

# Release Note - Retention Page

07 November 2022

## What is new

Now you can check if the users continue utilizing the application and if they keep coming back.

Retention metric tracks how likely your users are to return to your application with metrics like stickiness, retention rate, or percentage of high-frequency users.

## How to find it

Sign into Portal > Analyze > Heart Analytics > Retention

The screenshot displays the Userlane Retention page for a Demo Application. The page features a navigation bar with 'MANAGE', 'ANNOUNCE', 'ANALYZE', 'CUSTOMIZE', and 'SEGMENT' tabs. The 'ANALYZE' tab is active, and the 'Retention' sub-tab is selected. The main content area is titled 'Retention for Demo Application' and includes a date range selector for 'Jul 1 - Dec 31, 2021' and an 'ADD FILTER' button. A 'HELP DOC' link is also present.

**Your retention is good**  
40% of all your users are returning at least once a month.

Metric	Value
All users	2,500
Returning users	1,500
Retention rate	68%

**Retention insights**  
This letter explains if your users are coming back if your app has high or low frequency users. Users returning on their own is usually a good indicator that they find value in the application. We use the ratio of weekly to monthly users (stickiness) to calculate the main "R" score.

**How often do they return?**

Frequency	Count	Percentage
all returning users	1,500	60%
at least once a month	1,000	40%
at least once a week	750	30%
at least once a day	250	10%
multiple times a day	100	4%

**Stickiness over time**  
On average 75% of your monthly users come back every week.

Month	Stickiness (%)
JUL	50%
AUG	75%
SEP	30%
OCT	75%
NOV	60%
DEC	60%

**i** For getting access to the Retention page under your Analyze tab, please contact your customer success manager.