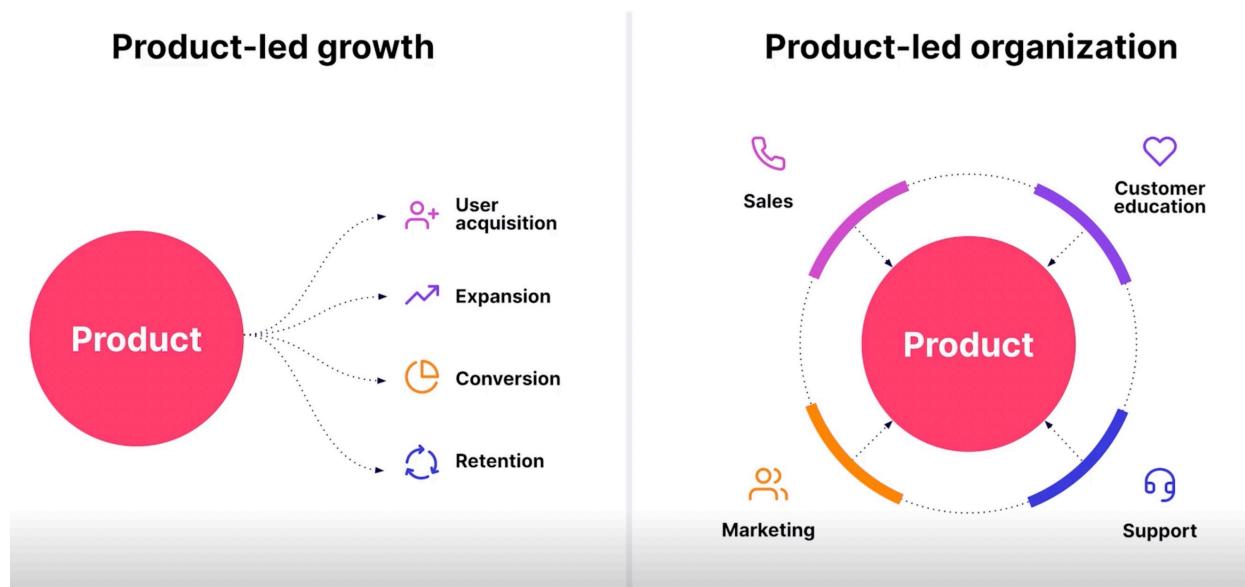


Product-Led Organization

Δ what is product-led organization?

↳ A business that makes its products the vehicle for acquiring & retaining customers, driving growth, and influencing organizational priorities



Δ Product-led strategies lead to

- increased efficiency
- greater collaboration
- faster innovation
- higher revenues



85%

say the experience a company provides is as important as its products and services



76%

expect the companies and brands they work with to understand their unique needs and expectations for products



Less than

31%

report having a high-quality product experience



44%

think there is a need for major improvement in the technologies the businesses they interact with are using

⚠ Software has direct impact on business outcomes

- how quickly and how well users adopt the product
- how much it impacts user's productivity
- whether or not they decide to remain your customers
- how loyal they are to your company & brand

Product-led organization



△ Product-led organizations characteristics

- align each function around the product
- make decisions with data over gut feel
- use the product as the marketing channel
- have amazing onboarding
- help users help themselves
- collect and use feedbacks from customers

A The benefits of becoming product-led

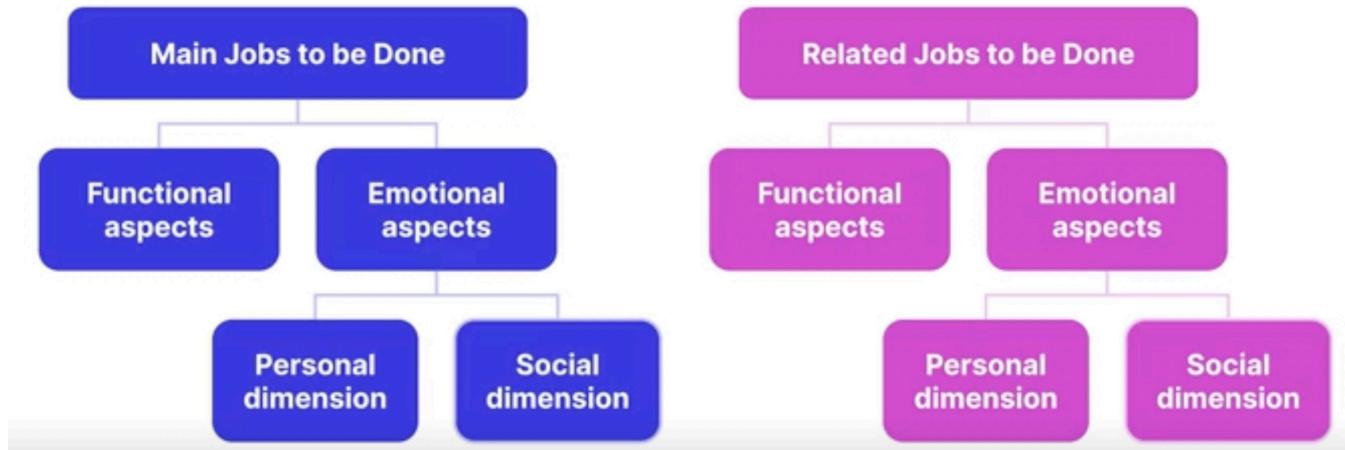
- base product decisions on what user behaviour, sentiment, and direct feedback say matters
- leverage usage data to help anticipate where in the product journey users are likely to get stuck
- use the product itself to drive growth
- view the product as a means to make your customers' lives better



A Jobs to be done framework

- The goal of the framework is to hone in on why customers use your product
- Ask : what are the jobs for which my customers hire my product ?
- Jobs ~ specified tasks ~ set goals

⚠ JTBD :



⚠ Product-led organizations use product analytics to tie the product experience to business value

↳ questions to answer

- How sticky is my product?
- Is my feature adoption rate what it should be?
- Are my customers using enough of my product?
- Am I building what my customers want?

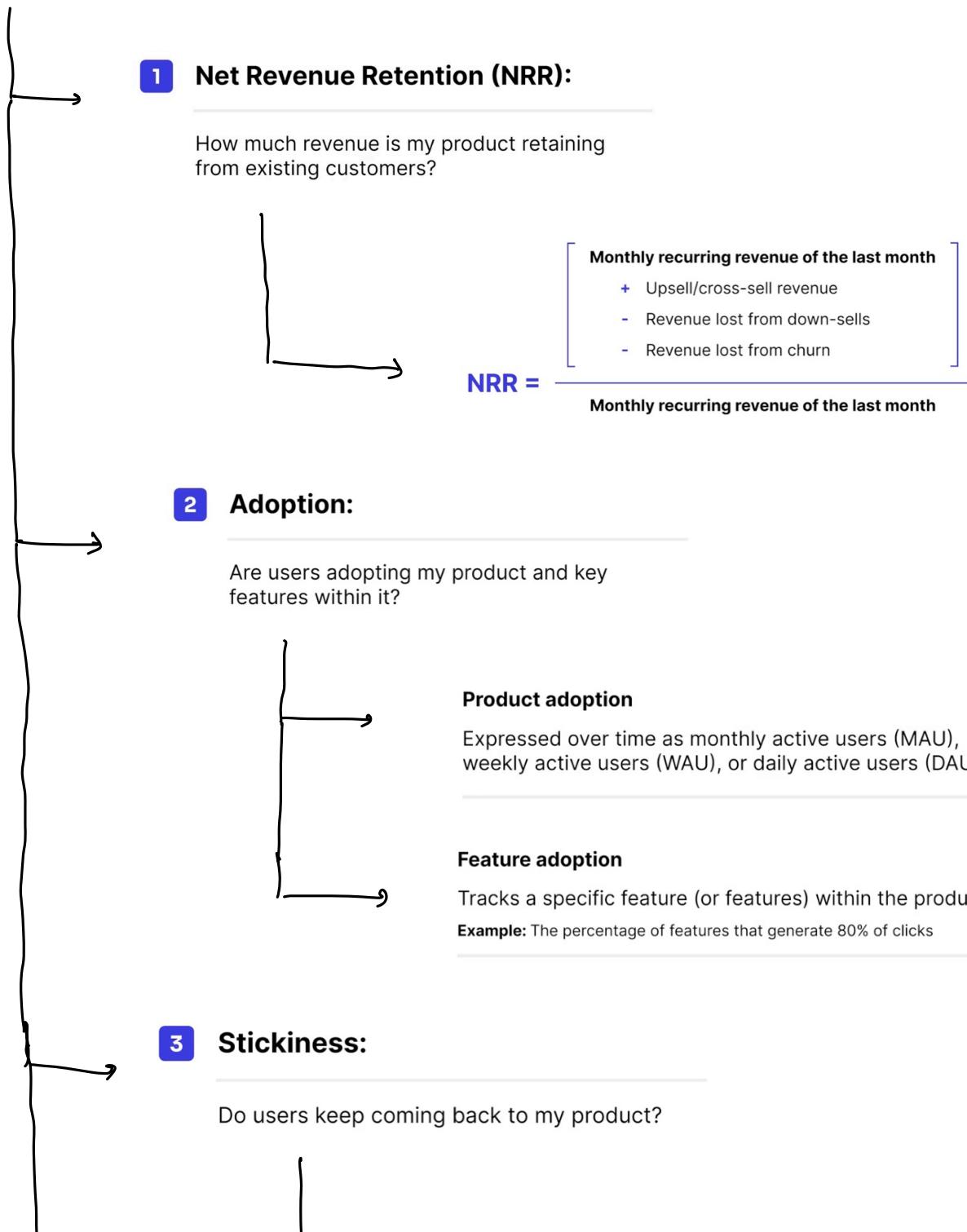
⚠ Starting with the right questions is essential to putting the right KPIs in place

⚠ each department should have its own product-led KPIs

Categories of KPIs

- business outcomes
- product usage
- product quality

10 product KPIs that product-led teams need to know



How to measure stickiness

- Monthly users who return daily (DAU/MAU)
- Weekly users who return daily (DAU/WAU)
- Monthly users who return weekly (WAU/MAU)

4 Growth:

Is my product acquiring and retaining new users faster than existing users are abandoning it?

$$\text{Growth} = \frac{\text{Total number of new users} + \text{recovered users}}{\text{Total number of dropped users}}$$

5 Product Engagement Score (PES):

How are users engaging with the product overall?

$$\text{Adoption} = \frac{\text{Avg. number of Core Events adopted}}{\text{Total number of Core Events}} \times 100$$

$$\text{Stickiness} = \frac{\text{Avg. daily/weekly active visitors/accounts}}{\text{Avg. weekly/monthly active visitors/accounts}} \times 100$$

$$\text{Growth} = \frac{\text{Total number of new users} + \text{recovered users}}{\text{Total number of dropped users}}$$

$$\text{PES} = \left[\frac{\text{Adoption} + \text{Stickiness} + \text{Growth}}{3} \right] \times 100$$

6 Retention:

Are users building enduring habits inside the product?

App retention

Measures how many users continue using your application during a given time period

7 Time to value:

How long does it take for users to find value in my product?

Aha moment

When a user clearly grasps why they need to use a specific piece of software

8 Net Promoter Score (NPS):

Are users and customers happy with the product?

$$NPS = \left[\frac{\# \text{ Promoters}}{\# \text{ respondents}} - \frac{\# \text{ Detractors}}{\# \text{ respondents}} \right] \times 100$$

9 Top feature requests:

What do users want from my product?

→ Features that are requested most often

→ Requests that are tied to customer accounts with the highest ARR

10 Product performance:

Is my product performing efficiently and without bugs?

Product response time

The time taken by the product's system to respond to any request

⚠ Best practices for measuring product bugs



- Track the breakdown of product bugs by feature
- Map bugs to product usage
- Measure the number of bugs reported vs. the number of bugs you've fixed

⚠ The best way to deliver product announcements is to place them directly in your product

⚠ Considerations when announcing features



CONSIDERATION #1

Relevance: Tailor your communication to the appropriate users

CONSIDERATION #2

Desired action: Align your announcement to the desired action

⚠ 3 dimensions for measuring feature adoption after a launch



⚠ Use customer feedback to understand "why" behind their behavior

Product Feedback Policy:

Explains how to submit feedback, how often it's reviewed, and how updates are communicated back

How to launch a simple, repeatable & effective feedback process

- pick one place for customer feedback
- create a transparent review process
- communicate back
- get your teams onboard

product ops works to

- Tighten product feedback loops
- Systematize product development and launches
- Scale product knowledge across the company

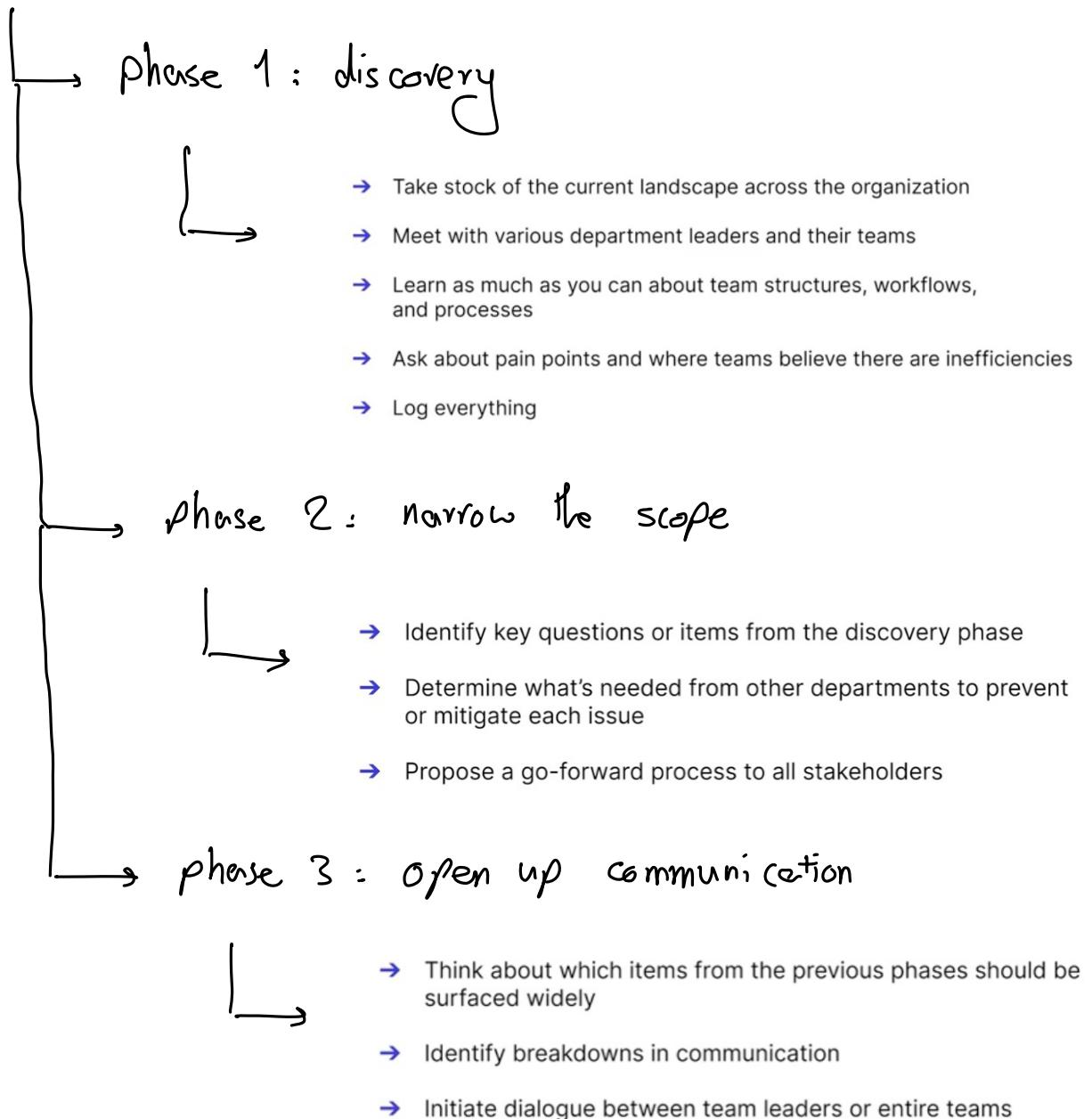
product operations is focused on

- Wrangling data in support of better product decisions
- Managing release schedules and go-to-market readiness
- Coordinating internal and external launches and communications
- Orchestrating the right messages and experiences inside the product

⚠ 3 models for product ops



⚠ How get started with building a product ops



⚠ Customer success team use product analytics to measure customer health, monitor user behaviors, and assess customer sentiment

⚠ A product-led customer success strategy helps CS teams:



⚠ product-led CS teams

- shared a unified view of customers
- use quantitative and qualitative data
- leverage product as a communication tool
- use segmentation to personalize their outreach
- support paying customers and freemium users
- shape the future of the product

⚠ what is onboarding?

- **Onboarding** is the process wherein new users become proficient and start finding value in your product

Traditional onboarding consumes time and resources



It involves multiple teams, including:

Product
Enablement
Marketing

It's delivered through traditional channels:

Email
PDFs
Webinars

⚠ what is product-led onboarding?



The process of helping new users become proficient in your product by leveraging the product itself as an introductory enablement channel

- Gives users a personalized experience
- Is immersive, so users stay focused
- Lets users self-serve
- Caters to a variety of learning styles

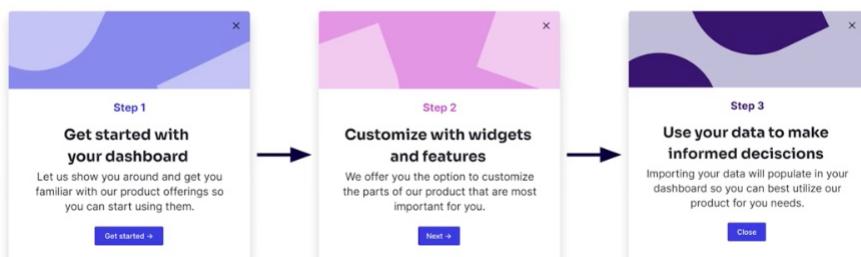
If you show users exactly what it is they want to do in the fastest, simplest way,
users will find value and stick around



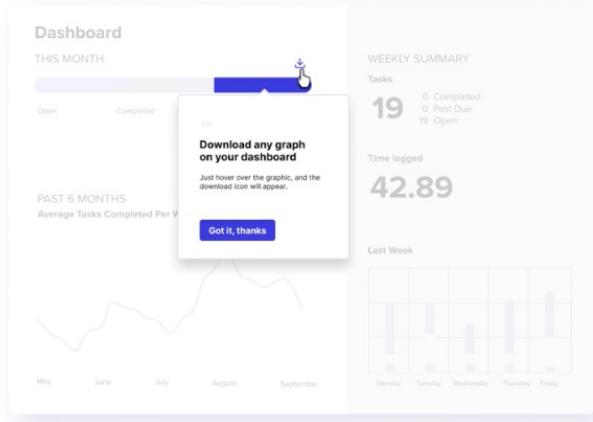
⚠ Designing an onboarding experience



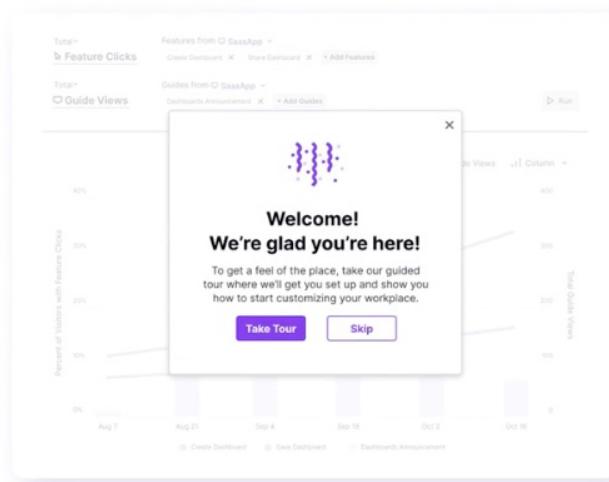
Walkthrough



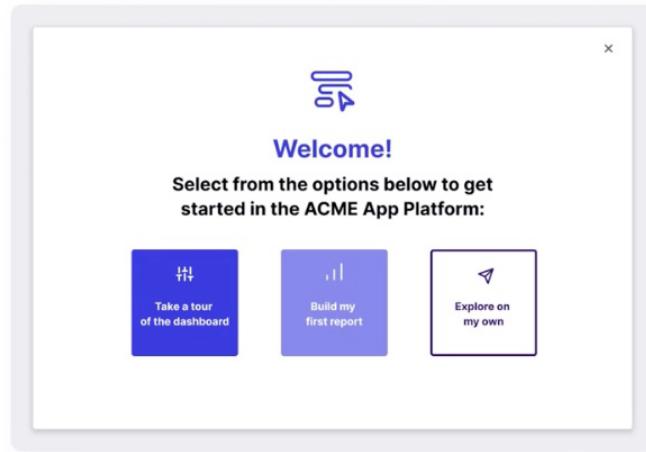
Tooltip



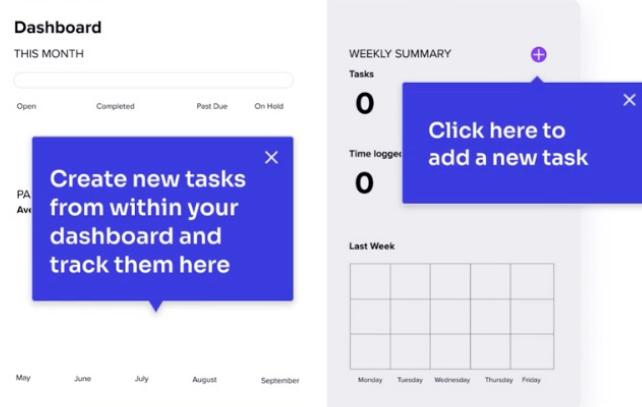
Lightbox



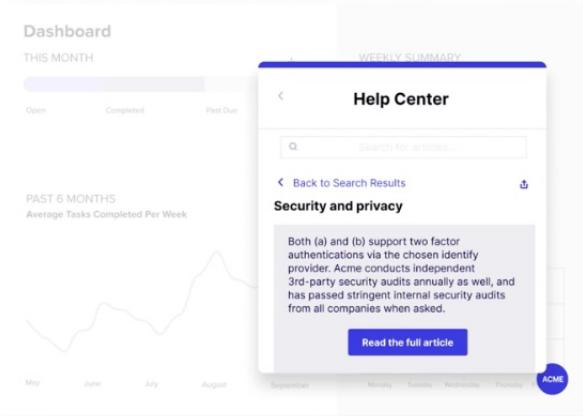
Landing pad



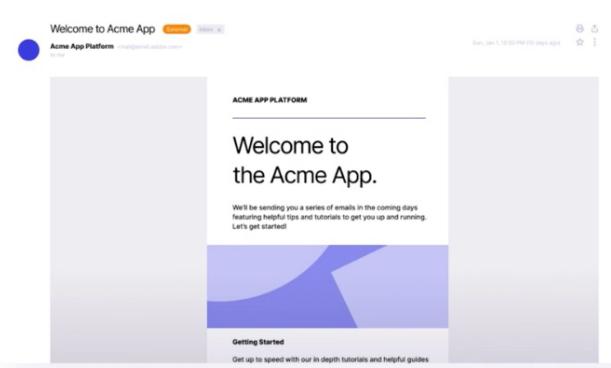
Blank slate



Knowledge base



Email



⚠ Elements of product-led marketing

-  Freemium
-  In-app messaging
-  Customer health and sentiment data
-  Letting the product market itself

Product-qualified lead (PQL)



Users who are not yet paying customers but have experienced value from the product.

These leads may have consumed:

- Free trials
- Free or freemium products
- Self-guided tours

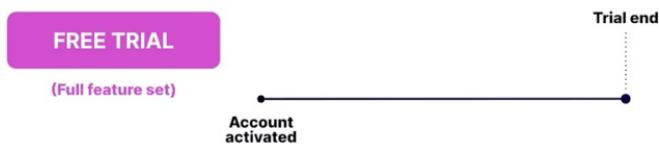
Marketing-qualified lead (MQL)



Leads that marketing teams deem to be adequately qualified, or primed, for the sales cycle.

These leads may have consumed:

- | | |
|----------------|--------------------|
| → E-books | → Events |
| → Webinars | → Web pages |
| → White papers | → Social campaigns |



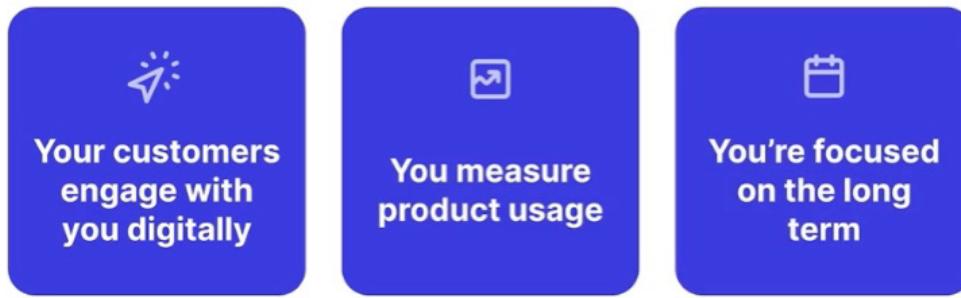
⚠ what is social proof



Social proof is any form of evidence collected from users and customers about their experience with your organization or your products, which is then used to market the product

⚠ for the product-led companies, the product isn't just one part of the customer experience. it is the experience.

⚠️ 3 signs you're ready to take on a product-led approach



- | | |
|-----------------------------------|--|
| Product-led marketing team | “ How can we use our product as the #1 lead magnet? |
| Product-led sales team | “ How can we use the product to qualify our prospects for us? |
| Product-led CS team | “ How can we create a product that helps customers become successful without our help? |
| Product team | “ How can we create a product with a quick time-to-value? |

⚠️ what we need to build product-led organization



- Shared goals and cross-functional metrics for what you measure and why
- To connect all your systems and integrations
- To understand how your product delivers value and to whom
- Data about how people are using your product and where they're struggling
- To collect and act on feedback from your users, at scale
- To bring a data-informed approach to your customer engagement and product development efforts

⚠️ product-led →
tech stack

