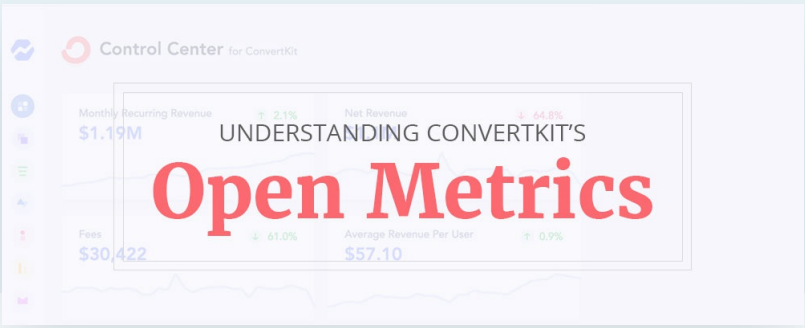
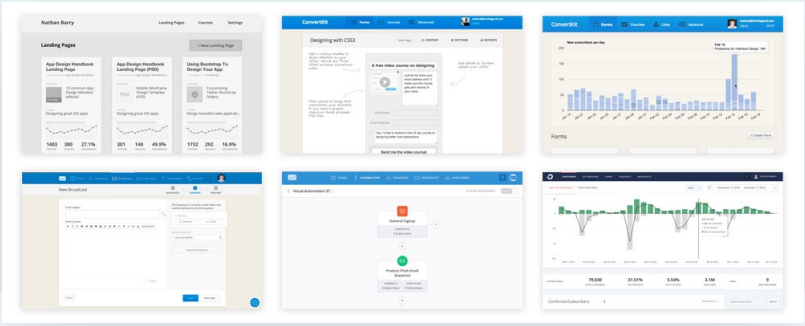
Topic: The Web App Challenge



JANUARY 14, 2019 - BUSINESS, THE WEB APP CHALLENGE

Understanding ConvertKit's open metrics



DECEMBER 17, 2018 - DESIGN, THE WEB APP CHALLENGE

The design of ConvertKit over the years

JULY 6, 2017 - MARKETING, THE WEB APP CHALLENGE

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JULY 7, 2016 - MARKETING, THE WEB APP CHALLENGE

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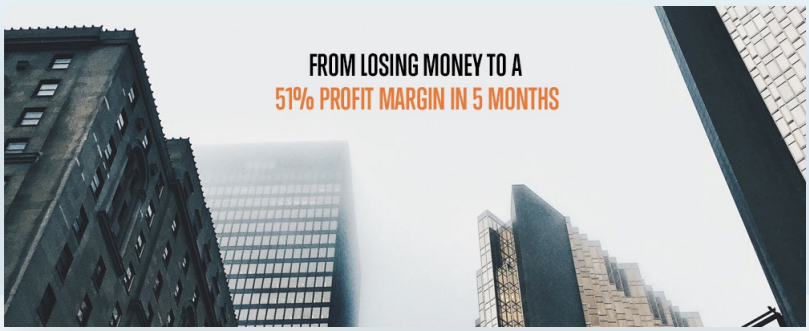
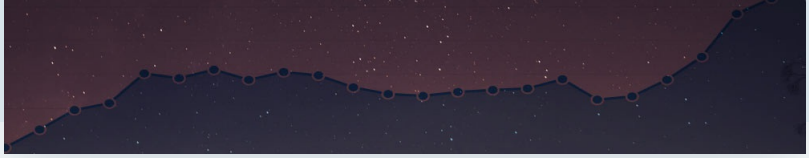


JUNE 28, 2016 - BUSINESS, THE WEB APP CHALLENGE

From losing money to a 51% profit margin in 5 months

OCTOBER 15, 2015 - BUSINESS, THE WEB APP CHALLENGE

Growing ConvertKit to $30,000 in Monthly Recurring Revenue



MARCH 11, 2015 - THE WEB APP CHALLENGE

Growing ConvertKit to $5,020 in Monthly Recurring Revenue

JUNE 26, 2014 - MARKETING, THE WEB APP CHALLENGE

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