

Metric Definition Best Practices

Timeframe Selection

- * Consider natural usage patterns of the product/feature
- * Weekly metrics often better than daily because they:
 - Smooth out day-of-week variations
 - Account for different global time zones
 - Match natural content consumption patterns
 - Align with creator posting cadence
 - Maintain responsiveness while reducing noise
- * Daily metrics most appropriate when:
 - Immediate action required on issues
 - Product has consistent daily usage patterns
 - Measuring real-time quality signals

Active User Definitions

- * Must be specific and meaningful
- * Should require actual engagement, not just passive exposure
- * Examples for Reels:
 - Active viewer: Watched >3 seconds of at least one Reel
 - Active creator: Posted at least one new Reel
 - Active advertiser: Had at least one campaign serving impressions

Ecosystem Analysis Framework

Key Considerations

1. Identify all key players (users, creators, advertisers, platform)
2. Define unique value proposition for each
3. Map key activities that indicate value realization
4. Create metrics that capture both:
 - Volume (total number of participants)
 - Depth (level of engagement per participant)

North Star Metric Selection

- * Should create value for maximum number of ecosystem players
- * Consider both absolute numbers and percentages
- * Watch for potential gaming or misalignment
- * Add guardrail metrics to prevent optimization of wrong behaviors

Strategic Product Decisions

Tradeoff Analysis

1. Start with common goal/mission
2. Frame clear pros/cons for each option
3. Consider current product maturity
4. Tie recommendation to core strategic priorities
5. Identify conditions that would trigger decision revision

Goal Setting

1. Choose ecosystem player with highest leverage
2. Map complete user journey
3. Identify metrics team can directly influence
4. Set specific targets with clear timeframes

5. Focus on leading indicators that drive north star metric

Common Pitfalls to Avoid

- * Using vague metric definitions
- * Choosing vanity metrics over actionable ones
- * Missing ecosystem-wide implications
- * Forgetting to consider global patterns
- * Not tying decisions back to product mission
- * Failing to identify what would change recommendation