



EXPLAINERS

SOLVING
METRICS
QUESTIONS



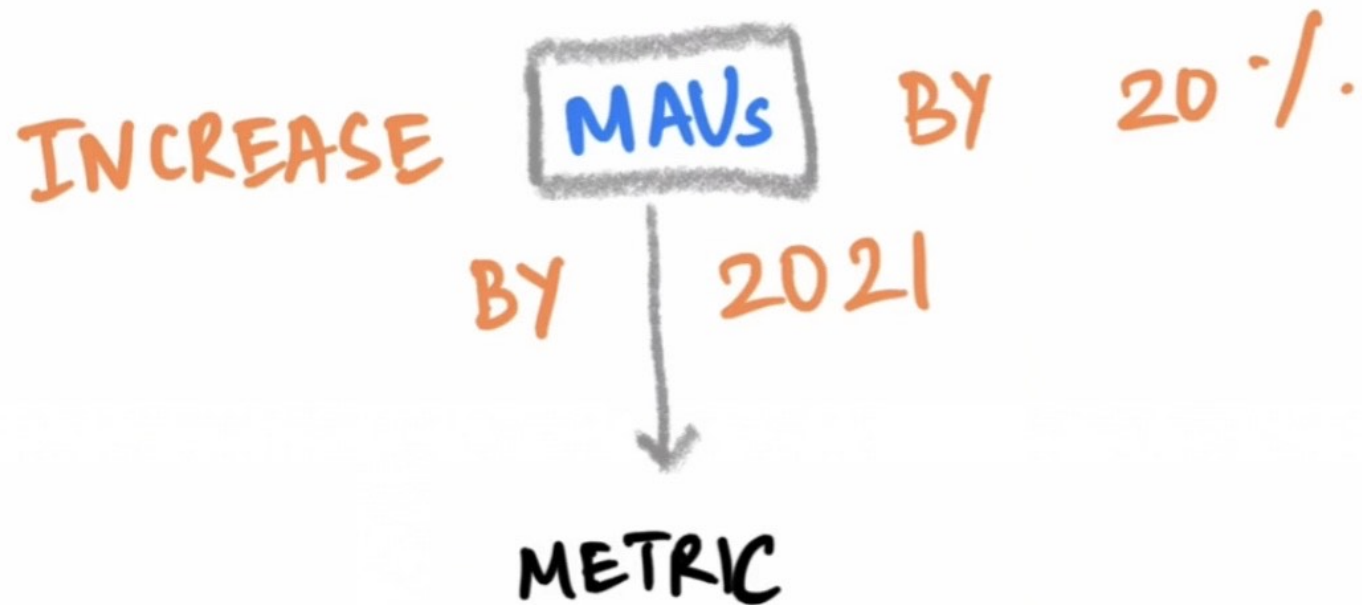
HOW WOULD YOU DEFINE THE
SUCCESS METRICS FOR A
PRODUCT ?

FOLLOWED UP WITH AN RLA QUESTION

SUCCESS METRICS

CLARIFY

1. GOALS vs METRICS

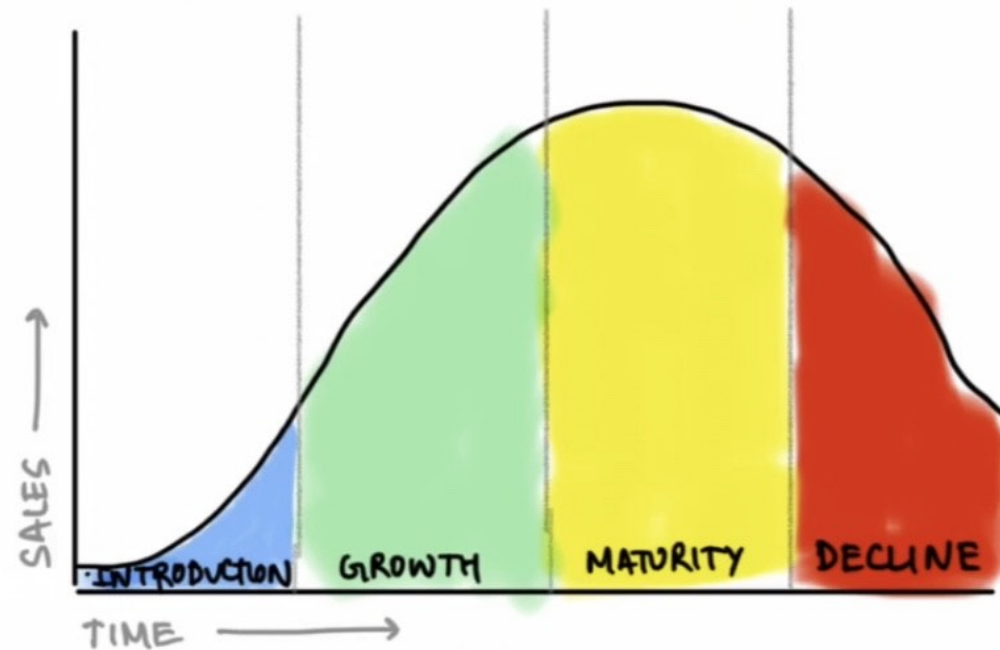


SUCCESS METRICS

CLARIFY

→ GOALS v METRICS, FUNCTIONALITY, MISSION/VISION

PLC STAGE



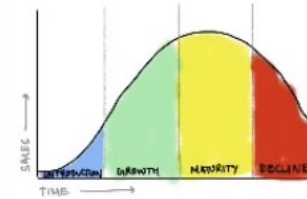
SUCCESS METRICS

CLARIFY

→ GOALS ✓ METRICS , FUNCTIONALITY , MISSION / VISION

PLC STAGE

→ PICK THE STAGE OF THE
COMPANY / PRODUCT



PRODUCT /

CUSTOMER GOAL



SEND MESSAGES TO FRIENDS + FAMILY
IN A SAFE & ENCRYPTED MANNER

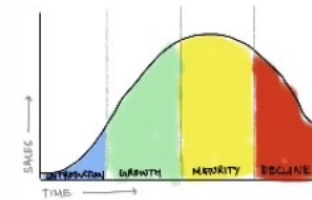
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PRODUCT /

CUSTOMER GOAL

→ DECIDE ON THE ^{KEY} CUSTOMER GOAL
(EX- WHATSAPP : SEND MESSAGES IN A SAFE + ENCRYPTED MANNER)

FUNNEL

METRICS

1. IDENTIFY KEY ACTIONS TO ENCOURAGE.

EXAMPLE : NETFLIX (focusing on Acquisition/Adoption)



KEY ACTIONS :

- DOWNLOADING THE APP
- SIGNING UP/SUBSCRIBING
- WATCHING A TV SHOW/MOVIE

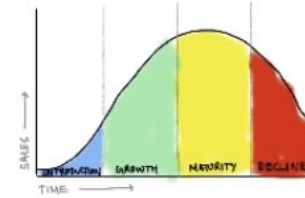
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FUNNEL

METRICS

→ ① IDENTIFY KEY ACTIONS ② DEFINE A TIMEFRAME
② CATEGORIZE IF NEEDED

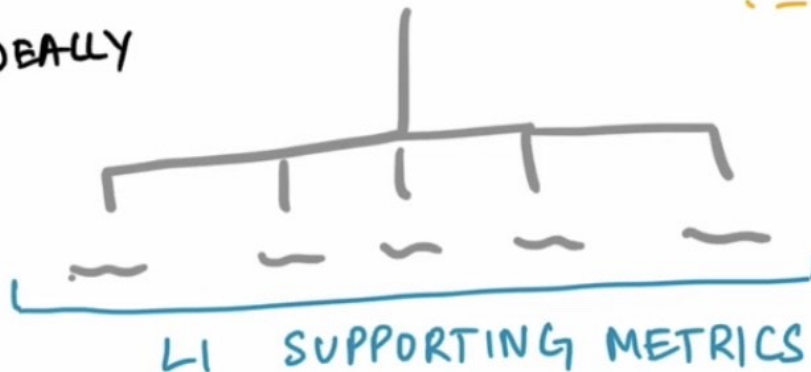
PRIORITIZE

1 NSM

SHOULD BE A BROAD INDICATOR OF SUCCESS, NOT COMPLEX OR DIFFICULT TO UNDERSTAND

SHOULD BE ACTIONABLE
(APPLIES TO LI METRICS AS WELL)

IDEALLY



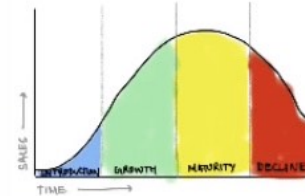
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MEASURE USAGE OF RICHER MESSAGE CONTENT
(EMOTIS, GIFS, ETC)

EMOTIS SENT

vs

EMOTIS SENT PER USER

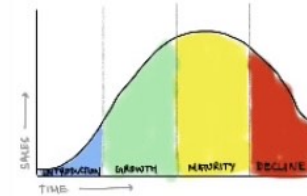
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FUNNEL METRICS

→ ① IDENTIFY KEY ACTIONS ② DEFINE A TIMEFRAME
② CATEGORIZE IF NEEDED

PRIORITIZE

→ IDEALLY 1 NSM + 4-5 LI METRICS
ACTIONABLE & NOT COMPLEX TO UNDERSTAND

CRITIQUE YOUR METRICS

EX. METRIC → $\frac{\# \text{ SIGNUPS}}{\# \text{ APP DOWNLOADS}}$

	M1	M2
# APP DLDS	100	50
# SIGNUPS	30	25
	30%	50%

MISLEADING

COUNTER METRICS

- # APP DOWNLOADS
- # SIGNUPS