

Dave McClure 海盗启动指标 PPT 由 卡拉云整理



卡拉云 www.KalaCloud.com

stage	owner_id
lead	1
opportunity	1
opportunity	7
customer	2
lead	3
opportunity	1

Inspector Components

select1 Dropdown

BASIC

Label Select a stage

Values [1,2,3]

Display values ["one", "two", "three"]

Initial value 3

- 卡拉云低代码开发平台
- 快速搭建企业内部工具
- 可拖拽的前端组件库
- 轻松连接后端数据库
- 节省时间降低开发成本
- 实时更新即刻交付使用



* reminder: National Talk Like a Pirate Day is Sept 19th!

Startup Metrics for Pirates: **AARRR!!!**

(Startup Metrics for Product Marketing & Product Management)

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Master of 500 Hats

blog: <http://500hats.typepad.com/>
website: <http://www.500hats.com/>
slides: <http://slideshare.net/dmc500hats/>

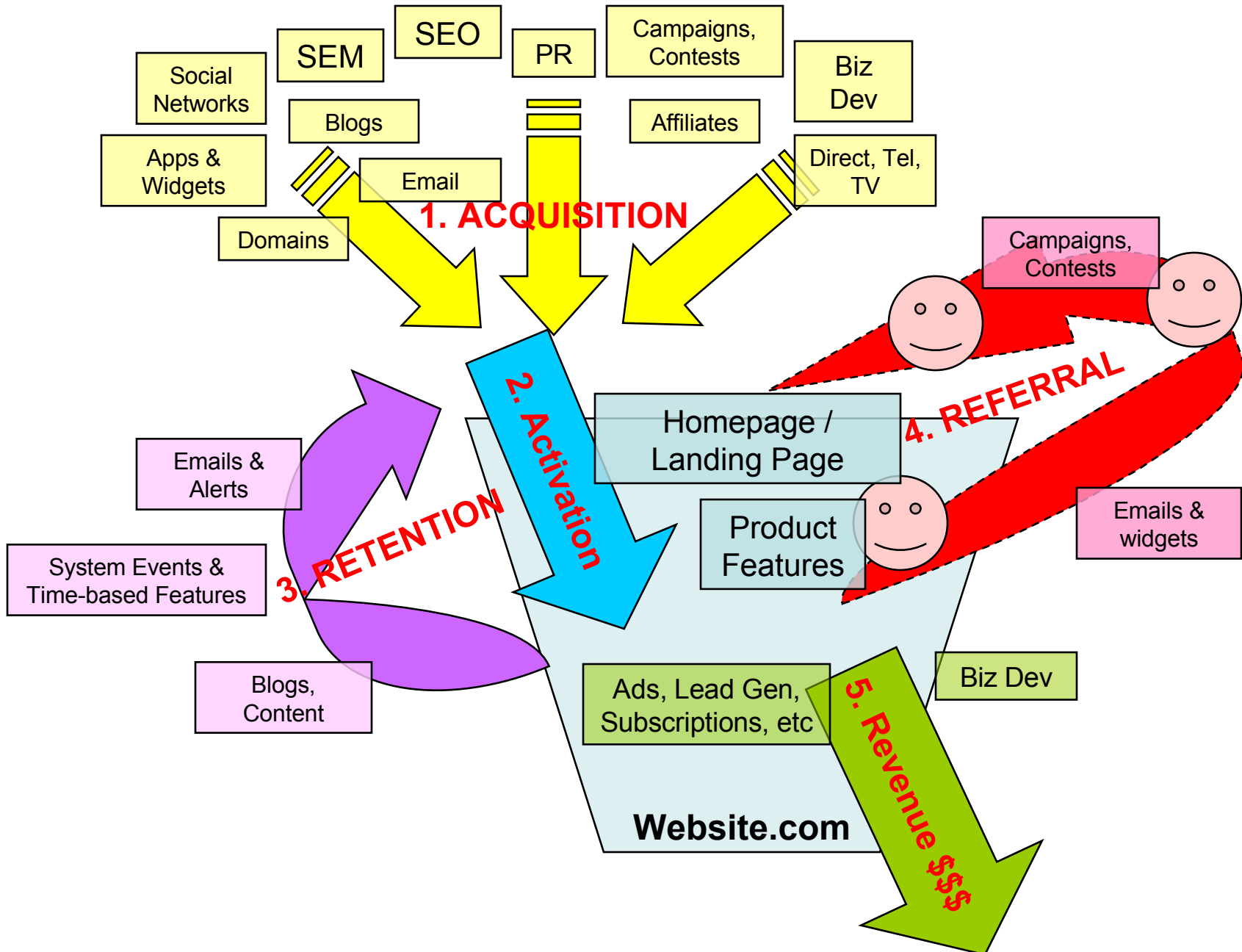
Customer Lifecycle: 5 Steps to Success

- **A** **Acquisition:** users come to the site from various channels
- **A** **Activation:** users enjoy 1st visit: "happy" user experience
- **R** **Retention:** users come back, visit site multiple times
- **R** **Referral:** users like product enough to refer others
- **R** **Revenue:** users conduct some monetization behavior

AARRR!



Customer Lifecycle / Conversion Behavior

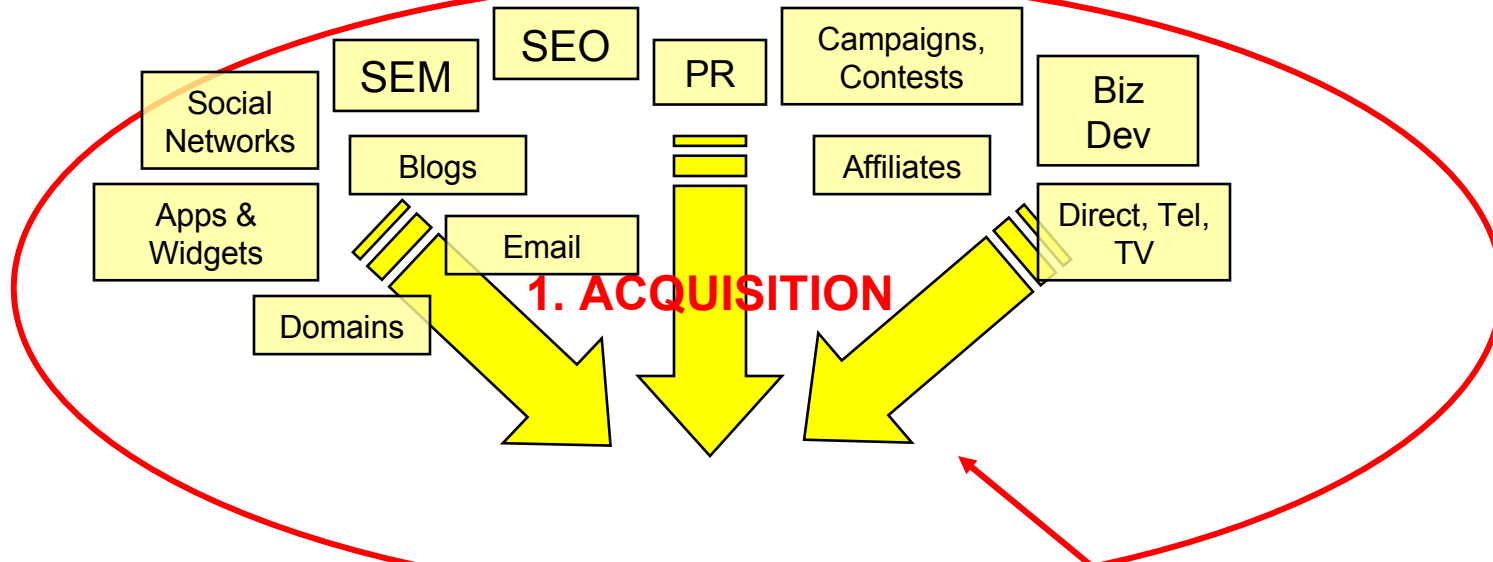


Example Conversion Metrics

*(note: *not* actuals; your mileage may vary...)*

Category	User Status	Conv %	Est. Value
Acquisition	Visit Site (or landing page, or external widget)	100%	\$.01
Acquisition	Doesn't Abandon (views 2+ pages, stays 10+ sec, 2+ clicks)	70%	\$.05
Activation	Happy 1st Visit (views X pages, stays Y sec, Z clicks)	30%	\$.25
Activation	Email/Blog/RSS/Widget Signup (anything that could lead to repeat visit)	5%	\$1
Activation	Acct Signup (includes profile data)	2%	\$3
Retention	Email Open / RSS view -> Clickthru	3%	\$2
Retention	Repeat Visitor (3+ visits in first 30 days)	2%	\$5
Referral	Refer 1+ users who visit site	2%	\$3
Referral	Refer 1+ users who activate	1%	\$10
Revenue	User generates minimum revenue	2%	\$5
Revenue	User generates break-even revenue	1%	\$25

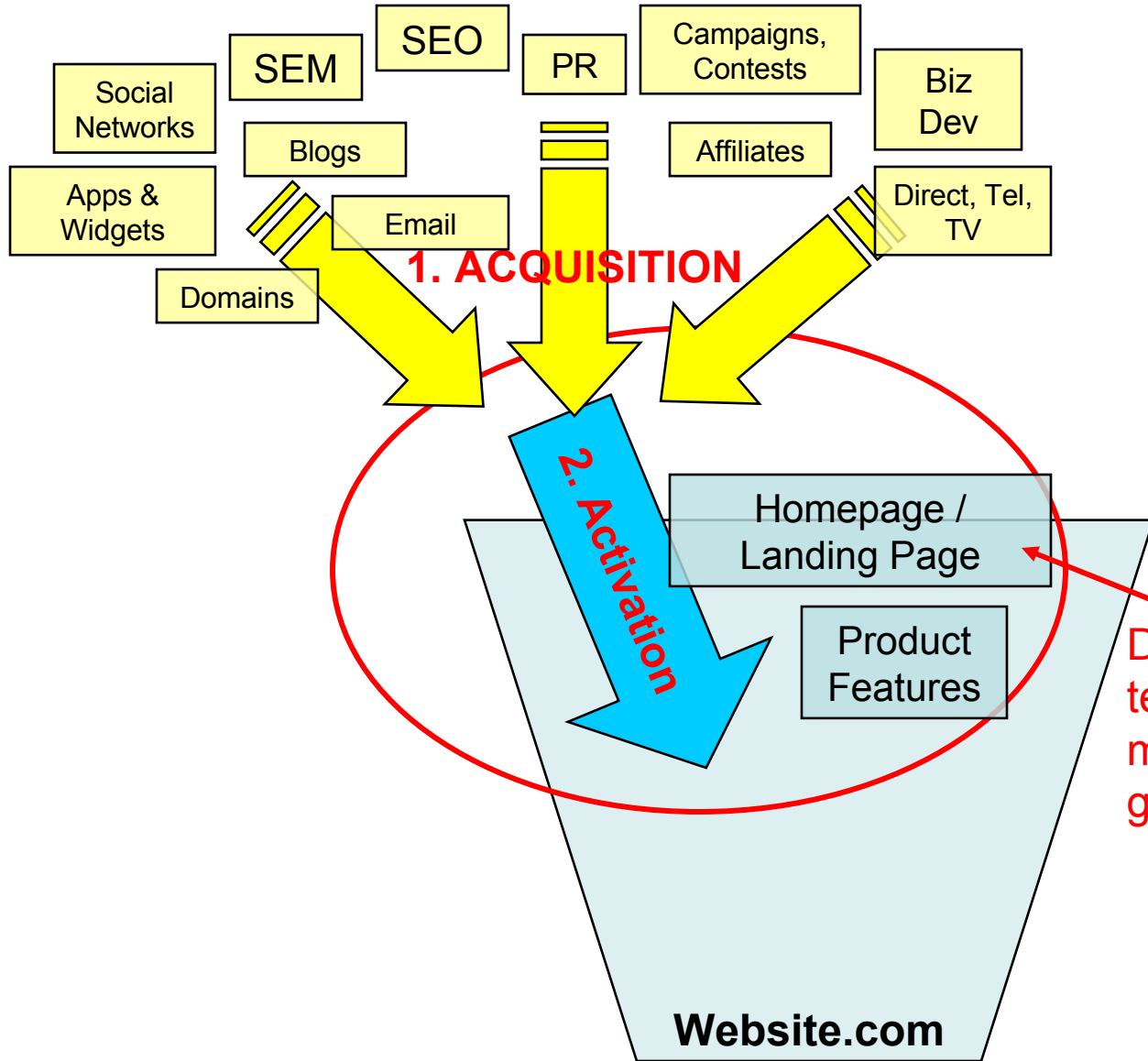
Customer Lifecycle / Conversion Behavior



- Marketing Channels:**
- largest-volume (#)
 - lowest-cost (\$)
 - best-performing (%)

Website.com

Customer Lifecycle / Conversion Behavior



Activation Criteria:

- 10-30+ seconds
- 2-3+ page views
- 3-5+ clicks
- 1 key feature usage

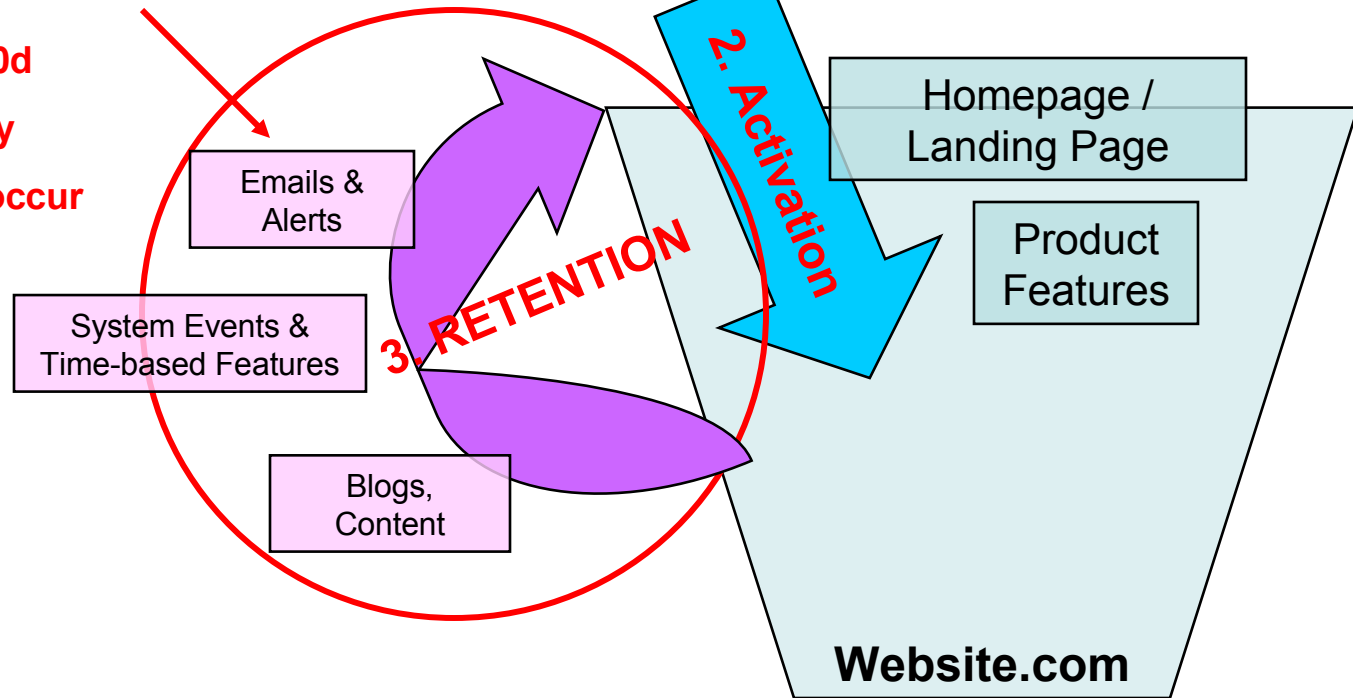
Do LOTS of landing page tests & A/B tests - just make lots of dumb guesses & iterate QUICK

Customer Lifecycle / Conversion Behavior



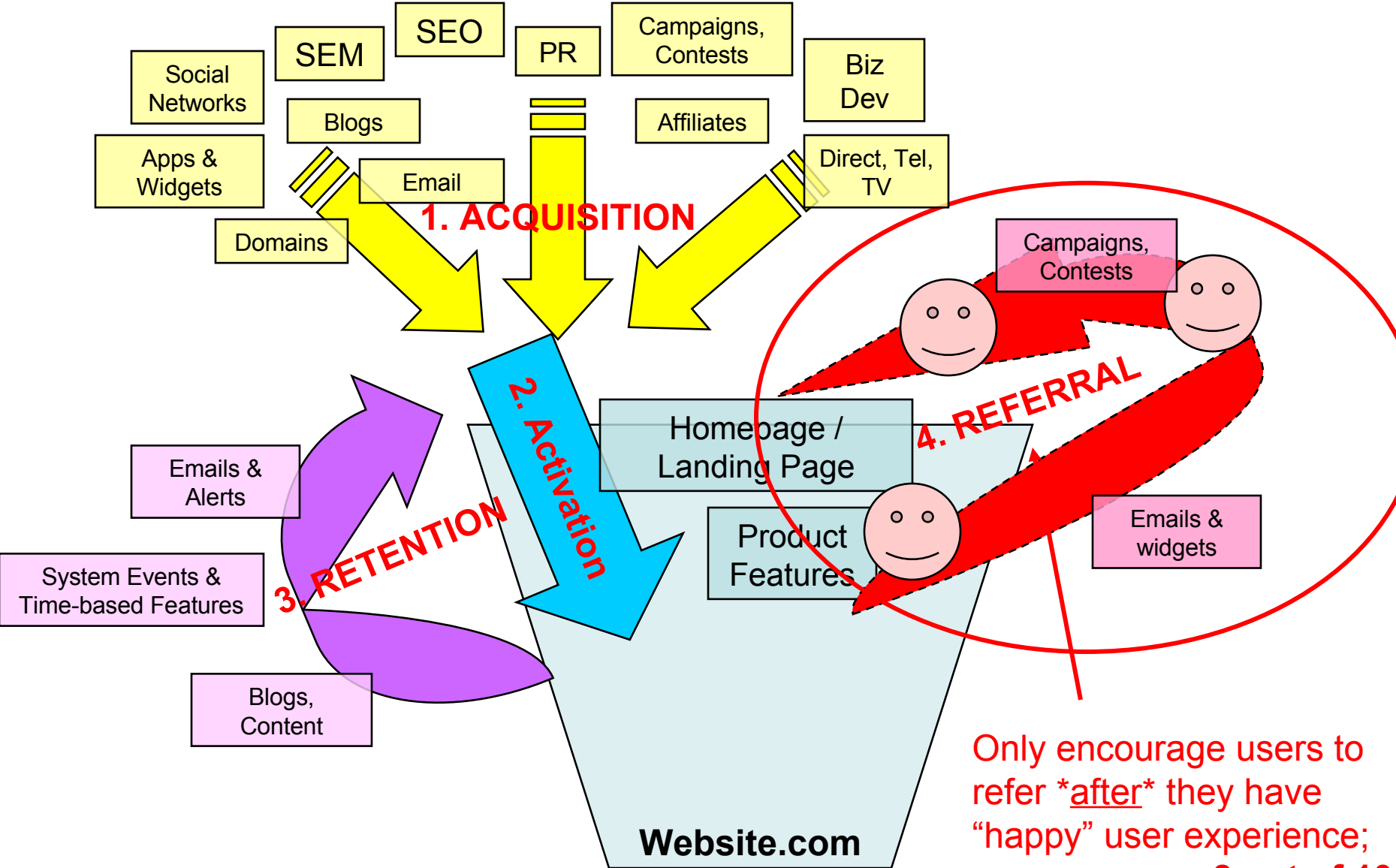
Automated emails are simple & easy retention feature

- lifecycle emails @ +3, +7, +30d
- status emails weekly/monthly
- event-based emails as they occur



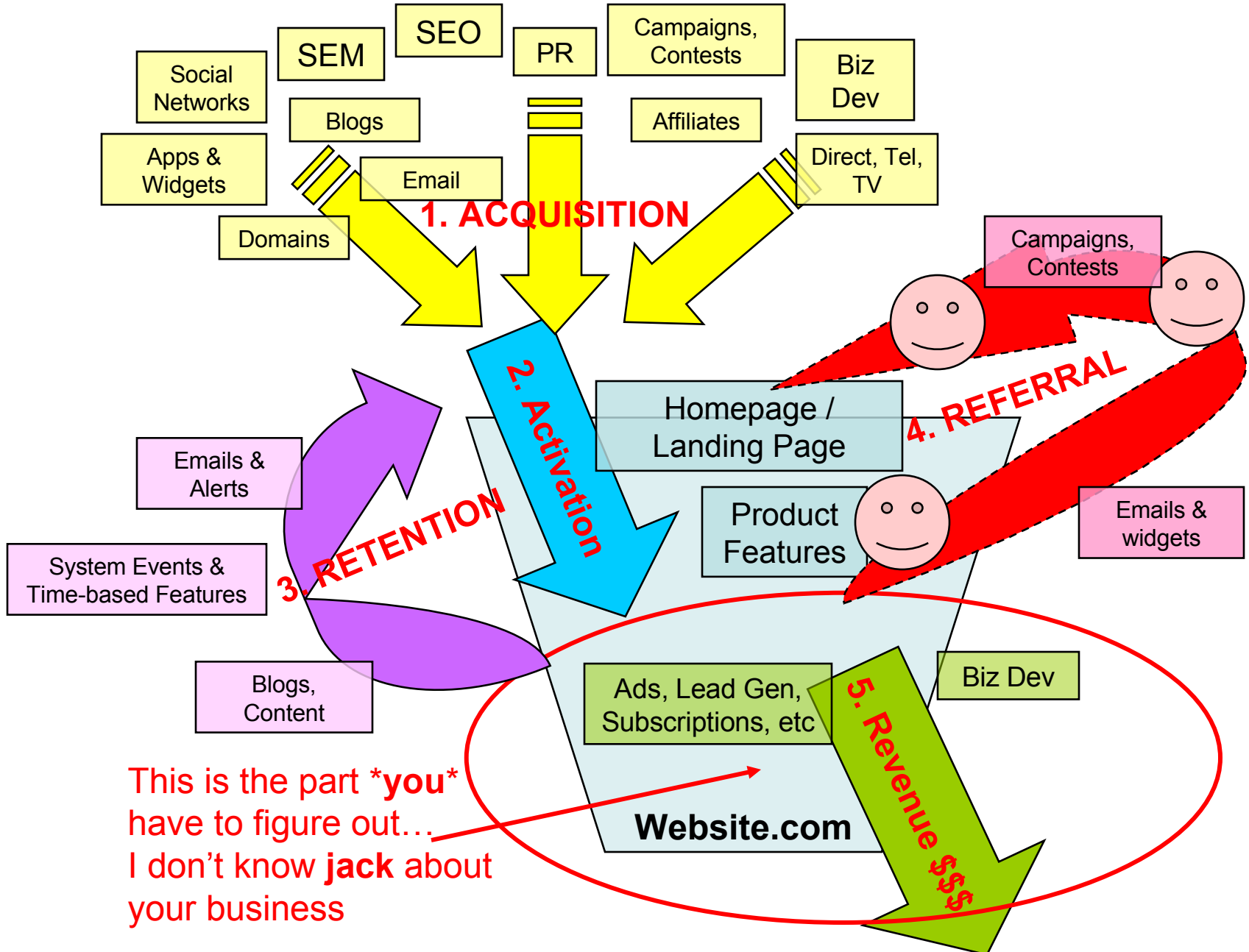
Website.com

Customer Lifecycle / Conversion Behavior



Only encourage users to refer *after* they have "happy" user experience; avg score ≥ 8 out of 10

Customer Lifecycle / Conversion Behavior



Types of Metrics & Measurement

- **Qualitative:** Usability Testing / Session Monitoring
 - Watch what users do, figure out problems & solutions from small # of users
- **Quantitative:** Traffic Analysis / User Engagement
 - Report what users do, track usage & conversion %'s for all or empirical sample # of users
- **Comparative:** A/B, Multivariate Testing
 - Compare what users do in one scenario vs another, see which copy/graphics/UI are most effective
- **Competitive:** Monitoring & Tracking Competitors
 - Track competitor activity & compare against yours; if possible compare channels, keyword traffic, demographic targeting, user satisfaction, etc.

(see slide notes for links to tools & vendors)

Quantitative & Comparative Measurement

- Conversion Criteria:
 - best-performing (%) channels / campaigns / copy
 - largest-volume (#) channels / campaigns / copy
 - lowest-cost (\$) channels / campaigns / copy

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- Measurement Components:
 - Audience Segment (young women, regional metro, older singles)
 - Channel Source (social network, SEM, organic, PR, etc)
 - Campaign Theme / Brand Promise (“find a job”, “learn to cook”)
 - Landing Page & CTA
 - Copy & Graphics

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Marketing

Q: what channels / who do you market to?

- Design & Test Multiple Mktg Channels
- Select & Focus on Channels with:
 - High Volume
 - High Conversion
 - Low Cost
- Measure ***deeper*** down the conversion funnel, **not just to website / landing page**
- Segment & Select channels & customers by conversion @ deepest possible level (ideally \$\$\$)

Product

Q: how do you choose what to build?

- Choose features for conversion improvement
 - 80% on existing feature optimization
 - 20% on new feature development
- Just guess, then **A/B test**... A LOT
- Measure conversion improvement
- Rinse & Repeat

Founder/CEO

Q: What metrics do you choose to watch?

- Hypothesize Customer Lifecycle & Refine
 - Choose 5-10 conversion steps
 - Less, not More is better
- BUT measure & iterate
- Focus on conversion improvement
- **Delegate** each Metric to someone to OWN