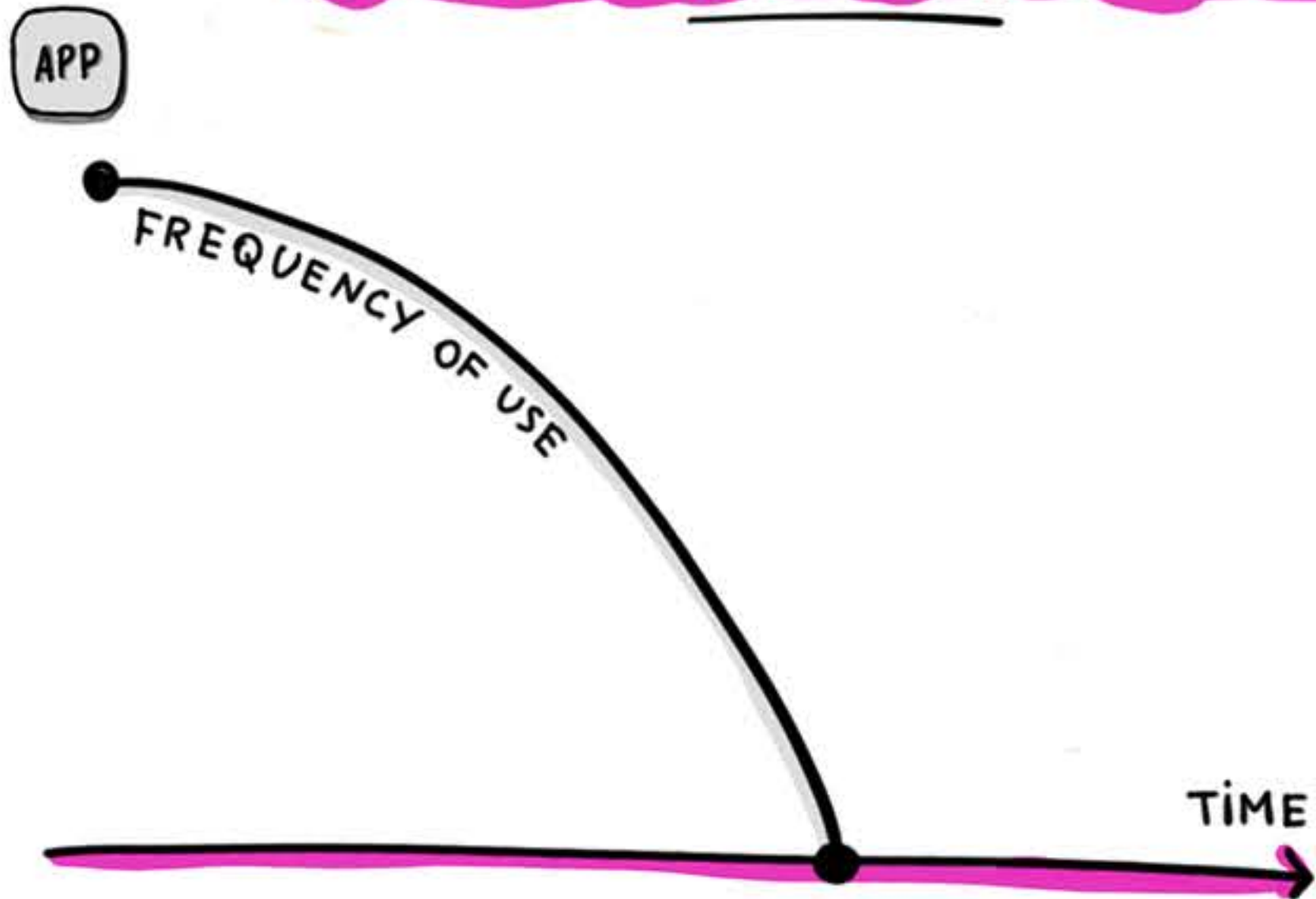
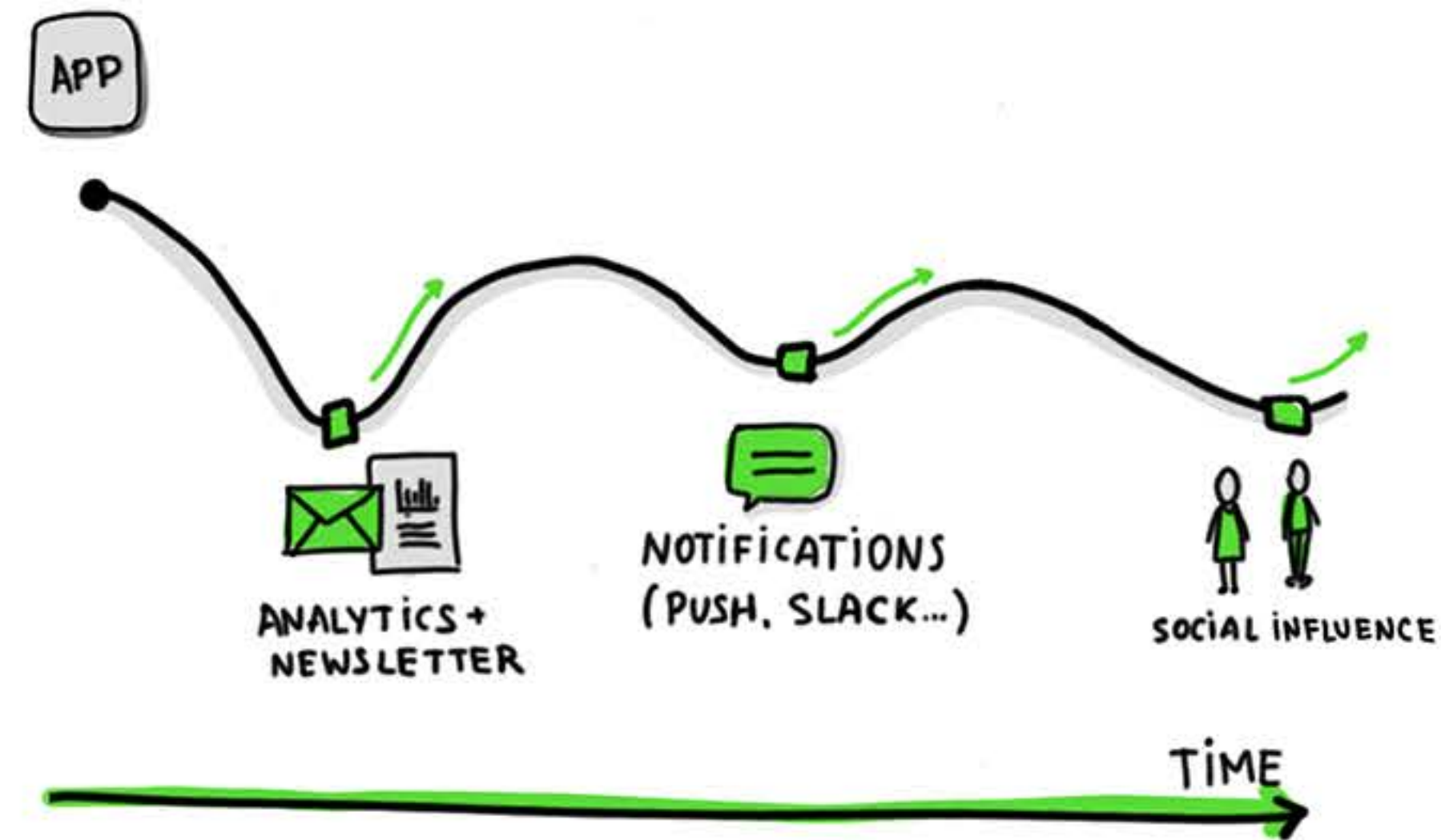


HOW PRODUCT LIFE CYCLE OFTEN LOOKS



PEOPLE GET EXCITED AT THE BEGINNING AND USE PRODUCT OFTEN. AFTER SOME TIME THEY FORGET ABOUT IT IF THEY DON'T GET ENOUGH VALUE.

HOW PRODUCT LIFE CYCLE SHOULD LOOK



WE SHOULD NOT JUST BUILD THE APP, BUT THE SYSTEM WHICH WILL USE DIFFERENT CHANNELS TO STAY CONNECTED WITH THE USERS AND HELP THEM IMPROVE.

HOW TO ACHIEVE THIS

DRIP EMAIL CAMPAIGN



- ENGAGE YOUR CUSTOMERS EARLY (RIGHT AFTER APP INSTALL)
- SEND USEFUL INFO

WEEKLY EMAILS WITH USER'S STAT.



- ANALYTICS & RECOMMENDATIONS

PERSONALIZED NOTIFICATIONS



- CONTEXTUAL, ON-TIME NOTIFICATIONS
- CHAT BOTS

SOCIAL PROOF & COMPETITION

- INVOLVING FRIENDS AND COLLEAGUES
- COMPARISON WITH OTHERS

