



3 Hacks

to make your

**Lazy
Users**

reveal more

Part - I

TABLE OF CONTENTS

Introduction	01
What we learnt the hard way about lazy users.....	02
How to identify lazy users?	08
Hacks to make lazy users reveal more	12
Hack-1 Importance of nudging users at right time & place	13
1.1) Enrich user profiles by nudging users at the right place	14
1.2) Right way to get genuine ratings for your app	16
1.3) Solicit mandatory ratings without meddling the user experience	17
Hack-2 Use gamification to build buyer personas	18
Hack-3 Play on the fear of missing out	21
Conclusion	24

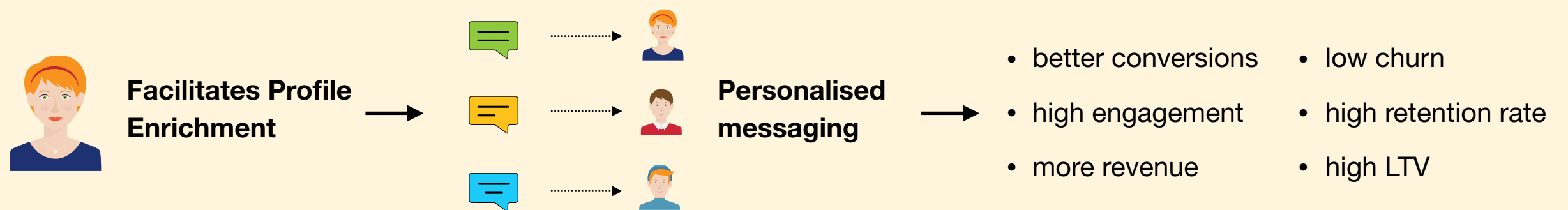
INTRODUCTION

46% of marketers consider customized messaging/personalized customer experience as their top most priority.* There's a set of users that keeps marketers from achieving this. These users have limited interaction with the product, spend bare minimum time, exit without transacting and don't share information about themselves. We call this bunch of users **Lazy Users**.

Lazy User



Active User



In this ebook, we have curated a list of hacks to help you transform the lazy users into active ones. Let us begin by telling you what we learnt about lazy users the hard way.

* Teradata

WHAT WE LEARNT THE HARD WAY ABOUT LAZY USERS



Lazy Users will eventually churn

LAZY USERS AND THEIR PROPENSITY TO CHURN

To understand the impact of usage on churn, we studied **WebEngage's** internal data, analyzing usage from our paying customers for past one year. Here's what we learned:

Lazy Users are ~2.5 times more likely to Churn than Active Users.



Lazy Users Churn Rate

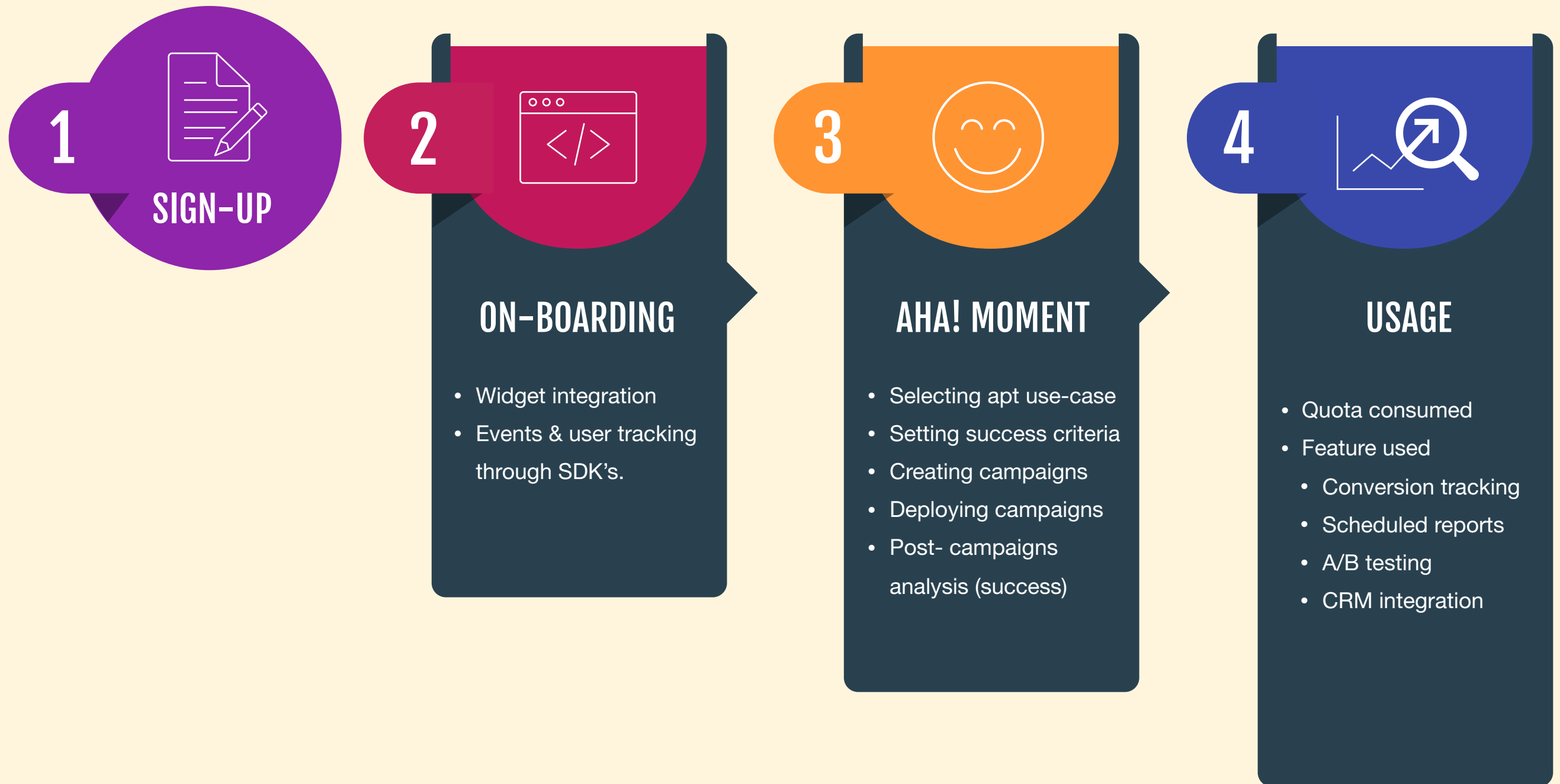


Active Users Churn Rate

The numbers substantiate a logical correlation; inactivity is an early sign of an impending churn. Let's progress further to see how we segmented lazy users across all the stages of a user's lifecycle in WebEngage.

DEPICTING STAGES OF USER'S LIFECYCLE

A GLIMPSE FROM WEBENGAGE



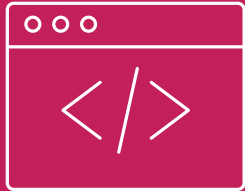
SLUGGISH APPROACH OF LAZY USERS DURING ONBOARDING

1 SIGN-UP

2 ON-BOARDING

3 AHA! MOMENT

4 USAGE



Identifying users who took more than 2 days to complete email verification.

Segment for Lazy Users

User who satisfy this criteria

Event ▼

Email verification ▼

greater than ▼

2

Days ▼

from

Signup date ▼

OR

User who satisfy this criteria

Event ▼

Widget integration ▼

greater than ▼

7

Days ▼

from

Signup complete ▼

INSUFFICIENT USE KEEPS LAZY USERS FROM REALIZING THE AHA MOMENT

1 SIGN-UP

2 ON-BOARDING

3 AHA! MOMENT

4 USAGE



Identifying users with account usage less than 1% of monthly quota within 14 days of signup.

Segment for Lazy Users

User who satisfy this criteria

Attribute ▼ Monthly usage quota (%) ▼ is less than ▼ 1%

AND

OR

Signup complete ▼ is before ▼ last 14 Days ▼

OR

User who satisfy this criteria

Attribute ▼ Product feature usage ▼ is less than ▼ 20%

AND

OR

Signup complete ▼ is before ▼ last 14 Days ▼

LAZY USERS BARELY UTILIZE THEIR AVAILABLE QUOTA OR FEATURES

1 SIGN-UP

2 ON-BOARDING

3 AHA! MOMENT

4 USAGE



Segment for Lazy Users

User who satisfy this criteria

Attribute ▼ Account quota usage ▼ is less than ▼ 2% of Monthly usage quota ▼

AND

OR

Signup date ▼ is greater than ▼ last 30 Days ▼

OR

User who satisfy this criteria

Attribute ▼ Scheduled report ▼ is equal to ▼ 0

AND




OR




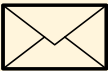

Signup date ▼ is greater than ▼ last 30 Days ▼

Identifying users with Account Quota Usage less than 2% of monthly usage quota after 30 days of signup.

**LET'S LOOK AT THE METRICS
YOU SHOULD LOOK INTO TO
IDENTIFY LAZY USERS FOR
YOUR BUSINESS**

HOW TO IDENTIFY LAZY USERS?

Metric	Active User	Lazy User
User Profile		
 Profile updated (% of profile fields filled)	~100%	~50%-60%
Product Usage		
 No. of pages viewed (website)	High (greater than average page views per session)	Low
 Feedback <ul style="list-style-type: none">- Ratings (for purchase, ride, etc.)- Reviews (app store)	High	Low



Metric		Active User	Lazy User
 <div> App Usage: <ul style="list-style-type: none"> - No. of screens viewed / session - Time spent per screen - Time in App </div>		High	Low
 <div> Interaction <ul style="list-style-type: none"> - Push Message opens - CTA Click Rates </div>		High	Low
 <div> Retention Rate </div>		High	Low
Responsiveness to marketing campaigns			
 <div> Subscribed to Newsletter </div>		Yes	No
 <div> Newsletter Email Open Rate </div>		High	Low

Metric

Active User

Lazy User

 Content consumed (pdf downloads, video played, articles read)	High	Low
 Referrals	Spreads Positive Word of Mouth	Unenthusiastic towards spreading WOM
 Social Media - Likes/shares/comments - Retweets	Active Follower	Passive Follower

Classification based on RFM model		
 Recency of usage (last login date, last purchase date)	Recent	Old
 Frequency of usage (count of active sessions)	High	Low
 Monetary value (average revenue per user)	High	Low

**Q. HOW TO MAKE LAZY
USERS REVEAL MORE?**

A. IF YOU WANT TO KNOW, ASK!

IMPORTANCE OF NUDGING USERS AT RIGHT TIME & PLACE

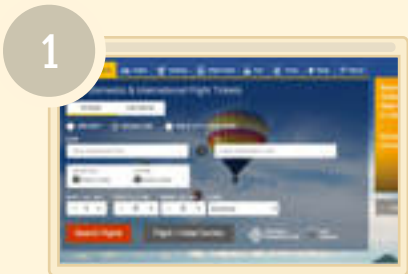
Choosing a right place (read: webpage) to pop the question or show an offer is like choosing a right spot in a store. It has to grab customer's attention as well as intrigue them.

Similarly, quizzing site visitors at the appropriate time in user journey is important to get relevant and more responses.

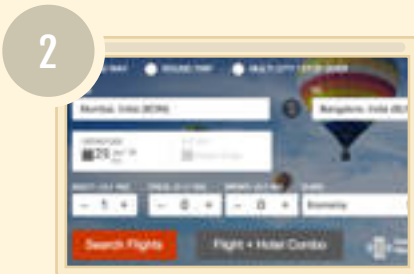


ENRICH USER PROFILES BY NUDGING USERS AT THE RIGHT PLACE

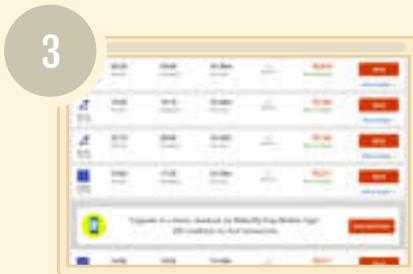
Take for example an online travel agency (OTA) website looking to segment its users based on their purpose of travel.



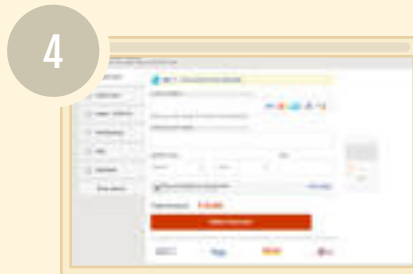
User lands on site



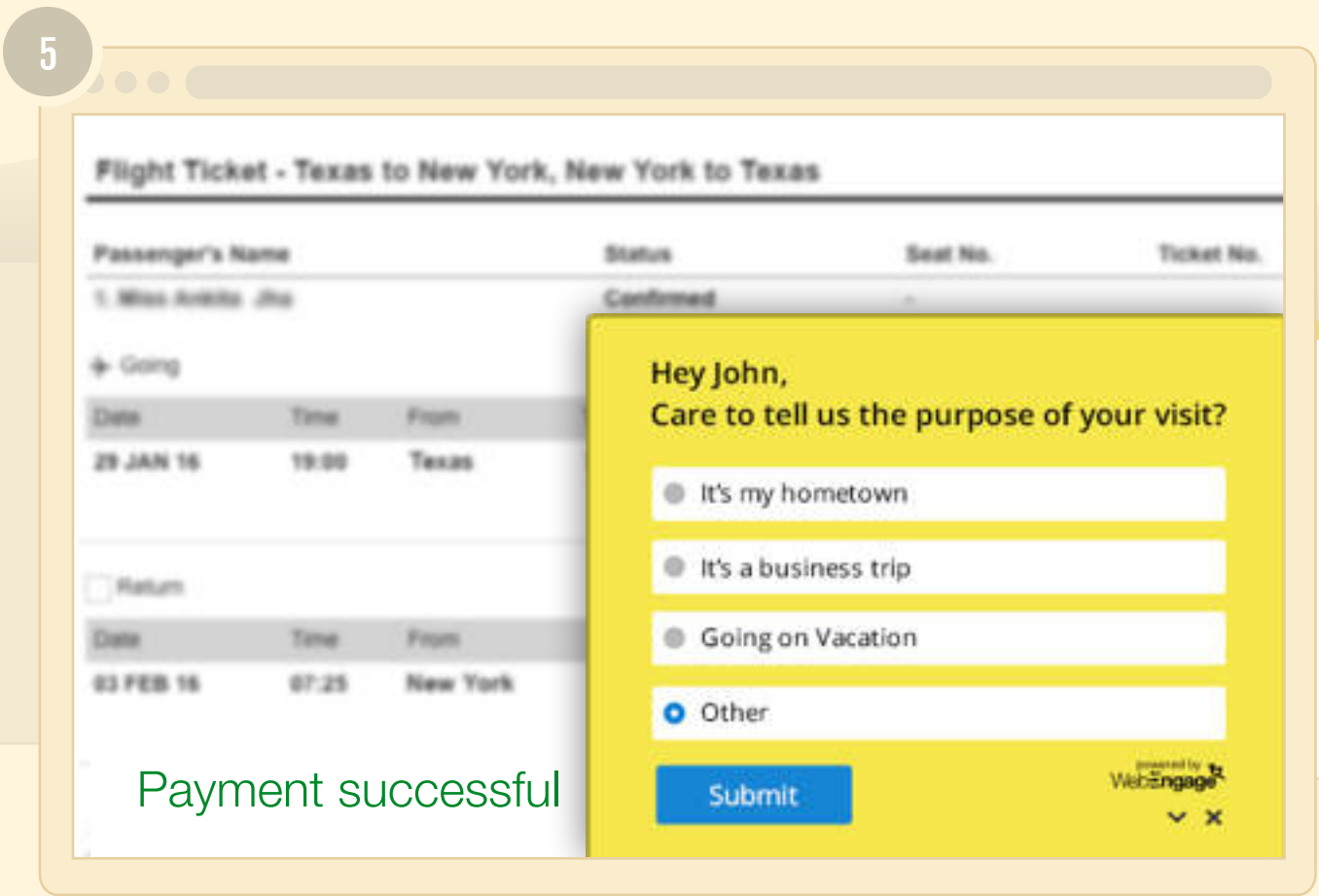
User fills travel details



Search results enlist various flights, user picks one



User makes payment



Payment successful, booked ticket Screen

Key Metrics to target right segment of users:

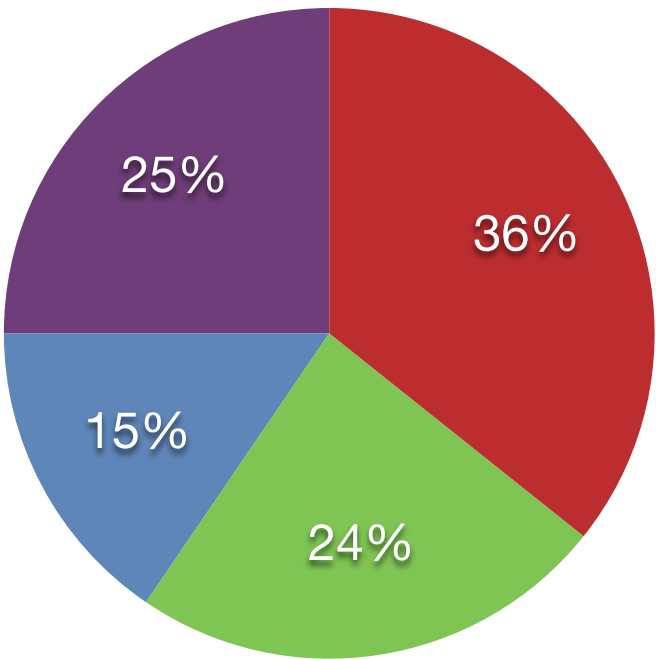
- Monetary value (ARPU)
- Recency of usage:
 - last login date
 - last ticket booked date
- Frequency of usage

Ask Questions like:

- Care to tell us the purpose of your visit?
- How often do you travel here?
- Do you want to book a hotel for this travel?

Survey Insight

● Hometown ● Business ● Vacation ● Others

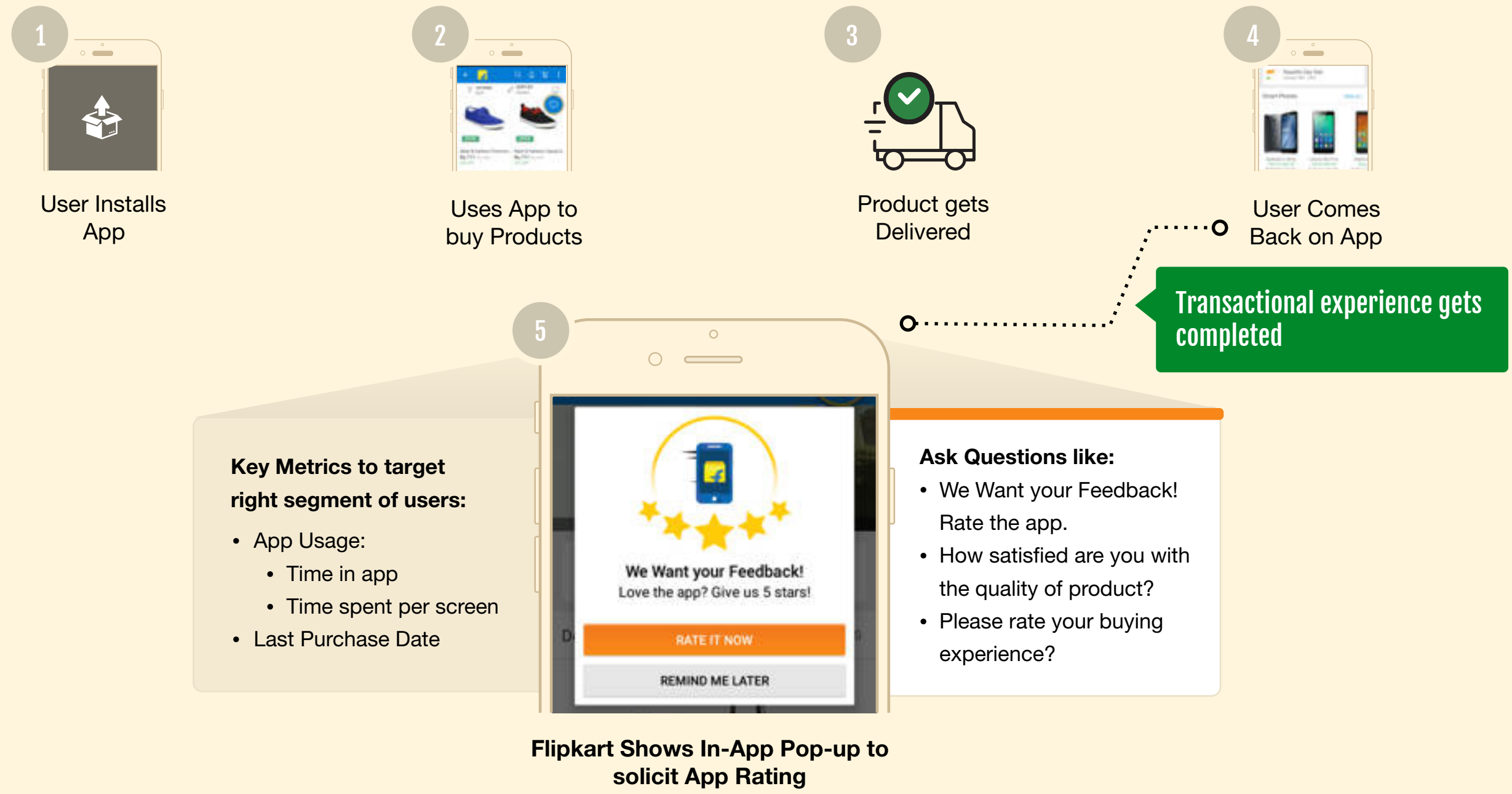


Name	Hometown	Business	Vacation	Others
John	New York	—	—	—
Alice	—	Los Angeles	—	—
Arnold	—	—	Vegas	—

RIGHT WAY TO GET GENUINE RATINGS FOR YOUR APP

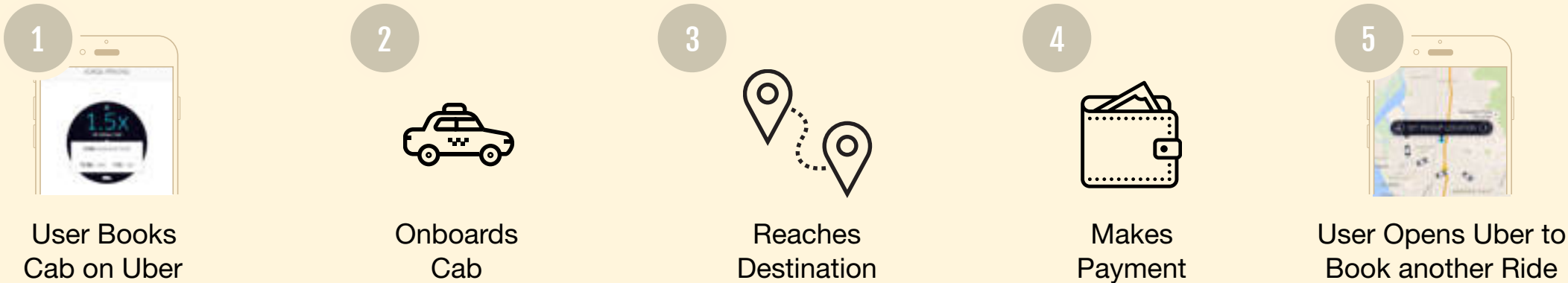
Soliciting ratings from users at the right time is instrumental in generating genuine and relevant ratings.

Flipkart solicits App ratings after a **successful transactional experience**. By doing this, it is not only enticing most likely a positive response but also a more accurate one.



SOLICIT MANDATORY RATINGS WITHOUT MEDDLING THE USER EXPERIENCE

Uber uses a mandatory rating system, and solicits ratings in the most convenient way possible. Instead of immediately prompting users for ratings after the ride, Uber asks for ratings when the user comes back to the app to book next ride.



Key Metrics to target right segment of users:

App Usage:

- Time spent on app

Interaction:

- Push message opens
- CTA click rates

The screenshot shows the Uber rating interface. Red boxes highlight the following elements: the 'Leave a comment' text field, the five-star rating system, the 'NEED HELP?' link, and the 'SUBMIT' button at the bottom.

Ask Questions like:

- Rate your last ride!
- How frequently do you book cab rides?
- Tell us how we can improve your ride experience?

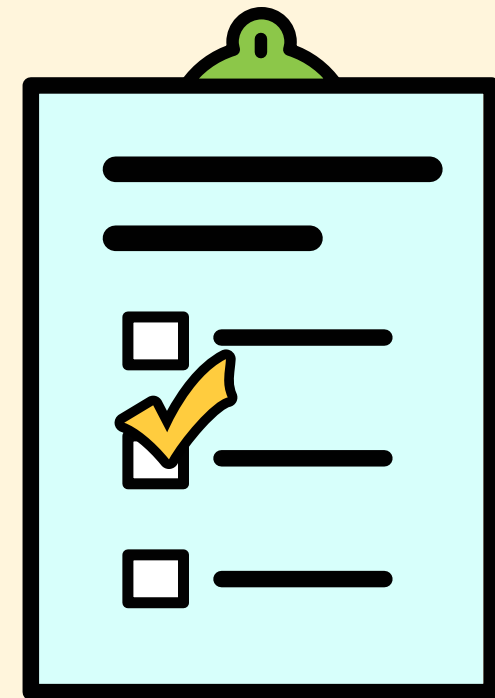
Uber Solicits Rating for Last Ride

USE GAMIFICATION TO BUILD BUYER PERSONAS*

Hack-2

Lazy users are usually disinclined to make an effort to share information about themselves.

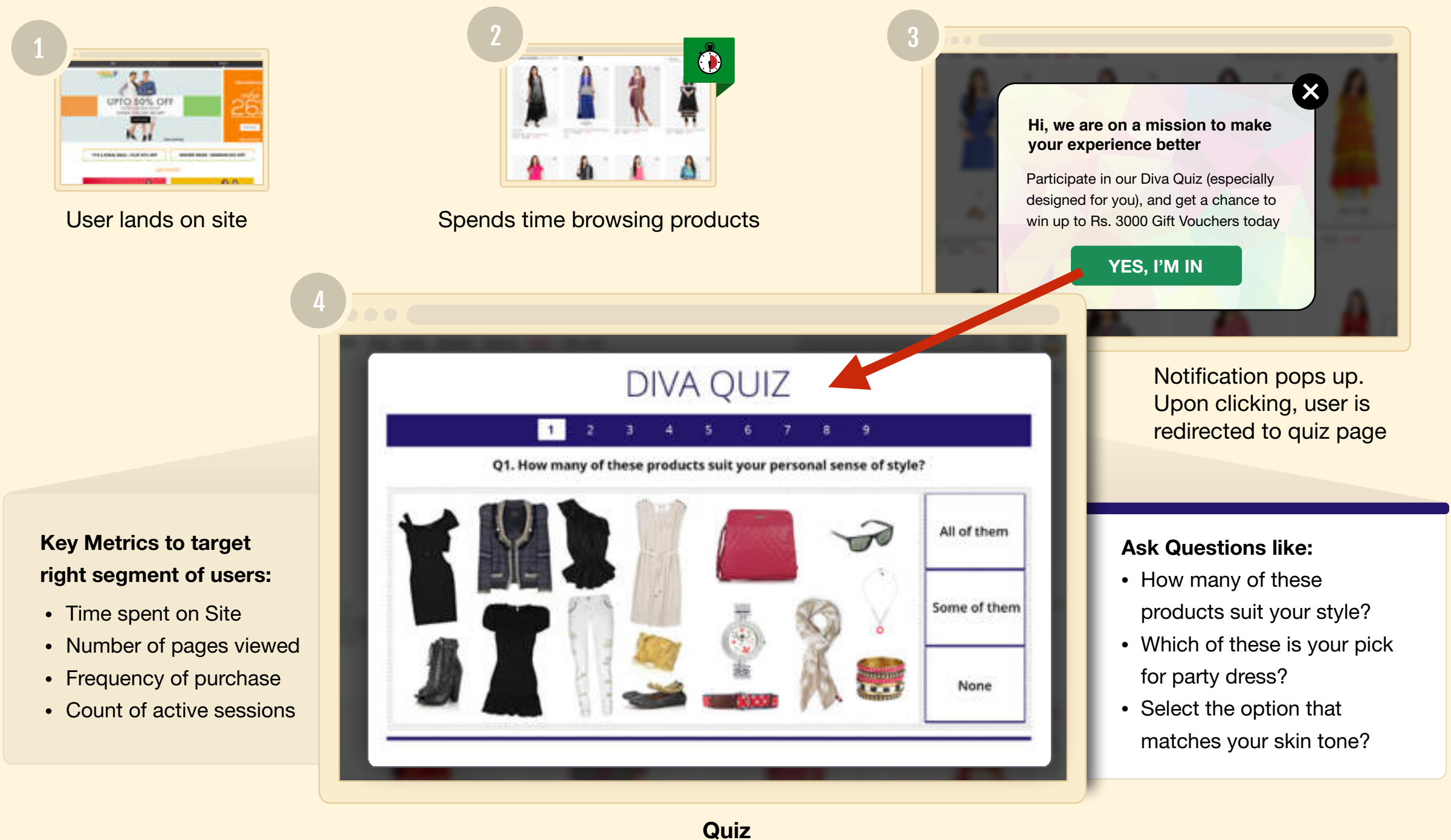
Use **Gamification** to make the process of sharing information less strenuous and more enjoyable. Move to the next page to learn how a fashion retailer built buyer personas using Gamification.



***Personas** are fictional characters created to represent the different user types that might use a site, brand, or product in a similar way. Marketers build Buyer Personas based on market research and real data of existing customers to understand customers better.

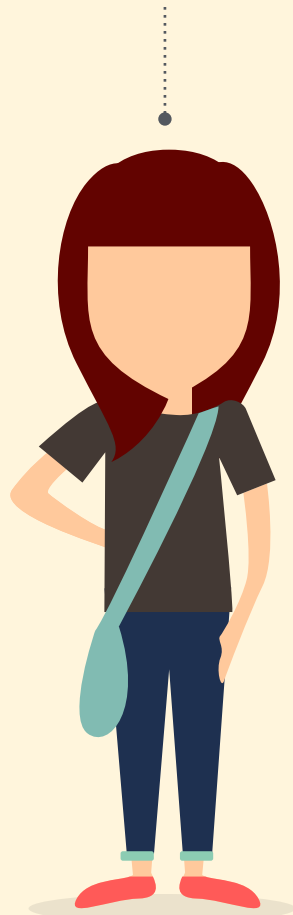
USE GAMIFICATION TO BUILD BUYER PERSONAS

Consider an online Fashion Retailer deploying interactive quiz to build **buyer personas***. User lands and spends some time on site; a notification shows up incentivising the user to take a quiz.



*Personas are fictional characters created to represent the different user types that might use a site, brand, or product in a similar way.

- Casual clothes
- Price conscious
- Frugal buyer
- Value for money products



ALICE

- Formal clothes
- Brand conscious
- Impulse buyer
- High end products



LESLIE

- Ethnic clothes
- Design/ fashion conscious
- Planned purchaser
- Value shopper



ANUSHKA

TAKE ACTIONS BASED ON BUYER PERSONAS

- Discounted products
- Offers
- Deal of the day

- Checkout offers
- Up-sell
- Cross-sell

- Show discounted items
- Update on fresh arrivals

PLAY ON THE FEAR OF MISSING OUT

To make lazy users take desired actions on the site, you need to push them into taking actions.

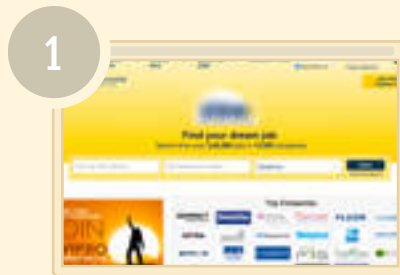
Use **Fear of Missing Out** psychology trait to tell users that they will potentially lose out on services that others using the business are availing.



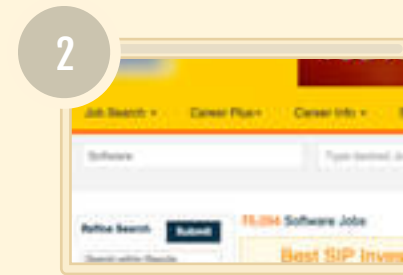
Fear of missing out or FoMO is "a pervasive apprehension that others might be having rewarding experiences from which one is absent".

PLAY ON THE FEAR OF MISSING OUT

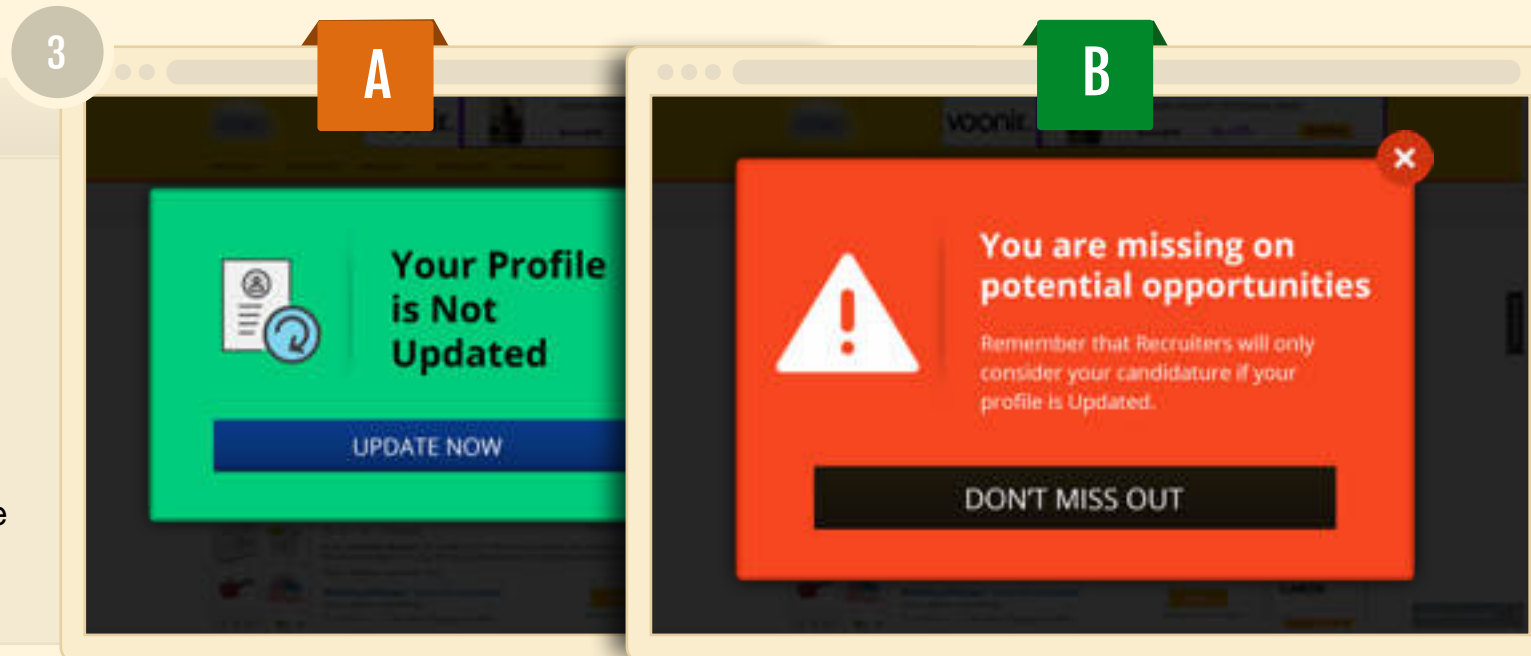
To make users take desired actions on the site, you need to push them into taking actions. You could either ask them blandly (Version A) or tell them they will potentially miss on a lot of things if they do not act (Version B). The latter one is playing on the Fear of Missing Out.



User returns to job portal (after a long time)



Uses search bar



Notification Pops up (Version A & Version B)

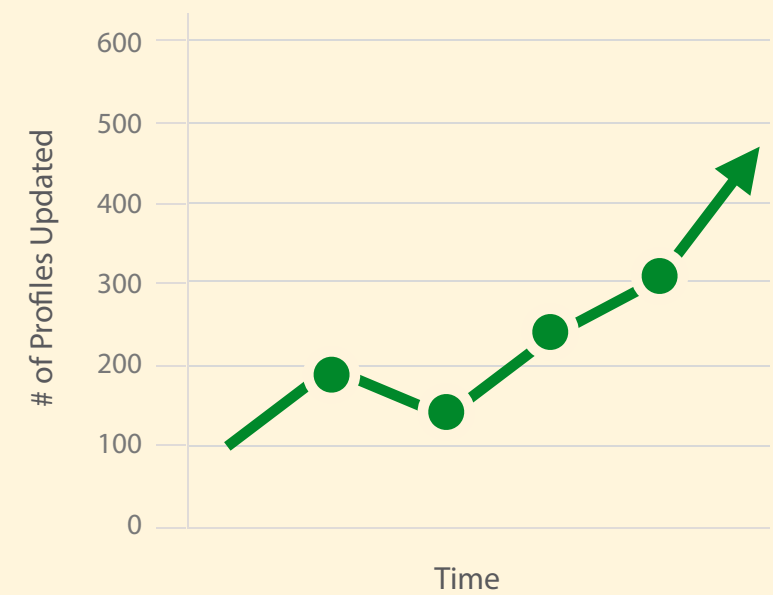
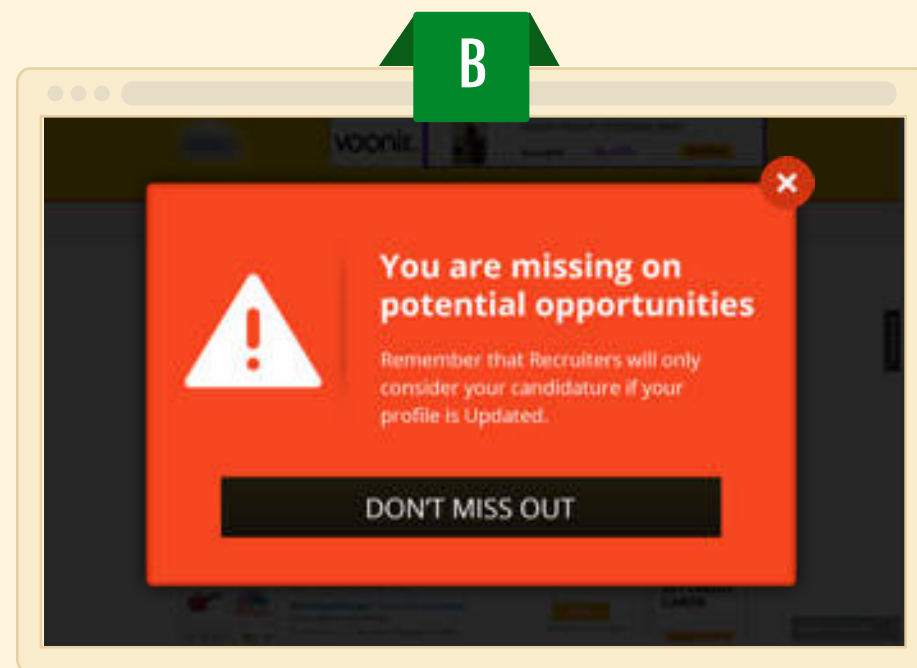
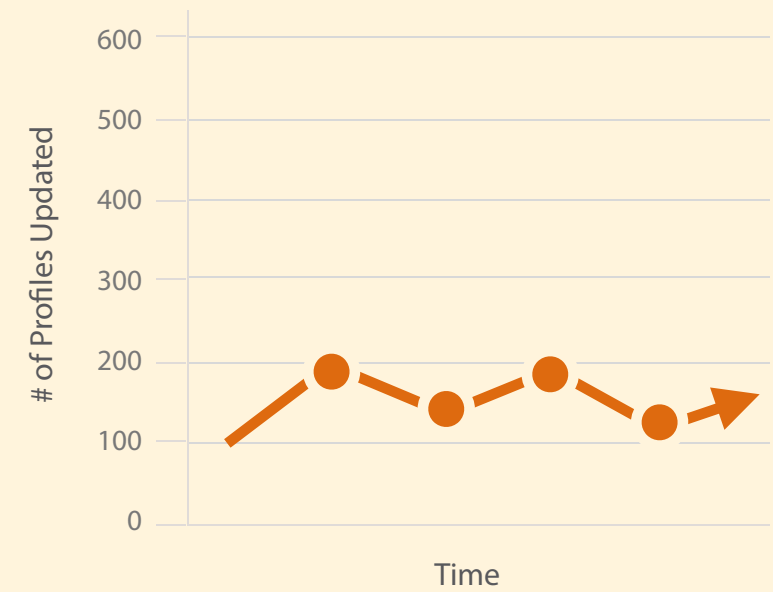
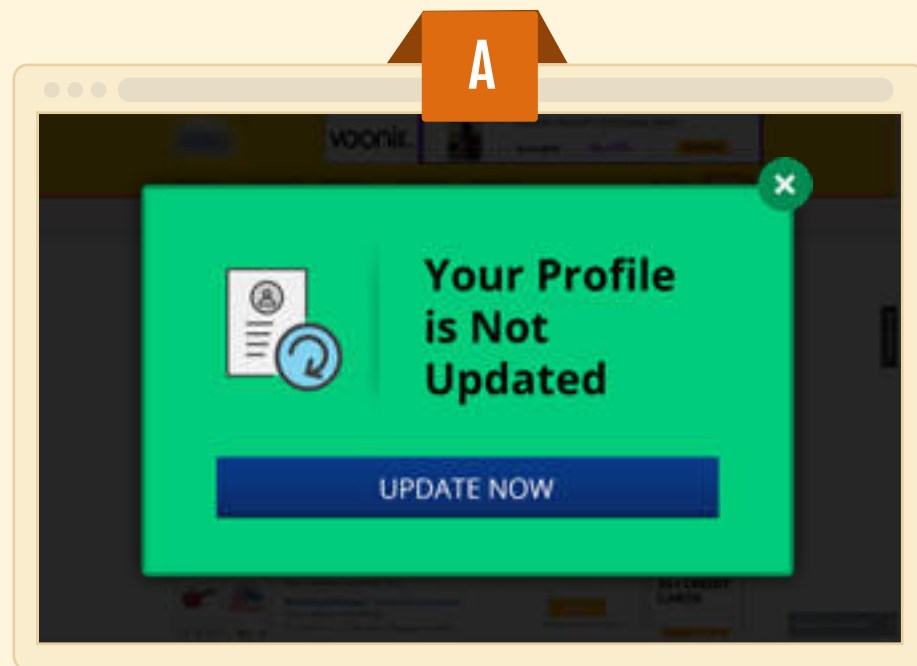
Key Metrics to target right segment of users:

- % of profile fields updated
- Last login date
- Newsletter email open
- Frequency of usage (active session count)

Ask Questions like:

- You're missing potential Job opportunities.
- Are you actively looking to switch job?

or FoMO is "a pervasive apprehension that others might be having rewarding experiences from which one is absent"



CONCLUSION

We started this ebook with a simple aim of understanding the impact of usage on churn. Slicing our internal usage data brought forth a pattern and further analysis established that **Lazy Users are 2.5 times more likely to churn than active users.**

We delved deeper into identifying these lazy users and chalked out a list of hacks to get the lazy bunch of users to be active. The fundamental aspects that these hacks focus on is staying relevant to users by nudging them at the **right time, place**, asking questions using the Psychology of **Fear of Missing Out** and using **Gamification**.

On the core, **continuous, opportune communication** is the key to knowing more about users. It enables you to have contextual and proactive interaction with users and opens new avenues to serve them better with personalised offers keeping them engaged.

Hope you have a good time knowing more about your users.

While you are at it, we will come up with the second part in this series. It will focus on multi-channel, cross-device engagement influencing users across touch-points throughout their journey.

Thousands of online businesses use WebEngage everyday
to improve their user engagement and retention

 Talk to us today →

