

PIRATE METRICS

Acquisition (How to get potential customers to know about us)	Activation (How can we get them try our product or give us identifiable data)	Retention (How can we get them to stick to the product)	Revenue (How can we get the to be actual customers)	Referrals (How can we get them to refer their friends and families)
<p>Facebook ads \$3k</p> <p>50k Monthly traffic on landing page.</p> <p><u>Problem</u> No subscription from the landing page.</p> <p><u>Solution</u> The landing page should have some compelling offer and less friction</p>	<p>200 registrations from Facebook ads</p> <p>100 downloads for financial eBook</p> <p>The organization should spend more on Facebook ads to get more activation data.</p>	<p>70 annual subscriptions</p> <p>30 monthly subscriptions</p> <p><u>Problem</u> 7% annual churn. And this is too much.</p> <p>People said it was too expensive.</p> <p><u>Solution</u> There should be increase in the value of the product to commensurate with the price.</p>	<p>\$99 Monthly, 10% off for annual subscription, 20% off for various companies.</p> <p>70 annual subscribers</p> <p>30 monthly subscribers</p>	<p>\$100 cashback for referrals.</p> <p><u>Problem</u> Only 3 people referred and this too small.</p> <p><u>Solution</u> There should be more awareness and ads about the benefit of referring.</p>

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