

Prominent Google Products and their North Star Metrics -

Product	Goal	North Star (Product goal)	Explanation
Google Calendar	Help users improve productivity by better organizing their time	# of events successfully attended daily/weekly/monthly	We want users to successfully complete meetings, events, and tasks
Chrome	Help users browse the internet with a seamless experience	DAU/MAU and Avg. time spent surfing the internet per user	
Google docs	Help users create, organize and share information with others	# of docs created and shared with at least one collaborator where collaborator has interacted with the doc on a daily/weekly/monthly basis	The North Star Metric for Google Docs is the intersection of the Product Usage across the Creators and Collaborators
Google Drive	Help users create, organize and share their data on the cloud	# of files stored on Google drive AND # of files stored and shared with at least one collaborator who has interacted with the file AND avg time spent using Google drive	
Gmail	Help users improve productivity by communicating efficiently	# of emails sent/read per session, per day, per month AND % of users checking inbox on D1, D7, D15	
Google search	Help users discover the right information	# of successful searches made	Successful search means the user found the information they were looking for and interacted with it
Google pay	Help users make seamless payments	# of daily transactions made	
Google Maps	Help users explore and navigate the world	# of completed trips AND # of places checked out	
Youtube	Help users get a voice and show it to the world	Watch time	
Youtube Music	Help users listen to the music of their taste	Time spent listening to music	
Google Photos	Help users create, organize and	% of storage space utilized in	

	share memories	free and paid tier	
Keep Notes	Help users create, organize and share their thoughts	# of notes created and interacted with at least once AND % of users checking Keep on D1, D7, D15	
Google Assistant	Help users be more productive on their mobile	# of successful interactions with assistant	
Gemini	Help users get the answer to any question	DAU/MAU AND avg time spent daily	Product is more focussed towards acquiring more users currently
Play Store	Help users explore and maintain their Android apps, movies, books, etc.	# of app installs/updates made	
Meet	Help users stay connected	# of successful meets AND Avg time spent daily/weekly/monthly	