



mozilla

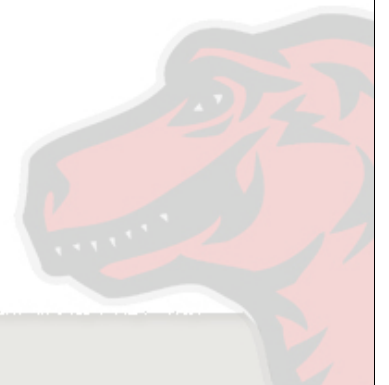
Firefox® 3

Retention Update
December 2008



Agenda

- **Overview of the Engagement/Retention Opportunity**
- **Funnel: terminology, breakpoints, touchpoints**
- **Recommendations**
- **Appendix: metrics, 2007 plan update**



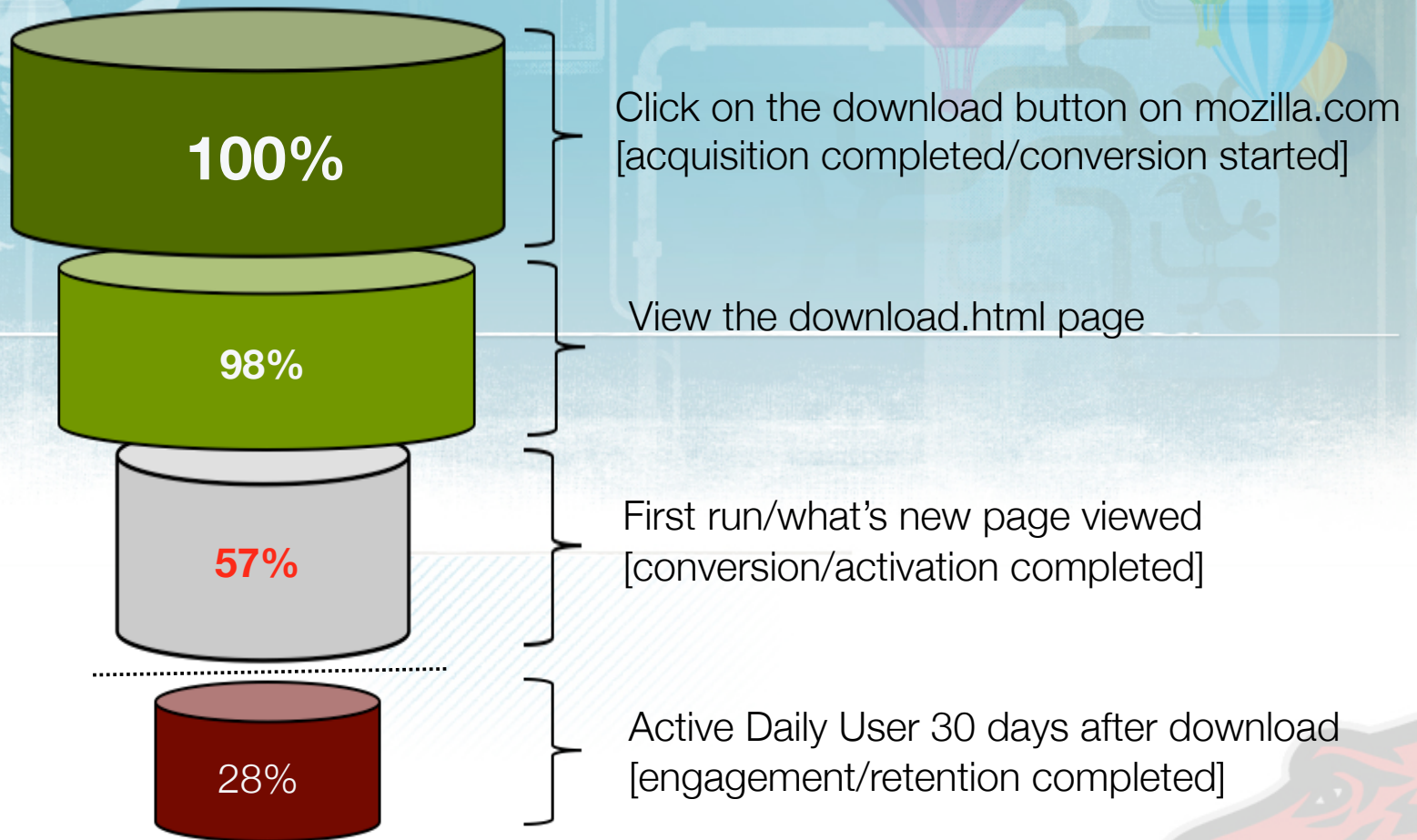
Engagement/Retention Opportunity

There is an opportunity to increase the number of active Firefox users by:

- **Making sure that people who choose to download Firefox (intentionally click on the download button) successfully download and install Firefox by removing any technical barriers and promoting support.**
- **Increasing engagement of new users so they continue choosing to use Firefox in subsequent browsing sessions by enabling users to enjoy the benefits of Firefox right away, reminding them that they have installed it, and resolving any issues they might encounter.**



Funnel



Source = Funnelcake analysis 30-Day Retention 10/07

Terminology

- **Acquisition**: user is aware of Firefox, visits mozilla.com and clicks on the download button
- **Conversion**: user has clicked on the download button, is viewing the download page and completes the download
- **Activation**: user has downloaded Firefox, successfully installs Firefox, launches it and views the 1st run page
- **Engagement**: user has installed Firefox and launched it once, and launches it again within 30 days (focus on first 7)
- **Retention**: user is actively using Firefox after 30 days



Breakpoints

Acquisition

- User clicks on download button [omniture]

Conversion

- Download starts: user sees the download box [no data]
- User sees download.html page [omniture]
- Download completed [funnelcake for hosted downloads]

Activation

- Find and run the installer [no data]
- Install successful [no data]
- Find and launch Firefox, view 1st run/what's new page [omniture]

Engagement/Retention

- For the next browsing sessions, remember, find and launch Firefox [funnelcake]



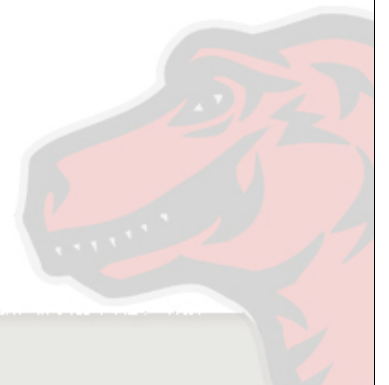
Touchpoints

During download and installation

- **Mozilla.com**
- **Download.html**
- **First run/what's new page, Getting started, SUMO**

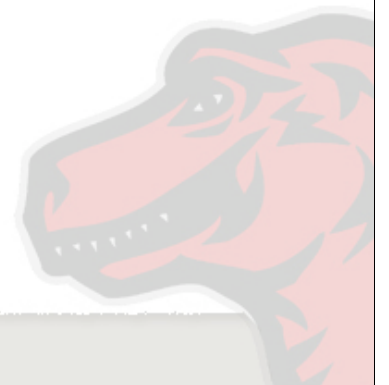
After installation

- **Start page (except if changed during or after import)**
- **What's new page (updates)**
- **Getting started**
- **Support.mozilla.com**
- **Mozilla.com**



Recommendations

- 1. Remove barriers to successful download/installation**
- 2. Make support availability top-of-mind**
- 3. Help new users become power users of Firefox**
- 4. Engage the Mozilla community**
- 5. Facilitate the transition from other browsers**
- 6. Address site incompatibility issues**



1. Increase Successful Downloads and Installations

Improve the user's experience from download to 1st run:

Provide targeted help

- Link to SUMO during download and install (download.html)
- Create a special landing page on SUMO for this step

Optimize download.html

- Update current content for better experience
- Add new content: switch video, tips & tricks, feature highlights
- Test color and positioning of elements, create text-only alternative for easy l10n

Test possible installer changes

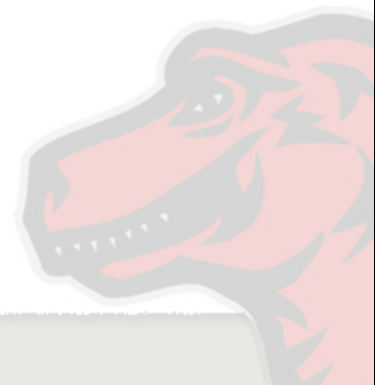
Get new metrics to distinguish download from install issues



2. Make Support Availability Top-of-Mind

Goal: Users should know from the time of download that support is available on mozilla.com if they ever encounter an issue so they contact SUMO rather than abandon using Firefox.

- Add support messaging on download.html page
- Experiment with placement of SUMO links on download, 1st run and what's new pages
- Mention support availability in the Firefox uninstall survey



3. Help new users become power-users of Firefox

Goal: benefits are well understood -> Firefox is more sticky.

Videos on mozilla.com

- Prominent video page: <http://www.mozilla.com/firefox/video/>
- Create new “Welcome to Firefox”: highlight features, welcome to the Firefox family

More accessible tips & tricks

- Experiment with positioning of tips & tricks on current touchpoints
- Add new channels (live bookmarks, email series, more videos) and content (ex: switching tips, performance page)
- Fun campaigns: “Feed your fox”

Continue to make add-ons more accessible and top of mind

- New collections (like Fashion your Firefox), Build your own Browser
- Showcase collections on all touchpoints



4. Engage the Mozilla Community

Collect User Testimonials

- Video and text testimonials of passionate Firefox users
- Global campaign, showcase resulting testimonials on “what’s new” pages
- “I like Firefox because...” “My favorite Firefox feature is...”

Retention-specific messaging and call-to-action on Sfx

- Retention starts at acquisition: tell your friends about add-ons and support
- Include calls-to-action in Sfx’s new editorial calendar

Impact Mozilla challenge

- 300 entries, 10 finalists submitted full plans at impactmozilla.com



5. Facilitate the transition

Create a new landing page with a guide to switching:

Why switch:

- **Benefits of using Firefox: speed, ease of use, security, customization**
- **Why you should upgrade your browser to the latest and greatest**

How to switch/FAQ:

- **Display the switch video**
- **Will my bookmarks and history be transferred?**
- **Will my favorite sites work? Will my webmail work in Firefox? (common misperception)**
- **Link to SUMO articles for switchers (ex: how to import your bookmarks after install)**



6. Address Site Incompatibility Issues

Troubleshoot User's Set-up

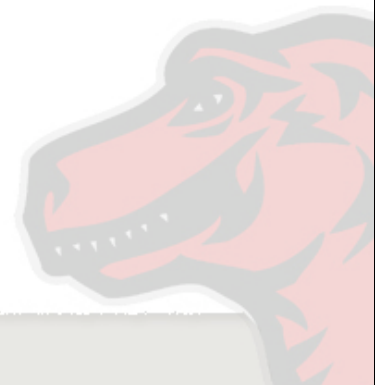
- Plug-in detection tool on 1st run to suggest installing most common ones
- Dynamic mozilla.com content suggesting updating to the latest version

Change Perceptions

- Testimonials (see #4)
- Switcher's FAQ (see #5)

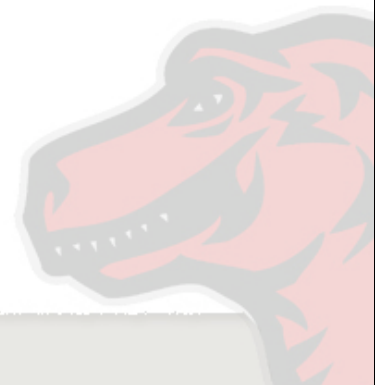
Real Compatibility Issues:

- Ask users to report broken sites
- Continue educating web developers in fixing broken sites



Next Steps

- **Testimonials**
- **Tips & Tricks Email Series**
- **Switching guide**
- **Download.html optimization**





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Firefox[®] 3

Appendix

Metrics

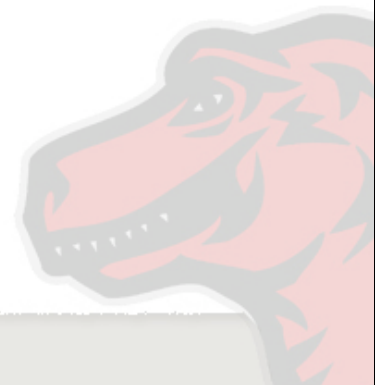
Challenge: no perfect metrics, tracking with a combination of trend in AUS pings, Omniture and Funnelcake data

Omniture

- Shows funnel for IE users / locale
- Underestimates completed installs [cookies/timeouts]

Funnelcake

- Tracks retention @30/60/90 days
- 2 funnelcake builds in Q4, results pending
- Need download data and per-platform data (bug 466743)
- 1 download can lead to multiple AUS pings



Update on 2007 plan

1. Change Firefox icon label to closer resemble action of getting to web
2. Force the Firefox icon to easier to find location: [now in system tray, desktop](#)
3. Alter the default browser settings path for better user choice: [default box now checked in the installer](#)
4. Major outbound brand marketing program driving brand recognition and differentiation: [Firefox users against boredom](#)
5. Improve download page and first run pages: [2 updates: 09/07, Fx3 launch](#)
6. Launch support.mozilla.com SUMO: [launched](#)
7. Make common plug-ins work out of the box
8. Make add-ons and personas more accessible: [Firefox 3 add-ons manager](#), [Fashion your Firefox collection](#)
9. Make the web feel more human: [new “getting started” page](#)
10. Improve messaging through communication channels: [messaging docs on Sfx](#)
11. Stickier start page
12. Explore Changing the Firefox icon image to closer resemble the action of getting to web

<https://wiki.mozilla.org/Retention>

