

Steal these brilliant growth tactics

Breaking down my favorite examples from Canva, Figma, ChatGPT, Perplexity, Miro, Otter and more



KYLE POYAR
JUN 19, 2024



131



13



8

Share

👋 Hi, it's [Kyle](#) and I'm back with a new [Growth Unhinged](#), my newsletter that explores the unexpected behind the fastest-growing startups. Subscribe to join **49,201 readers** who get *Growth Unhinged* delivered to their inbox every Wednesday morning.

I love to get inspired by what others are doing. It sets aside existing constraints and gets the creative juices flowing, inspiring dreams of *what if...*

In the last three years I've now signed up for 100+ self-serve products ranging from Asana to Zapier. I wanted to devote today's *Growth Unhinged* to exploring the best the best: my favorite onboarding flow (Miro), cancellation flow (Canva)... even my favorite price increase email (is that an oxymoron?).

I hope these examples inspire your next growth experiment. After you're done read join the conversation on [LinkedIn](#) and share your own go-to faves.

Favorite onboarding flow: Miro

Need inspiration for your product onboarding? Look at Miro's approach, it's brilliant

I come across a number of **product onboarding mishaps**, especially for those launch a self-serve offering:

- ❌ The product is too confusing without sales or success helping out
- ❌ There's too much of a blank slate
- ❌ It's unclear 'what's in it for me' as a user
- ❌ There's no personalization for specific use cases, jobs to be done, or levels of int

Take ideas from better to best

Miro is your team's visual platform to connect, collaborate, and create — together.

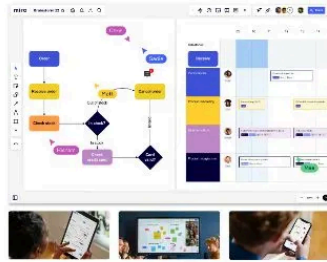
Enter your work email

[Sign up free →](#)

Keep work and life separate by using your work email

★★★★★
Reviewed on [G2](#) [Capterra](#)

Builds trust with social proof



Homepage shows off the product

Sign up for free today

We recommend using your **work email** — it keeps work and life separate.

Work email

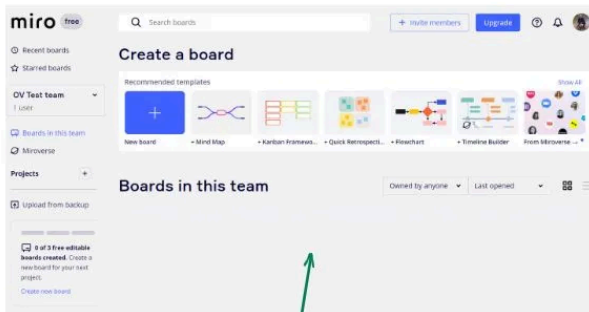
[Continue →](#)

Collaborate with your team within minutes

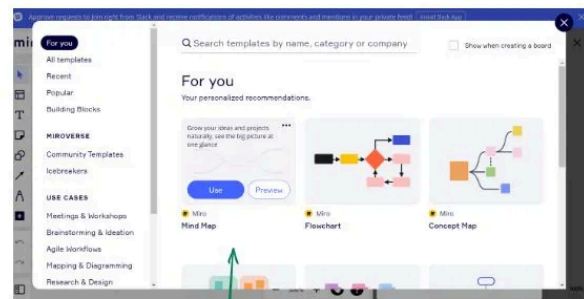
or sign up with:

[Sign up with Google](#) [Sign up with Microsoft](#) [Sign up with Apple](#) [Sign up with Facebook](#)

Encourages sign up with a work email (more valuable)



No "blank slate"



Surfaces up popular templates personalized to different use cases

Miro avoids these missteps and has one of my all-time favorite product onboarding experiences. What I'm digging:

🥰 **Onboarding begins on the website.**

Miro has compelling messaging (social proof ("based on 5,149+ reproduct through product images devices. All of this gets people in

😍 **Nudges folks to sign up with**

The disclaimer below the signup — *it keeps work and life separate*. while still offering people flexibility

Why should you care? Business signups, but you may not want to domain (especially if you sell to personal use case before taking t

😍 **There's no blank slate.**

The app comes pre-populated with include templates sourced from the [Miroverse](#) community, adding social proof. Template recommendations are personalized to different use cases.

😍 **It's obvious what to do next.**

Miro doesn't have excessive in-product tours or pop-ups. The product doesn't need them; the whole experience is extremely intuitive without it.

Bonus: They connect product activity with GTM touchpoints.

Self-service onboarding is the starting point, not the end goal. After our domain reached a critical mass of users, I got the following email from an account rep. It was well-timed, had a compelling subject line (*Spike in Miro usage*), and had an



Discover more from Kyle Poyar's Growth Unhinged

Revealing the playbooks and hidden tactics behind today's best startups. Join 65,000+ weekly readers for real-life growth advice, playbooks and case studies.

Over 65,000 subscribers

By subscribing, I agree to Substack's [Terms of Use](#), and acknowledge its [Information Collection Notice](#) and [Privacy Policy](#).

Subscribe

Continue reading >

Sign in

opinionated perspective about why it would be beneficial to shift from a self-serve to sales-assisted plan. Well done 🙌

Hi Kyle,

Really encouraging to see Miro take off at OpenView Partners -- it looks like several departments have a handful of free/paid accounts.

At this stage of adoption, there are typically some benefits to reorganizing into a centralized company account, including:

- cost-effective scaling via Flexible Licensing
- increased security/data governance
- reduction of admin calories with SSO, SCIM, and centralized visibility

Do you have a few minutes to discuss the above?

Best,

Favorite ungated product: ChatGPT (& Perplexit

You can now use ChatGPT instantly without signing up. Honestly, it's not an act of generosity.

After gating the product behind a registration wall since 2022, they [pivoted to a more open approach](#) in April 2024. This is part of a broader movement of "ungating" your free product — no email, no login, no problem?

No login, no problem?

The ungated free product funnel

Gated (email required)



~5% of unique visitors start using your product



All of them give you their email address



~20-40% of these reach their aha moment

Ungated



~15% of unique visitors start using your product



Only a portion give you their email address



~40%+ of these reach their aha moment

TL;DR: great for collecting contact info (for sales, marketing, etc.)

TL;DR: great for showing off the product and turning visitors into users

GROWTH UNHINGED with Kyle Poyar

For loginless products, more people try out the product. That means more people get hooked. These engaged users want to save their progress (saved prompts, saved results, sharing templates with their team). And THAT'S when they create an account.

ChatGPT makes for a great example of doing this right. What I'm digging:

 **They suggest four prompts to easily test out what ChatGPT can do.**

Why four? It's enough to show a variety of use cases. But it's not too many to be overwhelming or confusing. Remember the famous jam experiment? Less choice led to more sales.

 **Prompts are dynamic, keeping users engaged as they go.**

This felt subtle to me. Usually one or two of the prompts would remain in place while the others would get swapped out. Cool experience.

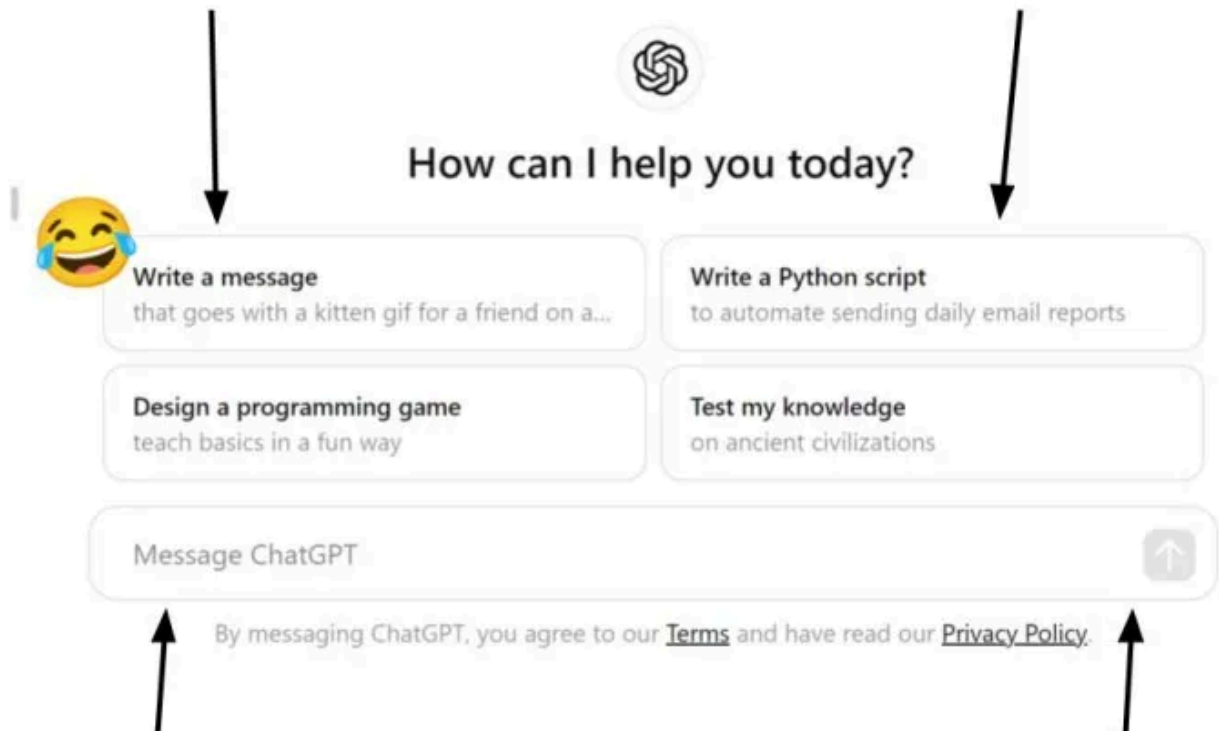
 **They still offer plenty of customization for advanced users.**

Anyone with a use case in mind or who wants to DIY can simply start typing.

PRODUCT ONBOARDING: CHATGPT

Suggested prompts highlight different use cases (writing, programming, education, etc.)

Prompts are dynamic, likely getting more advanced as users progress



GROWTH UNHINGED with Kyle Poyar

But it's not all good, right? Things I wish were different:

🙄 **There's no linkage with marketing.**

When I clicked into ChatGPT from the "ChatGPT for Teams" landing page, I landed on the same B2C-like experience. There was no reference to sales, marketing, data analysis, etc. use cases. It felt rather jarring as a user.

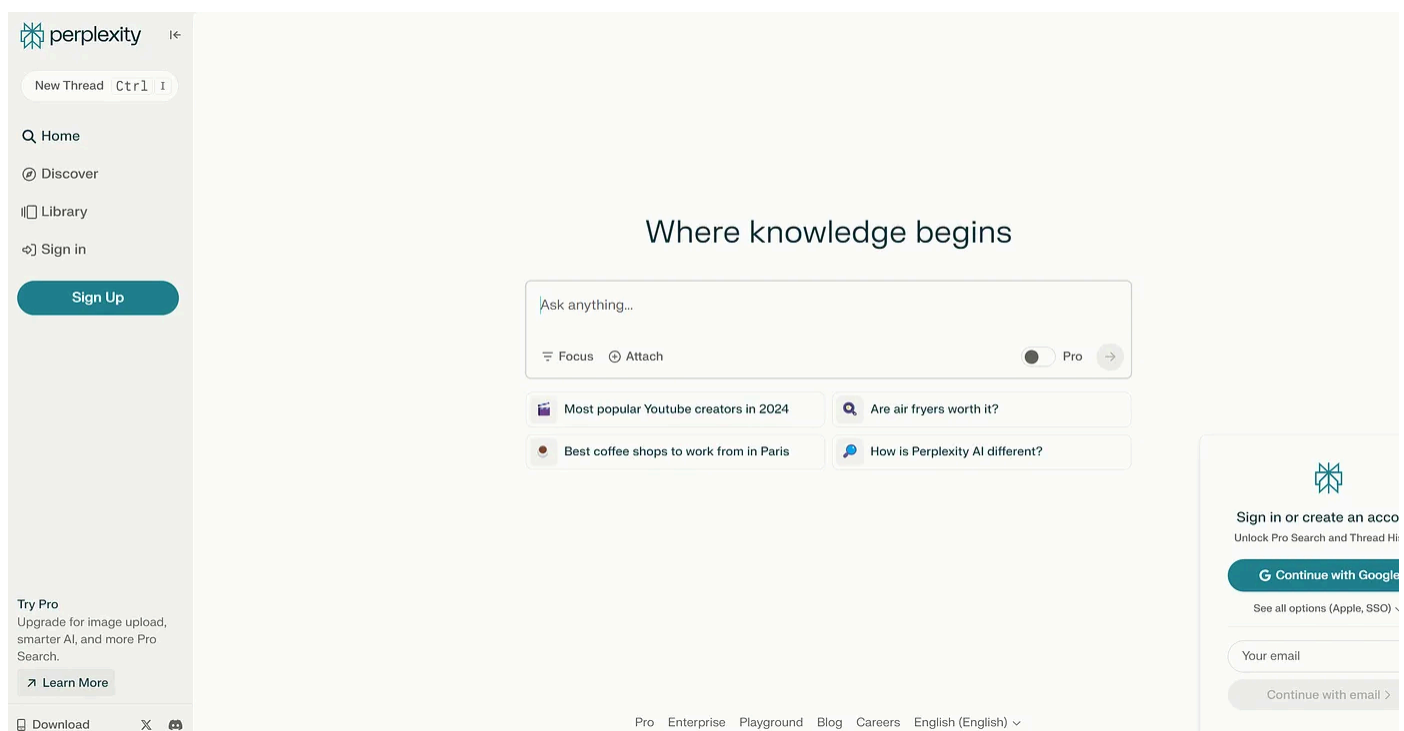
😞 Alienates B2B or sophisticated use cases.

ChatGPT can be super powerful for teams. But when I see "*write a message that goes with a 🐱 gif*", it leaves me feeling like I should explore a B2B-oriented tool like Perplexity, Copy.ai, Writer, or Jasper.

😞 No linkage to monetization.

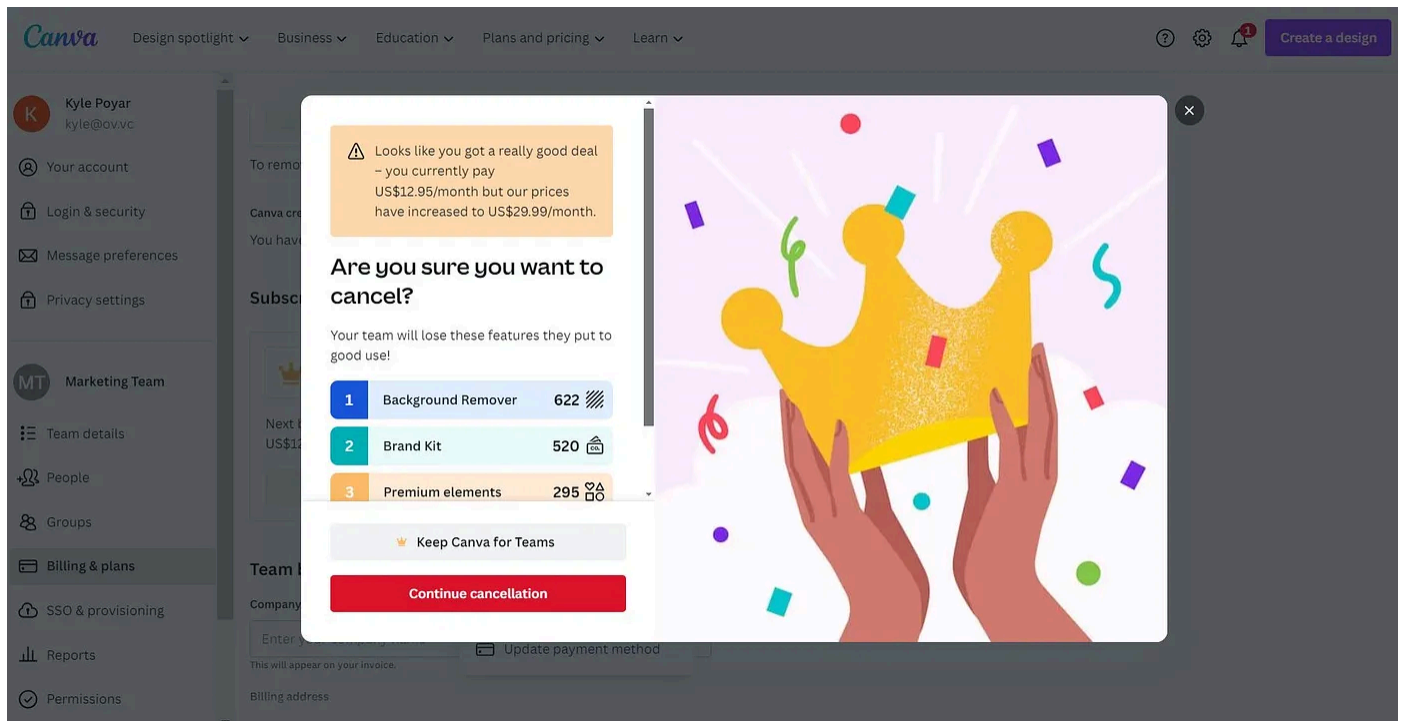
When you land on the ChatGPT website, you almost can't navigate to information about pricing or premium editions.

Compare that to [Perplexity](#) — another generative AI productivity tool. Perplexity lets you easily toggle "on" the Pro edition and start a free trial. And they explain why you should upgrade with concise value messaging. It's a pretty 🔥 experience.



Perplexity's ungated experience has a far clearer link to monetization and better linkage to pro use cases (see "How is Perplexity's AI different?")

Favorite cancellation flow: Canva



I went to cancel my [Canva Teams](#) account a few weeks ago. Canva's cancellation flow was so good that I changed my mind ([and went unexpectedly viral](#)). And, no, it wasn't because they made me jump through hoops.

Things I loved about Canva's cancellation flow:

🥰 **They reminded me that I have an amazing deal.**

I still pay \$12.95/month, but prices have since increased to \$29.99/month. I'll lose my deal if I cancel. This is how you turn a price increase into a marketing tactic.

🥰 **They created loss aversion by reminding me of the premium features I've put to use.**

Did I really use the background remover 622 times? Why?! (I mean, it is genius...). Loss aversion is a big part of why [reverse trials](#) work so well, too. After you've tried a premium feature, you become much more hesitant to lose it.

😍 **They made some clever UX choices that subtly influenced my decision.**

"Continue cancellation" is in a red button (aren't you NOT supposed to click on the button?). Keeping my plan felt as simple as closing out an unwanted pop-up.

Most software companies ignore their cancellation flow or make people jump through hoops. This is a great reminder that there's a better way.

Favorite PLG pricing: Figma

Bottom-up adoption is wonderful. At least on paper.

The reality is that folks struggle with billing, budgeting, and feeling like they're in control of their spend. Admins probably don't love managing that viral, bottom-up growth inside of their organization – and that's not a persona you can afford to ignore.

Figma's approach is brilliant. Figma lets users invite others for free, then charges for the extra users later. Here's how their approach works – as spelled out in the [pricing page FAQs](#):

▼ What if more people are added to my team every month?

You can add new editors to your team at any time. If you originally purchased the annual Professional plan, additional editors will be charged at the monthly rate until the annual plan is up for renewal. Team admins will receive an email a few days before payment each month recapping what the bill will be and highlighting new editors. Team admins will have the chance to adjust permissions before payment is collected.

- ✓ Reduce friction to collaborate
- ✓ Give admins control
- ✓ Benefit from the power of loss aversion

- **Editors – not simply admins – can add new editors to their team at any time and at no cost.** This allows folks to share designs, get feedback and move quickly (no admin approval required).
- **If the customer starts to exceed their plan, team admins get an email a few days before the payment.** That email recaps the new bill and highlights any new editors who've been added. This gives admins control over their bill.
- **Admins can adjust permissions before the payment is due, i.e. downgrade editors to viewers.** But they're unlikely to do so because of (i) loss aversion – it's far harder to take something away than it is to never give it in the first place, and (ii) inertia – this requires proactive effort on the admin's part, which may not be worth the cost of a \$12 editor seat (for the Professional Plan).

It's a win for the customers, a win for the admins, and a win for Figma's revenue. The learning: pay attention to the admin experience of your PLG pricing.

Favorite price increase email: Otter.ai

Thinking about raising prices? There's a template for that, too. Take a look at Otter.ai

Upcoming Changes to Otter Pricing

Hi Kyle,

Thank you for using Otter. We've been busy adding new features and functionality to make you and your team's meetings more productive. In February we launched OtterPilot™ with automated slide capture and automated meeting summary. In June we launched Otter AI Chat, which enables you and your teammates to ask questions during and after the meeting, and OtterPilot will provide answers, summarize action items, and even write follow-up emails.

To reflect the value we've added and to ensure we can continue investing in innovation, we're updating our pricing for Otter Pro Annual.

Otter Pro includes

- ✓ 1200 minutes per month
- ✓ 90 minutes per conversation
- ✓ 10 imports per month
- ✓ Advanced search, export, and playback
- ✓ Team features for up to 5 seats
 - Assign action items to teammates
 - Shared custom vocabulary
 - Shared speaker tagging

We're providing you a special opportunity to lock-in to current \$99.99 annual pricing, by upgrading to Otter Pro Annual by August 15, 2023.

Pro Annual - Current Pricing

\$8.33 USD per month
billed annually at \$99.99

Upgrade by August 15th
to lock in current pricing

Lock in Pro Annual pricing

Effective August 16, 2023, Otter Pro Annual will be priced at \$10 USD per month, billed annually at \$119.99 when purchased through our website. Subscriptions purchased on iOS and Android mobile apps will be priced at \$10.83 USD per month, billed at \$129.99 annually.

Thank you,
The Otter Team

GROWTH UNHINGED

with Kyle Poyar

Why it's so great:

😊 Reminds you of ***why*** they're raising prices — there's been a value increase

Otter is investing in a better product. I didn't even realize they had new features like OtterPilot (#awww) or AI Chat. These feature announcements not only soften the blow of a price increase, they make me curious to give the product another shot.

😊 Uses the price increase as a marketing tactic.

I'm a free user. Knowing that I can 'lock in current pricing' if I upgrade now is a powerful motivator for making a buying decision. Bonus points for creating a sense of urgency with the timer graphic and hard deadline of August 15th.

😊 It's a pricing update, not a pricing increase.

This is more psychological than anything. A pricing update feels positive (we like things that get updated, right?) and almost inevitable. Otter's specific choice of language doesn't hide what they're doing, but it does lower the temperature.

😍 **Emphasizes the value prop.**

One-third of the email is devoted to explaining what's included in Otter Pro. While love for these to speak more to the benefits/capabilities rather than the features themselves, it's important to reinforce your value prop when you talk about price.

😍 **Gives you a choice.**

People hate to feel strong-armed with no agency. It's usually better to give folks a choice — even if it's a choice with a clear 'right' answer — than no choice at all. You see this with Netflix pairing price increases with lower cost, ad-supported plans. Or with GitLab dropping its \$4/month Bronze package, but letting customers keep a discounted price for the next 3 years.

What else you should know

- 📖 **To read.** Emergence Capital's [Beyond Benchmarks report](#) tackles GenAI trer and the latest company performance benchmarks.
- 🎙️ **To meet.** I'm joining the Work-Bench team on June 26 for a masterclass on quick wins to grow pipeline. [Save your spot.](#)
- 🚗 **To grow.** I neglected SEO for the longest time. But even small tweaks have translated into real results. Search now brings 10% of new *Growth Unhinged* subscribers, up from ~2-5% over the last couple years. [Here's what I did.](#)
- 📺 **To watch.** [Hacks](#) had an epic third season. And I can't *not* watch [Zillow Gon Wild](#), the TV show inspired by the viral social media account.



131 Likes · 8 Restacks

← Previous

Next →

Discussion about this post

Comments

Restacks



Write a comment...



Cláudia Honara | @honara.io Jul 24

♥ Liked by Kyle Poyar

Amazing content!

♥ LIKE (1) 💬 REPLY



Piotr Wiczorek Jun 20

♥ Liked by Kyle Poyar

Nice post - I liked the Canva example! That's how you put cognitive biases to work.

♥ LIKE (1) 💬 REPLY



11 more comments...

