

CONSIDER

What are things to consider in each phase?

CONSUMERS

PRODUCERS

PARTNERS

METRICS

What are your leading KPIs for monitoring and optimization?

ACQUISITION

ACTIVATION

RETENTION

REVENUES

REFERRAL

CUSTOMER LIFETIME

FLYWHEEL

ENG



PLATFORM AARRR FUNNEL v5.0



Part of the Platform Innovation Kit - the toolset for the platform generation
Download at www.platforminnovationkit.com
Created by fastbreak one

TITLE

