

Using the AARRR (Pirate) metrics framework



LECTURE
SUMMARY

Covered in this lecture:

Explaining the AARRR (Pirate) metrics framework and how to use it

Taught by:



- ▶ This framework was created by Dave McClure and it's commonly used with software and service businesses

The meaning of A.A.R.R.R.:

- ▶ **#1 Acquisition**
 - metrics for acquiring your user
- ▶ **#2 Activation**
 - metrics that show that the customer is now activated, they signed up and engaged with the app
- ▶ **#3 Retention**
 - customers come back to use your app
- ▶ **#4 Referral**
 - are users happy enough with your app that they refer it to others?

▶ #5 Revenue

- metrics that show you are making revenue from your users

- Think of metrics that you can measure in order to know how your product is doing in each one of these steps

See you next lecture!