

Growth Hacking Assignment

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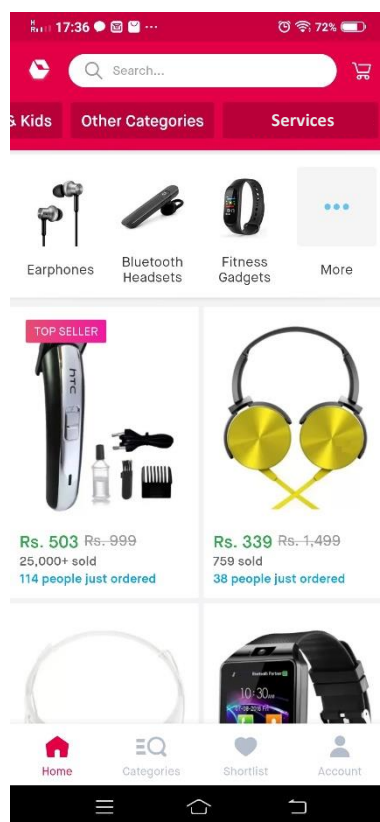
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Question	What would be your business goal? (Word limit: 50 words)
Response	Enhance the existing Snapdeal experience to cater for other services like mobile recharge, booking cabs, ordering food etc., so that it is not just an e-commerce platform but more than that with a goal to increase the customer base, maximize the ROI and establish brand value in newer horizons.
Question	List the metrics which would you track? (Word limit: 80 words)
Response	<p>The metrics below could be tracked for various growth hacking phases –</p> <p>Acquisition:</p> <ul style="list-style-type: none">- Traffic from marketing channels- Time spent- Bounce rate <p>Activation:</p> <ul style="list-style-type: none">- Sign-up rate- Phone number registration- No. of visits / No. of people who clicked on Services (this new category consists of all the additional services like book a cab, order food, mobile recharge) <p>Retention:</p> <ul style="list-style-type: none">- Segmentation by time (i.e., new users who came in same month belong to one cohort)- Segmentation by behaviour

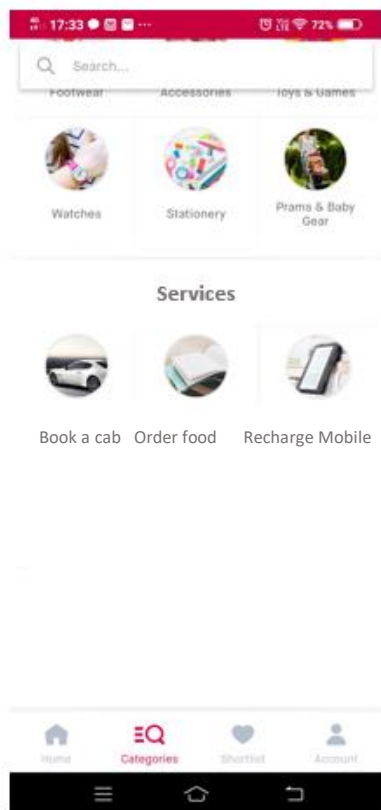
	<p>Revenue:</p> <ul style="list-style-type: none"> - Growth rate - Usage of 'Snap Cash' (gets credited to the snapdeal account to be redeemed) - Avg. Snap Cash credited/debited per account <p>Referral:</p> <ul style="list-style-type: none"> - Effectiveness through viral coefficient or k-factor - No. of new users who came in through referral codes
Question	Provide potential solutions along with the rationale.
Response	<p>The potential solutions are:</p> <p>Acquisition:</p> <ul style="list-style-type: none"> - Identify best traffic channels – SEO, Direct, etc - Introduce the new 'Services' tab as well as a new Category – 'Services' - A/B test these versions - Change the description, screenshots on Appstore/Playstore and optimize these. <p>Activation:</p> <ul style="list-style-type: none"> - Introduce a Snapdeal chat-bot that would give information to customers about new services and also about referral schemes. - Give credits to wallet in the form of 'Snap Cash' for first few sign-ups - Prepare some explainer videos about the new services being offered. <p>Retention:</p> <ul style="list-style-type: none"> - Send push notifications about updates – regarding introduction 'Snap Cash' and new services being offered and rewards in the form of Snap Cash, its benefits, etc. - Send emails regarding the updates - Custom social networking ads (Facebook ads) - Track some events to understand user behaviour - Perform analytics to understand how many people are coming back to use <p>Revenue:</p> <ul style="list-style-type: none"> - Provide discount on payments of mobile recharge, ordering food, etc., with 'Snap cash' - Make changes to the promotion and offers page to make it more appealing - Give some vouchers like 10% off on other select products on Snap-deal ecommerce platform if mobile recharge is done from Snapdeal platform, etc. <p>Referral:</p> <ul style="list-style-type: none"> - Give referral bonus to the referrer and referee in the form of Snap Cash that can be redeemed for mobile recharge or any other services. - Provide discounts on next recharge/food order/cab booking, etc before a specific date (like before Sept 30th, etc) for the new users who come in through h referrals - Provide special cashbacks and deals if a user can refer more than 'X' number of people who sign-up.

Question	Prioritise the proposed solutions basis these criterion: Reach, Impact & Effort.
Response	<p>Prioritization of proposed solutions:</p> <p>Based on Reach, Impact and Effort</p> <ul style="list-style-type: none"> - Introduction of 'Snap cash' wallet would have lot of Impact and low to moderate effort - Referral bonus: This would have maximum reach as well as impact. Effort is also moderate to introduce such feature. - Discounts and offers on e-commerce platform when-ever new services are used would have more impact and reach. Moderate effort should give great output. - Redemption of Snap cash would be having more impact with low to moderate effort. - App store optimization would have lot of reach as well as impact. Effort is low to just change the description and screenshots - Introducing chat bot – this feature requires most effort but would also have some reach factor considering the marketing of new features. Impact might be moderate here.

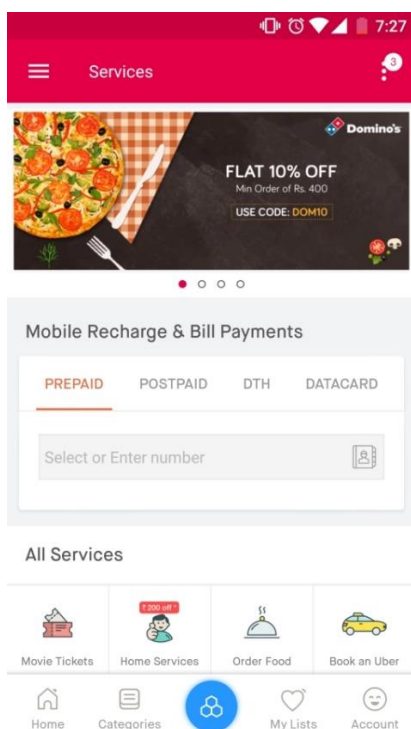
Introduce a new tab – 'Services'



Introduce a new Services category list, which would be shown along with all other categories.



When clicked on 'Services', the screen below would appear



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