

Driving Customer Adoption in Hook

How to leverage Hook's insights to increase your customer usage

One of the biggest benefits of Hook is not just *seeing* useful data and insight on your customer base, but being able to action it as well.

A really great use case that brings this to life is using Hook to increase adoption across your customer base.

There are both proactive and reactive strategies that you can apply in order to drive usage within your customer base: proactive activities that ensure adoption remains high and reactive activities that brings adoption back up when it starts to dip.

Proactive Strategies

1. SUCCESSFUL ONBOARDING

Everyone knows that high usage and adoption starts with onboarding. Leverage our automations to send relevant content to new customers and users as they join and leverage our Activator agent to ensure your new customers are hitting key product usage milestones.

2. POWER USER ENABLEMENT

Good news spreads fast... Target the power users in your customer base and automatically add them to a cadence or send them an email to gather success stories, quotes and great use cases. Then share these with all other users in that company.

Reactive Strategies

1. ACCOUNT LEVEL ENGAGEMENT

As soon as customer usage drops, either automate sending relevant emails to bring that usage back up, or trigger an agent to do that for you.

2. USER LEVEL ENGAGEMENT

If adoption of specific users dips, automatically send them an email or push them into an in-app journey in order to increase it.

3. ENGAGEMENT AT SCALE

Target inactive users at scale by automatically adding them all into an email cadence that includes best practice content or success stories from power users.



You can see power users and inactive users at the company level (in the users tab on an accounts page) or across your whole customer base in the Users table. Find out more about how to find and target your power, active and inactive users [here](#).