

DISCOVER MORE ABOUT WHO YOU ARE
AND WHERE YOU'RE FROM



Uncover your
ethnicity and more.

Explore AncestryDNA



Search billions of records
to discover your story.

Get started



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 results	>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 results	>100 "friend" referrals in target countries


Example OKRs
from eBird



OKR	
Objective 1: <Write your objective here>	
Key results	<Write your key result here>


You can use this
template



 **cascade**



- Home
- Plans and teams
- Metrics
- Dashboards
- Reports
- Integrations
- Alignment


 **Book a meeting**
Get the most out of Cascade

 **Upgrade to Enterprise** 

 **Invite teammates**


 **Help** 


eBird   Share



Assigned team  Product


Planner Timeline



Plan details Reorder plan Add focus area ☐ Hide c



 ^ OKRs for Q2





 ^ Increase the number of new active users Apr 01, 2024 - Jun 30, 2024 TB 



 >60% of first-time users submit a second bird checklist Apr 01, 2024 - Jun 30, 2024 TB  55%

 90% of birdwatchers can successfully use an AI-driven photo identification prototype Apr 01, 2024 - Jun 30, 2024 TB  75%

 ^ Increase the usage of eBird's data by university researchers Apr 01, 2024 - Jun 30, 2024 TB 

OKR tools

Cascade (cascade.app)

WorkBoard (workboard.com)

Jira (atlassian.com)

Perdoo (perdoo.com)

Weekdone (weekdone.com)

Peoplelogic (peoplelogic.ai)

Others...

You can also use
a free/trial
version of one
of these tools

Todd's answer

OKR

Objective 1: Increase the number of DNA testing customers who subscribe to our genealogy service

Key results

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?