Retention is about keeping people around.

- What Is Retention?

    - It keeps people around, one session at a time.

    - It increases your lifetime value.

    - It is measurable.

    - It operates via engagement loops, which are the experiences that your user has within your app.

- Why Is It Important?

    - It fosters user acquisition.

    - It frees you to focus on the app, updates, and product.

    - It improves data.

    - It increases revenue.

- How Can You Improve?

    - Engagement loops

    - Analytics and funnels

    - Feedback loops

    - Internal marketing

- Take Action

    - Prep Work and Education: Spend an afternoon researching retention. Review the different analytics platforms.

    - The Long Tail: Start with a front end tunnel and follow with a long tail. Find your problems, make your improvement tweaks, then hunt for the whale.

- Create Funnel Paths: Review Google Analytics' funnel visualization.

- Always Be Testing (ABT):   There are no benchmarks. Simply keep testing, improving, and challenging yourself.

Half the work of retention is done before the app is downloaded. If you create an app with a terrific icon screenshot, great name, really good keywords, and exacting description, they will do for your retention as much as the app itself. Also, remember that users will have certain expectations of the app based on its presentation in the app store.