

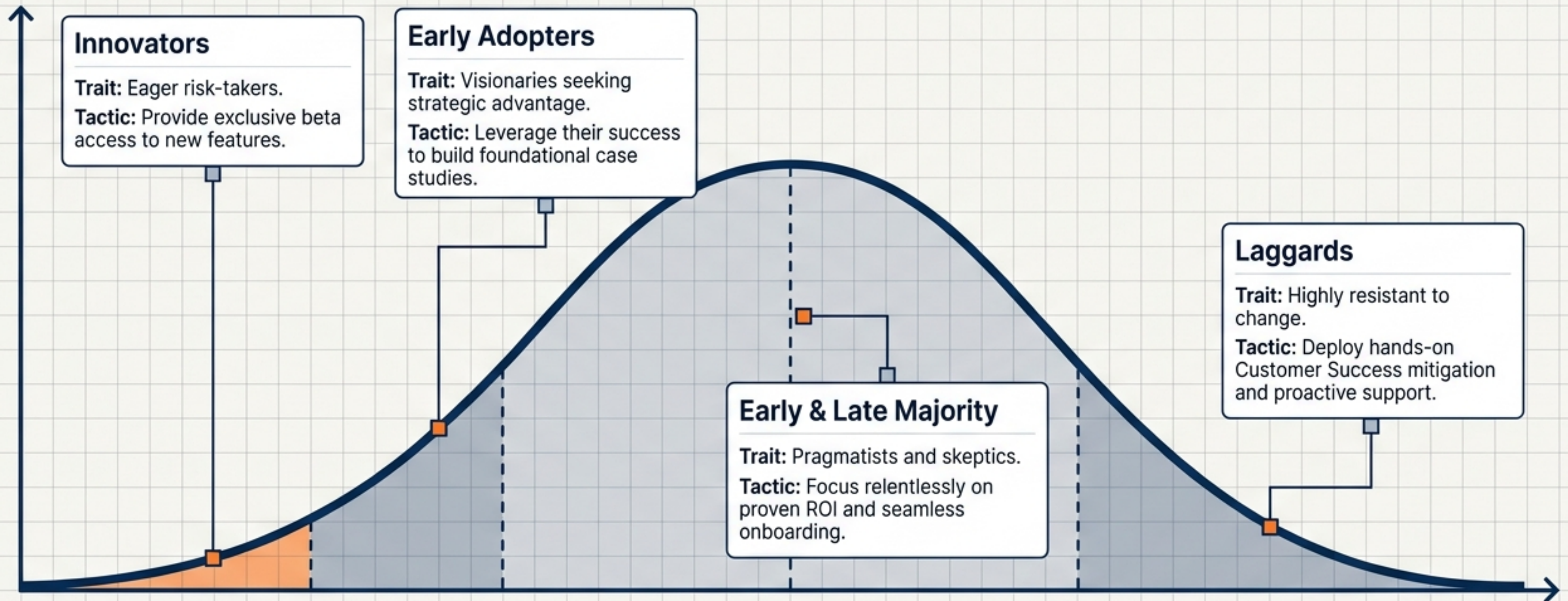


Post-Sale Product Adoption: The Operating System

Strategies, metrics, and structural frameworks to turn closed-won deals into active, lifelong users.

Distilled from the insights
of Mayuresh Shilotri

Deploying Targeted Tactics Across the Adoption Curve

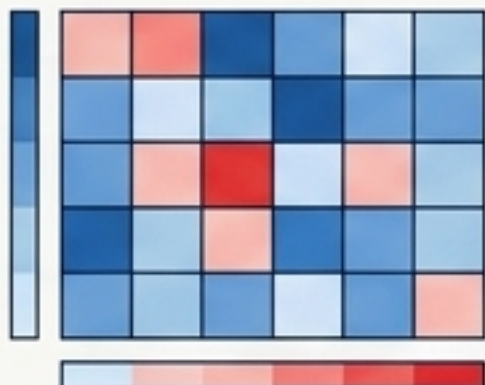
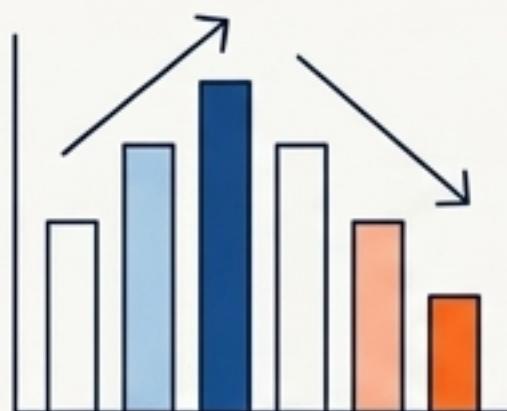


The Insights Matrix: Calibrating the What and the Why

Behavioral Data (The What)

Inputs:

DAU/MAU ratios, session durations, heatmaps, and feature usage rates.



Output:

Identifies exact friction points, UI abandonment, and feature popularity.

Qualitative Feedback (The Why)

Inputs:

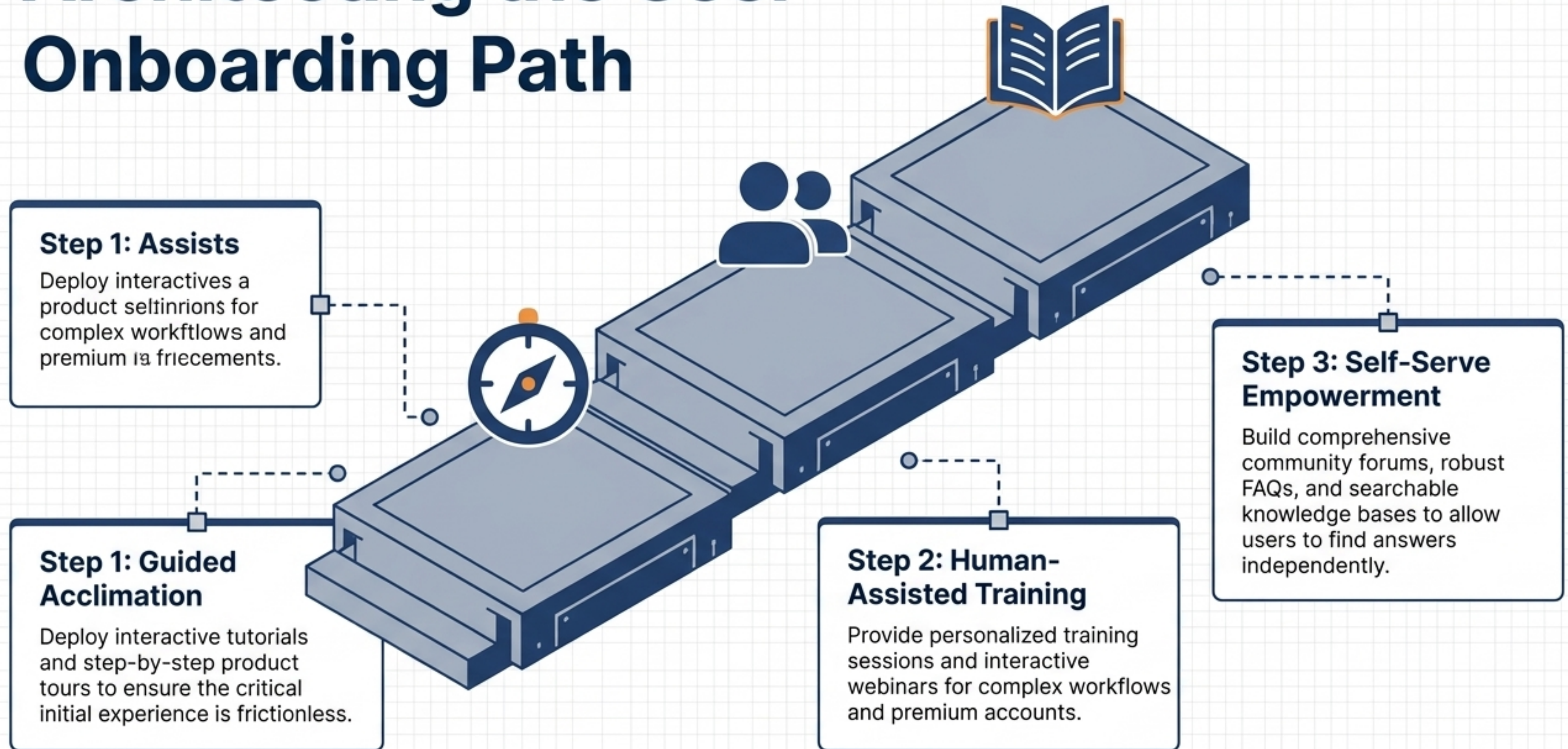
Net Promoter Score (NPS), targeted surveys, focus groups, and 1:1 user interviews.



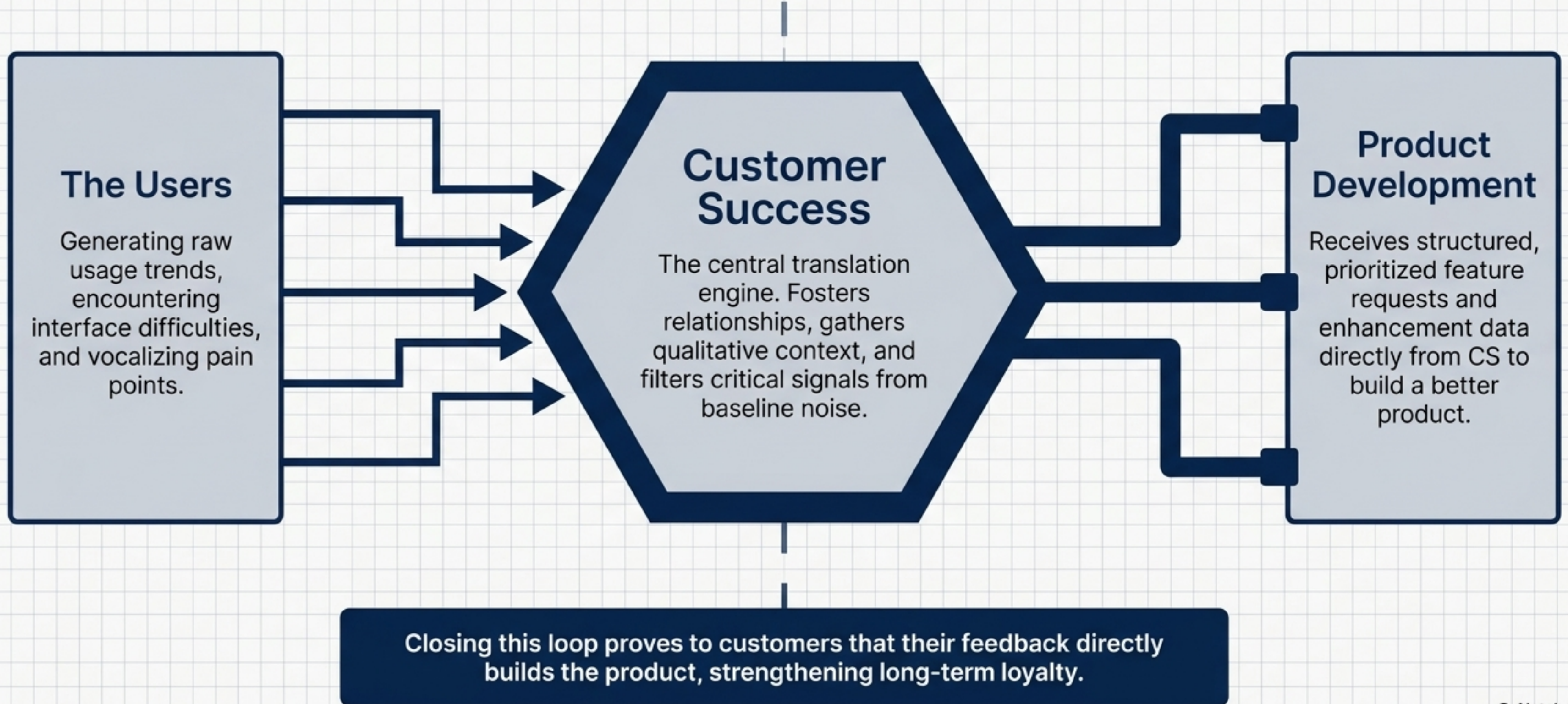
Output:

Reveals user intent, baseline satisfaction, and the root causes of confusion.

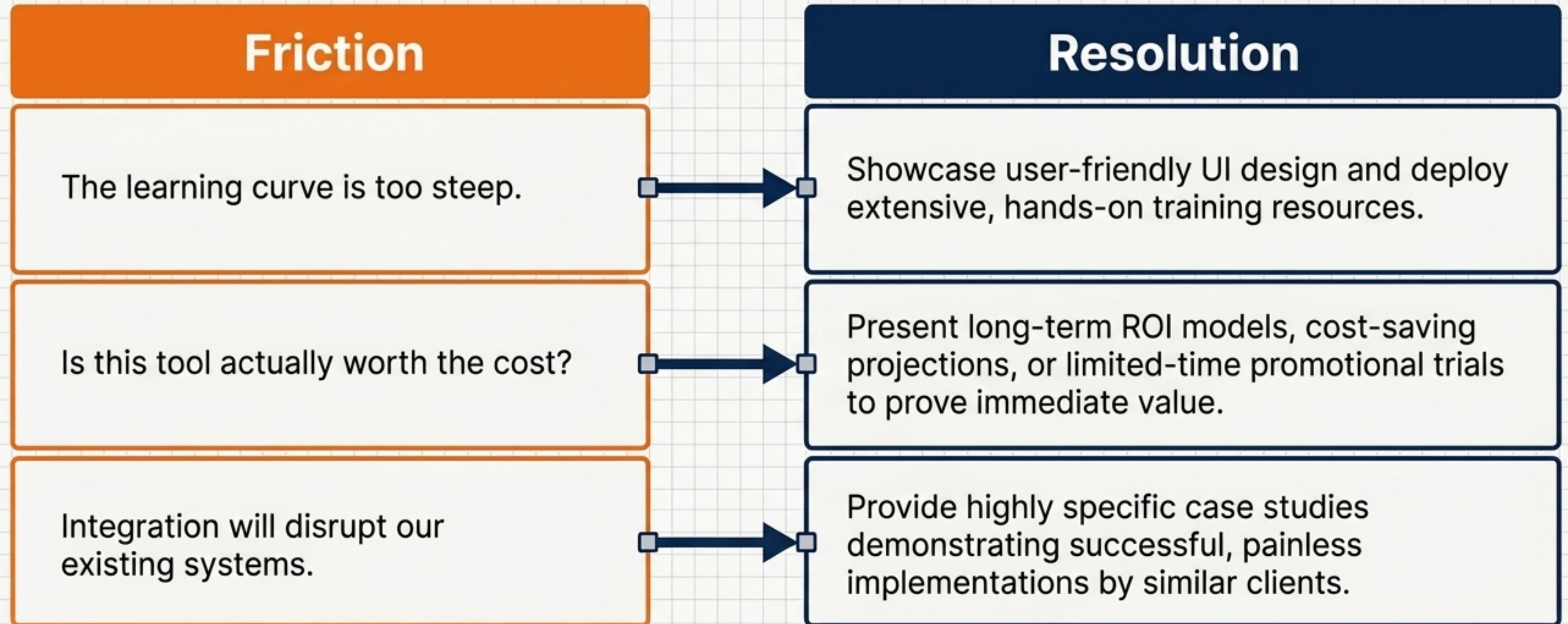
Architecting the User Onboarding Path



The Feedback Bridge: Translating User Friction into Product Strategy



Systematizing Objection Mitigation



Dual-Track Retention: Proactive Engagement and Predictive Safety Nets

Proactive Engagement

Feature update newsletters.

Gamification (rewards/milestones to motivate exploration).

User communities for sharing best practices.

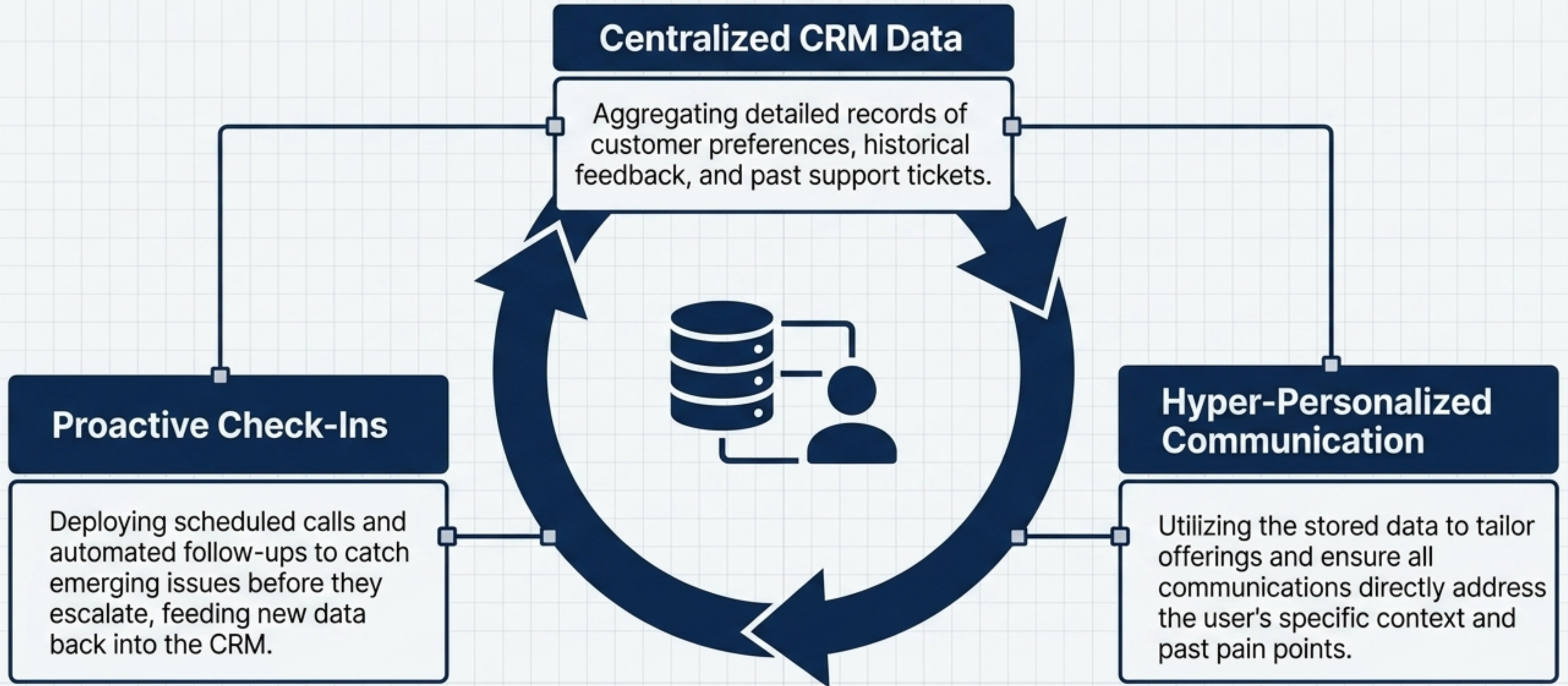


Predictive Analytics

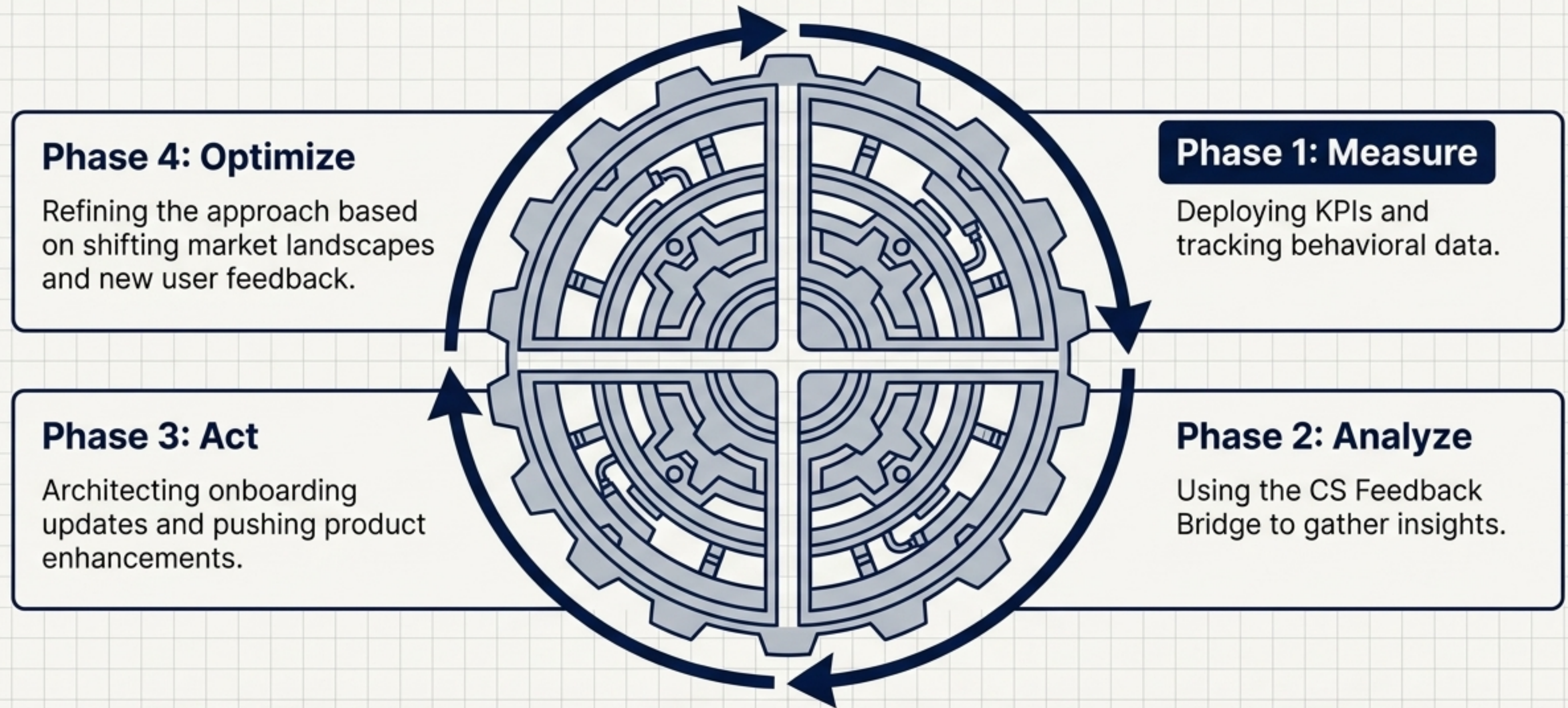
Tracking historical data to identify distinct patterns of inactivity.

Triggering automated, highly targeted re-engagement campaigns before the user officially churns.

The Relationship Management CRM Cycle



SYNTHESIS: The Continuous Optimization Loop



Product adoption is never finished. It is an iterative, data-driven operating system essential for long-term survival.