Metrics for Pirates

by @jordiromero

ARRR!
WHO AM I?

1986 - 2010  Software developer
2010 - 2012  CTO @ Teambox
2012 - 2013  Partner @ Lingo
OUR CUSTOMER SEGMENT

ACQUISITION

ACTIVATION

RETENTION

REFERRAL

REVENUE

ME!
ACQUISITION

ACTIVATION

RECEPTION

REVENUE

REFERRAL
ACQUISITION

Metav: Visit
key factors: { High Volume #, Low Cost £, High conversion % }

Tools: { Google Analytics, Google Ad Words, SEO MOZ, Fb, twitter, instapage, MailChimp }
Landing Pages + Product Features = Activation

Metrics:
- Pages / Visit
- Visit duration
- # clicks

Tools:
- Google Analytics
- Visual Website Optimizer
- Kiss Metrics
E-MAIL, MOTHERF*CKERS!

RETENTION

Metrics:
- Repeated visits
- Email open rate
- Cohort

Tools:
- Mailchimp
- Copy-f*cking-writing!
You should use this shit. OK!

Referral

Methods:
- Viral factor =  \( \frac{\text{% invites} \times \text{# invites}}{\text{% accepted}} \)

Tools:
- Social media
- Affiliation programs
Metric:

- Minimum generating rev. users
- Break-even rev. users

Tools:

- KissMetrics
- Google Analytics

Revenue

100

100$
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