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Entrepreneurship & Startup › Product Development & Product Management › Product Metrics

Activation

Master Activation Metrics for Product Success!

DEFINITION

> Activation measures how effectively users engage with your product after initial sign-up. It's a key indicator of user satisfaction and potential for retention.

KEY CONCEPTS

User Onboarding

The process of guiding new users through your product's features to ensure they understand its value.

Activation Rate

The percentage of users who reach a predefined activation milestone, indicating successful engagement.

Milestone Definition

Specific actions or events that signify a user has experienced the core value of the product.

Time to Activation

The duration it takes for a user to complete the activation process, impacting user retention.

Feedback Loops

Mechanisms for gathering user feedback post-activation to improve the onboarding experience.

EXAMPLES

→ A user completes a tutorial within the first week of signing up.

→ A customer uses a key feature of the app at least three times in their first month.

→ A new user receives a welcome email and engages with the product within 24 hours.

MEMORY TIPS

★ Think 'Onboard to Activate' to remember the onboarding process is crucial for activation.

★ Use the acronym 'MART' (Milestone, Activation Rate, Retention, Time) to recall key activation metrics.

★ Visualize a light bulb turning on to symbolize user engagement and activation.

COMMON MISTAKES

✗ Neglecting to define clear activation milestones for users.

✗ Focusing solely on sign-ups instead of user engagement post-sign-up.

✗ Ignoring user feedback that could enhance the onboarding experience.

QUICK RECAP

Activation is essential for measuring user engagement after sign-up. Focus on defining milestones and gathering feedback to improve user experience and retention.