**Useful Likes:**

<https://www.productmanagementexercises.com/1937/there-drop-open-rate-instagram-tell-what-could-have-happened>

**Objectives:**

1. Track user behavior and make this data a central part of our decision making.
   1. Our key metrics are user retention and user-base growth.
      1. Which sub-metrics most closely align with the two main metrics?
      2. Does each new feature improve these metrics? By how much? (A/B testing).
      3. Which part of the app are people engaging with the most (comments, visiting other users' pages, etc).
   2. Create a way to easily analyze user behavior.
      1. Keep track of every action taken by users.
      2. Find a way to analyze this data easily.
   3. Keep track of three key metrics:
      1. Click Through Rate (CTR) for advertisements
      2. Conversion Rate (CR) on the app store (#downloads / #page visits)
      3. Retention Rate (RR)
2. Use other social media apps (Youtube, TikTok, etc) for marketing.
   1. Initial spending will be used for learning what customers respond to the best.
      1. Which ads do users respond to (A/B testing)?
      2. Which platforms work the best for us?
3. Build a team of a small group of like-minded people.
   1. Build a development team by sourcing entrepreneurial-minded students, and promise equity.
      1. 1-2 dedicated frontend developers.
      2. 1 dedicated full-stack developer.
      3. 1 backend/devops developer.
4. Figure out how to run advertisements on our platform
   1. Talk to advertisement agencies

**Roadmap:**

1. Month 1-2: Focus on user retention by establishing a critical mass of users, and therefore a consistent flow of new content.
   1. Goal:
      1. Each user sees at least 20 new posts every day
      2. 1,500 active users
   2. For 20 unique posts a day, we need 1,500 active users.
2. Month 3-6: Achieve market-product fit, continue growing the user base, start running advertisements on our app.
   1. Goal:
      1. Product market fit is achieved.
      2. Users see one advertisement a week.
   2. We will know if we get product market fit if our user base starts growing without us having to invest in marketing.
   3. Set up the infrastructure for running advertisements.
      1. Establish connections with ad agencies
      2. Start pushing ads towards users
3. Month 7-12: Run advertisements continuously, aggressively market our app.

**Customer Acquisition:**

Our goal is to get users to become active users on our app, and to understand how expensive it is to get 1 person to become an active user. Our customer acquisition journey can be divided into four main metrics:

1. Click-Through-Rate (CTR) - percentage of people who visit our app store after seeing our ad.
   1. 1% for TikTok ads, 1.5% for Facebook ads
      1. <https://jungletopp.com/tiktok-ads-vs-facebook-ads/>
   2. Tiktok ads have 7-10% for Take Over ads, up to 16% for TopView ads, and 1.5-3% for in-feed video ads
      1. <https://funnel.io/blog/a-complete-guide-to-tiktok-ads-for-digital-agencies>
      2. <https://theinfiniteagency.com/insights/social/tapping-into-tiktok-as-a-branding-platform/>
2. Cost per 1000 impressions (CPM)
   1. Starting at $10 for TikTok
      1. <https://influencermarketinghub.com/how-much-do-tiktok-ads-cost/>
3. Conversion Rate (CR) - percentage of people who download app after visiting our page in the App Store
   1. 41% for social networking, 76% for photo & video
      1. <https://www.apptweak.com/en/aso-blog/average-app-conversion-rate-per-category-2019>
   2. 11% for social networking
      1. <https://splitmetrics.com/blog/good-app-store-conversion-rate/>
   3. 6.4% - current conversion rate on App Store
4. Retention Rate (RR) - percentage of users who continue using the app after 1, 2, 3, … weeks.
   1. Assume ~10% based on pre-existing data
      1. We’ve see 5%-20% retention rates, most variance comes from cohort size (larger cohort results in higher retention)

**Numbers:**

Cost per impression (CPI):

* $.01 per impression

Click through rate (CTR):

Current Data:

* 16/1,300 = 1.2%
* 30/4,000 = .75%

Where we want it:

* 1.5-3%

Conversion rate (CR):

Current Data:

* 6.1%

Where we want it:

* 20-40%

Retention Rate (RR):

Current Data:

* 5-20%

Where we want it:

* 15-30%

Revenue:

Current Data:

* N/A

Where we want it:

* $.005 per impression

Cost/Profit:

Cost:

Low:

High:

Optimistic:

Revenue: