

03

---

# Success Criteria

Defining how success looks like!

---

## Success Definition

# Adoption and Engagement Metrics



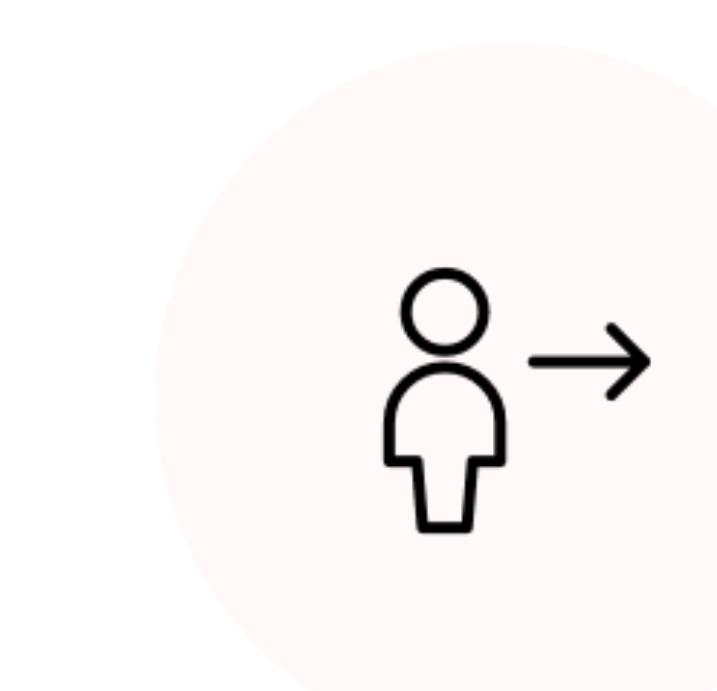
### **Increase new accounts for UI driven Products**

Increase the number of new customers or businesses signing up for MessageBird's products that have a user interface (UI) for managing communication channels, aiming to simplify user interactions and improve adoption rates.



### **Increase the adoption of new Omni channels**

Increase the adoption and acquisition of MessageBird's omnichannel communication tools (such as WhatsApp, Voice, Email, etc.) in addition to traditional SMS, with the goal of diversifying and enhancing customer communication strategies.



### **Acquisition of new SMBs clients**

Add new small and medium-sized businesses (SMBs) to Messagebird portfolio, focusing on expanding the platform's reach in the SMB segment.