InnerTrends

123 FORM BUILDER

123FormBuilder Discovered Their Users 'Aha Moment' with InnerTrends

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The Challenge

The marketing and product teams at 123FormBuilder wanted to know what action a user needed to perform within their product to reach the 'Aha Moment' that made them stick; going from an initial free account to signing up for a paid package.

The Solution

The 123FormBuilder team used InnerTrends to understand their products onboarding and what events were triggered in the first 7 days by their 'sticky' users. By tracking these events they were able to see exactly what actions had a positive impact on retention. They were then able to separate users into two groups, 'Returned' and 'Churned' based on what actions were taken.

Action name	# of users who performed action in fist 7 days	Returned users 3930		Churned users 7451		Impact on retention
Page: submissions	3930	761		3169		
Page: your forms	3671	761		2910		
Page: dashboard	3764	733		3031		
Page: settings	2980	571		2409		
Page: reports	1883	389		1494		

Actions performed by users during their first 7 days

The Result

With InnerTrends, 123FormBuilder was able to quickly isolate onboarded users, create an inventory of their actions, split the users into 2 groups, and analyze the different activities each group engaged in for modeling. These insights helped them shift their onboarding focus to the two actions taken by the most sticky users. They realized if a user performed one of these two actions in 1-7 days, they would likely end up upgrading to the paid plan.

- **80%** of users **who performed either of the two actions** during their first 7 days were more likely to stick

- **60%** of these users went from a free to paid plan **within the same day**

- **20%** of these users went from a free to paid plan **within an hour**
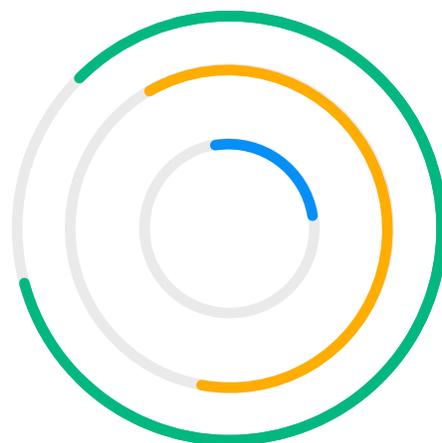
> *"We were looking to optimize the entire customer journey and the InnerTrends project was a fundamental part of this. Understanding what makes users stick to our product had far-reaching implications in several areas, including how we define onboarding, metrics we track, marketing actions and segments we target."*

Next Steps

Once You've Found Your Products 'Aha Moment'

You'll need to continually optimize and actively measure how each change in your product or marketing activities influences the number of users that reach your 'aha moment'. Keep in mind, the 'Aha Moment' is a metric to measure against, not one to enforce.

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