

Practice Activity: Write an OKR for Ancestry



Background

- We are product managers at Ancestry
- To generate growth, we would like more of our DNA testing customers to subscribe to our genealogy service
 - Ancestry DNA testing: one time (\$99)
 - Ancestry Genealogy: subscription (\$225/year)

Your challenge

- Write an OKR for Ancestry's product team, with one objective and one key result.
 - Focus this OKR on our DNA-to-genealogy growth goal



OKRs for Q2

Objective 1: Increase the number of new active users

Key results >60% of first-time users submit a second bird checklist

Objective 2: Increase the usage of eBird's data by university researchers

Key

>1000 CSV data downloads

>30 academic articles published

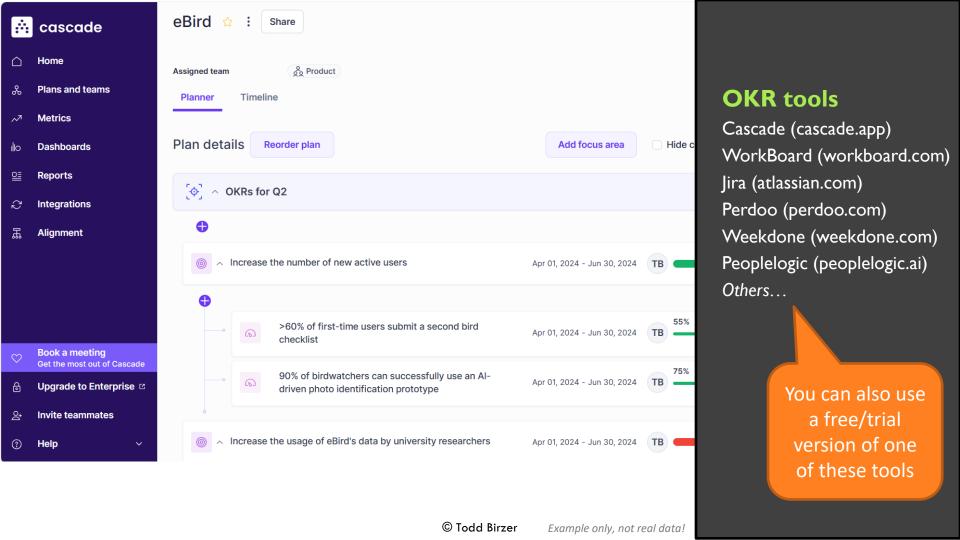
Objective 3: Expand user base in countries with high bird diversity but low eBird usage (Columbia Peru, Ecuador, Brazil)

Key esults >100 "friend" referrals in target countries

Example OKRs from eBird

OKR **Objective I:** < Write your objective here> <Write your key result here> Key results

You can use this template



Todd's answer

OKR

Objective I: Increase the number of DNA testing customers who subscribe to our genealogy service

For DNA testing customers, increase the 14-day trial signup rates from the current 25% to 35%

For DNA testing customers, increase the percentage of people who access their relatives' records (birth certificates, immigration records, marriage records, census data, etc.) from the current 17% to 28%

For DNA testing customers, increase the percentage who subscribe to our genealogy services from the current 5% to 8%

Possible OKRs for Ancestry

Did you come up with something similar?

Key results