PROJECT: [FITNESS APP] RETENTION

Project Brief: The lens to use for this project is a Fitness App company that has been in business for about 6 years, engaged with us to turnaround and prevent churn, and was already taking a few actions to prevent churn prior to working with us. We've stripped down & anonymized the data based on our NDA, and some of the more detailed work (Ads) is based on their outsourcing part of the recommendations to us post analysis.

CHURN BEST PRACTICES SCORECARD

FRAMEWORK USED

Category

Best Practice

Example Insights & Action Items

MARKETING & AWARENESS

Accurate depiction of problems solved & perceived value
- Customers join [Fitness App] expecting personalized workout plans but don't get tailored recommendations
  - Action: Improve personalization & AI-driven suggestions

Advertised price delivers perceived value
- Competitors offer a free tier; this app doesn't
  - Action: Introduce a free trial or freemium model

Features and functionality work as described/solve problem accurately
- Customers feel the calorie tracker is inaccurate
  - Action: Improve accuracy and transparency of data sources

ONBOARDING

Clear and engaging onboarding process
- Only 15% of users set up their fitness goals
  - Action: Gamify goal setting & add progress tracking

Intent data collected to better inform ongoing support
- No dietary preference data collected
  - Action: Add survey in the first session to customize meal plans

In-app tutorials, guides, or walkthroughs
- Workouts are unclear for beginners
  - Action: Include "beginner mode" for exercises

Personalized setup assistance & communications
- Personal trainers not engaging enough
  - Action: Add AI-driven coaching suggestions

CUSTOMER SUCCESS & SUPPORT: PROACTIVE VS. REACTIVE

Clear and engaging onboarding process
- Users cancel after failed payments
  - Action: Add automatic retry & discount offers before cancellation

Fast response time to tickets/issues:
- No response to app store complaints
  - Action: Improve social media & app store support engagement

Usage/event-based check-ins implemented
- Lapsed users don't get reminders
  - Action: Push notifications for missed workouts

PRODUCT VALUE & ADOPTION

Users reach "aha moment" quickly
- Users quit before tracking their first workout
  - Action: Incentivize first workout with rewards

High feature adoption (customers using core features)
- Meal tracking used 3x more than workouts
  - Action: Shift focus toward a meal-tracking premium feature

Feedback loop with customers (product improvements based on feedback)
- User complaints on social media not tracked
  - Action: Monitor complaints & respond faster

ENGAGEMENT & RETENTION THROUGH VALUE

Regular communication (emails, in-app messages, webinars, etc.)
- No workout reminders
  - Action: Personalized push notifications

External-to-App value
- There are no ongoing engagement activities outside of app
  - Action: Social live streams with fitness affiliates

Feature requests built
- User-requested features often built but not communicated widely
  - Action: Implement Customer Requests Built communication strategy

CHURN PREVENTION & WIN-BACK

Churn risk signals identified & monitored
- Members stop using the app before canceling
  - Action: Offer incentives for continued engagement

Automated interventions for at-risk customers:
- No reminder before subscription auto-renewal
  - Action: Offer discounts if users hesitate to renew

Exit surveys & win-back campaigns
- No re-engagement campaigns
  - Action: Offer "Come Back for Free" week for lapsed users

CHURN ANALYSIS FINDINGS

Churn rate spikes after 60 days → Need long-term engagement incentives

Premium users who complete a fitness goal churn 30% less → Promote goal-setting early on

Users who cancel often cite lack of personalized plans → AI-driven personalization needs

ACTIONABLE CHURN REDUCTION PROJECTS

01

Improve Onboarding & Early Engagement

Project Example: AI-driven survey to create a personalized workout plan upon signup

02

Proactive Churn Risk Management System

Project Example: Send win-back emails to users who skipped workouts for 7+ days

03

Increase Feature Adoption & Stickiness

Project Example: Introduce a "Streak Rewards" system, incentivizing daily engagement

DATA TRACKING TEMPLATES

(Note: These were implemented in the Customer's system - pulled out the details here as an example of what was implemented)

CHURN RISK SCORE DASHBOARD

Identify at-risk customers before they churn by assigning a churn risk score based on usage, support activity, and financial data

Elements Tracked as a part of overall model:
- Customer Plan Type
- Last Login
- Feature Usage
- Support Tickets
- Subscription Status
- Churn Risk Score (1-10)
- Pre-Determined Action

How to Use (Simplified):

- Assign weights to each factor (e.g., no login in 30+ days = +3 risk points)
- Automate data entry via Zapier (CRM → Google Sheets → Slack alerts)
- Customers scoring 7+ trigger automated interventions

CHURN COHORT ANALYSIS

Analyze which customer groups churn the most based on signup month, industry, plan type, or feature adoption

Elements Tracked as a part of overall model:
- Signup Month (M3)
- Total Customers Active (M3)
- Total Customers Churned (M3)
- Churn Rate (M3)

How to Use (Simplified):

- Identify which cohorts have higher churn rates
- Compare feature adoption per cohort (e.g., do users who adopt "Feature X" churn less?)
- Tailor interventions earlier for at-risk cohorts

FEATURE ADOPTION ANALYSIS

Identify which features drive long-term retention to enable highlighting, guiding & support around these features

Elements Tracked as a part of overall model:
- Feature Name
- Users Who Adopted
- Users Who Churned
- Churn Rate

How to Use (Simplified):

- Prioritize onboarding & product UI/UX support around features with low churn rates
- Add tooltips, video tutorials, and in-app "nudges" to encourage high-retention feature adoption

CUSTOMER SEGMENTATION MODEL FOR [FITNESS APP]

This model groups users based on their engagement levels, allowing for personalized interventions to reduce churn and increase retention.

Elements part of this model:
- Segment Name
- Behavior & Usage Patterns
- Risk Level Intervention Strategy

- **Power Users:**
  - Logs in 5+ times per week, completes workouts, tracks progress consistently Low Loyalty rewards, referrals, exclusive content
- **Casual Users:**
  - Logs in 2-4 times per week, sometimes skips workouts Medium Engagement nudges, social community challenges
- **Inconsistent Users:**
  - Logs in 1-2 times per week, sporadic activity High Personalized coaching tips, accountability emails
- **At-Risk Users:**
  - No login for 10+ days, workout streak broken Critical Urgent "Come Back" campaign, discount offers, exit survey
- **Churned Users:**
  - Canceled subscription or inactive for 30+ days Lost Win-back campaigns, "What You Missed" email, retargeting ads

CUSTOMER JOURNEY MAPPING FOR [FITNESS APP]

(Note: Original document is several pages long & linked to other internal resources - redacted to just show framework as this is highly personalized per Customer/Business/Findings)

CUSTOMER JOURNEY MAPPING

	Marketing & Awareness	Onboarding	Customer Success & Support	Product Value & Adoption	Engagement & Retention Through Value	Churn Prevention & Winback
Relevant Data & Processes						
Actionable Churn Prevention						
Risk Factors & Insights						
Internal Owners						
Related Projects & Priorities						

AUTOMATED INTERVENTION WORKFLOWS

EARLY CHURN RISK ALERTS (SLACK + CRM + EMAIL)

Trigger:
- User hasn't logged in for 30+ days
- Support tickets unresolved for 7+ days

Automated Actions:

1. Slack Alert to Customer Success Team
- "🚨 [Customer Name] hasn't logged in for 30+ days. Reach out ASAP!"

2. Personalized Email to Customer
- "Hey [First Name], we noticed you haven't been using [Feature]. Need help?"

3. CRM Update (HubSpot, Salesforce, etc.)
- Mark churn risk score +3

4. If No Response in 3 Days → Human Outreach Required
- Customer.io, HubSpot, or ActiveCampaign (for email automation)

AT-RISK CUSTOMER DISCOUNT OFFER (STRIPE + EMAIL AUTOMATION)

Trigger:
• User starts cancellation process
• Customer has not used the software for 45+ days

Automated Actions:

1. Email Offer Sent (Dynamic Discount)
• "We'd hate to see you go! Here's 20% off for the next 3 months."

2. In-App Pop-up (if user is online)
• "Before you cancel, would 20% off help?"

3. If User Accepts → Auto-apply Discount in Stripe

4. If User Declines → Exit Survey Captured → Customer Success Team Notified

FEATURE ADOPTION PUSH (EMAIL + IN-APP GUIDANCE + SOCIAL STREAMS)

Trigger:
• User has low engagement with key feature after 14 days

Automated Actions:

1. Personalized Email Series
• Day 15: "Unlock the full power of [Feature]—here's a quick 2-minute guide."
• Day 20: Case study showcasing ROI of using [Feature].
• Day 25: Invite to a live webinar / office hours.

2. In-App Nudge (If User Logs In)
• Tooltips + demo walkthrough of the feature.

3. If No Engagement After 30 Days → Customer Success Team Outreach

FINAL TAKEAWAYS & NEXT STEPS

01

Track churn signals

Use the Churn Risk Score Dashboard to proactively identify high-risk users

02

Analyze churn drivers

Use cohort and feature adoption data to find patterns

03

Automate churn interventions

Set up Slack alerts, email nudges, and discount offers

04

Encourage high-retention behavior

Use in-app tooltips, social streams, and incentives to drive feature adoption

EMAIL SEQUENCES BY CUSTOMER SEGMENTS [FITNESS APP]

(Note: These email sequences were implemented to automate engagement, retention, and churn prevention based on user behavior in [Fitness App].)

AUTOMATED EMAIL SEQUENCES FOR REDUCING CHURN

New User Onboarding Sequence

Ensure new users engage early and experience the "aha moment" within the first week.

📥 Day 1 – Welcome & Quick Start Guide
Subject: Welcome to [Fitness App] – Let's Get Moving! 🏋️‍♀️
Body Redacted

📥 Day 3 – Social Proof & Encouragement
Subject: 80% of our users stick to their fitness goals. Here's how.
Body Redacted

📥 Day 7 – Overcoming Early Drop-off
Subject: You're 3x more likely to succeed with this one tip…
Body Refracted

CHURN RISK INTERVENTION SEQUENCE (FOR AT-RISK USERS)

Re-engage users who show low activity (e.g., no workouts in 10+ days).

📩 Trigger-Based: No Logins for 10+ Days
Subject: Where did you go? Let's get back on track!
Body Redacted

📩 Follow-Up (If No Engagement in 3 Days)
Subject: Restart your streak & get a special reward 🎁
Body Redacted

📩 Last Attempt (If Still No Engagement in 7 Days)
Subject: Your exclusive 30% discount inside… ⌛
Body Redacted

CHURNED USER WIN-BACK CAMPAIGN (FOR USERS WHO CANCELED OR STOPPED LOGGING IN FOR 30+ DAYS)

Bring back churned users with personalized offers and new feature highlights.

📩 Day 1 – "We Miss You" Email
Subject: It's been a while, [First Name] – Ready to get back in shape?
Body Redacted

📩 Day 5 – "What's New Since You Left" Email
Subject: Big changes at [Fitness App] – Come check them out! 🚀
Body Redacted

📩 Day 10 – Final Attempt with Stronger Incentive
Subject: One last chance: Your exclusive offer inside!
Body Redacted

NEXT STEPS FOR EMAIL SEQUENCES IMPLEMENTATION

Set up segmentation in CRM

Automate email sequences based on user behavior

Integrate with push notifications & SMS for urgent re-engagement

Analyze open rates & engagement data to refine messaging

RETARGETING AD CREATIVE & MESSAGING

(Note: Customer requested targeted ads across social media, Google, and email to re-engage users who canceled their subscription or stopped using the app.)

RETARGETING APPROACH BY SEGMENT, BEHAVIOR & CHURN PATTERNS IDENTIFIED

- Recently Churned Users (0-30 Days)   Canceled subscription or inactive for 30 days Discount offers, personalized outreach

- Long-Term Inactive Users (30-90 Days) Logged out, no workouts in 60+ days Showcase app improvements, social proof

- High-Engagement Former Users (90+ Days) Previously logged in frequently, then stopped   Nostalgia-driven messaging, gamification incentives

PLATFORMS

- Facebook & Instagram Ads (Meta)

- Google Display Ads & YouTube Pre-roll

- TikTok Ads

- Email Retargeting (via CRM)

AD SET #1 – DISCOUNT OFFER (FOR RECENTLY CHURNED USERS)

Audience: Users who canceled in the last 30 days
Offer time-sensitive discounts to encourage renewal

Ad Copy Theme:
- Wait! Before you go… Here's 50% off!
- This exclusive offer expires in 48 hours
- CTA: "Reactivate Now & Save 50%"

🆎 **Variation:**
- "90% of users who restart see results in 2 weeks!"
- "Your progress is waiting. Resume today and get a free coaching session!"

Ad Format:
✅ Static image of a personalized workout plan
✅ Video ad showing user progress tracking

AD SET #2 – WHAT'S NEW SINCE YOU LEFT (FOR LONG-TERM INACTIVE USERS)

Audience: Users inactive for 30-90 days
Highlight new features & improvements

Ad Copy Example:
- Big changes at [Fitness App]! You won't believe what's new…
- CTA: "Try for Free & Experience the Upgrade"

AB Variation:
- "Our most-requested feature is finally here! Come see what you've been missing."
- "We've made fitness even easier—join us again risk-free!"

Ad Format:
✅ Carousel ad showcasing new features
✅ Short-form video of app updates (TikTok, Reels, YouTube Shorts)

AD SET #3 – NOSTALGIA & GAMIFICATION (FOR HIGH-ENGAGEMENT FORMER USERS)

Audience: Users who were once highly engaged but stopped using the app (90+ days inactive)
Leverage emotional connection & progress streaks

Ad Copy Example:
- You were on a roll, [First Name]! Ready to continue your journey?
- CTA: "Resume Your Streak & Unlock Exclusive Rewards"

AB Variation:
- "Your 30-day streak was impressive! Come back and pick up where you left off."
- "We saved your stats – come back and finish your transformation!"

Ad Format:
✅ Personalized dynamic ads (showing their past progress)
✅ Leaderboard or gamification-themed creative

KEY METRICS TO TRACK

A/B TESTING IDEAS

- Click-through rate (CTR) on ads (Benchmark: 1.5%+)
- Conversion rate on landing page (Benchmark: 5-10%)
- Reactivation rate (Target: 10-20% of inactive users)
- Cost-per-acquisition (CPA) (Keep under LTV per user)

- Offer Size (25% vs. 50% off)
- Ad Format (Carousel vs. Video)
- Messaging Tone (Urgency vs. Motivation)

NEXT STEPS FOR AD SET IMPLEMENTATION

Build custom audiences in Facebook Ads Manager & Google Ads (import churned user emails)

Set up dynamic retargeting ads (Meta, Google, TikTok) pulling past user stats

A/B test offers & messaging (Gamification vs. Discounts)

Monitor engagement & adjust campaigns based on CTR & conversions

[FITNESS APP] WIN-BACK CAMPAIGN: LANDING PAGE TEMPLATES & AD DESIGN RECOMMENDATIONS

Landing Page: "Come Back & Save" (For Recently Churned Users)
Target: Users who canceled within the last 30 days
Focus: Limited-time discount to encourage re-subscription

Landing Page Structure:
- Header "🏋️‍♀️ We Miss You, [First Name]! Here's 50% Off to Get Back on Track!"
- Subheadline "For a limited time, reactivate your membership & get 50% off your next 3 months."
- Before/after transformation photos OR animated GIF of someone returning to the app
- CTA Button "💪 Claim My 50% Discount" (Leads to checkout)
- What's New Section - AI-powered personal coaching - 500+ new workouts - Smart habit tracking
- Testimonial Section "I almost quit, but the new personalized plans kept me going!" – [User Name]
- Urgency Block "Offer expires in 48 hours. Don't miss out!"
- Final CTA "Resume Your Fitness Journey" (Checkout link)

[FITNESS APP] WIN-BACK CAMPAIGN: LANDING PAGE TEMPLATES & AD DESIGN RECOMMENDATIONS

Landing Page: "What's New Since You Left" (For 30-90 Days Inactive Users)
Target: Users who left 1-3 months ago but were engaged before churn
Focus: Showcase new features, success stories, and FOMO

Landing Page Structure:
- Header "Big Changes at [Fitness App]! Come See What's New!"
- Subheadline "Since you left, we've added personalized coaching, AI meal tracking, & live workouts. Try them out for FREE!"
- Image: Screenshots of the new app UI or a video of new workouts in action
- CTA Button "👀 Explore the New Features" (Leads to free trial sign-up)
- Feature Highlights - AI-driven progress tracker - Live workout classes - New nutrition integration
- User Reviews Section - "This app is way better than before! The new AI coach is a game-changer." – [User Name]
- Comparison Table Before & After Features (e.g., "Then: 200 Workouts ➡ Now: 500+ Workouts")
- CTA at Bottom " Rejoin Now – First Week Free!"

[FITNESS APP] WIN-BACK CAMPAIGN: LANDING PAGE TEMPLATES & AD DESIGN RECOMMENDATIONS

Landing Page: "Restart Your Streak & Win Rewards" (For High-Engagement Former Users, 90+ Days Inactive)
Target: Users who used the app frequently but dropped off
Focus: Gamification & personalized progress incentives

Landing Page Structure:
- Header "[First Name], Your Streak Was Amazing! Ready to Pick It Up Again?"
- Subheadline "You completed 27 workouts last time! Hit 30 and unlock a special VIP reward."
- Hero Image Personalized progress card (dynamic image showing their last achievement)
- CTA Button "🔥 Restart My Streak" (Leads to log-in & start workout)
- Leaderboard/Gamification Section "Compete with your old stats and reach new personal records!"
- Testimonial Section - "Restarting my streak kept me accountable & motivated!" – [User Name]
- Reward Section Earn 1 month free premium if you complete 5 workouts in a row
- Final CTA "Get Back in the Game – Start Today!"

NEXT STEPS FOR LANDING PAGE & AD DESIGN IMPLEMENTATION

Create personalized landing pages for each win-back segment

Design ad creatives that match the landing page messaging

Use retargeting tools (Meta Ads, Google Ads, YouTube Ads) to serve ads to past users

Optimize based on conversion rates & A/B testing