

How to find the
Aha! Moment
for your product &
Hack your Growth



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Co-founder, CMO @Beeketing



- A platforms of marketing automation apps to convert more visitors into revenue for e-commerce websites
- Founded in 2014
- Targeted the international market, and focused on a community
- Target customers: e-commerce SMBs



- **4.5** years old
- **400,000** customers worldwide, **80%** US
- **1/3** apps are on Top of Shopify Appstore
- **100+** team members
- **\$3M+** ARR
- **247M** users interacting with Beeketing apps monthly
- The **#1** Shopify App Partner
- Acquired **2/3** users on Shopify market and expanding to other platforms

Aha! Moment of notable companies

facebook

User connects with **10 friends** within **7 days**
- Chamath Palihapitiya, Former Growth Lead



X users followed, **Y%** followed back
- Josh Elman, Former Growth Lead



2000 messages sent between a team
- Stewart Butterfield, Co-founder



One file in one Dropbox folder on one device
- ChenLi Wang, Growth Team

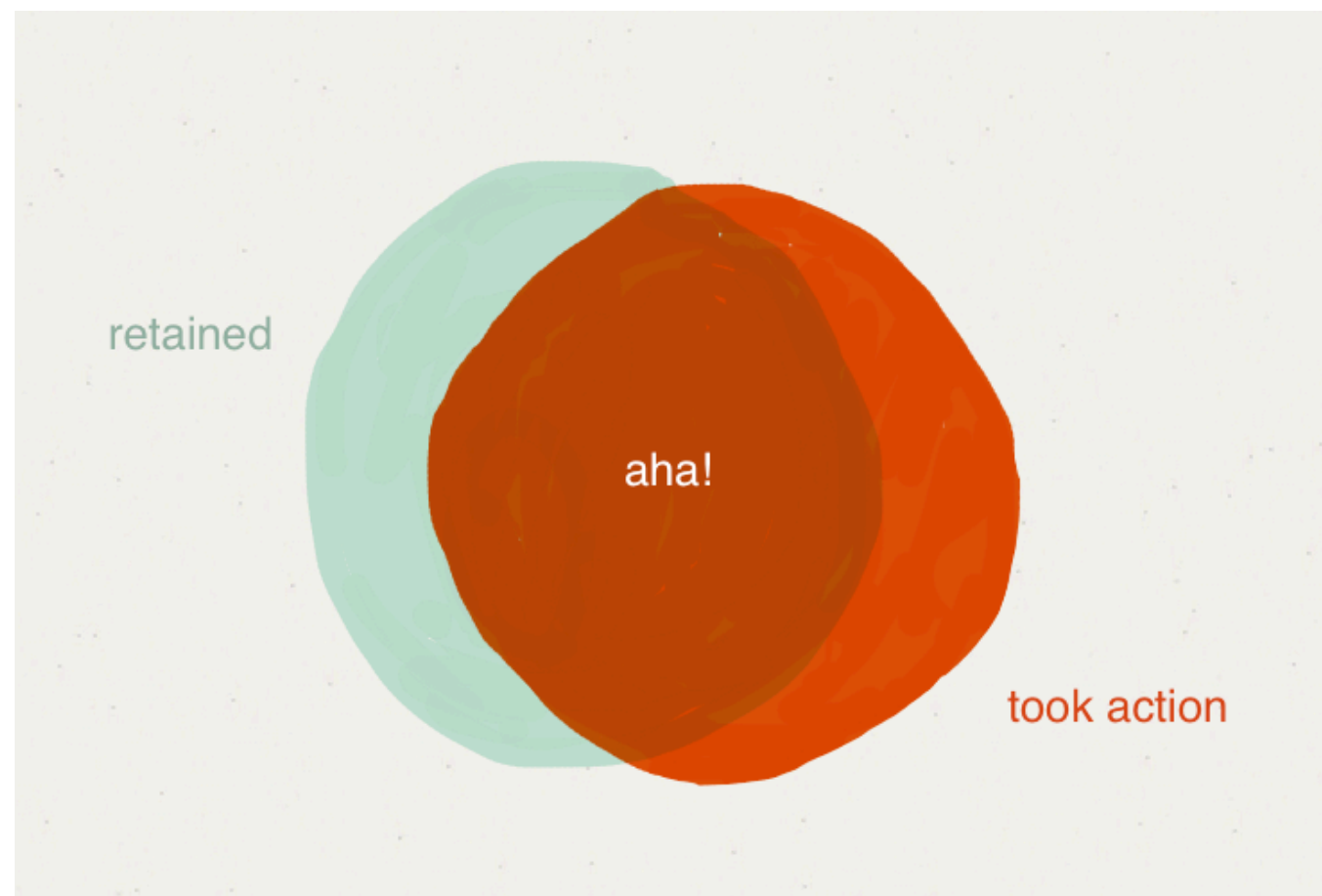


X connections in **Y** days
- Elliot Schumukler, Growth Team



5 offers within the first **20** days
- Phuong Anh Ha, Co-founder

So, what is Aha! Moment?



The Aha! moment is a set of actions that separates customers who find value in your product from those who don't.

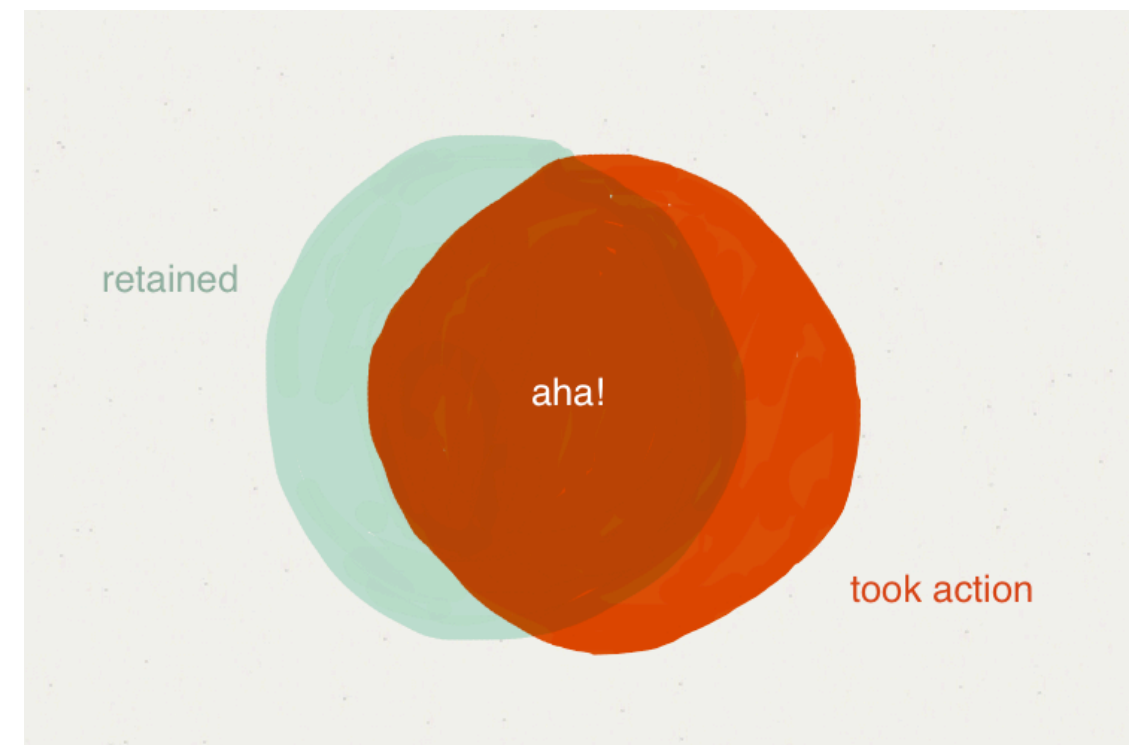
Steps to find the
Aha! Moment
for your product

Step 1: Find your retention curve

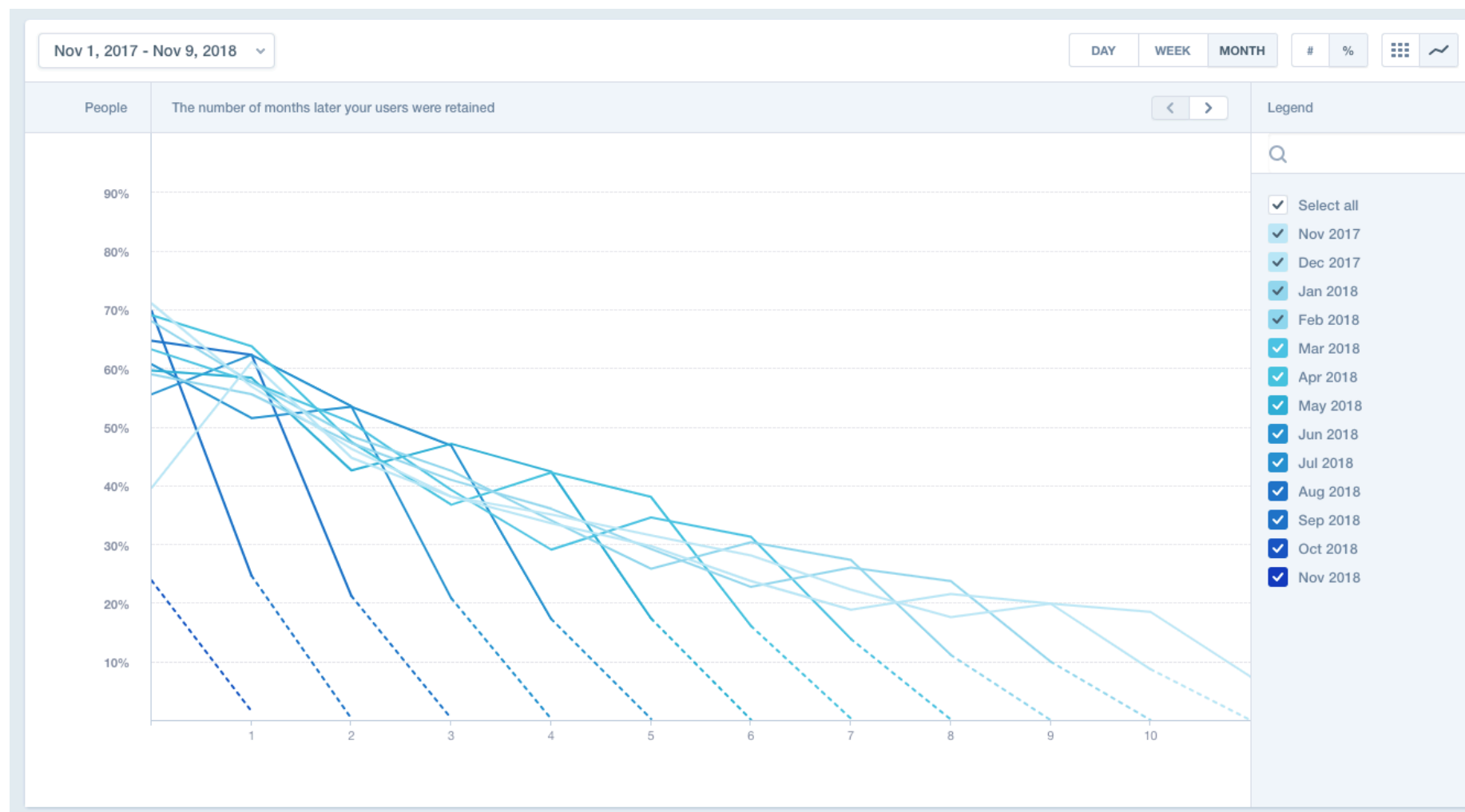
| Nov 5, 2017 - Nov 9, 2018 | | <div>DAY WEEK MONTH</div> <div># %</div> <div>   </div> | | | | | | | | | | | |
|---------------------------|--------|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| + Segment | People | The number of months later your users were retained. | | | | | | | | | | | |
| | | < 1 mth | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| Nov 5, 2017 | 768 | 72.92% | 60.16% | 51.04% | 39.32% | 37.24% | 32.94% | 30.34% | 25.39% | 21.09% | 23.57% | 20.96% | 6.64% |
| Dec 1, 2017 | 1,020 | 39.61% | 66.67% | 47.16% | 41.27% | 36.27% | 32.65% | 26.37% | 23.24% | 25.59% | 22.84% | 9.90% | 0.00% |
| Jan 1, 2018 | 989 | 62.39% | 55.61% | 47.52% | 41.86% | 37.61% | 30.23% | 25.88% | 28.61% | 25.68% | 9.91% | 0.10% | |
| Feb 1, 2018 | 925 | 65.84% | 56.97% | 48.65% | 43.14% | 34.92% | 29.08% | 33.08% | 29.08% | 12.11% | 0.00% | | |
| Mar 1, 2018 | 959 | 64.13% | 60.58% | 51.82% | 40.77% | 35.45% | 38.69% | 34.31% | 15.85% | 0.21% | | | |
| Apr 1, 2018 | 860 | 71.28% | 65.81% | 49.42% | 43.72% | 47.09% | 41.40% | 16.51% | 0.23% | | | | |
| May 1, 2018 | 858 | 57.23% | 60.49% | 48.48% | 51.05% | 44.06% | 17.83% | 0.35% | | | | | |
| Jun 1, 2018 | 867 | 63.78% | 55.59% | 56.86% | 47.75% | 18.11% | 0.12% | | | | | | |
| Jul 1, 2018 | 871 | 58.67% | 64.41% | 53.62% | 20.44% | 0.11% | | | | | | | |
| Aug 1, 2018 | 933 | 67.10% | 62.27% | 21.11% | 0.21% | | | | | | | | |
| Sep 1, 2018 | 1,046 | 66.83% | 25.14% | 0.29% | | | | | | | | | |
| Oct 1, 2018 | 1,069 | 23.85% | 1.50% | | | | | | | | | | |
| Nov 1, 2018 | 343 | 0.29% | | | | | | | | | | | |

Step 2: Create retention hypotheses

1. Find a group of customers who have the best retention rate
2. Find out the common things/ behaviors/ actions of this groups
3. List out what actions a user can take in an app
4. Create hypotheses based on actions a user can take and common actions that the group performed, in which:
 - Most users who took the action(s) retained AND
 - Most users that retained took the action(s)

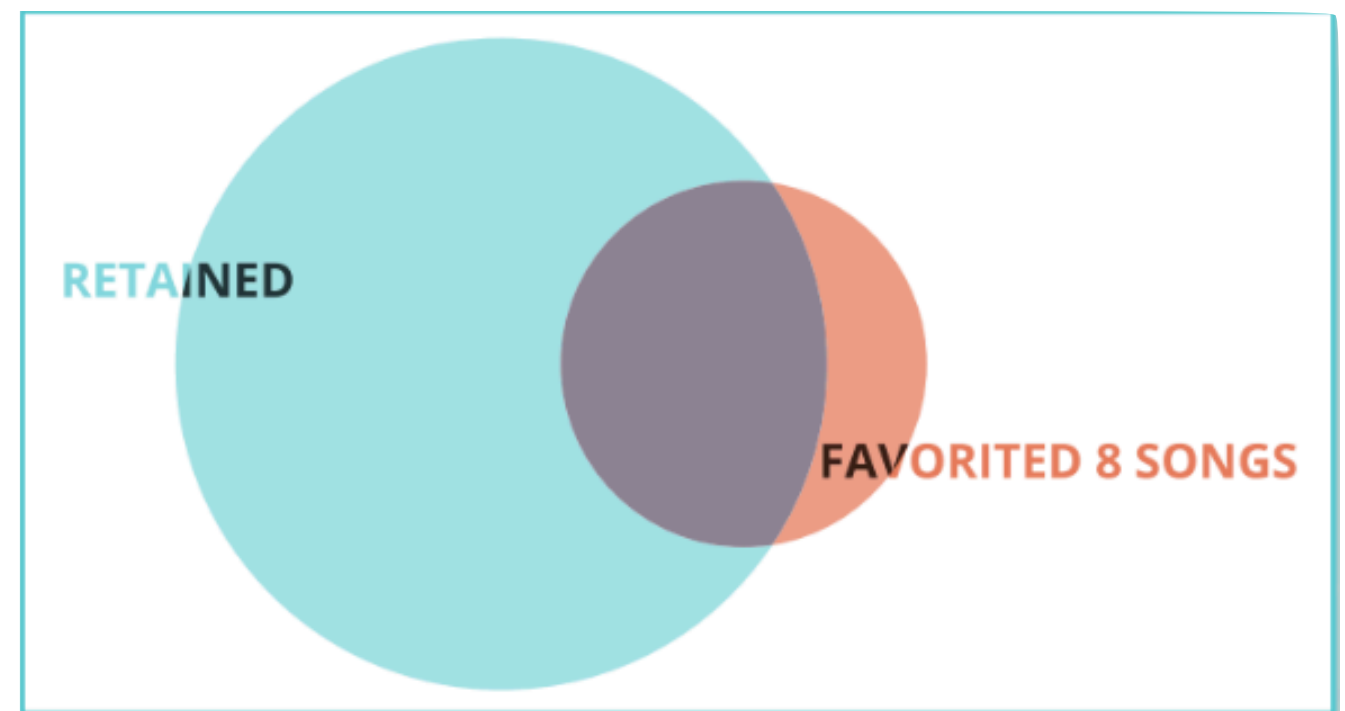
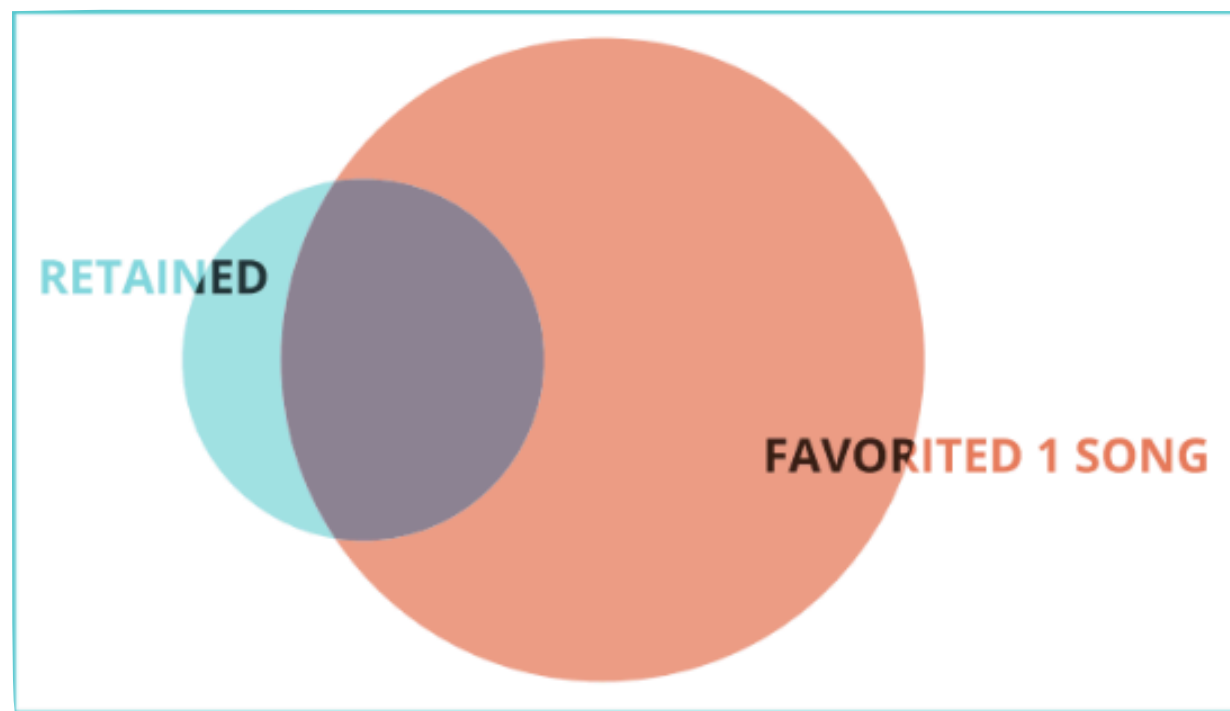


Step 3: Verify hypotheses with data

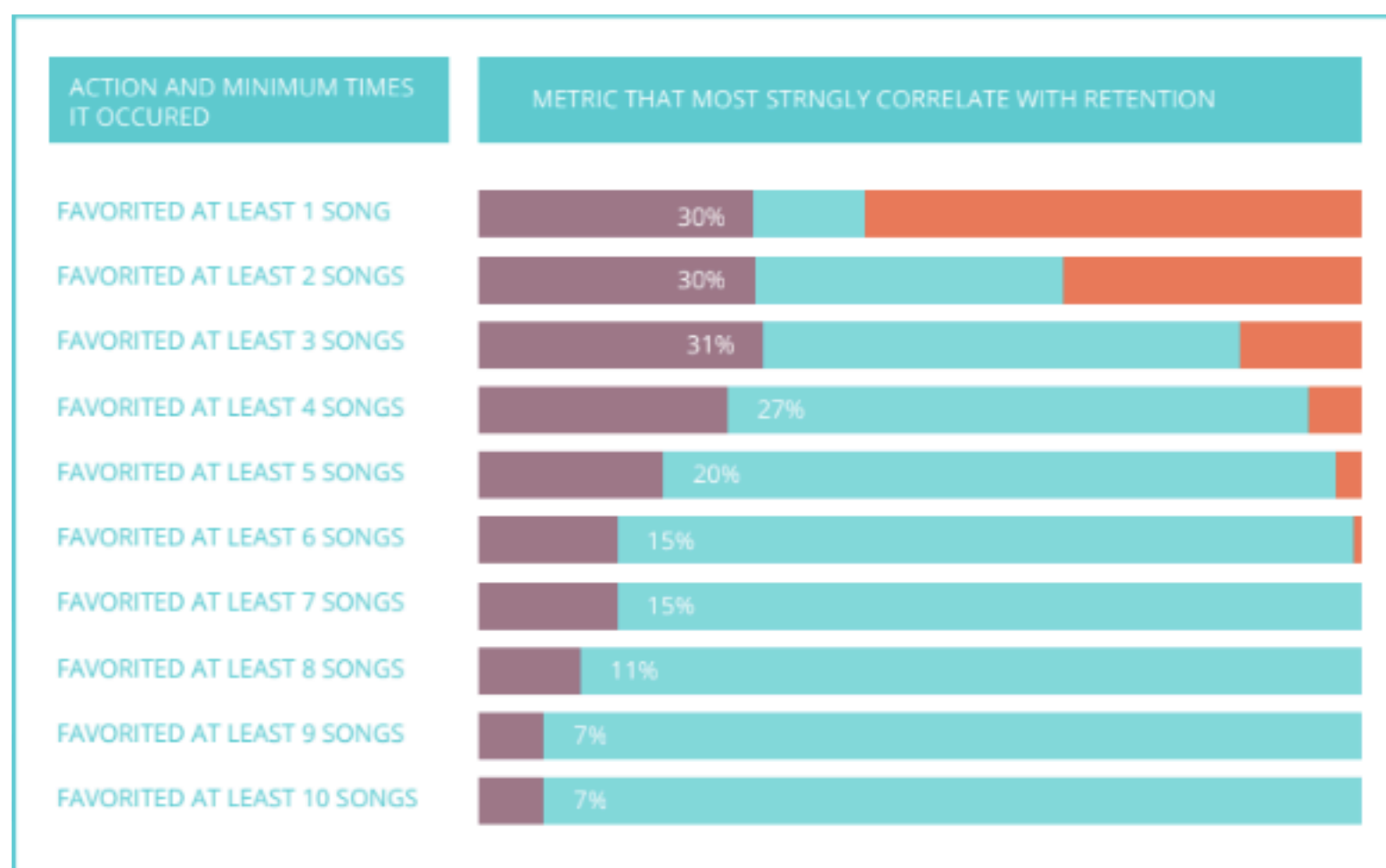


Does action X affect retention?

Step 4: Determine the optimal number of actions

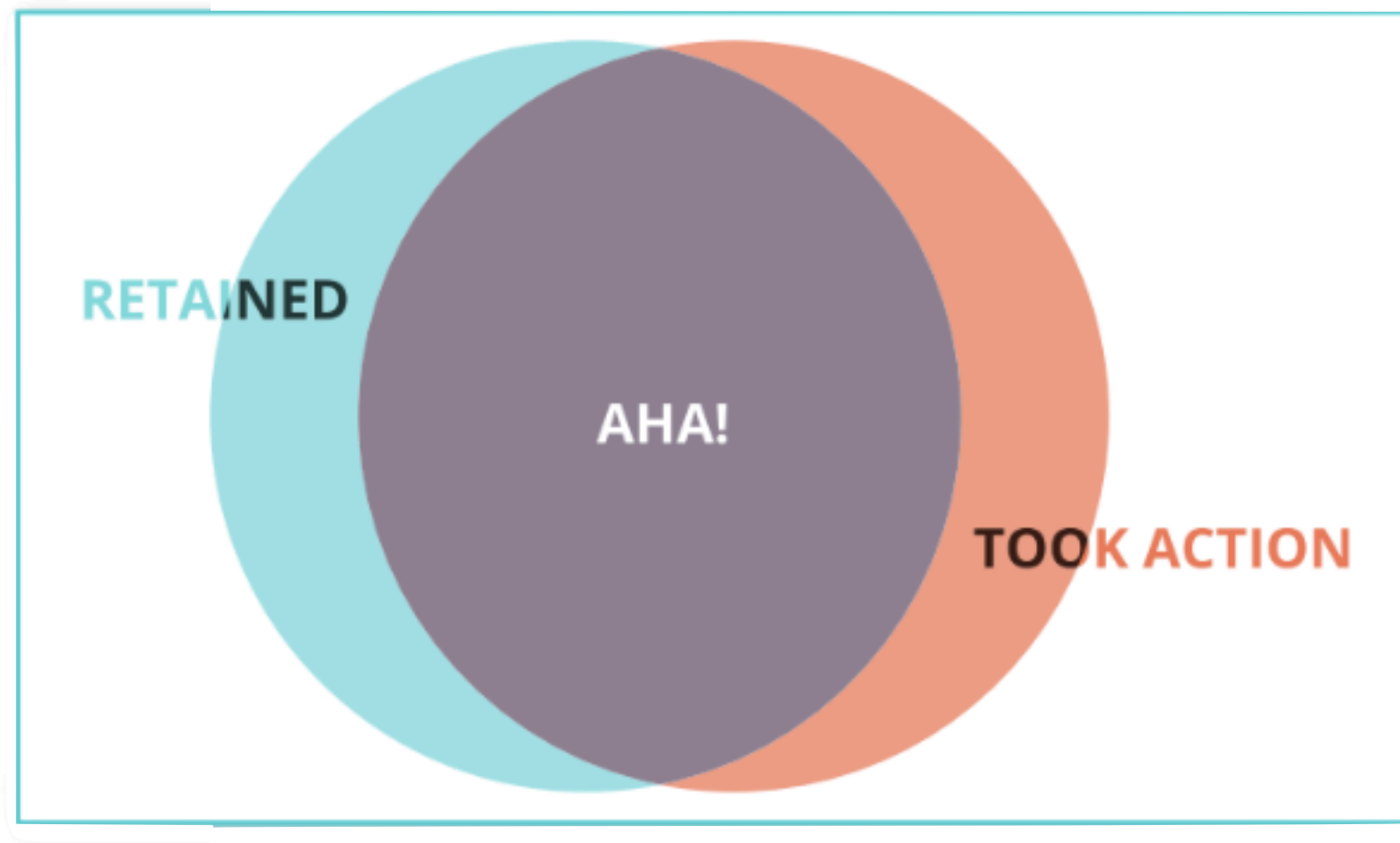


Step 4: Determine the optimal number of actions



Actions taken by most people who retain

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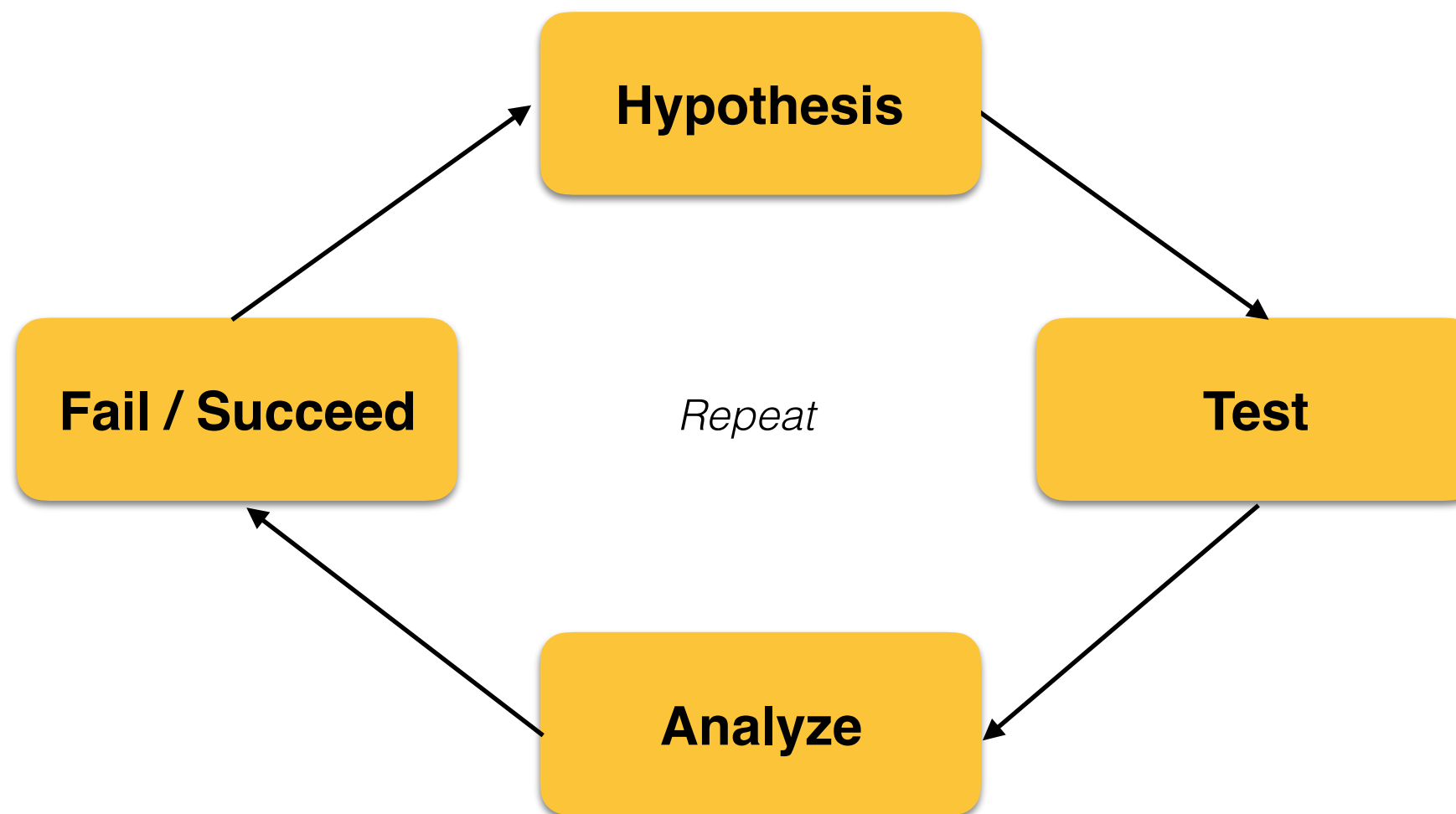
Step 5: Motivate customers to do more of the Aha! Moment



Step 6: Verify with data



Step 7: Continue with more experiments and A/B tests



Don't be afraid to fail





thank you!

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