

Retention Triggers Checklist

BONUS CONTENT



5 Steps To Implement Retention Triggers

- ☒ **1. Understand:** ~~Read and understand the LinkedIn case study.~~
- ☐ **2. Identify:** Find the most important actions in your product (e.g., view report, send a message, upsell CTA).
- ☐ **3. Scope:** Map out when they happen in your customers' journey. Pay close attention to what happens right before and after.
- ☐ **4. Ideate:** Brainstorm 3 experiment ideas to make the prompts more timely, valuable & incremental for your customers.
- ☐ **5. Experiment:** Run an experiment and compare your cohorts' conversions.

10 Tips for Delightful Prompts That Convert

DO focus on:

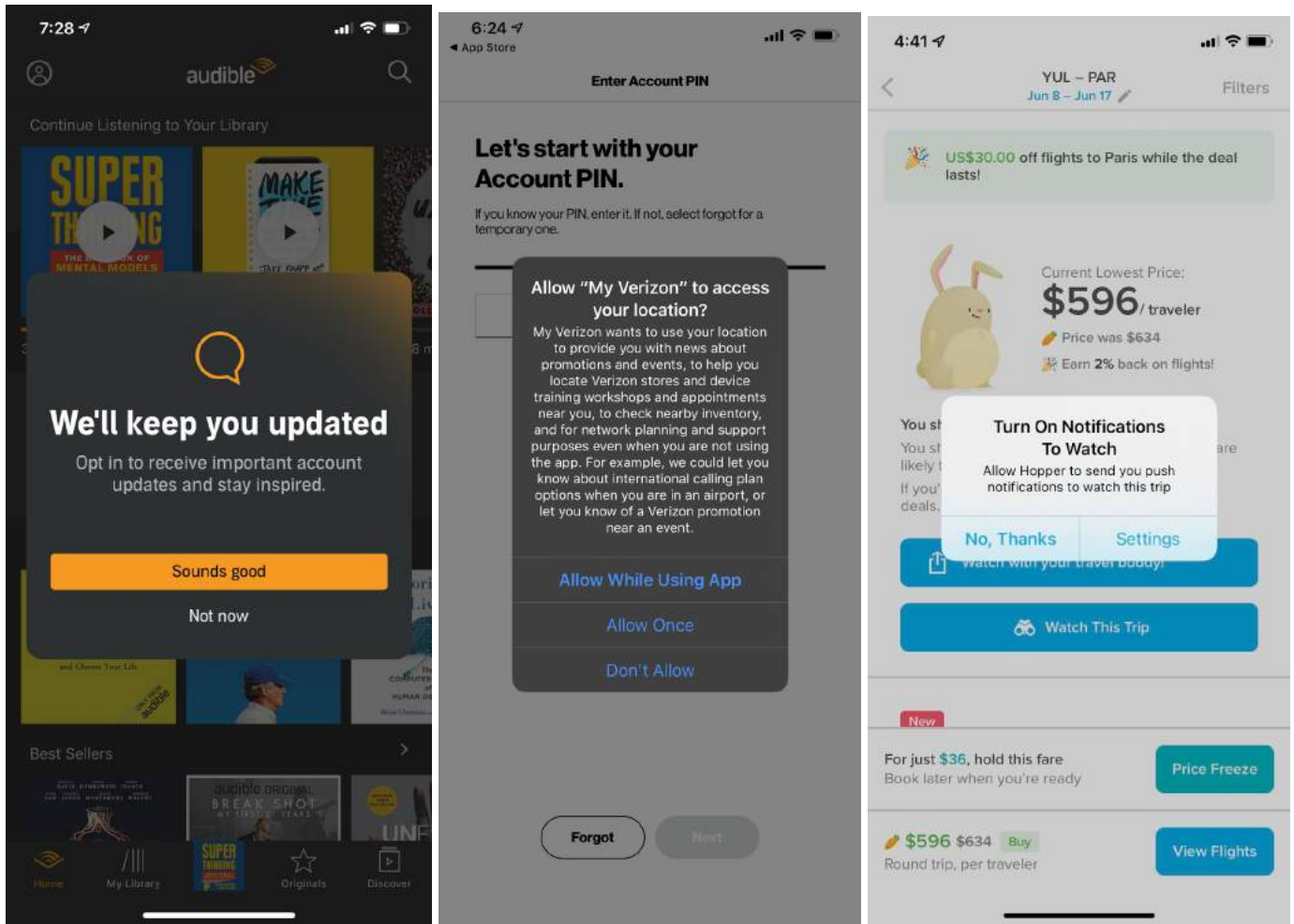
- ☐ **Small Steps:** Use the power of micro-commitment (see [Priming Effect](#)) and consistency to build trust gradually. For example, seeing "Would you like to know when Bills responds?" makes the unavoidable "open your ios notifications settings" prompt that follows a lot less threatening.
- ☐ **Timing:** Use specific self-triggered prompts. They perform better than a tsunami of random requests. (See [Hopper's case study with "Can we access your location?" on slide #5](#). Including the example below)
- ☐ **Value:** Make the value of your prompts obvious to your users. Describe the benefit of the action, not its feature. ([See how Duolingo does it here](#)). If you ask for something (information, access), it should be in exchange for clear value demonstrated upfront.
- ☐ **Singularity:** When possible and relevant, try to frame the prompt in relation with an individual to leverage the [Singularity Effect](#).

DON'T be:

- ☐ **Vague:** Avoid confusing words. For instance, Audible (example below) uses a prompt that says "Receive important account updates and stay inspired," but what does that even mean?
- ☐ **Overwhelming:** Avoid walls of text. If you need tons of paragraphs to explain why your notification is useful, it's probably not that valuable in the first place (see Verizon example below). Your users should be able to understand your prompt's value in a single glance.
- ☐ **Random:** Don't ask without context. Even the best UI and microcopy can't compensate for the wrong timing. It's crucial to figure out the best contextual entry point that resonates with a user. Blast notification prompts to users when they log in is easy, but if these prompts aren't related to whatever they came in for, you'll hardly get past 1-2% conversion rates.
- ☐ **Tunnel Visioned:** Using behavioral triggers and micro-commitments should not be restricted to the user onboarding part of your funnel. You can use those principles for acquisition (email opt-ins on your website), activation (lifecycle emails), retention (in-app messaging), or even revenues (PQL/upsell call-to-actions). For example, when a user clicks "Don't allow" on a notification prompt, iOS doesn't allow you to notify them anymore. The same thing applies to your email drips. If someone unsubscribes, they are tough to reach. The key is to ask them in a way that maximizes long-term engagement and shows value.
- ☐ **Annoying:** Use a cool-off period so that you don't show a behavioral trigger every time an eligible member takes action. This will allow you to get to prompt again eventually.
- ☐ **Unethical:** Don't be evil. I'm talking about things like baiting users with a rosy promise and spamming them afterwards, abusing people's attention, using confirmshaming (e.g., "Yes enable notifications" vs "No, I hate valuable insights").

💡 Additional Resources

Prompt examples from Amazon Audible, Verizon, and Hopper:



Article: <https://onesignal.com/blog/how-to-create-more-compelling-opt-in-messages-for-ios-push/>

And to sharpen your product skills:



Product Psychology Course.

If you want to learn how to use psychology to create better experiences for your customers, check out our course:

<https://growth.design/course>



Cognitive Biases Cheatsheet.

100+ cognitive biases and design principles that affect your product experiences. Tons of product examples, tips and checklists to improve your user experience:

<https://growth.design/psychology>

—Dan Benoni & Louis-Xavier Lavallée