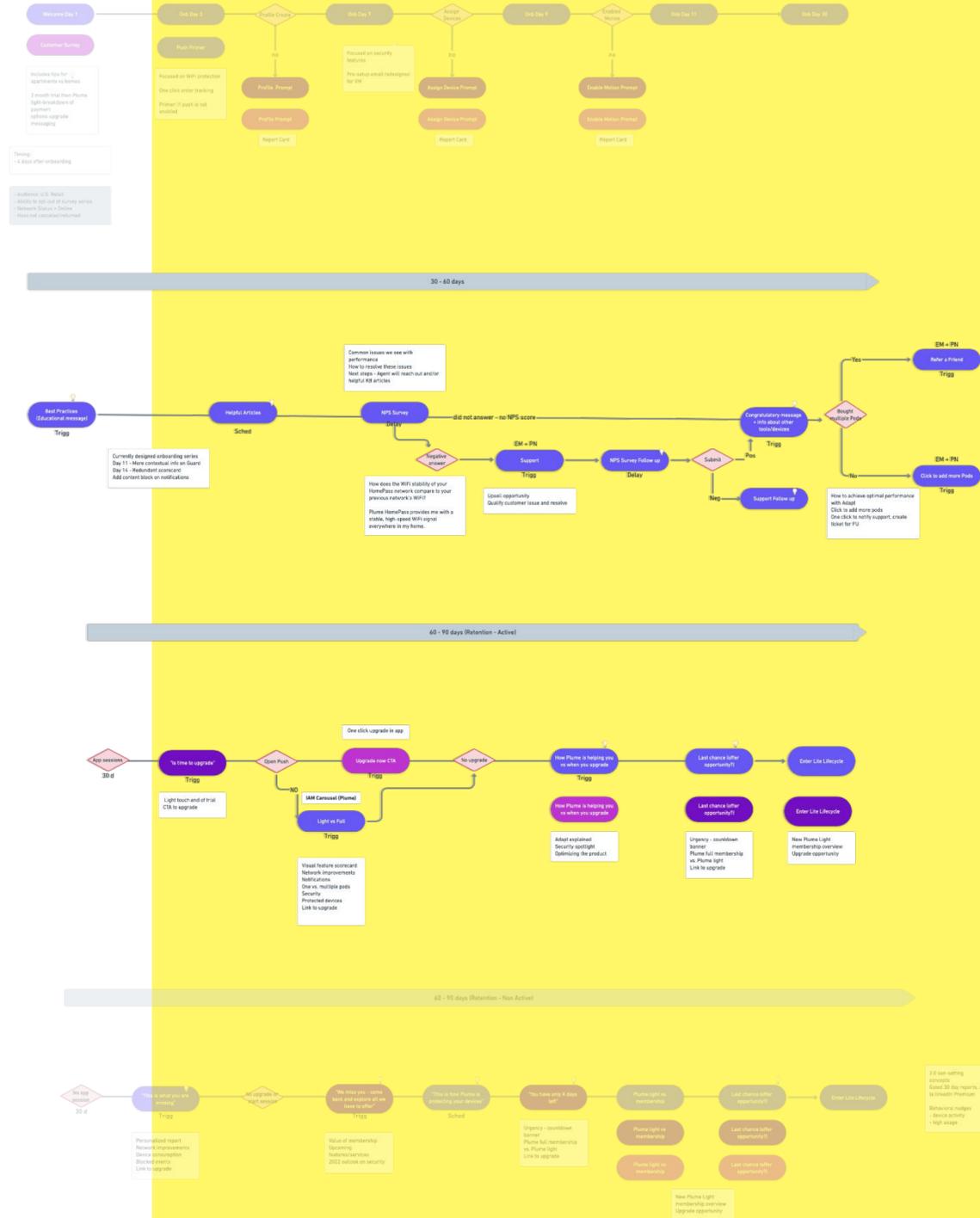
Retention

Objective

Increase user engagement and retention in insights awareness, feature adoption, trial conversion, and user loyalty.

Hypothesis

Provide users with contextual and behavioral messaging with tips and insights throughout their journey to increase use of the app and its features, thereby decreasing churn.



Membership Retention

Timing

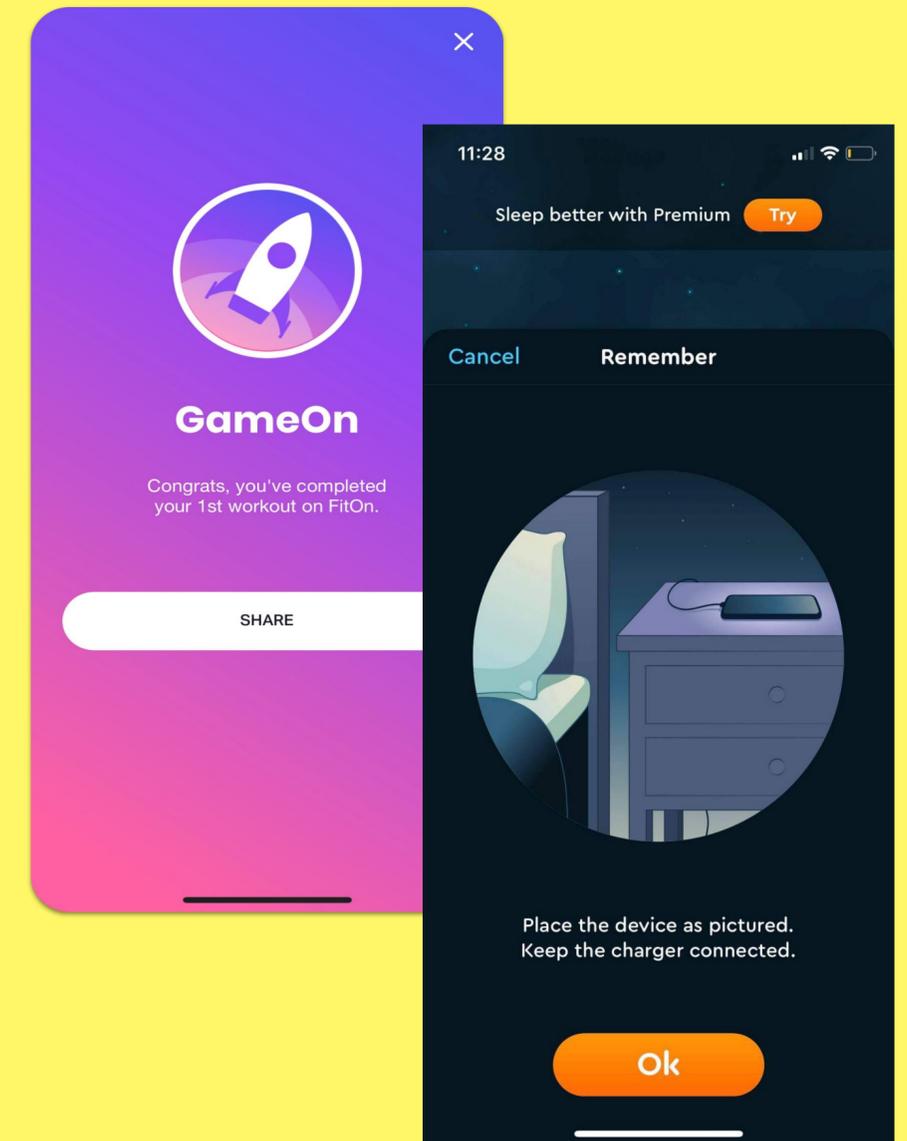
- Months 2-8
- Session activity < 40% DAU/MAU (5 sessions in a week)

Themes

- Repetitive messaging
- Lack of actionable guidance - or awareness thereof
- Would like more context around insights

Opportunities

- Increased variety of suggestions + tips
- Promote activity challenges and reward usage milestones
- Notify users on usage trends & anomalies
- Education on underutilized stats and provide more detail on the nuances eg. 82 vs 80 readiness change.
(What impacts your credit score)



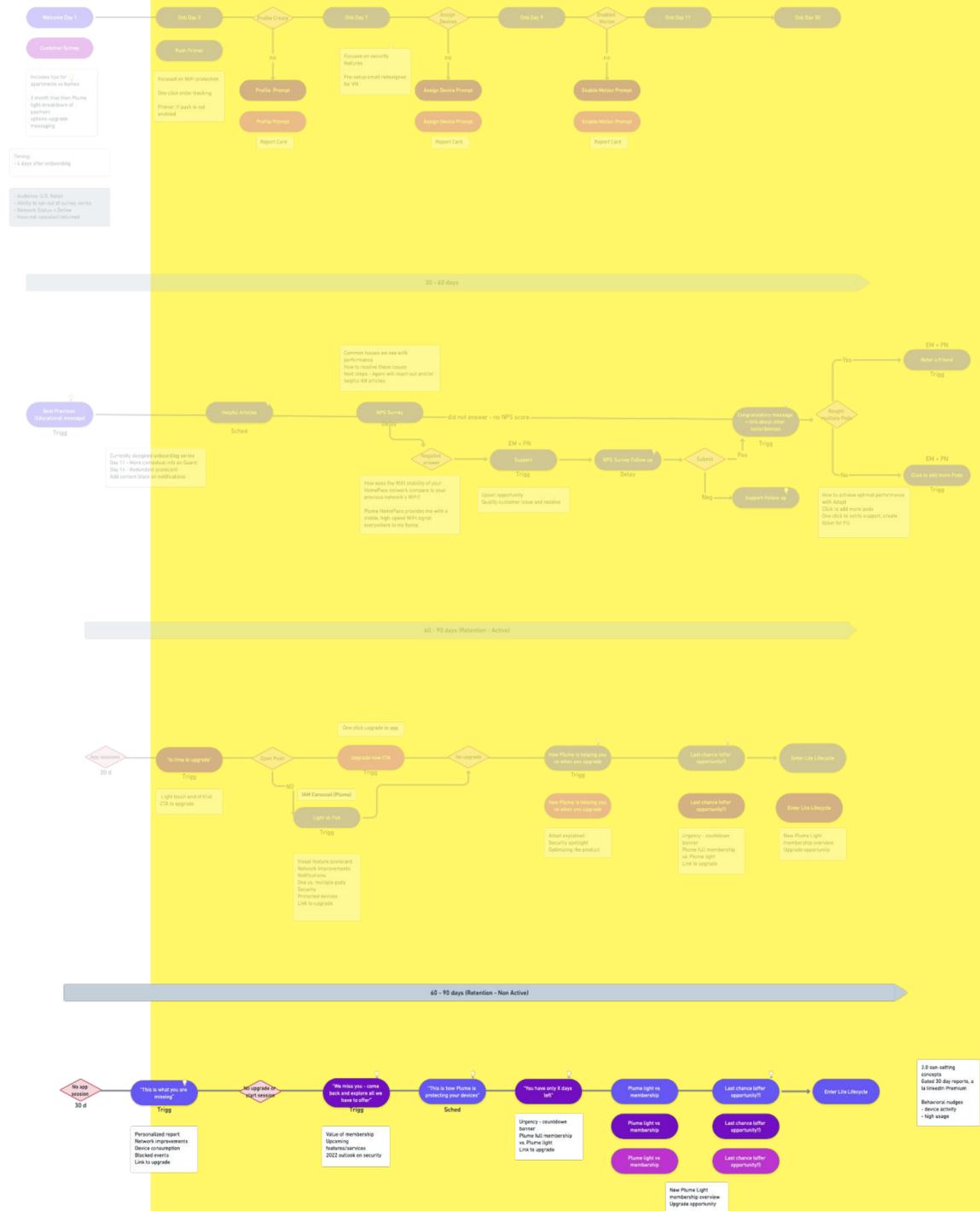
Churn

Objective

Highlight exclusive membership benefits to increase winback and trial conversion.

Hypothesis

Leverage churned customers' usage trends/anomalies to surface relevant insights, to remind churned users of the benefits they are missing in actionable context.



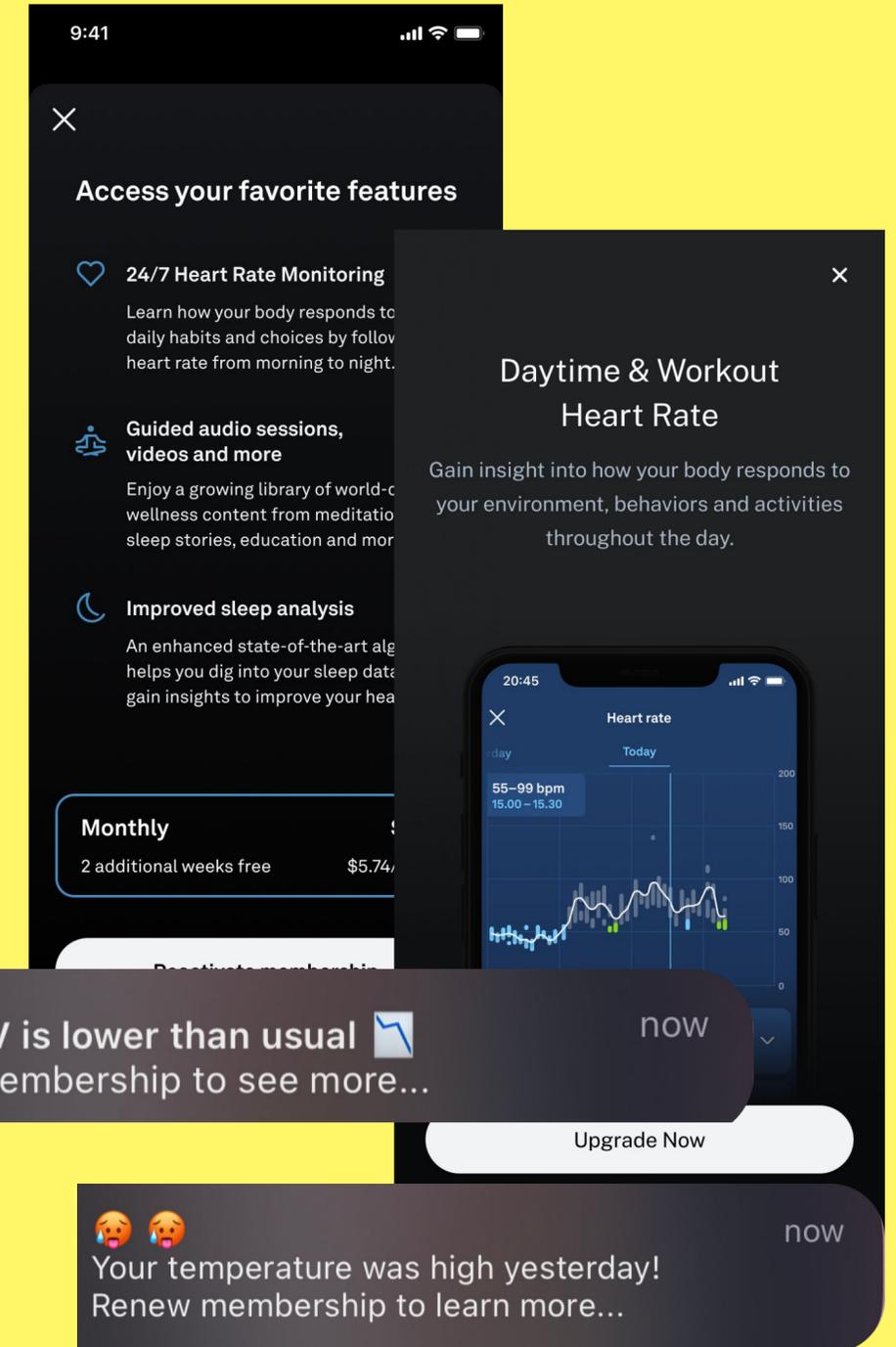
Churn Initiatives

In product re-activation

- 2 x takeovers highlighting membership benefits and features

Testing Opportunities

- Image carousel of feature deep dives
- Blurred/hidden insight overlays
- Behavioral/Triggered prompts:
 - Action based: Post usage score view/tap IAM
 - Personalized and contextual prompts based on user data
 - Seasonal Reactivation: Increase in workout/training activity



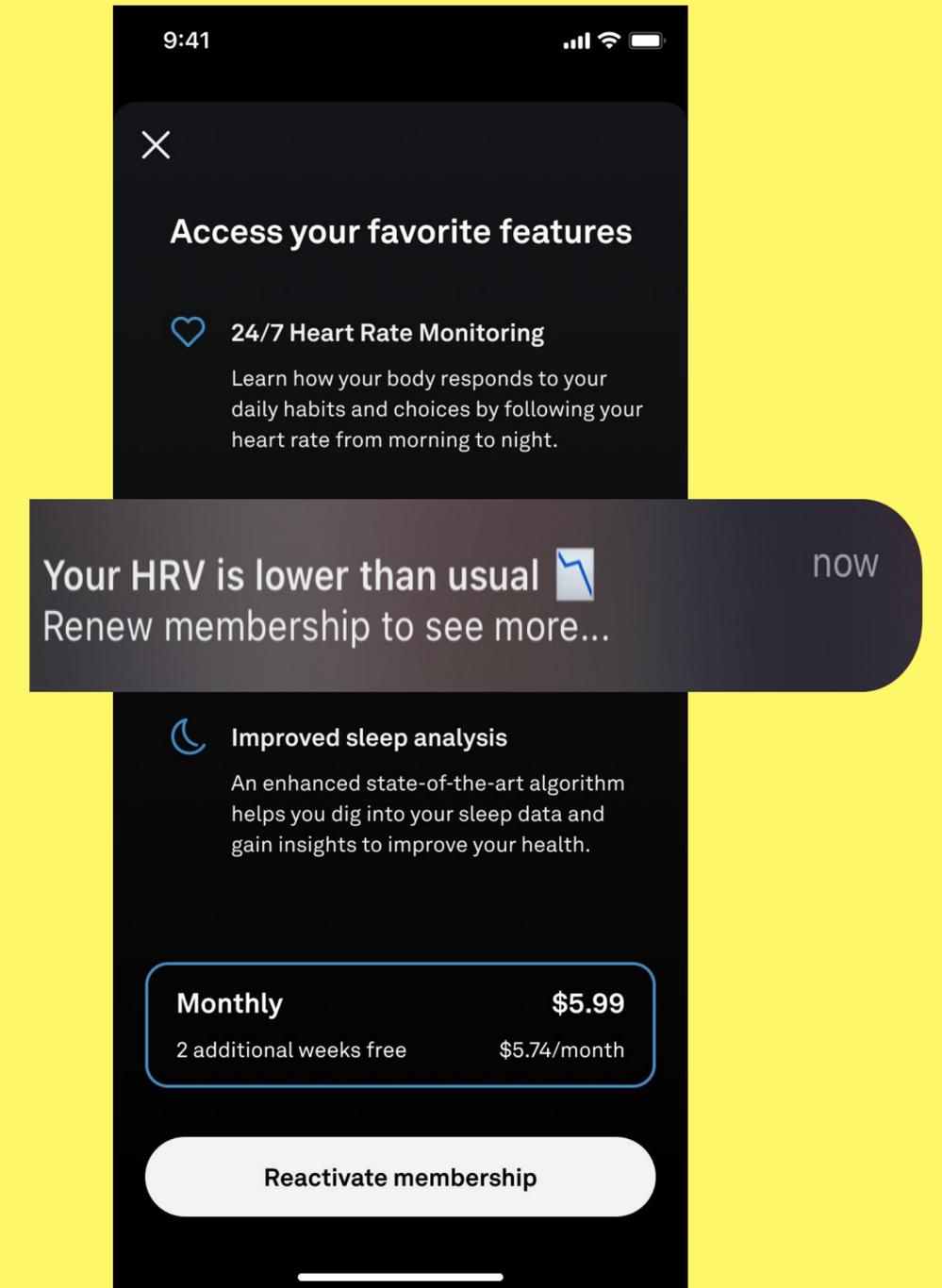
Use Case: Behavioral Winbacks

Example Supporting Data (API triggers)

Data	Sample Value	Data type
Sleep score < 7 day avg	44	Integer
Heart Rate Variability < 14 day avg	15	Integer
Resting Heart Rate < 14 day avg	72	Integer
Temperature > 7 day avg	2.1+	Integer
New crown awarded	80+	Integer
High respiratory rate	> 25	Integer
Workouts added > 7 day avg	10	Integer

These behavioural triggers could be used to surface a-typical activity and encourage churned users to renew their membership to learn more and reactivate deeper health analysis in the app.

As this presents quite a bit of data engineering we would propose piloting the most compelling use cases first to prove/demonstrate value, which we've marked in **red** as suggestions.



Data Enablement & Orchestration

Channel Strategy

□ retention ■ churn

Push: Primary channel for driving app engagement

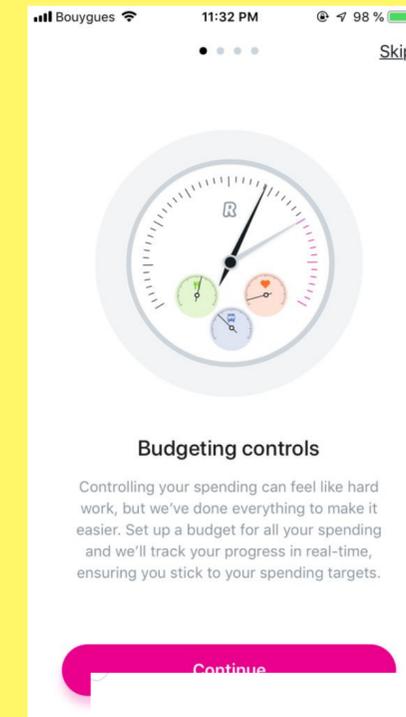
- Bring users back into the app after lack of app activity/engagement with score cards. □ ■
- Surface trends & anomalies. □ ■

IAM: Enhancing in app discovery and session depth

- Lead users beyond home screen sessions to engage with level 2 & 3 insights □ ■
- Sleep challenges & Milestones □
- Tool Tips and Guidance □

Email: Keeping membership benefits top of mind outside of the app

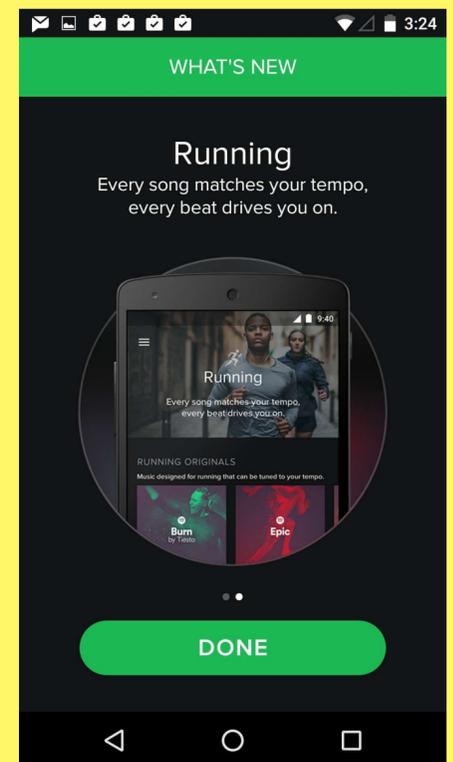
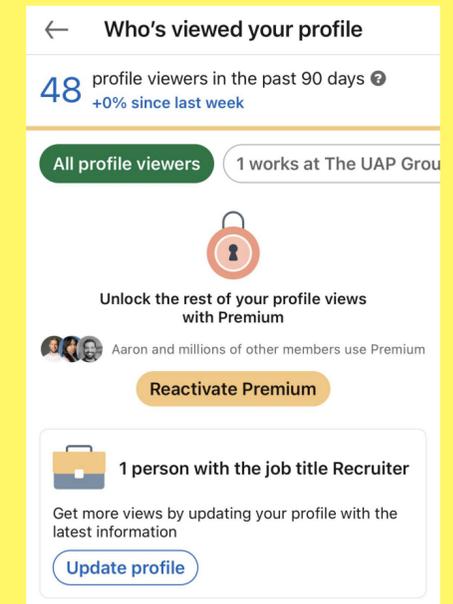
- Highlighting unengaged features/channels. □
- Surface trends or score anomalies. □ ■
- Personalized health tips based on usage/tags □



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Targeting & Orchestration

Behavioral targeting

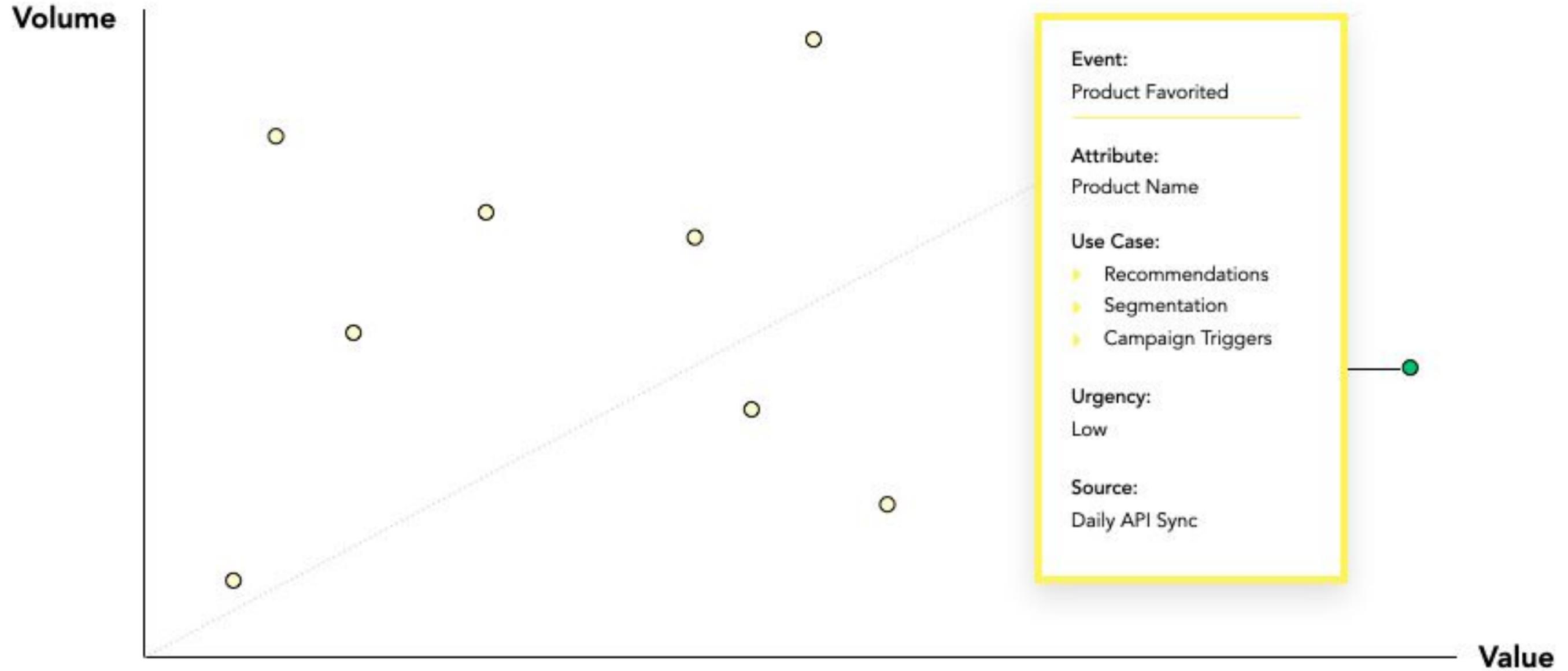
Activity

- Users who open the app < 4 out of last 7 days
- Users who have viewed the homescreen **only** in the last 7/14 days

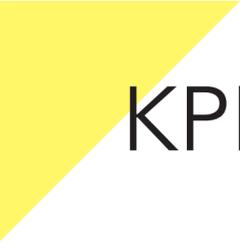
Feature adoption & enablement

- Few tags enabled
- Healthkit not added
- Few workouts added/imported
- Users who have not looked at a trend chart in the last 14 days
- Have not viewed temperature chart in 14 days

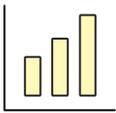
Example Data Prioritization: Volume, Value, and Viability



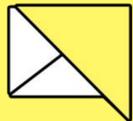
Performance Analysis & Optimization



KPIs

	Pillar	Mktg Initiative	Lifecycle Objective	Key Result	Tactics
	Acquisition	Build Efficiency Engine	Create more pathways to acquire leads and retarget customers more cost efficiently. Fuel the community to act as our activists.	Cost per lead (\$7) Avg. transaction value (\$213)	Tell a Friend SMS & Email lead gen Sharing attribution tool Community building CRO (Quizzes)
	Engagement	Accelerate Consumer & B2B Awareness & Demand	Welcome, engage, and build trust with members.	D0 - D90 Retention (87%) DAU : MAU (60%)	Onboarding Trial Period Messaging Challenges / special digital events Trial Extensions Weekly / recurring content Quarterly / yearly recaps
	Retention	Build Efficiency Engine	Increase user to member conversion.	Trial retention LTV	Winbacks Churned UX Retention-focused campaigns Propensity churn modeling

Thank you.

 **notable**

Push Mini-Summaries & Prompts

Activity Milestones

 Audible • 7h
Congratulations!
You earned the "Daily Dipper" badge!

 HEALTH MATE 25m ago
Wow! A new record for you. Very well done, your hard work is paying off!

Activity/Tag Prompt

 SWARM 3m ago
Forgot to check in at Katsuya and 5 other places? Quickly add them to your history now.

 Lyft
Lyft 11m ago
Your last Lyft driver gave you a perfect 5-star rating! Think you can get another? Take a ride this weekend to find out.

 RescueTime • 2d
RescueTime Alert!
What have you gotten done today? Please log your hig..

Roundup

 NYTIMES Yesterday, 7:02 AM
Your Morning Briefing is ready: NATO summit meeting updates, migrant family reunions, a major fine for Facebook

Weekly Report

 MINT Yesterday, 6:10 PM
Your weekly summary is ready for review!

 SCREEN TIME 3h ago
Weekly Report Available
Your screen time was up 32% last week, for an average of 3 hours, 44 minutes a day.

Goal Reminder

 COACH.ME 25m ago
REMINDER: Meditate Today will be your 9th check-in.

Win-back

SQUARESPACE

It's not as hard as you think.

We know creating content may seem difficult, and we're here to help.

SUBSCRIBE AND GO LIVE

With an entire website to fill, it's sometimes hard to know where to start. That's where we come in. Check out our [helpful guides](#) and [how-to videos](#) on content creation.

And remember, you're not alone. Even [these Squarespace customers](#) started where you are now: with a template waiting to be filled.

CLEAR

Get back up to speed

Since we last saw you, we've made getting through security even faster and easier — and in more places than ever before.

Zip through security with a year of CLEAR for only \$119.*

TAKE \$60 OFF

From curb to gate in record time, every time

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- 11:38 AM Breeze through security with a tap or blink
- 11:42 AM Check the latest Mets scores
- 11:47 AM Prepare for takeoff

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Go Pro

Get the Most out of Dribbble

Dribbble Pro is the most powerful way to showcase your work and get discovered as a creative professional. It's everything you need to put your best pixel forward.

Go Pro

Get the Work You Want

With Pro, you'll be recommended for project inquiries from anyone on the platform. Set your own project parameters and let us filter out the noise for you.

invision

Discover more ways to collaborate remotely.

Get Started.

InVision Freehand empowers you to work with everyone on your team, from anywhere, in real time.

As a fully distributed company, we're passionate about remote collaboration. Here's a roundup of some of our best *inside Design* stories on how products like Freehand can bring remote teams closer together.

Read how product teams at InVision run efficient design critiques in Freehand.

Learn why Freehand is the one tool that helps teams collaborate better.

THE TOOL FOR TEAMS

PELOTON

Here's What's New

CHALLENGES ON IOS

Commit to new fitness goals and stay motivated with Peloton Challenges, now on iOS devices. With a variety of Challenges spanning from a few days to a month to even a year, you can explore different disciplines and class types. Plus, now you can join Challenges alongside friends so you can see their progress and motivate each other to reach your goals together.

Join Peloton Digital now to start a Challenge and push yourself further.

JOIN NOW

April Activity Challenge

Work out for 5+ days in April to earn a badge. Any activity counts.

JOIN >

Come back for Jira and other new features

Effectively track design progress in Jira

With Avocode Integration for Jira, you can connect designs with Jira issues, to give your team members easy access to the latest design version from the right context.

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