Statsig
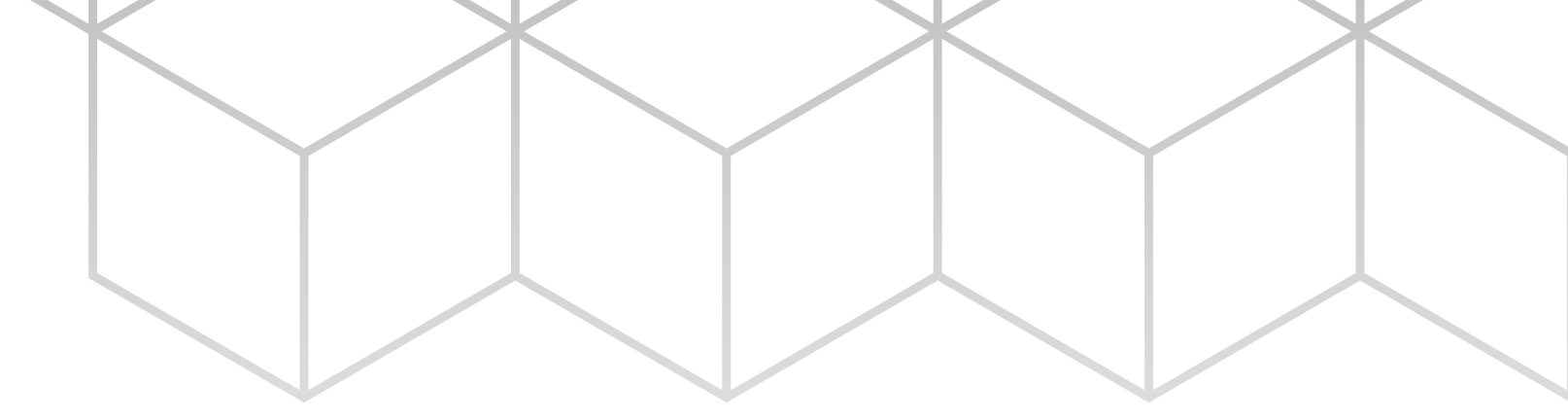# B.A.D.E.Growth Strategy

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This is for educational purposes (no affliation with the company)

Statsig's B.A.D.E. (Blueprint-Guided, Advisor-Driven Experimentation) strategy is built to remove the biggest blockers product teams face when trying to run meaningful experiments. By bundling industry-specific Blueprints (pre-mapped metrics, events, and experiments) with an AI Metric Advisor, Statsig helps teams skip the guesswork, launch faster, and trust their results. It's all about making confident experimentation the default; no PhD in stats required.

Summary

Who this is for:

Product and growth leadership at Statsig (and beyond)

What this covers:

A go-to-market strategy to drive feature adoption, reduce user ramp-up time, and deepen experimentation quality

Why now:

Experimentation tools are underused, not because teams don't care, but because they don't know how to set them up right. Statsig can win by being the default smart setup in the market.

Challenges

Trends

Users often cite the steep learning curve as a major downside of Statsig, one that directly hurts Time-to-First-Value (TTFV). According to alexanderjarvis.com, reducing TTFV during onboarding can increase customer lifetime spend by up to 30%

Root Problems

Teams often struggle to transition from legacy workflows to a more efficient system like Statsig, especially when it takes time to learn the ropes. Many don't know which metrics actually matter for their product model, leading to invalid or inconclusive experiments, and ultimately, churn.

How B.A.D.E. Strategy Fixes the Pain

Blueprints

Easy-to-install, product-type-specific packages (SaaS, marketplace, e-commerce) with event maps, KPIs, and ready-to-run test setups

AI Metric Advisor

An in-app pop-up for real-time coaching on metrics, guardrails, MDEs, and readiness based on the user's specific needs.

Outcome

Teams run valid tests sooner, with less friction and more trust in their data. New employees learn faster, boosting confidence.

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JTBD Fit

Job To Be Done	Feature That Solves It
"I want to start testing fast"	One-click install Blueprints
"I am new to this but want to get reasonable results fast."	Copy and paste the top-rated market-specific blueprint.
"I'm not confident the metrics I'm tracking actually reflect what matters most in my market."	Real-time AI Metric Advisor

Competitive Map

	Low Guidance	High Guidance
Low Setup	Split.io	Optimizely (partial)
High Setup	LaunchDarkly	Statsig

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Tactics and Metric Targets

Reduce Time-to–First-Value (TTFV)

- **Target:** *75% of new users launch an experiment within 14 days.*
- **Initiative:** *Blueprints auto-installed (or suggested) during onboarding.*

Improve Experiment Quality

- **Target:** *<10% SRM rate; 80% of experiments with guardrails*
- **Initiative:** *Advisor-enforced quality gates pre-launch*

Drive Feature Adoption & Expansion

- **Target:** *+30% increase in experimentation feature usage within 60 days*
- **Initiative:** Blueprint + AI Advisor nudges and in-app education flows.

Roadmap & Resources

Phase	Key Activities
Q1 (Pilot)	Launch PLG SaaS, Marketplace, Ecomm blueprints + Advisor v1
Q2 (Scale)	Add 4+ new verticals + privacy benchmarks
Q3 (Optimize)	Add forkable blueprints, anomaly detection in Advisor

Forecasted Impact

OVERALL, THIS STRATEGY IS EXPECTED TO CAUSE A MASSIVE REDUCTION IN USER CHURN, INCREASE IN WORD-OF-MOUTH REDUCTION AND BOOST ARR BY CREATING AVENUES FOR IN-APP UPSELL.

01 Reduction in TTFV ➔ 14 days for 75% of users

02 Increase in Experiment adoption ➔ +30%

03 Reduction in Invalid tests (SRM, guardrails) ➔ –50%

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Key Takeaways

Problem: Teams fail to get value from experimentation because setup is confusing, slow, and prone to error.

Strategy: Offer vertical-specific Blueprints and a real-time AI Advisor to shortcut setup and guide quality.

Why It Works: Product teams want speed and confidence. This strategy gives them both, from day one.

Competitive Edge: Statsig becomes the default "smart setup" platform, not just a tool, but the standard for experimentation done right.

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Thank You!!!

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