

## Acquire users

### Examples

Advertising  
 Popup ads inside product  
 Review sites  
 Get featured  
 Use a Publisher  
 Exhibitions

### AIDA

Awareness  
 Interest  
 Desire  
 Action

## User acquisition costs (UAC)

Advertising costs + development costs + server costs etc.

## Lifetime value (LTV)

Total amount of money through entire relationship with customer.

Compare against UAC

## Retain users

### Examples

- Reward every user action
- Giveaways given in doses, this keeps users coming back.
- Additional content / DLC

## Lifetime network value (LTNV)

LTV multiplied with the number of friends he or she will recruit.

$(LTNV - UAC) * \text{number of users} = \text{Total profit}$

## Regain users

Acquiring new users can be very expensive.

It's often worth your time and money to try different ways to get back users that have stopped using your product.

In which ways will you try to get them back?

## Active users

Daily active users (DAU)  
 Monthly active users (MAU)

## Addictiveness

Calculate DAU / MAU

If the result value is low, you might consider not spending more money on advertising, because your users might not come back anyway.