

Monthly Active User (MAU) Optimization Checklist

Phase 1: Metric Accuracy & Benchmarking

- Establish a "Value-Action" hierarchy by listing every feature and ranking them by how much they contribute to user success; select the top one as your official MAU trigger.
- Integrate a product analytics tool like Amplitude or Mixpanel to track specific events rather than just page views or sessions.
- Calculate your current "Stickiness" ratio using the formula $\$DAU / MAU\$$ to understand if your product is a daily necessity or a periodic tool.
- Segment your baseline data by user persona to see if specific roles (e.g., Admins vs. Viewers) have naturally different activity levels.
- Identify your "Retention Correlates" by looking at what your most successful users did in their first 48 hours and setting that as the target for all new sign-ups.

Phase 2: Onboarding & Time-to-Value (TTV)

- Design a "Zero-State" UI for new accounts so that empty dashboards are replaced with clear templates or "Get Started" prompts.
- Shorten the registration funnel by removing all non-essential fields (like phone numbers or company size) until after the user has seen the product.
- Implement a "Choose Your Own Adventure" welcome screen that asks for the user's immediate goal and filters the interface to match that intent.
- Add a persistent "Getting Started" checklist to the sidebar that stays until 100% completion, utilizing progress bars to trigger the psychological need for closure.
- Deploy "Hotspots" for feature discovery—small, non-intrusive pulsing icons—on advanced tools that users typically miss during their first session.

Phase 3: Financial Health & Friction Removal

- Enable local payment methods for your top 5 international markets (e.g., iDEAL for the Netherlands or Pix for Brazil) to stop checkout abandonment.
- Configure "Smart Dunning" logic that uses multiple retry attempts over a 21-day period to recover payments from expired or over-limit cards.
- Implement "Local Acquiring" for cross-border transactions to increase authorization rates by up to 15% by making the payment appear domestic to the user's bank.
- Create an "Update Billing" nudge that appears inside the app 30 days before a credit card is set to expire, preventing a lapse in "active" status.

Phase 4: Retention & Re-Engagement

- Set up "Inactivity Triggers" at the 3, 7, and 14-day marks to send automated, value-driven emails that bring dormant users back.
- Personalize re-engagement emails with "What you missed" summaries, showing specific team activity or new data generated while the user was away.
- Build a "Cancellation Flow" with alternatives like a 1-3 month "Pause" option or a discounted "Lite" plan to keep the user's data and account active.
- Launch a "Feature Announcement" modal for every major update, including a one-click "Try it now" button that takes the user directly to the new tool.
- Automate a "Success Celebration" notification when a user reaches a milestone (e.g., "You've sent your 50th invoice!") to reinforce the value of being an active user.

Phase 5: Advanced Optimization

- Conduct weekly A/B tests on your "Aha! Moment" path to see if moving a specific feature earlier in the onboarding increases the 30-day retention rate.
- Monitor your "Time-to-First-Value" (TTFV) and set a goal to reduce it by 10% every quarter through UI/UX refinements.
- Audit your mobile vs. desktop engagement to ensure that users who need to perform quick actions can do so via a mobile-responsive interface or app.
- Review support tickets for "I can't find X" complaints and turn those missing features into prominent, guided walkthroughs.