



Cohort Analysis—Your New Secret Weapon in Journey Analytics

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SHARK TANK

Customer Acquisition



Customer Acquisition



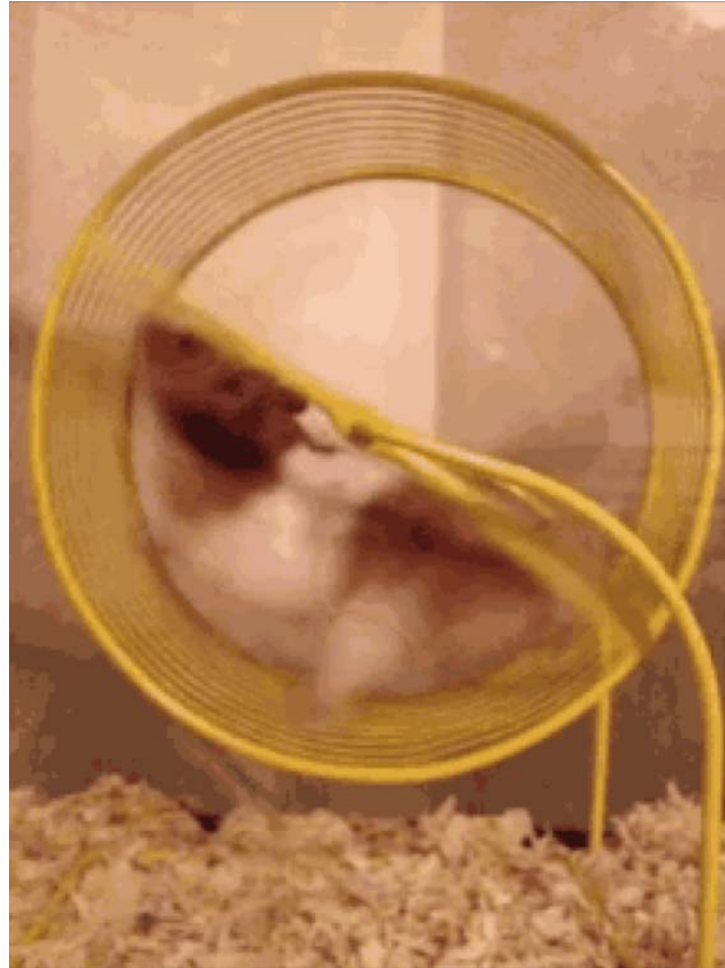
Customer Acquisition

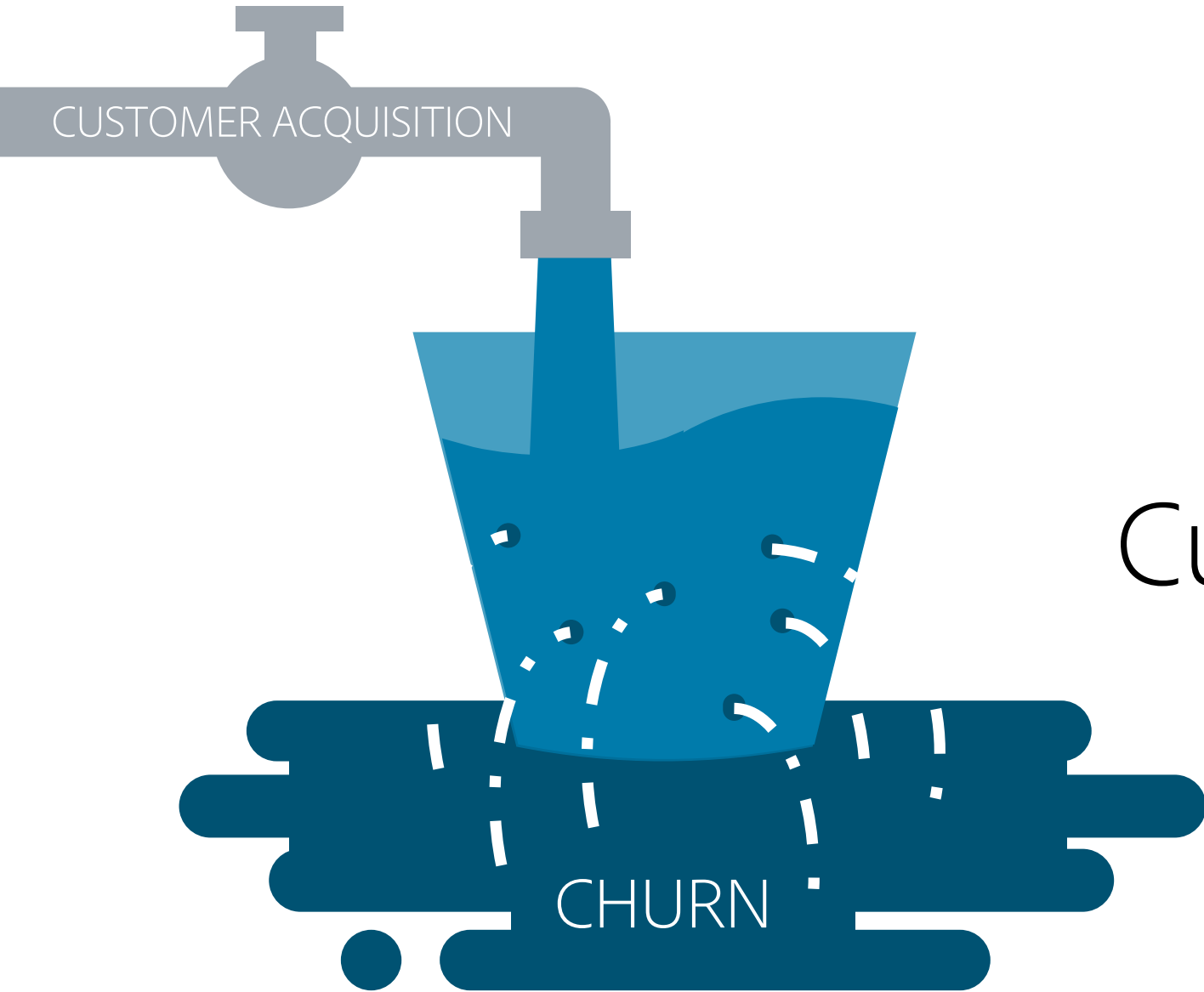
“Companies focus on acquisition more than customer retention, even though it can cost 7x more to acquire new customers.”¹



1. <https://neilpatel.com/blog/retaining-customers/>

Customer Acquisition





THE PROBLEM

Customer Retention

Customer Retention

“An increase in retention of just 5% can lead to an increase of profits by 75%.”¹



1. http://www2.bain.com/Images/Benelux_Results_Anticipating_light_end_tunnel.pdf

Customer Retention

Cohort Table

Inclusion Criteria ⓘ

Return Criteria ⓘ

SEGMENTS (OPTIONAL)

Drop a Segment here

Drop a Segment here

INCLUSION CRITERIA

RETURN CRITERIA

GRANULARITY

Day ▾

Rolling Calculation ⓘ

Advanced

TYPE

Retention ⓘ

Churn ⓘ

Latency Table ⓘ

Custom Dimension Cohort ⓘ

Reset Build

TIP Drag an inclusion metric and return metric from the left to get started.

“Before you can improve your customer retention you need to know where you are today - and that means you need a way to measure your retention.”¹

1. <https://blog.popcornmetrics.com/5-customer-retention-strategies-to-increase-growth-now/>

Agenda

1

Customer Retention

2

Cohort Analysis Overview

3

Cohort Analysis Use Cases



Cohort Analysis Overview



Cohort Analysis

Cohort

A cohort is a group of people who share a common characteristic

Cohort Analysis

Analyzing the behavior of a group of people who share a common characteristic over a certain period

Cohort Analysis

“The cohort report is the single best tool for analyzing how customer behavior shifts over time.” —Hiten Shah¹

1. <https://blog.popcornmetrics.com/5-customer-retention-strategies-to-increase-growth-now/>

Cohort Analysis

Not all customers should be analyzed equally!



Cohort Analysis

DEMO

Cohort Analysis Use Cases



Use Case #1

Publishing Company



Retention Rate



Use Case #1



Publishing Retention Rate

Drop a Segment Here (or any other component)

Last year
Jan 1 2018 - Dec 31 2018

Cohort Table

Inclusion Criteria ⓘ

SEGMENTS (OPTIONAL)

Drop a Segment here

INCLUSION CRITERIA

Visits >= 1

And

Drop a Metric here

Return Criteria ⓘ

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Visits >= 1

And

Drop a Metric here

GRANULARITY

Month

TYPE

Retention ⓘ

Churn ⓘ

SETTINGS

Rolling Calculation ⓘ

Advanced

Latency Table ⓘ

Custom Dimension Cohort ⓘ

Reset Build

Use Case #1



Publishing Retention Rate

Drop a Segment Here (or any other component)

Last year
Jan 1 2018 - Dec 31 2018

● Cohort Table

Retention: Rolling Cohort
Inclusion: Visits >= 1 Return: Visits >= 1

Cohort	Included	+1 Months	+2 Months	+3 Months	+4 Months	+5 Months	+6 Months	+7 Months	+8 Months	+9 Months	+10 Months	+11 Months	+12 Months
Jan 1 - Jan 31	204,040	63,329 31.0%	36,278 17.8%	24,070 11.8%	16,495 8.1%	12,124 5.9%	9,431 4.6%	7,335 3.6%	6,028 3.0%	5,179 2.5%	4,324 2.1%	3,654 1.8%	3,062 1.5%
Feb 1 - Feb 28	221,060	76,877 34.8%	41,376 18.7%	25,596 11.6%	16,857 7.6%	12,383 5.6%	9,319 4.2%	7,480 3.4%	6,320 2.9%	5,204 2.4%	4,377 2.0%	3,640 1.6%	
Mar 1 - Mar 31	527,813	139,493 26.4%	55,795 10.6%	29,099 5.5%	18,898 3.6%	13,310 2.5%	10,192 1.9%	8,375 1.6%	6,731 1.3%	5,531 1.0%	4,541 0.9%		
Apr 1 - Apr 30	437,889	121,227 27.7%	52,719 12.0%	29,227 6.7%	18,711 4.3%	13,498 3.1%	10,697 2.4%	8,369 1.9%	6,738 1.5%	5,461 1.2%			
May 1 - May 31	321,166	93,471 29.1%	43,845 13.7%	25,770 8.0%	17,610 5.5%	13,457 4.2%	10,192 3.2%	8,070 2.5%	6,446 2.0%				
Jun 1 - Jun 30	261,888	77,225 29.5%	37,688 14.4%	23,799 9.1%	17,390 6.6%	12,678 4.8%	9,843 3.8%	7,733 3.0%					
Jul 1 - Jul 31	236,971	68,373 28.9%	36,157 15.3%	24,387 10.3%	16,569 7.0%	12,402 5.2%	9,522 4.0%						
Aug 1 - Aug 31	205,943	67,643 32.8%	38,682 18.8%	23,225 11.3%	16,262 7.9%	12,002 5.8%							
Sep 1 - Sep 30	418,217	174,970 41.8%	99,107 23.7%	63,454 15.2%	38,780 9.3%								
Oct 1 - Oct 31	1,010,500	206,289 20.4%	101,496 10.0%	56,195 5.6%									
Nov 1 - Nov 30	374,458	132,601 35.4%	67,907 18.1%										
Dec 1 - Dec 31	325,368	98,418 30.2%											

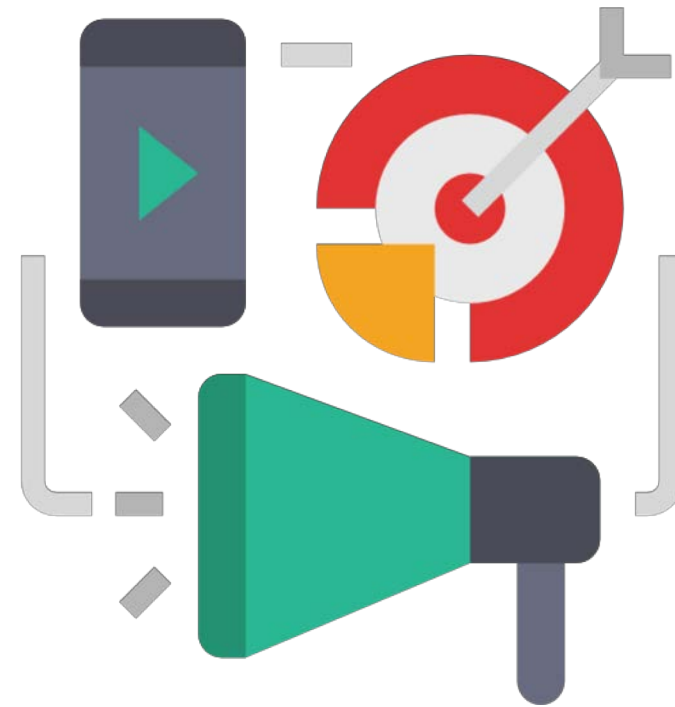


Use Case #2

Media Company



Campaign Stickiness



Use Case #2



Drop a Segment Here (or any other component) Jan 3 2019 - Jan 10 2019

Cohort Table v x

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

INCLUSION CRITERIA

Visits >= v 1

And v

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Page Views >= v 1

And v

Drop a Metric here

GRANULARITY

Day v

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Campaign ID ▼

Reset Build

Use Case #2



Media Campaign Stickiness

Drop a Segment Here (or any other component)

Jan 3 2019 - Jan 10 2019

Cohort Table

Retention: Dimension Column (Campaign ID)

Inclusion: Visits >= 1 Return: Page Views >= 1

Cohort	Included (Jan 3 ...	Jan 4 2019	Jan 5 2019	Jan 6 2019	Jan 7 2019	Jan 8 2019	Jan 9 2019	Jan 10 2019
Unspecified	1,041	203 19.5%	176 16.9%	179 17.2%	155 14.9%	148 14.2%	136 13.1%	118 11.3%
pdcid:10010-a	171	43 25.1%	40 23.4%	40 23.4%	40 23.4%	47 27.5%	38 22.2%	35 20.5%
nat_search:Search	262	203 77.5%	184 70.2%	183 69.8%	158 60.3%	148 56.5%	152 58.0%	128 48.9%
pdcid:10014-a	139	33 23.7%	31 22.3%	30 21.6%	29 20.9%	26 18.7%	32 23.0%	28 20.1%
pdcid:10013-b	118	32 27.1%	30 25.4%	30 25.4%	27 22.9%	26 22.0%	23 19.5%	25 21.2%
pdcid:10011-b	85	34 40.0%	29 34.1%	29 34.1%	29 34.1%	25 29.4%	26 30.6%	23 27.1%
pdcid:10012-c	86	32 37.2%	26 30.2%	25 29.1%	22 25.6%	25 29.1%	22 25.6%	20 23.3%
da:10002-b	137	103 75.2%	97 70.8%	92 67.2%	80 58.4%	80 58.4%	79 57.7%	79 57.7%
da:10003-c	125	85 68.0%	79 63.2%	75 60.0%	76 60.8%	69 55.2%	77 61.6%	59 47.2%
da:10001-a	116	90 77.6%	84 72.4%	75 64.7%	71 61.2%	75 64.7%	68 58.6%	62 53.4%
da:10004-a	112	87 77.7%	76 67.9%	68 60.7%	66 58.9%	61 54.5%	54 48.2%	49 43.8%
da:10005-b	101	74 73.3%	68 67.3%	67 66.3%	63 62.4%	62 61.4%	66 65.3%	57 56.4%

Use Case #2



Drop a Segment Here (or any other component)

Jan 3 2019 - Jan 10 2019

Cohort Table

Retention: Dimension Column (Campaign ID)
 Inclusion: Visits >= 1 Return: Page Views >= 1

Cohort	Included (Jan 3 ...	Jan 4 2019	Jan 5 2019	Jan 6 2019	Jan 7 2019	Jan 8 2019	Jan 9 2019	Jan 10 2019
Unspecified	1,041	203 19.5%	176 16.9%	179 17.2%	155 14.9%	148 14.2%	Create Segment From Cell	
pdcid:10010-a	171	43 25.1%	40 23.4%	40 23.4%	40 23.4%	47 27.5%	Copy To Clipboard	
nat_search:Search	262	203 77.5%	184 70.2%	183 69.8%	158 60.3%	148 56.5%		
pdcid:10014-a	139	33 23.7%	31 22.3%	30 21.6%	29 20.9%	26 18.7%		
pdcid:10013-b	118	32 27.1%	30 25.4%	30 25.4%	27 22.9%	26 22.0%		
pdcid:10011-b	85	34 40.0%	29 34.1%	29 34.1%	29 34.1%	25 29.4%		
pdcid:10012-c	86	32 37.2%	26 30.2%	25 29.1%	22 25.6%	25 29.1%		
da:10002-b	137	103 75.2%	97 70.8%	92 67.2%	80 58.4%	80 58.4%	79 57.7%	79 57.7%
da:10003-c	125	85 68.0%	79 63.2%	75 60.0%	76 60.8%	69 55.2%	77 61.6%	59 47.2%
da:10001-a	116	90 77.6%	84 72.4%	75 64.7%	71 61.2%	75 64.7%	68 58.6%	62 53.4%
da:10004-a	112	87 77.7%	76 67.9%	68 60.7%	66 58.9%	61 54.5%	54 48.2%	49 43.8%
da:10005-b	101	74 73.3%	68 67.3%	67 66.3%	63 62.4%	62 61.4%	66 65.3%	57 56.4%

Use Case #2



Drop a Segment Here (or any other component) Jan 3 2019 - Feb 20 2019

Cohort Table

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Campaign DA 10002-b Drop a Segment here

INCLUSION CRITERIA

Visits >= 1

And ∨

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Page Views >= 1

And ∨

Drop a Metric here

GRANULARITY

Week ∨

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Reset Build

Use Case #2



Media Campaign Stickiness

Drop a Segment Here (or any other component) Jan 3 2019 - Feb 20 2019

Cohort Table

Retention
Inclusion: Visits >= 1, Campaign DA 10002-b Return: Page Views >= 1

Cohort	Included	+1 Weeks	+2 Weeks	+3 Weeks	+4 Weeks	+5 Weeks	+6 Weeks	+7 Weeks
Dec 30 - Jan 5	504	341 67.7%	243 48.2%	190 37.7%	158 31.3%	155 30.8%	129 25.6%	73 14.5%
Jan 6 - Jan 12	890	655 73.6%	510 57.3%	436 49.0%	415 46.6%	297 33.4%	163 18.3%	
Jan 13 - Jan 19	1,027	636 61.9%	562 54.7%	500 48.7%	355 34.6%	222 21.6%		
Jan 20 - Jan 26	949	563 59.3%	491 51.7%	320 33.7%	199 21.0%			
Jan 27 - Feb 2	950	503 52.9%	335 35.3%	211 22.2%				
Feb 3 - Feb 9	1,205	353 29.3%	250 20.7%					
Feb 10 - Feb 16	1,046	215 20.6%						
Feb 17 - Feb 23	721							

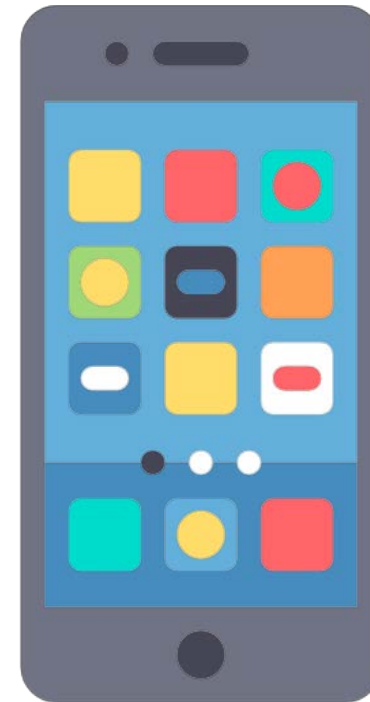


Use Case #3

Insurance Company



App Version



Use Case #3



Insurance App Version

Drop a Segment Here (or any other component)

Last month
Jan 1 2019 - Jan 31 2019

Cohort Table

Inclusion Criteria

SEGMENTS (OPTIONAL)

Drop a Segment here

INCLUSION CRITERIA

Visits >= 1

And

Drop a Metric here

Return Criteria

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Online Orders >= 1

And

Drop a Metric here

GRANULARITY

Week

TYPE

Retention

Churn

SETTINGS

Rolling Calculation

Advanced

Latency Table

Custom Dimension Cohort

App Version

Reset Build



Use Case #3



Insurance App Version

Drop a Segment Here (or any other component)

Last month
Jan 1 2019 - Jan 31 2019

• Cohort Table

Retention: Dimension Column (App Version)
Inclusion: Visits >= 1 Return: Online Orders >= 1

Cohort	Included (Dec 30 2018)	Jan 6 2019	Jan 13 2019	Jan 20 2019	Jan 27 2019
Unspecified	36,982	1,981 5.4%	907 2.5%	676 1.8%	516 1.4%
Demo App 4.0	1,585	449 28.3%	223 14.1%	157 9.9%	117 7.4%
Demo App 2.4	1,443	437 30.3%	222 15.4%	156 10.8%	112 7.8%
Demo App 4.1	681	264 38.8%	152 22.3%	96 14.1%	65 9.5%
Demo App 2.0	533	231 43.3%	115 21.6%	73 13.7%	66 12.4%
Demo App 1.7	308	139 45.1%	79 25.6%	60 19.5%	37 12.0%
Demo App 1.6	142	55 38.7%	25 17.6%	22 15.5%	14 9.9%
Demo App 1.4	103	46 44.7%	21 20.4%	27 26.2%	13 12.6%

Use Case #3



Insurance App Version

Drop a Segment Here (or any other component)

Last month
Jan 1 2019 - Jan 31 2019

Cohort Table

Inclusion Criteria

SEGMENTS (OPTIONAL)
Drop a Segment here

INCLUSION CRITERIA
Visits >= 1
And
Drop a Metric here

Return Criteria

SEGMENTS (OPTIONAL)
Drop a Segment here

RETURN CRITERIA
Online Orders >= 1
And
Drop a Metric here

GRANULARITY
Week

TYPE
 Retention
 Churn

SETTINGS
 Rolling Calculation
 Advanced
 Latency Table
 Custom Dimension Cohort
App Version

Reset Build



Use Case #3



Insurance App Version

Drop a Segment Here (or any other component)

Last month
Jan 1 2019 - Jan 31 2019

• Cohort Table

Churn: Dimension Column (App Version)
Inclusion: Visits >= 1 Return: Online Orders >= 1

Cohort	Included (Dec 30 2018)	Jan 6 2019	Jan 13 2019	Jan 20 2019	Jan 27 2019
Unspecified	36,982	35,001 94.6%	36,075 97.5%	36,306 98.2%	36,466 98.6%
Demo App 4.0	1,585	1,136 71.7%	1,362 85.9%	1,428 90.1%	1,468 92.6%
Demo App 2.4	1,443	1,006 69.7%	1,221 84.6%	1,287 89.2%	1,331 92.2%
Demo App 4.1	681	417 61.2%	529 77.7%	585 85.9%	616 90.5%
Demo App 2.0	533	302 56.7%	418 78.4%	460 86.3%	467 87.6%
Demo App 1.7	308	169 54.9%	229 74.4%	248 80.5%	271 88.0%
Demo App 1.6	142	87 61.3%	117 82.4%	120 84.5%	128 90.1%
Demo App 1.4	103	57 55.3%	82 79.6%	76 73.8%	90 87.4%



Use Case #4

Retail Company



Product Launch



Use Case #4



Retail Product Launch

Drop a Segment Here (or any other component) Jan 3 2019 - Jan 10 2019

Cohort Table

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Logo Lovers Drop a Segment here

INCLUSION CRITERIA

Visits >= ▼ 1

And ▼

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Product Uh-Mazing Drop a Segment here

RETURN CRITERIA

Online Orders >= ▼ 1

And ▼

Drop a Metric here

GRANULARITY

Day ▼

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Reset Build

Use Case #4



Retail Product Launch

Drop a Segment Here (or any other component)

Jan 3 2019 - Jan 10 2019

● Cohort Table

Retention: Latency Table
 Inclusion: Visits >= 1, Logo Lovers Return: Online Orders >= 1, Product Uh-Mazing ✎

Cohort	-4 Days	-3 Days	-2 Days	-1 Days	Included 0 Days	+1 Days	+2 Days	+3 Days	+4 Days
Jan 3	1 0.0%	0	1 0.0%	2 0.0%	5,034	108 2.1%	99 2.0%	106 2.1%	100 2.0%
Jan 4	0	0	1 0.0%	148 2.8%	5,378	116 2.2%	121 2.2%	104 1.9%	98 1.8%
Jan 5	0	1 0.0%	139 2.4%	123 2.1%	5,913	134 2.3%	119 2.0%	99 1.7%	111 1.9%
Jan 6	1 0.0%	128 1.9%	110 1.6%	123 1.8%	6,704	132 2.0%	113 1.7%	119 1.8%	100 1.5%
Jan 7	124 1.8%	107 1.5%	111 1.6%	128 1.9%	6,905	108 1.6%	114 1.7%	103 1.5%	
Jan 8	103 1.4%	114 1.6%	119 1.6%	117 1.6%	7,313	128 1.8%	106 1.4%		
Jan 9	102 1.3%	120 1.5%	123 1.5%	119 1.5%	8,083	111 1.4%			
Jan 10	106 1.5%	113 1.6%	99 1.4%	114 1.6%	7,098				



Use Case #5

Airline Company



Loyal User Stickiness



Use Case #5



Airline Loyal User Stickiness

Segment Last 12 full months
Feb 1 2018 - Jan 31 2019

Rhodium Exclusive ... Drop a Segment Here (or any other component)

Cohort Table

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

INCLUSION CRITERIA

Visits >= 1

And ▼

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Online Orders >= 1

And ▼

Drop a Metric here

GRANULARITY

Month ▼

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Reset Build



Use Case #5



Airline Loyal User Stickiness

Segment

Rhodium Exclusive ...

Drop a Segment Here (or any other component)

Last 12 full months
Feb 1 2018 - Jan 31 2019

Cohort Table

Retention: Rolling Cohort

Inclusion: Visits >= 1 Return: Online Orders >= 1

Cohort	Included	+1 Months	+2 Months	+3 Months	+4 Months	+5 Months	+6 Months	+7 Months	+8 Months	+9 Months	+10 Months	+11 Months
Feb 1 - Feb 28	3,939,613	2,477,379 62	1,782,238 45	1,430,667 36	1,200,419 30	1,040,261 26	929,307 23.6	839,228 21.3	770,660 19.6	707,731 18.0	651,318 16.5	608,221 15.4
Mar 1 - Mar 31	4,425,828	2,590,448 58	1,864,767 42	1,477,921 33	1,236,494 27	1,078,013 24	955,354 21.6	865,721 19.6	786,661 17.8	717,639 16.2	665,492 15.0	
Apr 1 - Apr 30	4,347,184	2,604,147 59	1,867,410 43	1,483,243 34	1,251,870 28	1,083,889 24	966,709 22.2	867,812 20.0	784,005 18.0	721,942 16.6		
May 1 - May 31	4,535,860	2,686,507 59	1,914,528 42	1,525,187 33	1,270,356 28	1,106,422 24	975,605 21.5	869,909 19.2	792,625 17.5			
Jun 1 - Jun 30	4,685,620	2,759,122 58	1,961,982 41	1,535,562 32	1,291,896 27	1,112,783 23	975,374 20.8	878,960 18.8				
Jul 1 - Jul 31	4,842,623	2,841,051 58	1,974,297 40	1,568,601 32	1,303,893 26	1,114,883 23	989,455 20.4					
Aug 1 - Aug 31	4,927,013	2,814,975 57	2,015,089 40	1,580,968 30	1,302,917 26	1,132,150 23						
Sep 1 - Sep 30	4,718,813	2,821,194 59	1,994,676 42	1,553,471 32	1,310,137 27.8							
Oct 1 - Oct 31	4,861,920	2,819,556 58	1,969,214 40	1,578,058 32								
Nov 1 - Nov 30	4,777,932	2,718,328 56	1,975,574 41									
Dec 1 - Dec 31	4,537,657	2,745,492 60										
Jan 1 - Jan 31	4,630,834											

Use Case #5



Airline Loyal User Stickiness

Segment: Rhodium Exclusive ... Drop a Segment Here (or any other component)

Last 12 full months
Feb 1 2018 - Jan 31 2019

Cohort Table

Retention: Rolling Cohort
Inclusion: Visits >= 1 Return: Online Orders >= 1

Cohort	Included	+1 Months	+2 Months	+3 Months	+4 Months	+5 Months	+6 Months	+7 Months	+8 Months	+9 Months	+10 Months	+11 Months
Feb 1 - Feb 28	3,939,613	2,477,379 62%	1,782,238 45%	1,430,667 36%	1,200,419 30%	1,040,261 26%	929,307 23%	839,228 21%	770,660 19%	707,731 18.0%	651,318 16.5%	608,221 15.4%
Mar 1 - Mar 31	4,425,828	2,590,448 58%	1,864,767 42%	1,477,921 33%	1,236,494 27%	1,078,013 24%	955,354 21%	865,721 19%	786,661 17.8%			
Apr 1 - Apr 30	4,347,184	2,604,147 59%	1,867,410 43%	1,483,243 34%	1,251,870 28%	1,083,889 24%	966,709 22%	867,812 20%	784,005 18%			
May 1 - May 31	4,535,860	2,686,507 59%	1,914,528 42%	1,525,187 33%	1,270,356 28%	1,106,422 24%	975,605 21%	869,909 19%	792,625 17.5%			
Jun 1 - Jun 30	4,685,620	2,759,122 58%	1,961,982 41%	1,535,562 32%	1,291,896 27%	1,112,783 23%	975,374 20%	878,960 18%				
Jul 1 - Jul 31	4,842,623	2,841,051 58%	1,974,297 40%	1,568,601 32%	1,303,893 26%	1,114,883 23%	989,455 20%					
Aug 1 - Aug 31	4,927,013	2,814,975 57%	2,015,089 40%	1,580,968 31%	1,302,917 26%	1,132,150 23%						
Sep 1 - Sep 30	4,718,813	2,821,194 59%	1,994,676 42%	1,553,471 32%	1,310,137 27%							
Oct 1 - Oct 31	4,861,920	2,819,556 58%	1,969,214 40%	1,578,058 32%								
Nov 1 - Nov 30	4,777,932	2,718,328 56%	1,975,574 41%									
Dec 1 - Dec 31	4,537,657	2,745,492 60%										
Jan 1 - Jan 31	4,630,834											

Create Segment From Cell

Copy To Clipboard

Use Case #5



Airline Loyal User Stickiness

Segment: Rhodium Exclusive ... Drop a Segment Here (or any other component)

Last 12 full months
Feb 1 2018 - Jan 31 2019

Cohort Table

Inclusion Criteria

SEGMENTS (OPTIONAL)
Drop a Segment here

INCLUSION CRITERIA
Visits >= 1

And ▼
Drop a Metric here

Return Criteria

SEGMENTS (OPTIONAL)
Drop a Segment here

RETURN CRITERIA
Online Orders >= 1

And ▼
Drop a Metric here

GRANULARITY
Month ▼

TYPE
 Retention
 Churn

SETTINGS
 Rolling Calculation
 Advanced
 Latency Table
 Custom Dimension Cohort

Reset Build

Use Case #5



Segment: Rhodium Exclusive ... Drop a Segment Here (or any other component)

Last 12 full months
Feb 1 2018 - Jan 31 2019

Cohort Table

Churn: Rolling Cohort
Inclusion: Visits >= 1 Return: Online Orders >= 1

Cohort	Included	+1 Months	+2 Months	+3 Months	+4 Months	+5 Months	+6 Months	+7 Months	+8 Months	+9 Months	+10 Months	+11 Months
Feb 1 - Feb 28	3,939,613	1,462,234 3	2,157,375 54	2,508,946 6	2,739,194 65	2,899,352 7	3,010,306 76	3,100,385 76	3,168,953 80	3,231,882 82	3,288,295 8	3,331,392 84
Mar 1 - Mar 31	4,425,828	1,835,380 41	2,561,061 57	2,947,907 66	3,189,334 72	3,347,815 75	3,470,474 76	3,560,107 80	3,639,167 82	3,708,189 83	3,760,336 8	
Apr 1 - Apr 30	4,347,184	1,743,037 40	2,479,774 57	2,863,941 65	3,095,314 71	3,263,295 7	3,380,475 7	3,479,372 80	3,563,179 82	3,625,242 8		
May 1 - May 31	4,535,860	1,849,353 40	2,621,332 57	3,010,673 66	3,265,504 7	3,429,438 75	3,560,255 71	3,665,951 80	3,743,235 82			
Jun 1 - Jun 30	4,685,620	1,926,498 4	2,723,638 51	3,150,058 67	3,393,724 72	3,572,837 76	3,710,246 75	3,806,660 8				
Jul 1 - Jul 31	4,842,623	2,001,572 41	2,868,326 5	3,274,022 67	3,538,730 7	3,727,740 77	3,853,168 79					
Aug 1 - Aug 31	4,927,013	2,112,038 42	2,911,924 59	3,346,045 6	3,624,096 7	3,794,863 7						
Sep 1 - Sep 30	4,718,813	1,897,619 40	2,724,137 57	3,165,342 6	3,408,676 7							
Oct 1 - Oct 31	4,861,920	2,042,364 4	2,892,706 5	3,283,862 6								
Nov 1 - Nov 30	4,777,932	2,059,604 4	2,802,358 5									
Dec 1 - Dec 31	4,537,657	1,792,165 39										
Jan 1 - Jan 31	4,630,834											

Use Case #5



Airline Loyal User Stickiness

Segment: Rhodium Exclusive ... Drop a Segment Here (or any other component)

Last 12 full months
Feb 1 2018 - Jan 31 2019

Cohort Table

Churn: Rolling Cohort

Inclusion: Visits >= 1 Return: Online Orders >= 1

Cohort	Included	+1 Months	+2 Months	+3 Months	+4 Months	+5 Months	+6 Months	+7 Months	+8 Months	+9 Months	+10 Months	+11 Months
Feb 1 - Feb 28	3,939,613	1,462,234	2,157,375	2,508,946	2,739,194	2,899,352	3,010,306	3,100,385	3,168,953	3,231,882	3,288,295	3,331,392
Mar 1 - Mar 31	4,425,828	1,835,380	2,561,061	2,947,907	3,189,334	3,347,815	3,470,474	3,560,107	3,639,167			
Apr 1 - Apr 30	4,347,184	1,743,037	2,479,774	2,863,941	3,095,314	3,263,295	3,380,475	3,479,372	3,563,179			
May 1 - May 31	4,535,860	1,849,353	2,621,332	3,010,673	3,265,504	3,429,438	3,560,255	3,665,951	3,743,235			
Jun 1 - Jun 30	4,685,620	1,926,498	2,723,638	3,150,058	3,393,724	3,572,837	3,710,246	3,806,660				
Jul 1 - Jul 31	4,842,623	2,001,572	2,868,326	3,274,022	3,538,730	3,727,740	3,853,168					
Aug 1 - Aug 31	4,927,013	2,112,038	2,911,924	3,346,045	3,624,096	3,794,863						
Sep 1 - Sep 30	4,718,813	1,897,619	2,724,137	3,165,342	3,408,676							
Oct 1 - Oct 31	4,861,920	2,042,364	2,892,706	3,283,862								
Nov 1 - Nov 30	4,777,932	2,059,604	2,802,358									
Dec 1 - Dec 31	4,537,657	1,792,165										
Jan 1 - Jan 31	4,630,834											

Create Segment From Cell

Copy To Clipboard



Use Case #6

Hotel Chain



Marketing Channels



Use Case #6



Hotel Marketing Channels

Drop a Segment Here (or any other component) Jan 1 2019 - Feb 28 2019

Cohort Table

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

INCLUSION CRITERIA

Visits >= < 1

And ∨

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Checkouts >= < 1

And ∨

Drop a Metric here

GRANULARITY

Week ∨

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Marketing Channel ∨

Reset Build

Use Case #6



Drop a Segment Here (or any other component)

Jan 1 2019 - Feb 28 2019

Cohort Table

Retention: Dimension Column (Marketing Channel)

Inclusion: Visits >= 1 Return: Checkouts >= 1

Cohort	Included (Dec...)	Jan 6 2019	Jan 13 2019	Jan 20 2019	Jan 27 2019	Feb 3 2019	Feb 10 2019	Feb 17 2019	Feb 24 2019
Direct	5,485	574 10.5%	257 4.7%	192 3.5%	140 2.6%	130 2.4%	129 2.4%	96 1.8%	38 0.7%
Email	14,438	1,915 13.3%	1,063 7.4%	780 5.4%	639 4.4%	596 4.1%	463 3.2%	317 2.2%	58 0.4%
Display	8,881	2,528 28.5%	1,400 15.8%	1,013 11.4%	807 9.1%	752 8.5%	577 6.5%	423 4.8%	118 1.3%
Text	5,700	1,410 24.7%	818 14.4%	580 10.2%	485 8.5%	452 7.9%	330 5.8%	261 4.6%	55 1.0%
Print	3,890	276 7.1%	153 3.9%	125 3.2%	113 2.9%	114 2.9%	78 2.0%	62 1.6%	30 0.8%
Paid Search	5,911	2,070 35.0%	1,192 20.2%	868 14.7%	699 11.8%	649 11.0%	495 8.4%	357 6.0%	123 2.1%
Social Campaign	4,495	1,640 36.5%	958 21.3%	709 15.8%	565 12.6%	467 10.4%	374 8.3%	285 6.3%	116 2.6%
Referring Domai	2,693	1,080 40.1%	627 23.3%	458 17.0%	362 13.4%	356 13.2%	270 10.0%	219 8.1%	80 3.0%
Comparison Sho	2,300	790 34.3%	477 20.7%	335 14.6%	275 12.0%	284 12.3%	217 9.4%	164 7.1%	87 3.8%
Social Networks	821	367 44.7%	234 28.5%	160 19.5%	140 17.1%	134 16.3%	108 13.2%	77 9.4%	35 4.3%
Podcasts	1,667	1 0.1%	0	0	0	0	0	0	0
Natural Search	261	132 50.6%	70 26.8%	59 22.6%	43 16.5%	49 18.8%	36 13.8%	36 13.8%	21 8.0%

Use Case #6



Drop a Segment Here (or any other component) Jan 1 2019 - Feb 28 2019

Cohort Table v x

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Marketing Channel = Soci... Drop a Segment here

INCLUSION CRITERIA

Visits >= v 1

And v

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Checkouts >= v 1

And v

Drop a Metric here

GRANULARITY

Week v

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Marketing Channel Detail v

Reset Build

Use Case #6



Drop a Segment Here (or any other component) Jan 1 2019 - Feb 28 2019

• Cohort Table

Retention: Dimension Column (Marketing Channel Detail)
 Inclusion: Visits >= 1, Marketing Channel = Social Networks Return: Checkouts >= 1

Cohort	Included (Dec...)	Jan 6 2019	Jan 13 2019	Jan 20 2019	Jan 27 2019	Feb 3 2019	Feb 10 2019	Feb 17 2019	Feb 24 2019
www.facebook.c	330	78 23.6%	56 17.0%	35 10.6%	27 8.2%	22 6.7%	21 6.4%	20 6.1%	7 2.1%
www.reddit.com	181	28 15.5%	16 8.8%	10 5.5%	7 3.9%	14 7.7%	7 3.9%	7 3.9%	3 1.7%
www.youtube.cc	97	29 29.9%	20 20.6%	12 12.4%	12 12.4%	12 12.4%	10 10.3%	10 10.3%	5 5.2%
www.dailymotio	142	12 8.5%	10 7.0%	6 4.2%	4 2.8%	5 3.5%	4 2.8%	7 4.9%	2 1.4%
www.linkedin.co	47	7 14.9%	6 12.8%	7 14.9%	5 10.6%	4 8.5%	3 6.4%	3 6.4%	3 6.4%
www.tumblr.com	58	4 6.9%	4 6.9%	4 6.9%	3 5.2%	4 6.9%	3 5.2%	3 5.2%	3 5.2%
disqus.com	22	0	0	0	0	0	0	0	0
wordpress.com	6	3 50.0%	3 50.0%	3 50.0%	3 50.0%	1 16.7%	0	0	0
livejournal.com	1	0	0	0	0	0	0	0	0

Use Case #6



Drop a Segment Here (or any other component) Jan 1 2019 - Feb 28 2019

Cohort Table

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Marketing Channel = Refe... Drop a Segment here

INCLUSION CRITERIA

Visits >= ▼ 1

And ▼

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Checkouts >= ▼ 1

And ▼

Drop a Metric here

GRANULARITY

Week ▼

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Marketing Channel Detail ▼

Reset Build

Use Case #6



Drop a Segment Here (or any other component) Jan 1 2019 - Feb 28 2019

• Cohort Table

Retention: Dimension Column (Marketing Channel Detail)
 Inclusion: Visits >= 1, Marketing Channel = Referring Domains Return: Checkouts >= 1

Cohort	Included (Dec...)	Jan 6 2019	Jan 13 2019	Jan 20 2019	Jan 27 2019	Feb 3 2019	Feb 10 2019	Feb 17 2019	Feb 24 2019
t.co	291	98 33.7%	61 21.0%	39 13.4%	35 12.0%	31 10.7%	28 9.6%	25 8.6%	14 4.8%
pinterest.com	115	26 22.6%	13 11.3%	9 7.8%	10 8.7%	10 8.7%	7 6.1%	8 7.0%	6 5.2%
b2bfans	82	20 24.4%	13 15.9%	9 11.0%	1 1.2%	10 12.2%	3 3.7%	2 2.4%	0
instagram.com	56	27 48.2%	17 30.4%	15 26.8%	14 25.0%	13 23.2%	9 16.1%	9 16.1%	6 10.7%
www.google.com	53	30 56.6%	15 28.3%	15 28.3%	17 32.1%	12 22.6%	7 13.2%	9 17.0%	6 11.3%
wehealth	37	8 21.6%	2 5.4%	3 8.1%	1 2.7%	2 5.4%	2 5.4%	2 5.4%	1 2.7%
www.woot.com	78	16 20.5%	12 15.4%	8 10.3%	9 11.5%	6 7.7%	5 6.4%	5 6.4%	4 5.1%
www.dealnews.c	63	10 15.9%	7 11.1%	6 9.5%	5 7.9%	6 9.5%	5 7.9%	5 7.9%	5 7.9%
www.nameit.cor	75	15 20.0%	9 12.0%	7 9.3%	6 8.0%	8 10.7%	5 6.7%	5 6.7%	5 6.7%
www.topappslik	68	13 19.1%	10 14.7%	7 10.3%	8 11.8%	7 10.3%	6 8.8%	6 8.8%	5 7.4%
clarkdeals.com	63	13 20.6%	10 15.9%	8 12.7%	7 11.1%	6 9.5%	6 9.5%	7 11.1%	6 9.5%
www.bbc.com	47	15 31.9%	8 17.0%	7 14.9%	6 12.8%	5 10.6%	6 12.8%	6 12.8%	5 10.6%

Use Case #6



Drop a Segment Here (or any other component) Jan 1 2019 - Feb 28 2019

Cohort Table

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Marketing Channel = Paid ... Drop a Segment here

INCLUSION CRITERIA

Visits >= 1

And ∨

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Checkouts >= 1

And ∨

Drop a Metric here

GRANULARITY

Week ∨

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Marketing Channel Detail ∨

Reset Build

Use Case #6



Hotel Marketing Channels

Drop a Segment Here (or any other component)

Jan 1 2019 - Feb 28 2019

Cohort Table

Retention: Dimension Column (Marketing Channel Detail)

Inclusion: Visits >= 1, Marketing Channel = Paid Search Return: Checkouts >= 1

Cohort	Included (Dec...)	Jan 6 2019	Jan 13 2019	Jan 20 2019	Jan 27 2019	Feb 3 2019	Feb 10 2019	Feb 17 2019	Feb 24 2019
None	0	0	0	0	0	0	0	0	0
p:Google:kwd2	15	6 40.0%	6 40.0%	6 40.0%	6 40.0%	6 40.0%	6 40.0%	6 40.0%	6 40.0%
p:Yahoo!:kwd3	15	11 73.3%	9 60.0%	9 60.0%	8 53.3%	7 46.7%	5 33.3%	6 40.0%	5 33.3%
p:Yahoo! - Canac	18	10 55.6%	7 38.9%	6 33.3%	7 38.9%	5 27.8%	4 22.2%	4 22.2%	4 22.2%
n:Google:kwd5	12	4 33.3%	2 16.7%	3 25.0%	3 25.0%	1 8.3%	1 8.3%	0	2 16.7%
p:Yandex.ru:kwd	6	4 66.7%	2 33.3%	2 33.3%	2 33.3%	1 16.7%	1 16.7%	1 16.7%	1 16.7%
p:Yahoo!:kwd4	10	6 60.0%	3 30.0%	3 30.0%	2 20.0%	2 20.0%	2 20.0%	2 20.0%	2 20.0%
n:Google:kwd4	6	3 50.0%	2 33.3%	0	1 16.7%	0	2 33.3%	0	0
p:Google - Denn	8	2 25.0%	2 25.0%	2 25.0%	2 25.0%	2 25.0%	2 25.0%	2 25.0%	2 25.0%
p:Google:kwd83	8	2 25.0%	2 25.0%	2 25.0%	2 25.0%	2 25.0%	2 25.0%	2 25.0%	2 25.0%
p:Google - Mexic	6	3 50.0%	3 50.0%	3 50.0%	3 50.0%	3 50.0%	3 50.0%	3 50.0%	3 50.0%
p:Google - Neth	6	3 50.0%	3 50.0%	3 50.0%	3 50.0%	3 50.0%	3 50.0%	3 50.0%	3 50.0%

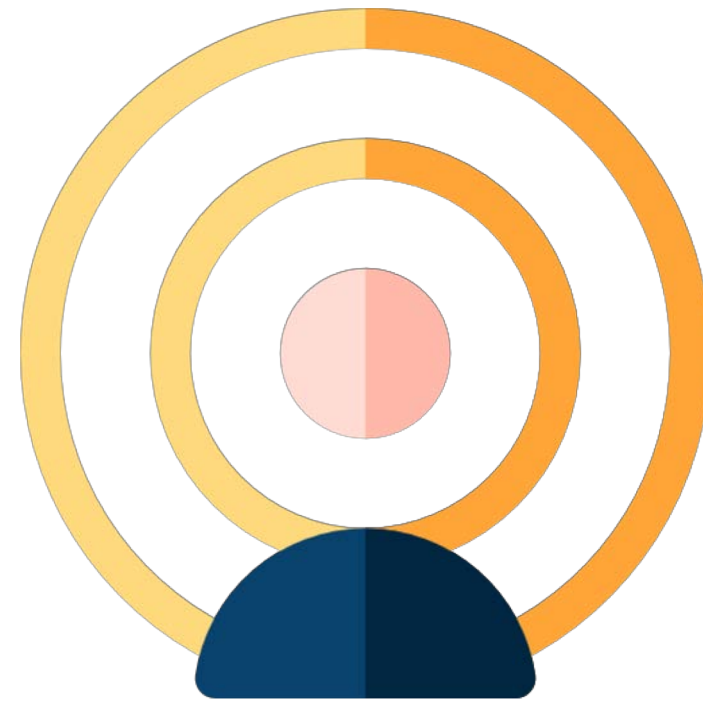


Use Case #7

TV Network



Feature Influence



Use Case #7



Drop a Segment Here (or any other component) Jan 1 2019 - Feb 27 2019

Cohort Table

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

New Show Viewers Drop a Segment here

INCLUSION CRITERIA

Visits >= 1

And ▼

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Media Starts >= 1

And ▼

Drop a Metric here

GRANULARITY

Week ▼

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Show ▼

Reset Build

Use Case #7



TV Feature Influence

Drop a Segment Here (or any other component) Jan 1 2019 - Feb 27 2019

• Cohort Table

Retention: Dimension Column (Show)
 Inclusion: Visits >= 1, New Show Viewers Return: Media Starts >= 1

Cohort	Included (Dec...)	Jan 6 2019	Jan 13 2019	Jan 20 2019	Jan 27 2019	Feb 3 2019	Feb 10 2019	Feb 17 2019	Feb 24 2019
Unspecified	8,498,384	596,561 7.0%	373,993 4.4%	329,461 3.9%	309,991 3.6%	270,436 3.2%	244,200 2.9%	219,452 2.6%	124,751 1.5%
Video 202	7,740	5,325 68.8%	2,096 27.1%	1,618 20.9%	1,522 19.7%	1,314 17.0%	1,200 15.5%	1,136 14.7%	609 7.9%
Video 41	3,336	1,780 53.4%	1,714 51.4%	1,581 47.4%	1,536 46.0%	1,357 40.7%	1,315 39.4%	1,168 35.0%	700 21.0%
Video 176	6,181	2,709 43.8%	2,385 38.6%	2,184 35.3%	2,132 34.5%	1,401 22.7%	1,000 16.2%	801 13.0%	406 6.6%
Video 66	3,792	2,265 59.7%	2,176 57.4%	2,038 53.7%	2,051 54.1%	1,972 52.0%	1,899 50.1%	1,615 42.6%	915 24.1%
Video 39	2,380	1,190 50.0%	1,058 44.5%	1,001 42.1%	1,001 42.1%	979 41.1%	971 40.8%	908 38.2%	581 24.4%
Video 108	2,304	1,474 64.0%	1,213 52.6%	1,097 47.6%	1,133 49.2%	1,003 43.5%	953 41.4%	953 41.4%	465 20.2%
Video 113	2,056	1,284 62.5%	1,117 54.3%	1,088 52.9%	1,079 52.5%	1,022 49.7%	950 46.2%	941 45.8%	685 33.3%
Video 179	1,660	1,018 61.3%	909 54.8%	858 51.7%	868 52.3%	836 50.4%	788 47.5%	740 44.6%	509 30.7%
Video 145	1,848	1,132 61.3%	1,022 55.3%	902 48.8%	882 47.7%	794 43.0%	761 41.2%	699 37.8%	443 24.0%
Video 3	1,549	954 61.6%	836 54.0%	827 53.4%	834 53.8%	790 51.0%	754 48.7%	768 49.6%	340 21.9%
Video 89	1,914	1,102 57.6%	958 50.1%	892 46.6%	865 45.2%	810 42.3%	650 34.0%	557 29.1%	300 15.7%



Use Case #8

National Bank



Time Between Events



Use Case #8



Bank Time Between Events

Drop a Segment Here (or any other component) Jan 1 2019 - Feb 28 2019

Cohort Table

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Event=CardLock Drop a Segment here

INCLUSION CRITERIA

Visits >= 1

And ∨

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Event=CardUnlock Drop a Segment here

RETURN CRITERIA

Visits >= 1

And ∨

Drop a Metric here

GRANULARITY

Week ∨

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Reset Build



Use Case #8



Bank Time Between

Drop a Segment Here (or any other component) Jan 1 2019 - Feb 28 2019

● Cohort Table

Retention
Inclusion: Visits >= 1, Event=CardLock Return: Visits >= 1, Event=CardUnlock

Cohort	Included	+1 Weeks	+2 Weeks	+3 Weeks	+4 Weeks	+5 Weeks	+6 Weeks	+7 Weeks	+8 Weeks
Dec 30 - Jan 5	670	112 16.7%	90 13.4%	74 11.0%	75 11.2%	66 9.9%	70 10.4%	59 8.8%	35 5.2%
Jan 6 - Jan 12	622	114 18.3%	84 13.5%	71 11.4%	58 9.3%	71 11.4%	62 10.0%	37 5.9%	
Jan 13 - Jan 19	674	122 18.1%	88 13.1%	80 11.9%	71 10.5%	67 9.9%	54 8.0%		
Jan 20 - Jan 26	609	125 20.5%	92 15.1%	70 11.5%	72 11.8%	44 7.2%			
Jan 27 - Feb 2	651	132 20.3%	83 12.7%	84 12.9%	55 8.4%				
Feb 3 - Feb 9	699	126 18.0%	83 11.9%	58 8.3%					
Feb 10 - Feb 16	675	130 19.3%	61 9.0%						
Feb 17 - Feb 23	720	96 13.3%							
Feb 24 - Mar 2	464								



Use Case #9

Global Restaurant



Year-over-Year Retention



Use Case #9



Restaurant YoY Retention

Drop a Segment Here (or any other component) Jan 1 2018 - Feb 28 2019

Cohort Table v x

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

INCLUSION CRITERIA

Visits >= < 1

And v

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Visits >= < 1

And v

Drop a Metric here

GRANULARITY

Month v

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Reset Build

Use Case #9



Restaurant YoY Retention

Drop a Segment Here (or any other component) Jan 1 2018 - Feb 28 2019

Cohort Table v x

Retention
Inclusion: Visits >= 1 Return: Visits >= 1

Cohort	Included	+1 Months	+2 Months	+3 Months	+4 Months	+5 Months	+6 Months	+7 Months	+8 Months	+9 Months	+10 Mon...	+11 Mont...	+12 Mon...
Jan 1 - Jan 31	204,040	63,329 31.0	56,113 27.5	45,276 22.2	37,210 18.2	32,077 15.7	28,454 13.9	24,431 12.0	23,752 11.6	28,743 14.1	19,531 9.6	18,248 8.9	16,170 7.9
Feb 1 - Feb 28	221,060	76,877 34.8	55,727 25.2	44,429 20.1	36,159 16.4	31,702 14.3	26,574 12.0	26,046 11.8	29,982 13.6	20,957 9.5	19,636 8.9	16,895 7.6	
Mar 1 - Mar 31	527,813	139,493 26.4	81,483 15.4	58,006 11.0	49,525 9.4	41,575 7.9	39,856 7.6	61,009 11.6	31,491 6.0	29,587 5.6	25,484 4.8		
Apr 1 - Apr 30	437,889	121,227 27.7	75,667 17.3	58,824 13.4	47,769 10.9	44,437 10.1	58,912 13.5	34,314 7.8	31,347 7.2	27,107 6.2			
May 1 - May 31	321,166	93,471 29.1	64,215 20.0	51,117 15.9	45,235 14.1	51,743 16.1	33,977 10.6	30,795 9.6	27,220 8.5				
Jun 1 - Jun 30	261,888	77,225 29.5	54,831 20.9	47,718 18.2	48,847 18.7	34,983 13.4	31,590 12.1	27,218 10.4					
Jul 1 - Jul 31	236,971	68,373 28.8	54,669 23.1	53,570 22.6	37,710 15.9	33,905 14.3	29,038 12.3						
Aug 1 - Aug 31	205,943	67,643 32.8	59,637 29.0	41,005 19.9	35,967 17.5	31,409 15.3							
Sep 1 - Sep 30	418,217	174,970 41.8	115,811 27.7	86,635 20.7	61,664 14.7								
Oct 1 - Oct 31	1,010,500	206,289 20.4	142,175 14.1	100,438 9.9									
Nov 1 - Nov 30	374,458	132,601 35.4	86,952 23.2										
Dec 1 - Dec 31	325,368	98,418 30.2											

Icons made by Freepik from www.flaticon.com



Use Case #9



Restaurant YoY Retention

	Visitors	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Jan-17	150,300	41.3%	33.8%	34.4%	33.5%	19.2%	16.0%	15.5%	13.0%	20.7%	17.7%	18.5%	18.2%
Feb-17	162,600	42.9%	42.8%	40.9%	20.9%	16.1%	15.7%	12.8%	23.0%	19.0%	18.9%	19.4%	20.3%
Mar-17	167,500	47.3%	42.7%	22.9%	17.8%	17.8%	14.1%	23.2%	19.7%	19.6%	19.8%	19.7%	18.3%
Apr-17	260,800	51.5%	21.8%	15.4%	14.9%	11.3%	22.0%	17.7%	17.7%	17.8%	18.8%	16.2%	21.4%
May-17	486,900	24.7%	15.8%	14.6%	9.8%	20.0%	15.6%	14.7%	15.5%	16.3%	14.3%	17.9%	19.3%
Jun-17	328,000	31.8%	25.0%	16.0%	20.4%	17.1%	16.6%	16.3%	15.6%	14.2%	15.5%	16.7%	11.3%
Jul-17	351,000	34.9%	19.3%	20.1%	17.1%	16.6%	16.1%	14.8%	13.5%	13.8%	14.8%	12.4%	11.1%
Aug-17	459,500	23.8%	21.8%	17.5%	16.5%	15.7%	14.4%	13.4%	13.4%	14.5%	11.8%	10.4%	10.4%
Sep-17	285,700	33.9%	25.0%	23.0%	21.3%	19.2%	17.6%	17.3%	18.1%	14.5%	12.9%	12.1%	10.0%
Oct-17	552,300	37.1%	29.3%	28.5%	27.5%	23.5%	25.8%	25.5%	12.9%	10.3%	10.2%	8.1%	13.1%
Nov-17	563,900	37.5%	32.4%	28.8%	24.8%	25.8%	24.9%	13.9%	11.3%	10.9%	8.5%	12.4%	9.7%
Dec-17	726,800	36.5%	29.1%	24.7%	24.3%	23.6%	13.9%	11.2%	10.8%	8.3%	11.3%	9.0%	9.2%
2017 AVG	374,608	36.9%	28.2%	23.9%	20.7%	18.8%	17.7%	16.4%	15.4%	15.0%	14.5%	14.4%	14.4%
Jan-18	853,400	39.7%	30.3%	28.6%	26.7%	15.0%	11.8%	11.4%	8.6%	12.2%	9.5%	9.0%	10.4%
Feb-18	944,100	36.7%	33.7%	31.5%	15.9%	11.9%	11.6%	8.6%	13.4%	9.9%	9.3%	10.7%	
Mar-18	927,000	39.7%	34.0%	18.0%	13.9%	13.4%	9.9%	14.0%	10.7%	10.1%	11.3%		
Apr-18	1,273,700	48.8%	19.0%	13.6%	13.2%	9.4%	15.9%	11.3%	10.4%	12.0%			
May-18	1,620,000	23.2%	14.5%	13.8%	9.3%	15.7%	10.8%	10.0%	11.5%				
Jun-18	1,019,800	29.6%	23.2%	14.8%	15.3%	11.8%	11.1%	12.0%					
Jul-18	818,900	35.8%	20.2%	17.9%	14.1%	13.4%	13.6%						
Aug-18	838,800	24.4%	21.0%	15.9%	14.7%	15.0%							
Sep-18	598,600	34.7%	25.6%	22.0%	20.5%								
Oct-18	1,071,700	33.4%	26.6%	25.8%									
Nov-18	826,900	35.3%	32.0%										
Dec-18	880,000	35.6%											
2018 AVG	972,742	34.7%	25.5%	20.2%	16.0%	13.2%	12.1%	11.2%	10.9%	11.1%	10.0%	9.9%	10.4%
2017	374,608	36.9%	28.2%	23.9%	20.7%	18.8%	17.7%	16.4%	15.4%	15.0%	14.5%	14.4%	14.4%
2018	972,742	34.7%	25.5%	20.2%	16.0%	13.2%	12.1%	11.2%	10.9%	11.1%	10.0%	9.9%	10.4%
YoY	↑ 160%	↓ -2.2%	↓ -2.8%	↓ -3.7%	↓ -4.8%	↓ -5.6%	↓ -5.6%	↓ -5.1%	↓ -4.5%	↓ -3.9%	↓ -4.5%	↓ -4.6%	↓ -4.0%



Use Case #10

Media Company



User Drop-Off



Use Case #10



Media User Drop-Off

Drop a Segment Here (or any other component) Jan 1 2019 - Feb 28 2019

Cohort Table v x

Inclusion Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

INCLUSION CRITERIA

Visits >= < 1

And v

Drop a Metric here

Return Criteria ?

SEGMENTS (OPTIONAL)

Drop a Segment here

RETURN CRITERIA

Media Starts >= < 1

And v

Drop a Metric here

GRANULARITY

Week v

TYPE

Retention ?

Churn ?

SETTINGS

Rolling Calculation ?

Advanced

Latency Table ?

Custom Dimension Cohort ?

Show v

Reset Build

Use Case #10



Media User Drop-Off

Drop a Segment Here (or any other component) Jan 1 2019 - Feb 28 2019

- Cohort Table

Retention: Dimension Column (Show), Rolling Cohort
 Inclusion: Visits >= 1 Return: Media Starts >= 1

Cohort	included (Dec...)	Jan 6 2019	Jan 13 2019	Jan 20 2019	Jan 27 2019	Feb 3 2019	Feb 10 2019	Feb 17 2019	Feb 24 2019
Unspecified	8,498,399	596,562 7.0%	243,293 2.9%	159,551 1.9%	121,568 1.4%	89,470 1.1%	70,670 0.8%	55,734 0.7%	37,774 0.4%
Video 202	7,742	5,326 68.8%	1,690 21.8%	991 12.8%	741 9.6%	553 7.1%	442 5.7%	367 4.7%	226 2.9%
Video 41	3,342	1,784 53.4%	1,284 38.4%	999 29.9%	824 24.7%	677 20.3%	583 17.4%	483 14.5%	368 11.0%
Video 176	6,182	2,709 43.8%	1,603 25.9%	1,106 17.9%	853 13.8%	452 7.3%	324 5.2%	234 3.8%	161 2.6%
Video 66	3,797	2,266 59.7%	1,733 45.6%	1,408 37.1%	1,220 32.1%	1,049 27.6%	938 24.7%	711 18.7%	531 14.0%
Video 39	2,383	1,192 50.0%	815 34.2%	633 26.6%	538 22.6%	468 19.6%	415 17.4%	358 15.0%	277 11.6%
Video 108	2,310	1,475 63.9%	968 41.9%	707 30.6%	584 25.3%	471 20.4%	399 17.3%	347 15.0%	233 10.1%
Video 113	2,058	1,286 62.5%	925 44.9%	763 37.1%	663 32.2%	570 27.7%	482 23.4%	431 20.9%	351 17.1%
Video 179	1,665	1,021 61.3%	747 44.9%	589 35.4%	513 30.8%	442 26.5%	386 23.2%	327 19.6%	241 14.5%
Video 145	1,851	1,133 61.2%	822 44.4%	640 34.6%	554 29.9%	464 25.1%	403 21.8%	333 18.0%	261 14.1%
Video 3	1,551	956 61.6%	627 40.4%	470 30.3%	396 25.5%	339 21.9%	281 18.1%	243 15.7%	137 8.8%
Video 89	1,914	1,102 57.6%	737 38.5%	552 28.8%	442 23.1%	372 19.4%	259 13.5%	209 10.9%	147 7.7%

Use Case #10



Media User Drop-Off

Drop a Segment Here (or any other component)

Jan 1 2019 - Feb 28 2019

• Cohort Table

Retention: Dimension Column (Show), Rolling Cohort

Inclusion: Visits >= 1 Return: Media Starts >= 1

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Use Case #10



Media User Drop-Off



Cohort Table

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Closing



Cohort Analysis

One Last Thing

Customer Journey

JOURNEY IQ

Journey IQ is a new set of [customer journey](#) measurement features that help you understand how customers move from unknown to known and from channel to channel, including online and offline channels.

Journey IQ includes existing capabilities such as [context-aware sessions](#), [fallout](#) and [flow analysis](#), and [enhanced cohorts](#).

[Cohort](#) should be the first step in your analysis of customer journeys.



Takeaways

1

Customer Retention

Customer Retention is critical to long-term success:

- Retaining customers is 7x cheaper than acquiring new ones
- A 5% increase in retention can lead to a 75% increase in profits

2

Cohort Analysis Overview

Cohort Analysis has great new features for analyzing your customer behavior:

- Complex Inclusion/Return Criteria
- Churn Analysis
- Rolling Calculation
- Latency Tables
- Custom Dimensions

3

Cohort Analysis Use Cases

Cohort Analysis provides support for great new use cases:

- App Version Adoption
- Campaign Stickiness
- Product Launch Tracking
- Loyal User Stickiness
- YoY Retention
- Feature Influence
- Time Between Events
- Customer Journey Analysis



Adobe