



App engagement checklist



Engagement objective

What is your key engagement objective?



Feature testing

How do you test optimization ideas?



Smart feature releases

How do you release new features?



Great onboarding

How can you make your onboarding faster & more seamless?



Successful content launches

How can you release new content strategically?



Effective notifications

How can you make your notifications more relevant, personal, timely and actionable?



Behavioural insights

How can you leverage behavioural insights to drive user retention?

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