Monthly active users

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Monthly active users

Whether you're looking for VC investments or you're pointing out the health status of your start-up or app, there are some numbers you should keep an eye on. Monthly active users (MAU) is one of the numbers that can provide more information about the general health status of your company. In this post, we will see why active users are important, what is MAU, how it can be calculated and why it is a useful metric. Why are active users important? From a business perspective, it is important to know that your app is actually used and is useful for your customers. Active users indicate that people are interacting with your service or product. A healthy number of active users is therefore a sign that you are doing the right things for your users. Determining the number of active users over time helps assess the effectiveness of marketing campaigns and customer experience. It is also important in calculating other key metrics. For example, you can't calculate the customer's life value without knowing retention rates, and customer retention rates are based on data indicating whether users are active over time. In short, the number of active users provides an indication of the general health status of the enterprise and serves as a basis for calculating other more informative metrics. What is MAU? Monthly active users (MAU) are the number of unique users who have made some actions in an app in the last month (30 days). We enter deeper into this definition and observe the three components that determine the MAU. Users: In the MAU calculation, each user who does an action in the app during a 30-day period is counted once, regardless of how many times he has logged in and performed various actions. Action: What actions qualify a user like MAU? Is it a perform a particular action as I like a Facebook post or login/open the application? In most cases, you are opening an app, which allows easier comparison with other applications and companies. Deadline: The last month or 30 days before the date for which MAU is calculated. In other words, MAU can also be defined as the number of unique users who open the app within a period of 30 days before the date for which MAU is calculating. How to calculate MAU Unlike other metrics, MAU provides an indication of the performance of an application over time, with performance based on the ability to attract and retain users. For example, looking at the month after month downloads as in the chart below could make you believe that a user base of the products is growing. However, looking at the graph for active users monthly a different picture emerges. The number of active users is considerably lower than the number of downloads, and the app seems to lose active users inLet's say you were trying to monetize the app with advertising. The number of active users monthly indicates the total number of users that may be monetized. Why is Mau a useful metric? It is important for to know their relevant metrics and KPIs, so monitoring figures like the ones below are important: For VCs looking to invest, knowing that the DAU/MAU ratio is important. Why? Because they are looking for indicators of stickyness (as many users are repeaters of the product) and signs of growth. Paul Graham, co-founder of Y Combinator and VC, says: If there's one number every founder should always know, it's the company's growth rate. This is the size of a start-up. If you don't know that number, you don't even know if you're doing right The best way to measure growth rate is income. The next best, for startups that aren't initially charged, is active users. This is a reasonable proxy for revenue growth because whenever the startup starts trying to make money, their revenue will likely be a constant multiple of active users. To measure product adherence, the Daily Active Users / Monthly Active Users (DAU/MAU) ratio is often looked at. Provides information on the number of monthly active users who commit to the product in a day. Important caveats MAU is a metric that is easy to calculate and easy to satisfy. However, it has problems, and some have talked about withdrawing the use of the MAU. While retirement is not necessarily the best approach, it is important to be aware of these major issues. This is an unreliable metric for newly relaunched start-ups â Putting stock in MAU early in the life of a start-up is a mistake. Given the definition of MAU, all promotional activities that are associated with a launch such as PR, being present in app stores and publications, word of mouth, advertising, etc., can highly inflate MAU figures. Instead, it would be better to evaluate MAU once the traffic is normalized in a few months. Depth of use is not counted for â To qualify for MAU, according to some definitions, a user only needs to log in and does not need to commit to the product beyond that. So having a high MAU does not necessarily mean that all those users are committed to your product. From a monetization point of view, you can only monetize users who engage with your app. So it's good practice to measure unique users who interact with a key feature of your product. The quality of users is not tied â not all users are the same. Users obtained from different sources tend to exhibit different engagement behaviors. Some sources, for example, may allow installs quickly or cheaply, but if those users don't engage with the key features of the product then the source isn't very useful. In fact, getting a large number of users from such sources only serves to inflate the MAU numbers but does not provide much else in value. What do they mean? in the MAU? Over time, the MAU data will change depending on the acquisition rate of new users, the retention rates of existing users, and the reactivation of frustrated users. So, what increases or decreases in MAU indicate and how they can be usedStart-up? Mau Increase This tends to happen when the number of new users and reactivations is greater than the number of existing users who have flown out. (New Users + Reactivity of Fallen Users) > Jump of Existing Users Sudden increases in Maus can be driven by: New Users – a new ad campaign, positive print or app where the App Store can increase an increase Downloads and new users; In turn, drive an increase in monthly active users. REACTIVATIONS â¬ "Start-ups that have a large user base that are no longer active can reactivate via email campaigns or push notifications. Churn – Addressing the issues that users have put through a new version or feature can reduce the swing rates among existing users. This, in turn, would help increase Mau. Decrease of the Mau A decrease of the Mau occurs then the number of new users and reactivations of existing users is less than the number of existing users that were knocked out. (New users + reactivation of dropped users)

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