Data-driven Decision Making: Glints Community

glints Community
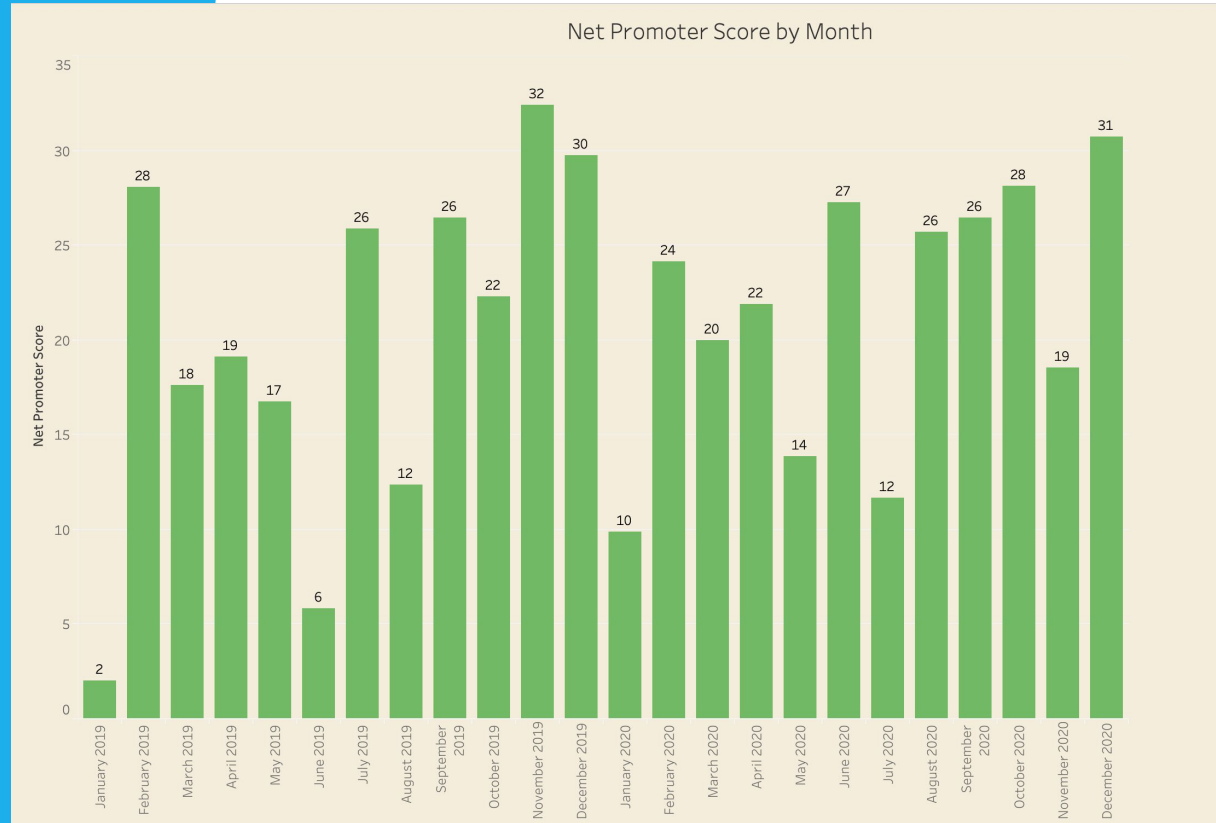Product Metrics

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VISION

glints Community

Our North Star Metric for Success

To achieve a **Net Promoter Score** (NPS) of 50+ among our active Glints Community users

Our NPS Score Today

Net Promoter Score by Month

Picking an actionable and relevant North Star Metric: Why NPS?

- Glints Community, one of our newer products, is designed to let users network with each other, ask questions, and help each other through the recruitment cycle.

- Glints Community does not directly contribute to revenue, but is well-positioned to be a recurring "hook" for our users that brings them back to Glints and solidifies us as their #1 brand of choice when recruiting. Note that a vibrant user base within Glints Community makes the product more useful, enticing more users to join.

- Glints Community will drive traffic to other Glints products, increase our overall user base, and indirectly yield brand awareness and revenue growth for the business.

- Glints is a viral product, and Glints Community is no different. If we can track how users feel about recommending Glints Community to their colleagues, we can measure the onset of viral product growth that will trickle into Glints JobSearch.

- **Thus,** tracking NPS as our north star metric will allow us to see if our users would recommend Glints Community to others. This would act as a **leading** indicator for our overall virality and brand awareness for Glints as a whole.

But... we can only measure NPS by polling our users every quarter. How can we make product decisions based on such a metric? How will we monitor product releases day-to-day?
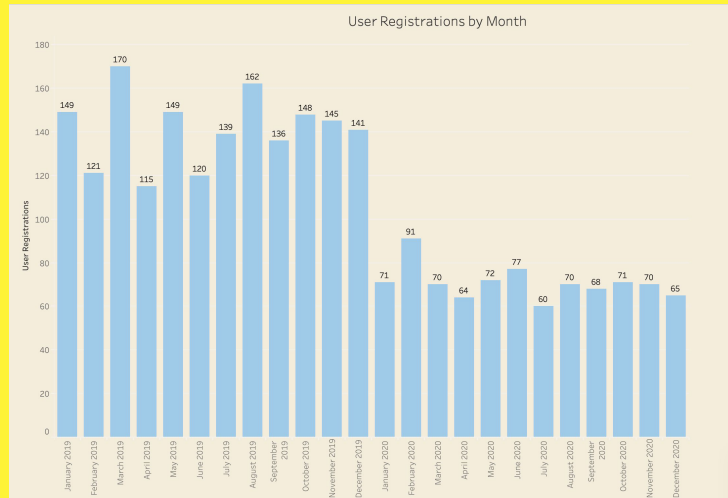
Simple! We can start by asking what metrics feed into NPS and influence its direction. To avoid metric fatigue, consider a 3-metric framework to keep PMs and Analysts aligned:

Activation:
User Registrations

Engagement:
Monthly Active Users

Retention:
Month 1 Retention Rate

Activation: User Registrations

User Registrations by Month

- User Registrations for Glints Community is a **leading** indicator of NPS: all else equal, we would expect an uptick in NPS if monthly registrations increase, because more people are finding out about Glints and signing up with us - likely due to word of mouth.
- Note that registrations could go up for other reasons - paid advertising campaigns, data reporting logic, etc.
- **CAUTION:** Registrations can be a vanity metric - we expect them to go up month over month during a period of rapid product growth. It is important to monitor other metrics alongside activations to confirm or deny any hypotheses .

Engagement: Monthly Active Users

Monthly Active Users
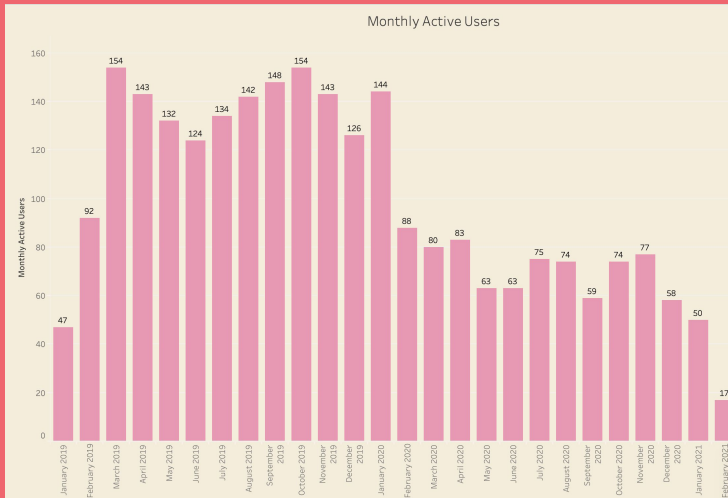
- An easy way to measure engagement is to see how many monthly active users we have. Are users just signing up for Glints, and then abandoning the product after their initial visit? That would lead to a low NPS. MAUs help us answer this question.
- A strong uptrend in MAUs would tell us that many users find Glints Community helpful and are actively using the product. Such a **leading** indicator would imply that they are more likely to recommend us to their colleagues, resulting in a high NPS.

Retention: M1 Retention

Month 1 Retention Rates
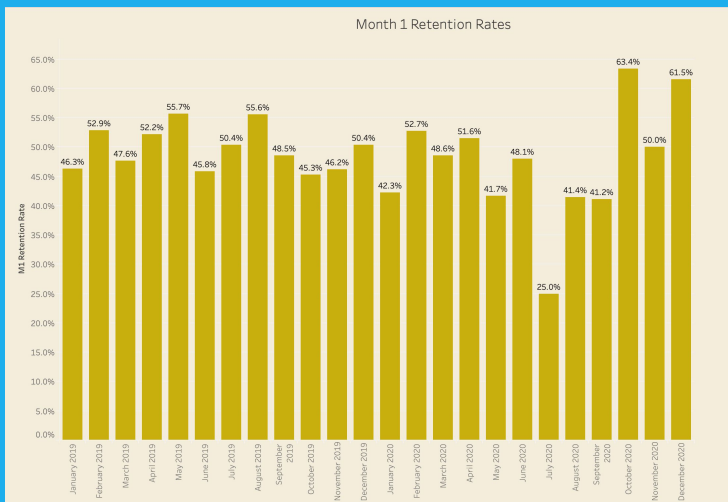
- Sticking to the month timeframe, Month 1 Retention is an excellent indicator of how useful our product is to our users. If users come back one month after signing up, that demonstrates that user value in Glints Community.
- Note that we can only calculate M1 retention rates for users who signed up at least two months ago. Retention is the strongest signal of user satisfaction, but it is a **lagging** indicator that can take a while to indicate any new trends, especially in changes to NPS.
- Nonetheless, tracking retention allows us to validate changes in NPS. For example, if we noticed an uptick in NPS last month, but notice lower M1 retention today - that could indicate that the NPS uptick was not sustainable.

North Star Metric

- When making product decisions, having 1- 2 key metrics reduces confusion and improves alignment between stakeholders
- Given the nature of Glints Community, targeting a 50+ NPS is a foundational north star metric

How do we reach our North Star?

- NPS is a slow metric to update - we have to wait every quarter until we can ask users how likely they are to recommend us to others
- Having 3 traditional product metrics that we can monitor day-to-day will give us a pulse on what to expect with NPS

Is it sustainable?

- Increased activations imply that we have an opportunity with a larger user base to increase the virality of Glints Community
- High engagement validates the value prop of Glints Community and improves brand awareness
- Solid retention shows that users find long-lasting value in the benefits of Glints Community - a positive contributor to NPS

Thank you for reading! Data in hand, it is now time for Glints Community to shine!