

CASE STUDY:

How QuizUp Discovered a 60% Lift in User Retention with Amplitude



CHALLENGE

QuizUp wanted to increase their long-term user retention.

SOLUTION

Using Amplitude's Compass, QuizUp found that new users who use the app's social features have 60% higher retention.

BENEFITS

- Found 60% lift in retention in a few minutes using Compass versus the weeks it would have taken.
- Amplitude enables everybody at QuizUp to answer their own questions without going through the analytics team.
- Direct SQL access to data via Amazon Redshift allows the Insights Team to dig deep.
- Amplitude can scale with QuizUp's success, tracking billions of events per month.

"Amplitude is a powerful, yet accessible analytics tool that has scaled and grown well with us as a business."

JON EDVALD
HEAD OF DATA SCIENCE, QUIZUP

QuizUp, the massively popular trivia app with over 40 million users worldwide, has a grand vision: to connect people through their shared interests. As the app gained popularity, QuizUp needed an analytics solution that could scale with their growing data volume and help them take QuizUp to the next level.

Challenge: How Can QuizUp Increase Long-Term User Retention?

According to QuizUp's Head of Data Science Jon Edvald, retention is the main goal: their most important metrics are weekly and long-term retention. QuizUp needed to figure out how to increase their long-term user retention, but weren't sure where to start.

Looking at standard retention reports helped them understand their baseline retention, but did not provide any context about why users came back over and over again (or didn't). Was there a difference between users who retained long-term and those who left the app?

Solution: Using Compass to Find a 60% Retention Lift

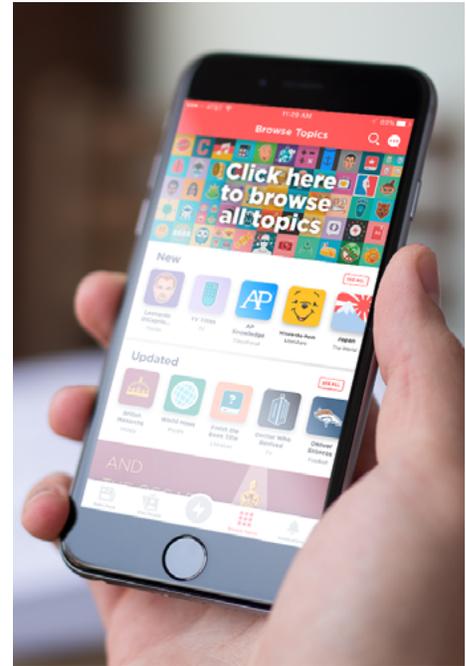
Previously, answering this question would have been incredibly time-consuming, requiring days, even weeks, of manual data analysis. With Amplitude, however, QuizUp found an answer within minutes, without needing to touch the raw data.

The team had a hunch that players who utilized QuizUp's social features, which allow users to talk to others with shared interests, were more likely to retain. Using Amplitude's Compass, which identifies behaviors that are predictive of retention or conversion, QuizUp was able to confirm and properly quantify that assumption with just a few clicks.

QuizUp discovered that users who leverage social features did indeed retain better than users who did not. In addition, they used Compass to determine a critical time window: they found that users who leverage social features within the first 7 days of using QuizUp have 60% higher retention than other users. As a result of these findings, QuizUp has improved their onboarding process to encourage users to try the social features within their first week in the app. The Insights Team, led by Edvald, is continually testing and finding new ways to boost retention.

Creating a Data-Informed Culture at QuizUp

Edvald has found that Amplitude's analytics platform is powerful enough for their data scientists, yet also enables everybody at the company to access and explore data without needing to go through the analytics team. Although they were initially drawn to Amplitude for access to raw data via Amazon Redshift, QuizUp soon discovered that Amplitude's reporting dashboards allow all of their employees to answer deeper questions—something they previously couldn't do with other analytics tools. This frees up the Insights Team's time to focus on understanding user behavior and discovering new ways to retain and grow QuizUp's user base.



“Compass is a really powerful tool to dig into what drives retention. We use it to hone in on early indicators as to what causes a user to retain.”

JON EDVALD, HEAD OF DATA SCIENCE,
QUIZUP