

Product - metrices - 1

class starts @ 9:03 PM ✓

[ Speed-check every 30-45 mins

# Agenda:

Case: "save" feature on FB

[Case: Fitness-app

→ Steps  
Designing metrics  
- 1

- structured fashion
- comprehensive
- Realistic

last class:

= Diagnose / debug metric change



{ CRIED  
↓  
TOPICS  
↑ Cannibalism  
other meiosis

Case:

"Save" feature on FB

Post (videos) ...  
提醒 ...

what & how feature is?  
benefits from this me...  
nico

✓ [1. Clarify



2. Business Goals

3. Define metrics

4. Summarize

Documenting

NSM, L1, L2 ...  
Clarity



✓ 1. FB-users

✓ 2. FB-team

✓ 3. Advertisers / Market

4. Content creators  
Community manager

[END: -----  
↳ answer @ the end of class after 1 hr.

Business      Goals:

==



Goal for each beneficiary of this feature

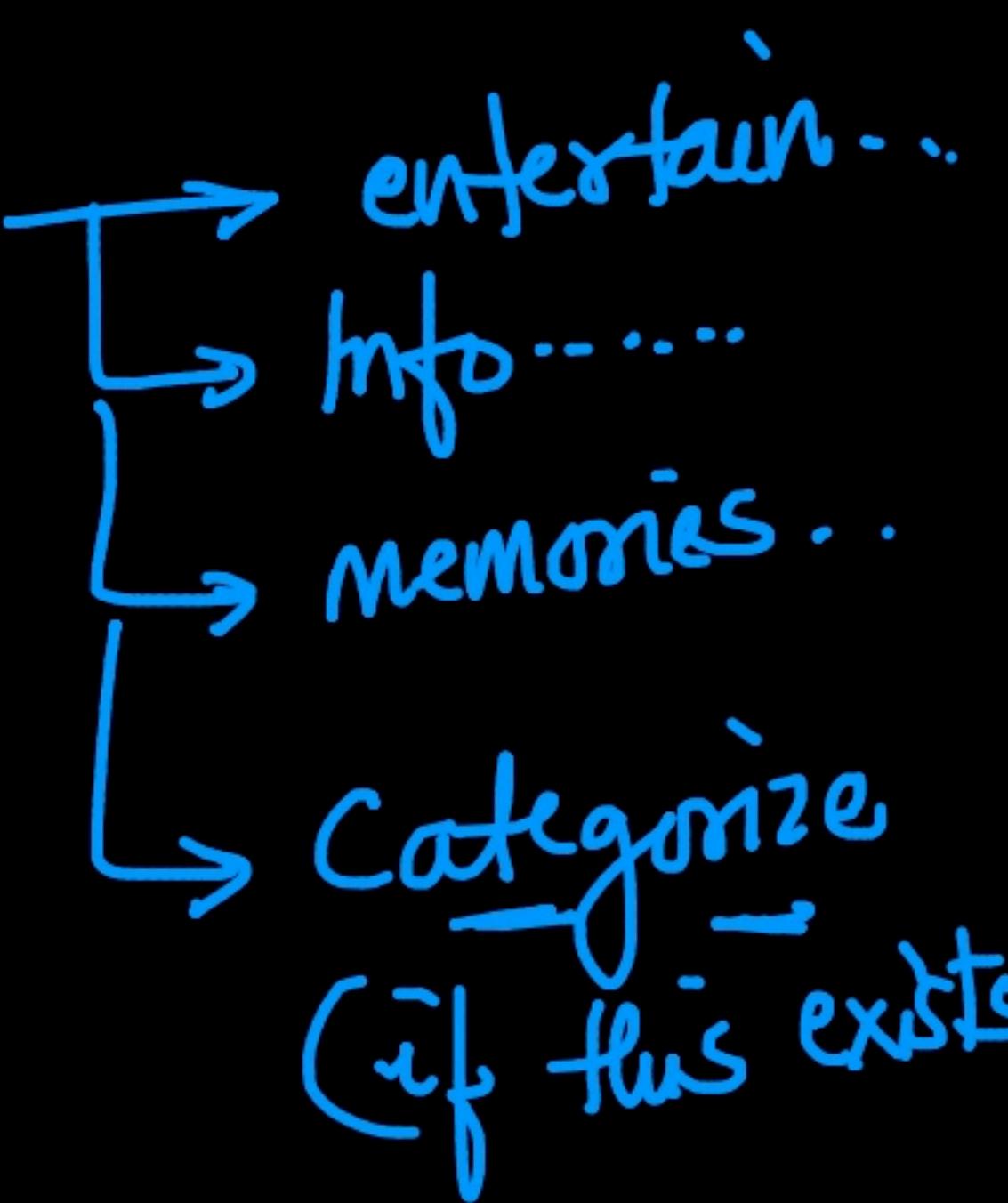


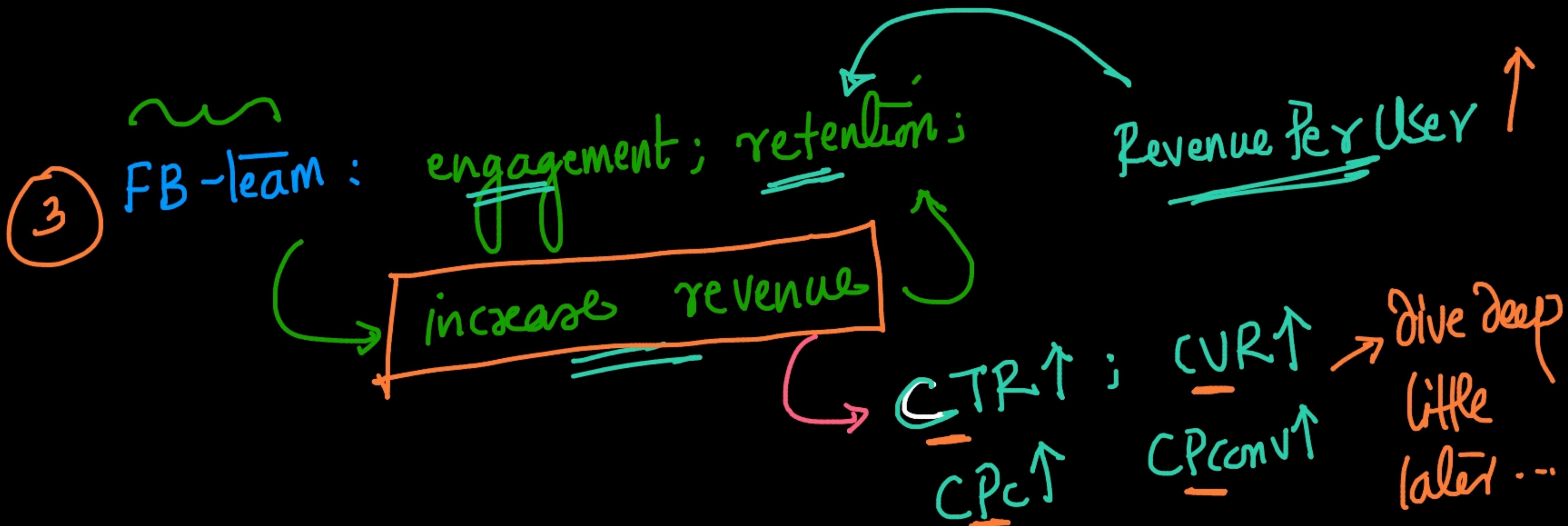
FB-users:

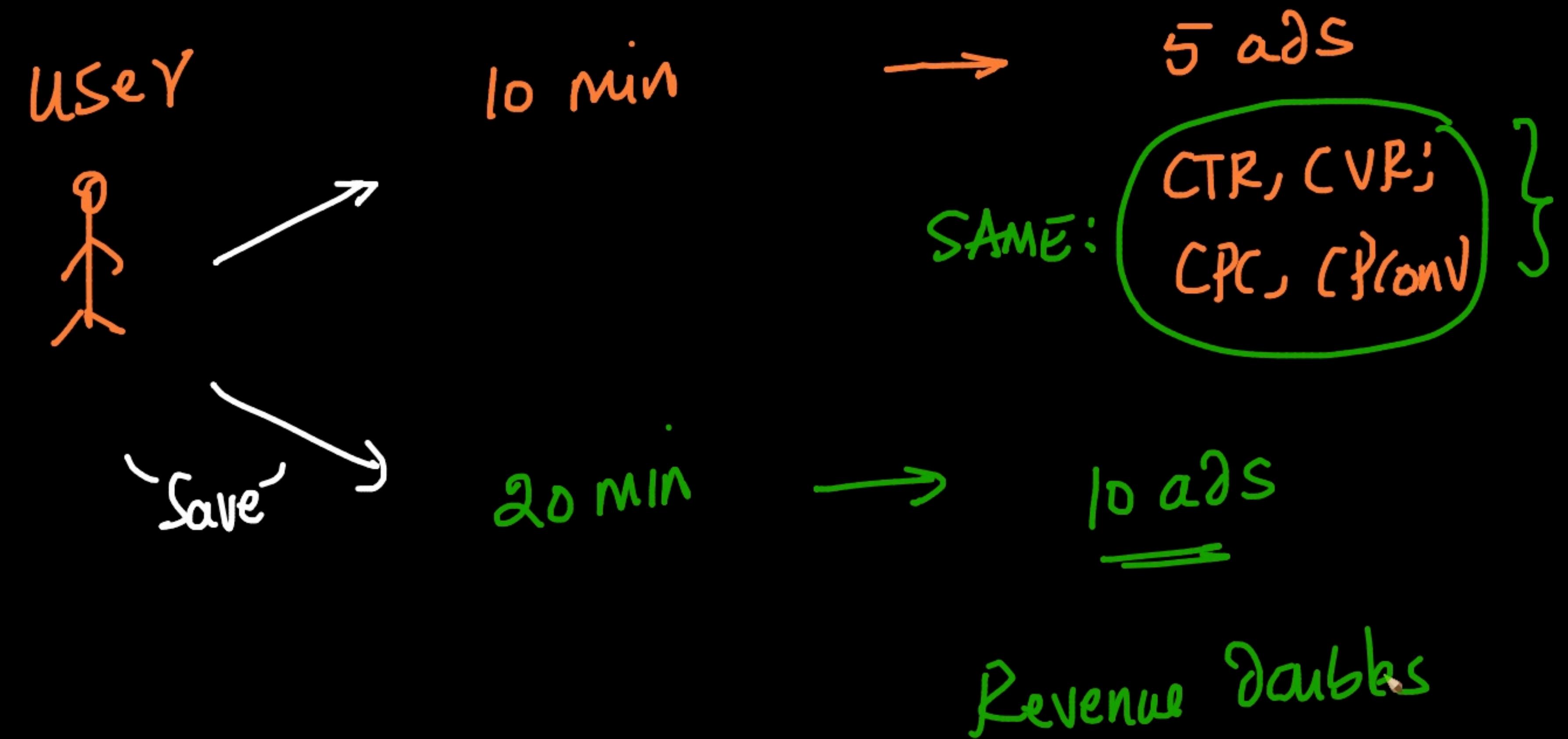
==

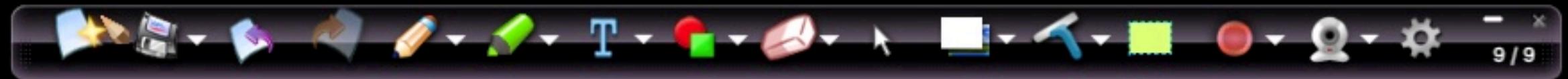
'Revisit' interesting  
or Bookmark

content









Define metrics:

- ① Awareness ✓
- ② Acquisition ✓
- ③ Activation / Adoption ✓
- ④ Engagement ✓

- ⑤ Revenue ✓
- ⑥ Retention / Renewal
- ⑦ Growth

AAAERR G  
A3ER2 G

① Awareness: use users & adv aware of his "Save" feature

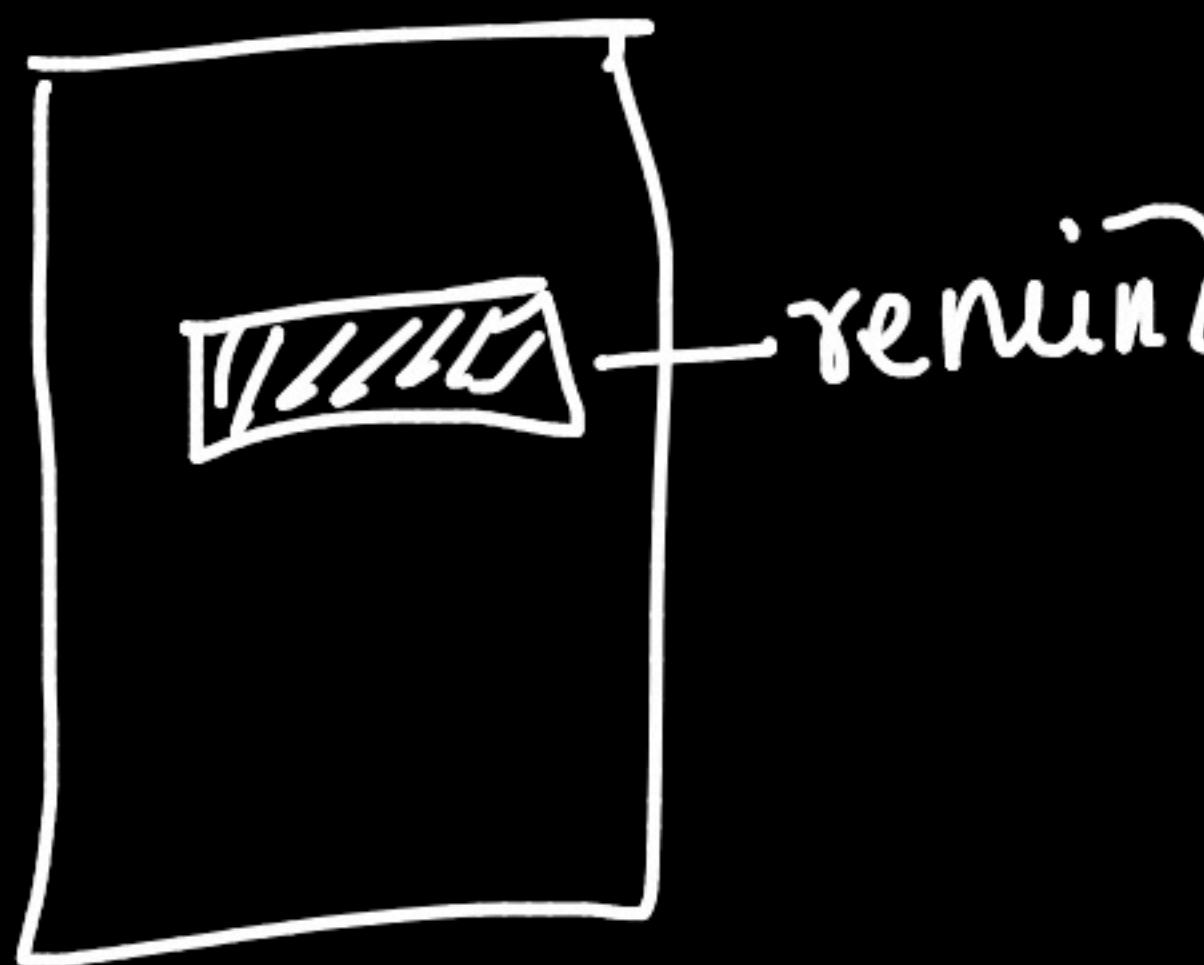
→ a) usage: %age of users who saved atleast one item → RATIO

#users who saved atleast one item

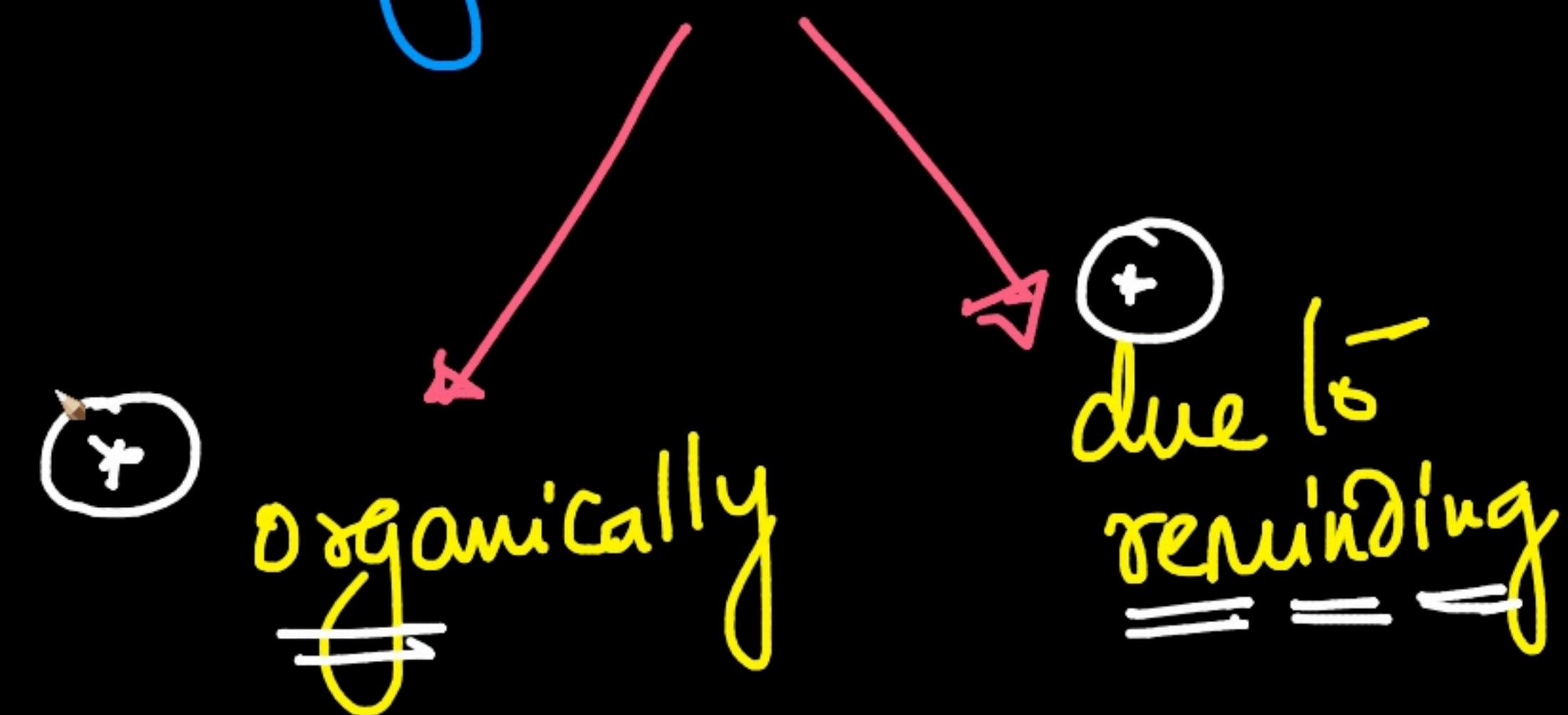
Total # users

active users

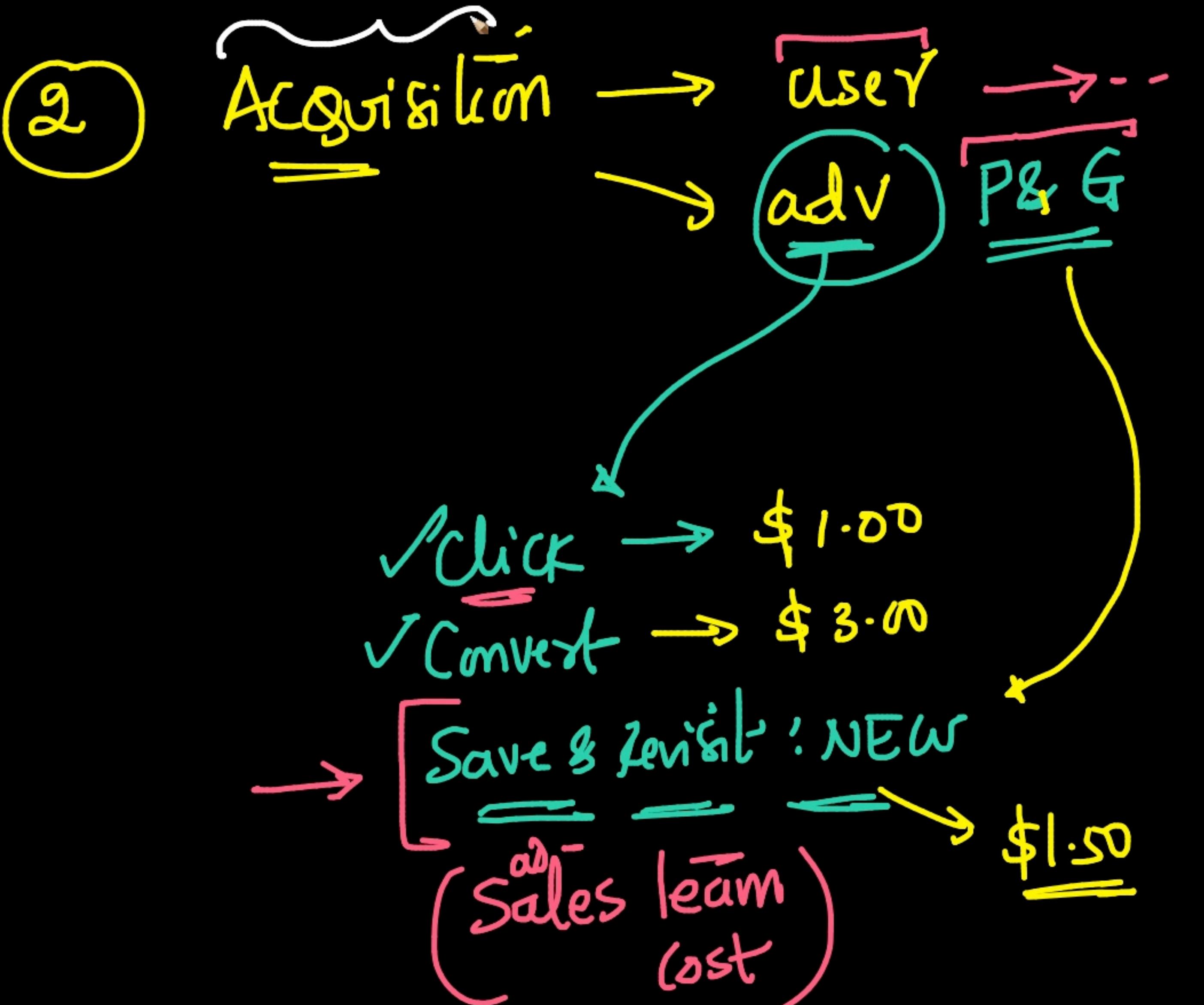
⑤ % of users revisiting the saved items



~~Organically~~



due to  
~~reminding~~



• \$ spent to acquire a user

|||||  
\$1

Customer Acquisition Cost (CAC)

↑

Money Spent by FB

a Online Shopping site in India: S X +

amazon.in/ref=nav\_logo

Hello Select your address All Search Amazon.in EN Hello, sign in Account & Lists Returns & Orders Cart

Clothing Footwear Diapers, wipes & more Soft toys

Watches Bags & luggage Indoor games Outdoor & more

Shop Now See all offers See more

Laptops FROM TOP BRANDS

Up to 70% off | Clearance store

Starting ₹79 | Amazon Brands & more

Amazon pay | Book travel tickets

Up to 50% off | Monitor blood sugar at home

Pharmacy → \$1 (-) Homeage

Today's Deals See all deals

DELL

See more

Shop now

Starting ₹149 | Choppers & more

Starting ₹79 | String lights & more

Starting ₹239 | Kitchen storage & containers

Starting ₹189 | Wall stickers & more

Get up to 10% off\* on flight tickets

Zero gateway fees on trains

Guaranteed rewards on bus tickets

Products for your travel needs

Visit the store

NEW ARRIVAL

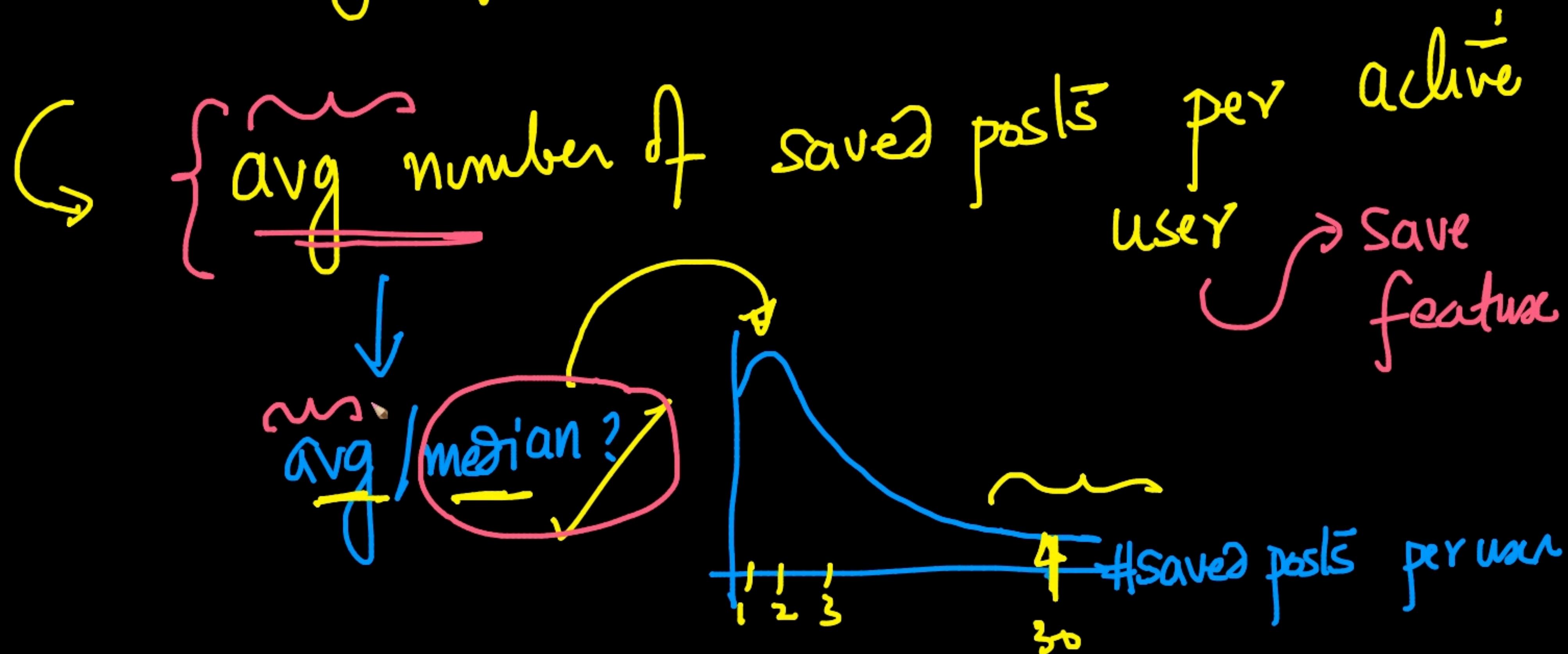
14 / 15

$$\text{CAC: } \frac{\text{Total Spend}}{10K(n)} = \frac{\text{Total Spend}}{10K(n)}$$

(let)  $\frac{10,000 \text{ users}}{n}$  #users using 'Save' feature

③ Activation | Adoption:

↳ % age of total posts saved ↑



{ 1 1 2 3  $\textcircled{1 \leftarrow 0}$  }  $\rightarrow$  avg: prone to outliers  
median  $\textcircled{2}$

# Engagement: (user)

→ # revisits per month per user to per saved items

→ median # of reshares for a saved item

→ Avg time spent on revisited posts

↳ %age increase in time spent on FB due to "Save" feature

%age increase in time Spent FB due to save feature

U: Universe  
of users using save-feature

..... after save feature

Avg time spent by users in U before they started using save feature

(Let)

19 / 19

# Revenue:

## FB - Team:

→ CTR↑, CVR↑, CPC↑,  
CPConv↑, RPU↑

→ 'y. age increase in revenue  
due to 'save' feature

## Adv:

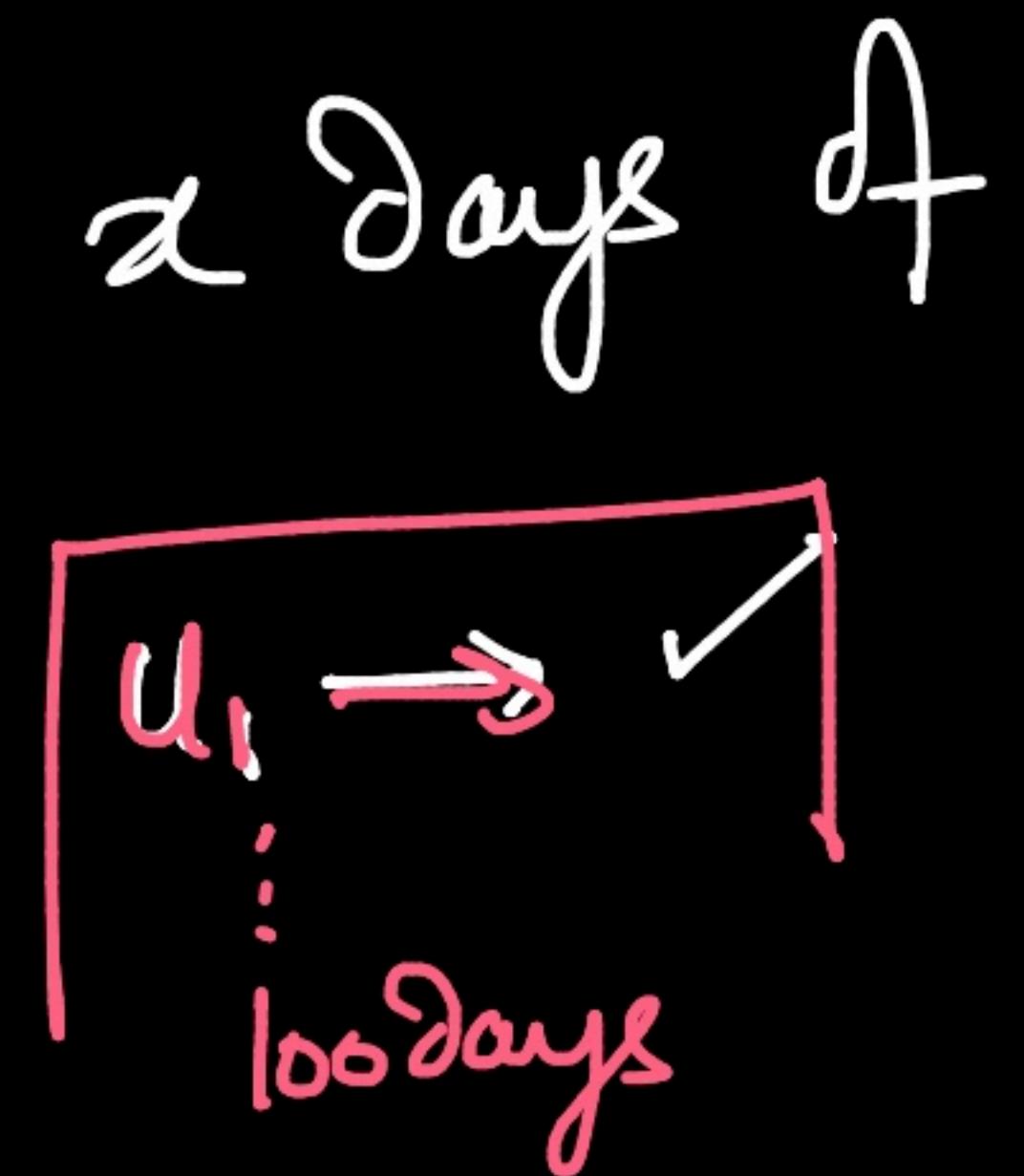
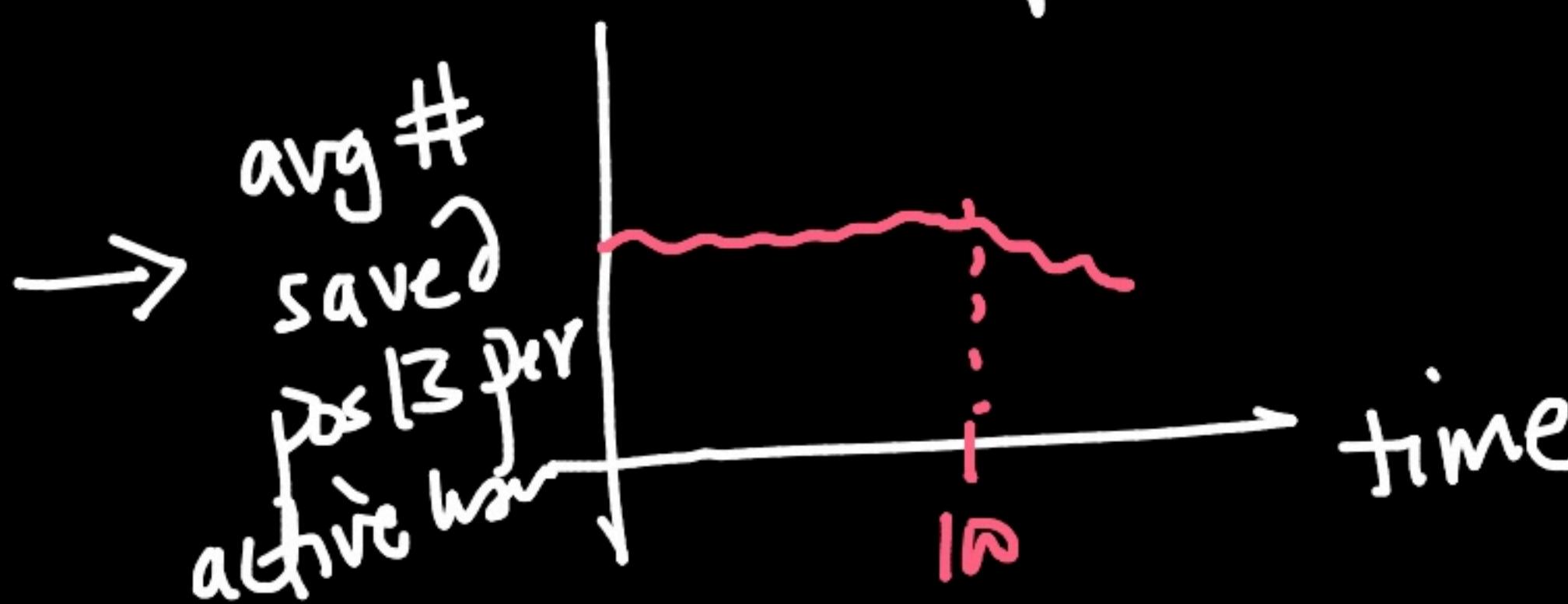
→ 'y. age increase in  
clicks & Conv due to  
'save' feature

# Retention / Renewal

(FB-save)

↳ avg # saved items after  $x$  days  
the first save ...

→ avg # visits after  $x$  days ...



Gauðaðil melnes

post : video

Wanted  
Lots of saves ✓

→ very few seniors ~

A hand-drawn diagram on a black background. It features two vertical red lines. Between them is a blue square containing four green circles arranged in a 2x2 grid. A blue arrow points from the top center of the square upwards and to the left. Dashed blue lines extend from the top and right edges of the square.

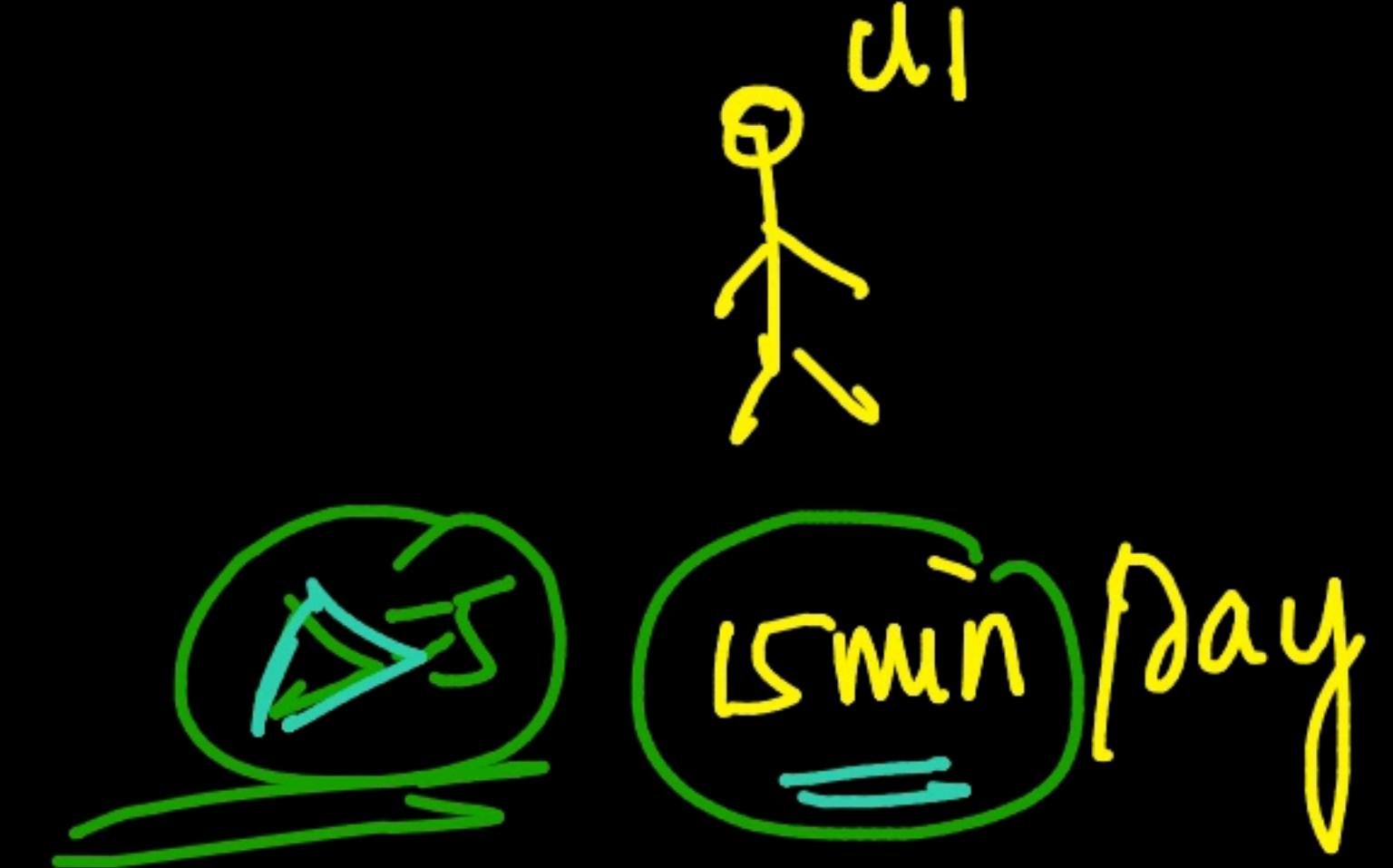
Augtzenhls  
per post

→ ~~delete saved A saved posts~~  
= without opening them

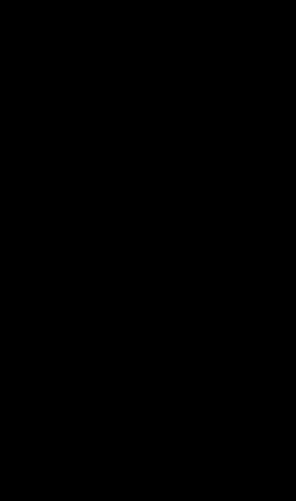


cl → saved 6 posts

1 post = 12 times  
5 post = 60 times



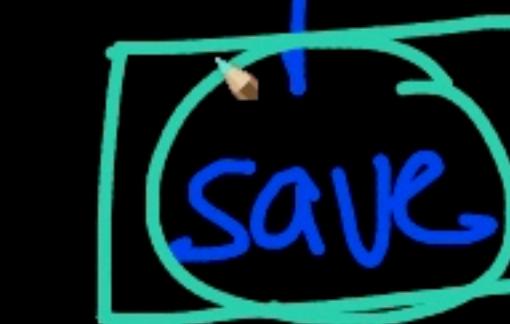
10 min / day on FB



Apr

↑  
Save feature

Apr 30



time → June

↳ Similar to UI  
ui

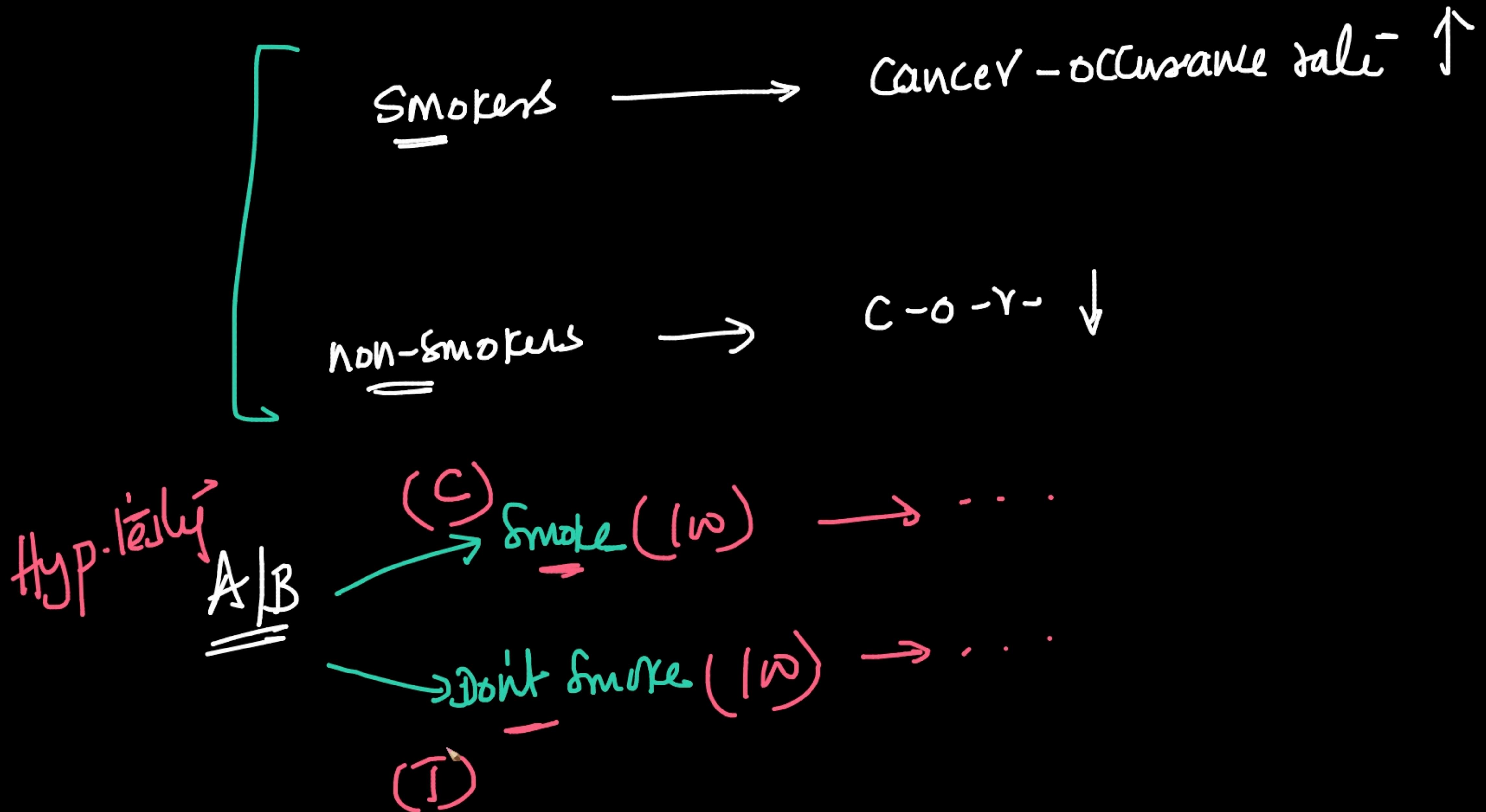


NOT using the



(Causal-Analysis)

10 min  
⇒



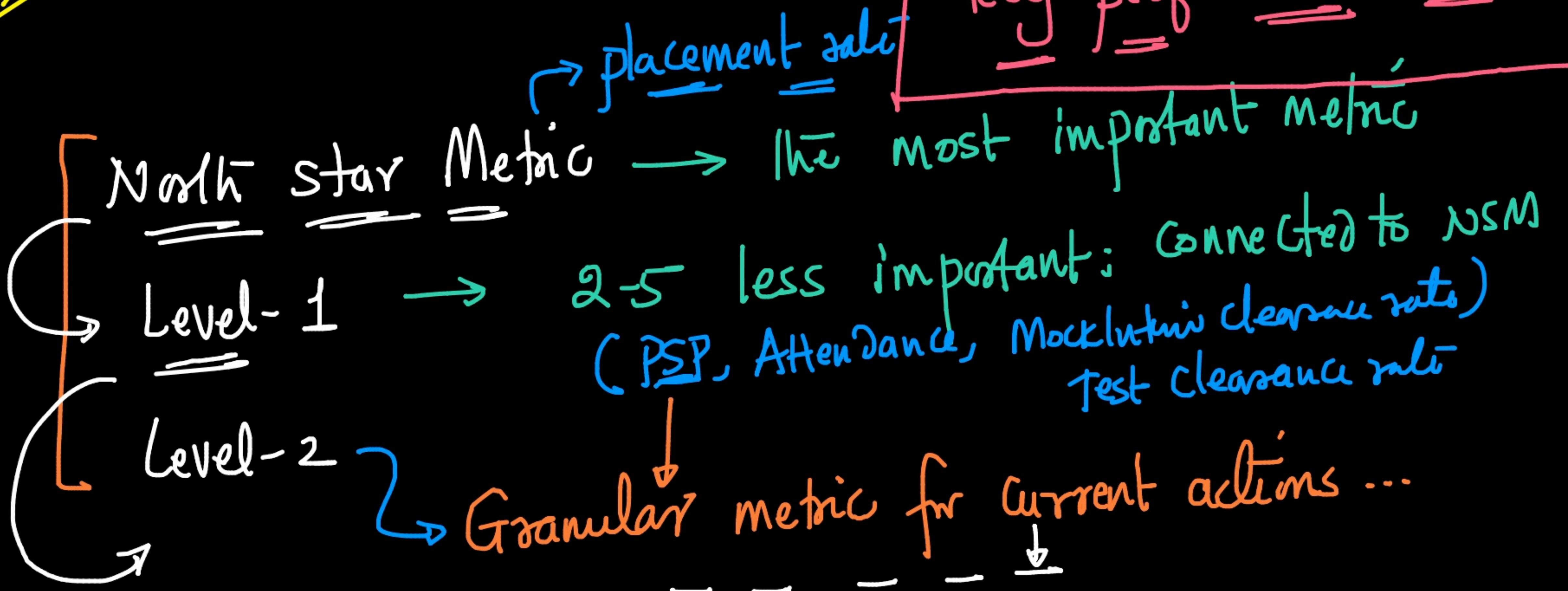
SMOKER → COR  
P<sub>1</sub> P<sub>2</sub> P<sub>3</sub>

NON-SMOKER → COR  
P'<sub>1</sub> P'<sub>2</sub> P'<sub>3</sub>  
Hw do I .

**SUMMARIZE**

eg: Scaler

Terminology: KPI



NSM:

Instagram → [MAU] → opened atleast once a month

Spotify/Gaana/Saavn → Time Spent listening (in min) in a week/month

Airbnb → # bookings per month

Quora → # questions answered per week/month

startward  
way

XSM → most important biz-metric

L1

→ Activation; Engagement; Retention  
Revenue ...

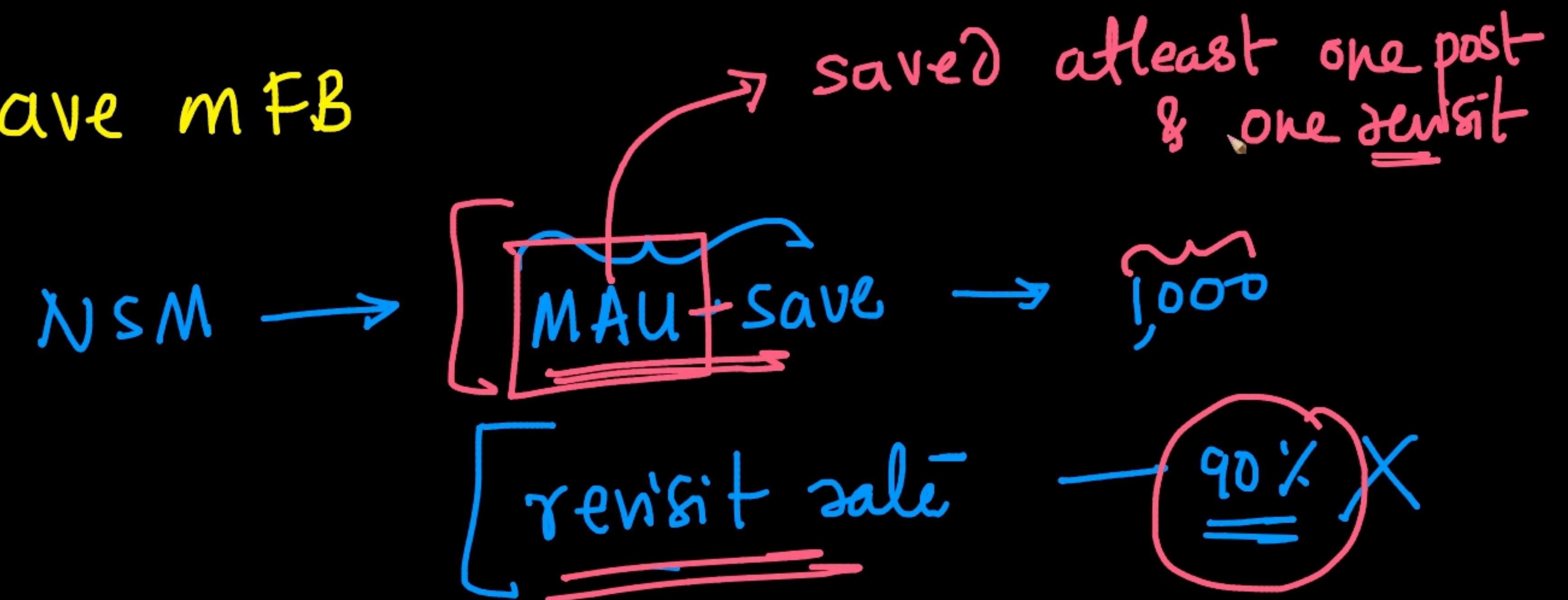
✓ L2

each L1 can further be broken  
down → actions ↗ Subfeatures  
↳ region - platform  
↳ time - Segment

✓ { fitness app ✓  
Bank ✓

Q

Save m FB



a Online Shopping site in India: S X +  
amazon.in/ref=nav\_logo

Hello, sign in Account & Lists Returns & Orders Cart 0

All Search Amazon.in

Clothing Footwear Diapers, wipes & more Soft toys

Watches Bags & luggage Indoor games Outdoor & more

LAPTOPS FROM TOP BRANDS

Shop Now See all offers See more Sponsored

Up to 70% off | Clearance store

Starting ₹79 | Amazon Brands & more

Amazon pay | Book travel tickets

Up to 50% off | Monitor blood sugar at home

See more

Shop now

See all offers

Visit the store

Today's Deals See all deals

NEW ARRIVAL

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