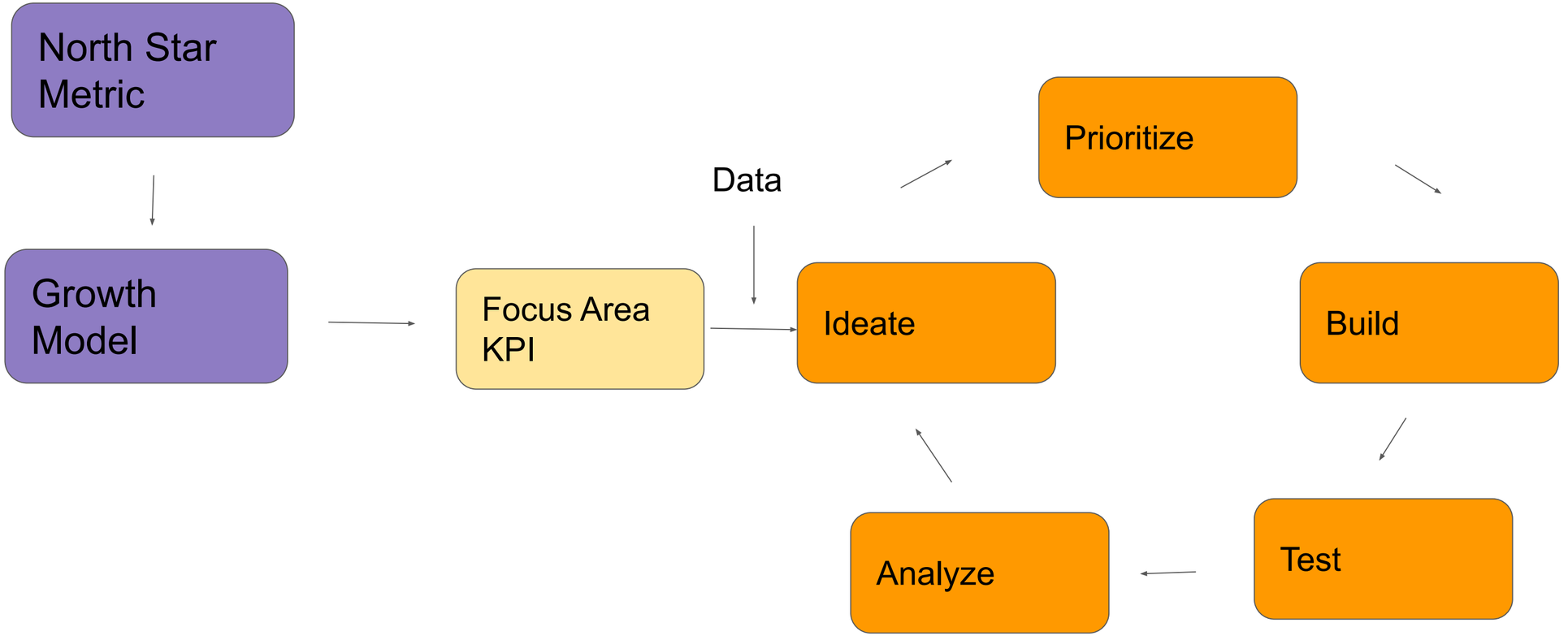
GitLab

GitLab Growth Model 1.0

Author: Growth Team
Last update: 2020-04-20

Growth Model helps break down north star metric into Sub metrics & KPIs



ZOOMED OUT

Finding Lever

ZOOMED IN

Test - Measure- Learn

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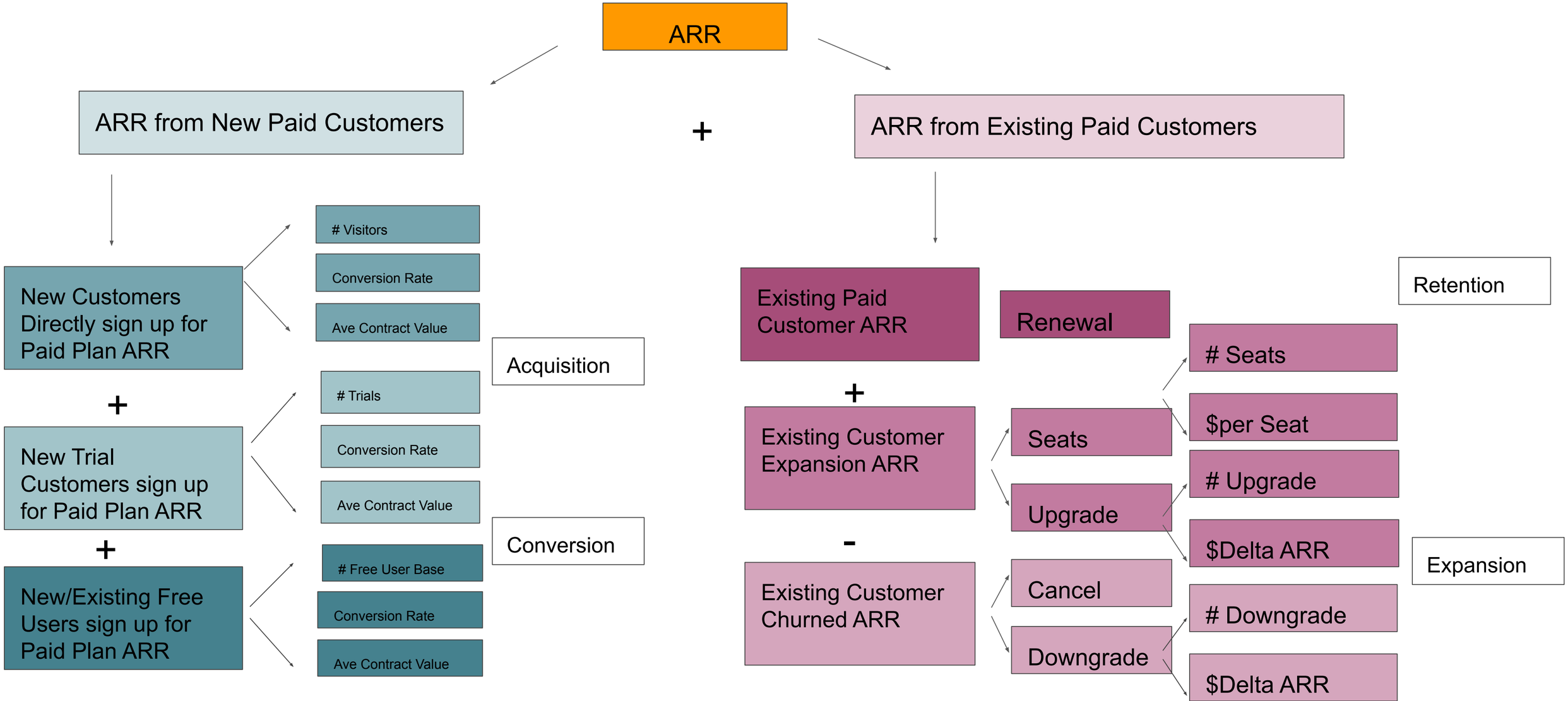
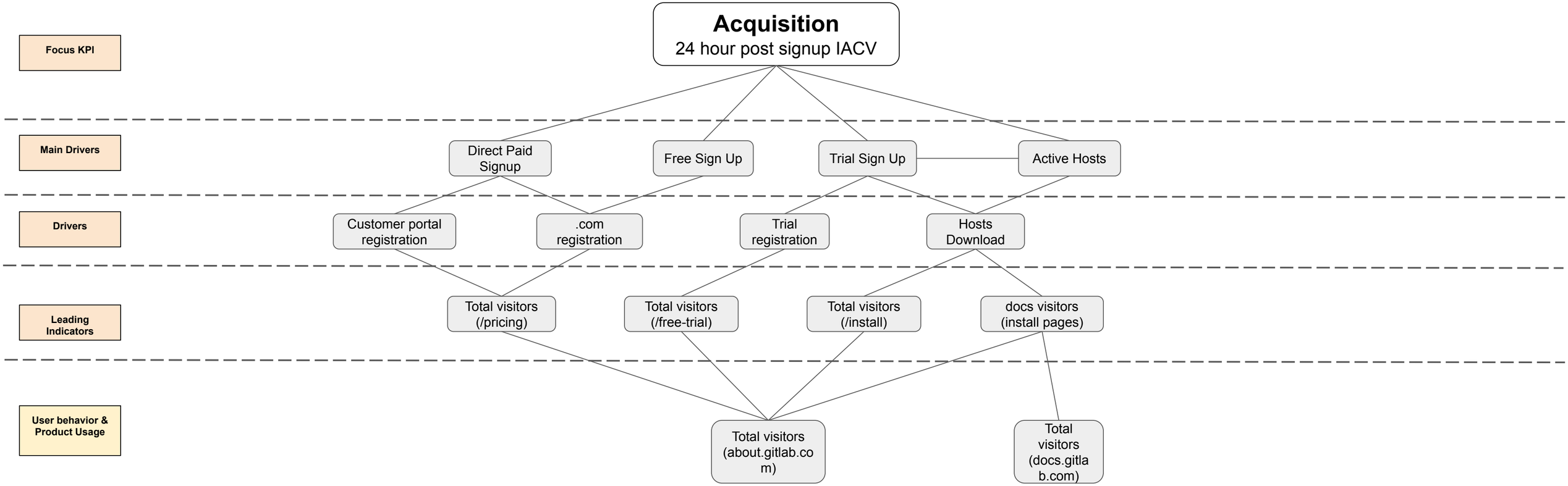
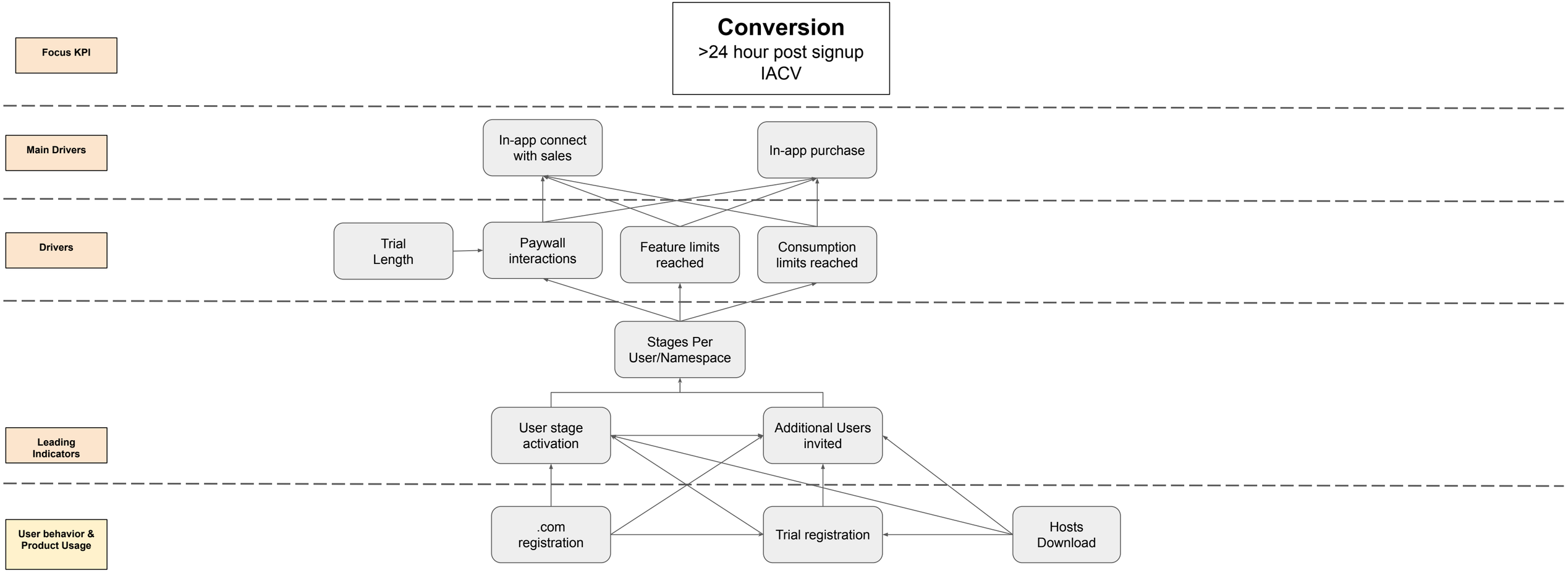


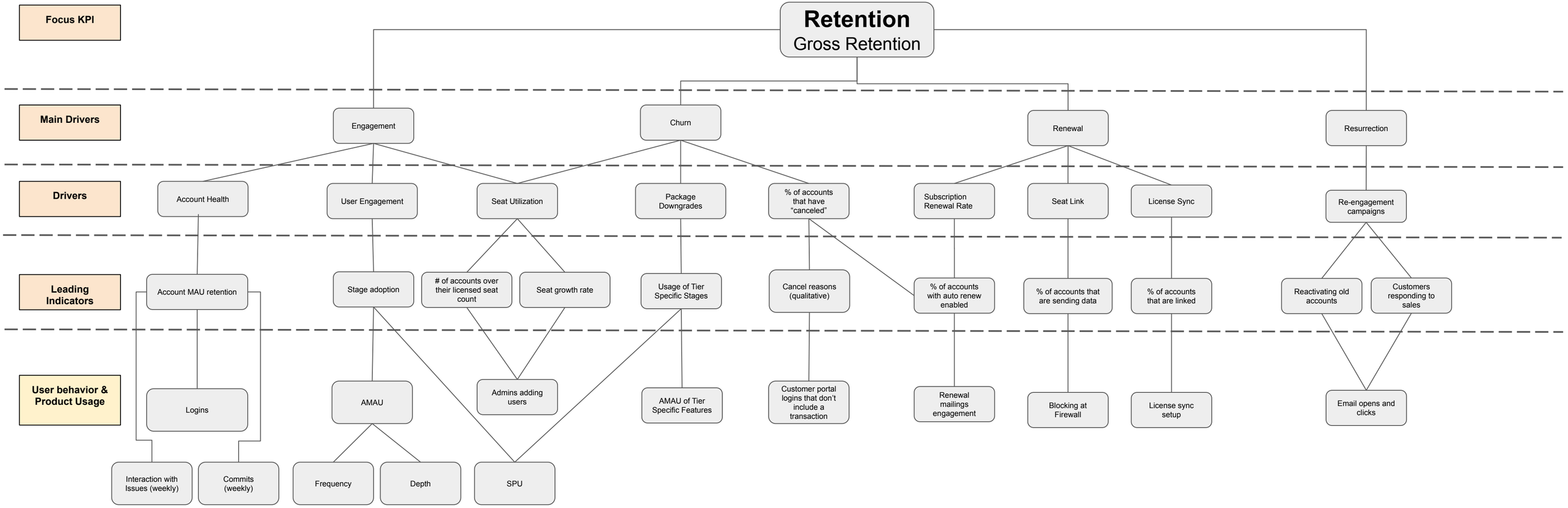
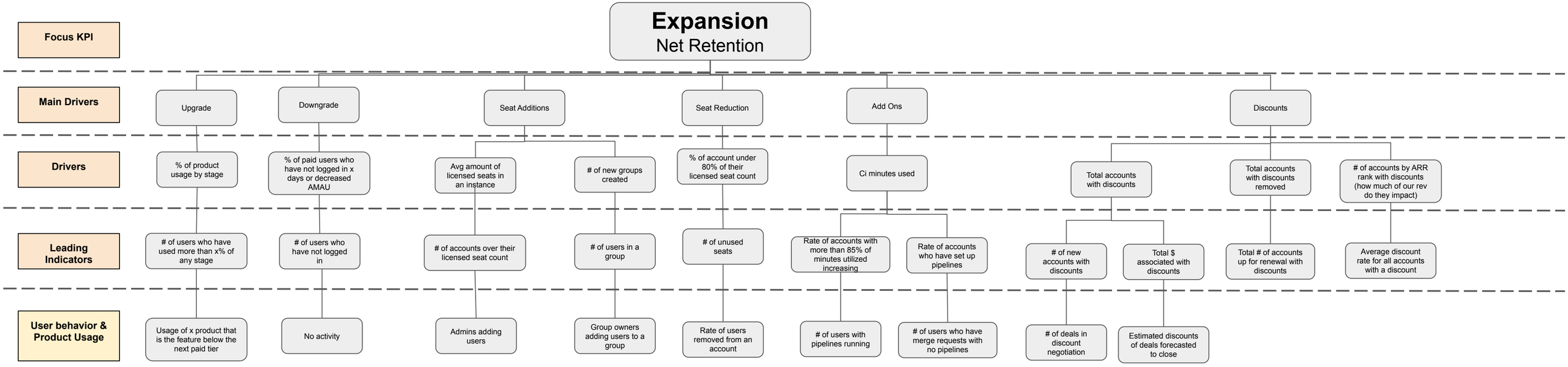
Acquisition: Focus KPI & Growth Model



Conversion: Focus KPI & Growth Model



Retention: Focus KPI & Growth Model



Expansion: Focus KPI & Growth Model