

Why Onboarding is the Most Crucial Part of Your Growth Strategy

| PRESENTED BY
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I help companies scale.

As an employee:

Pinterest GRUBHUB greylockpartners. Apartments.com™

As an advisor:

tinder. Eventbrite Thumtack reddit Canva
airbnb pocket DARBY SMART HIPCAMP



Agenda

- 1. Why focus on onboarding**
 - 2. What should you optimize**
 - 3. Stories from Grubhub and Pinterest**
 - 4. Using quantitative and qualitative data**
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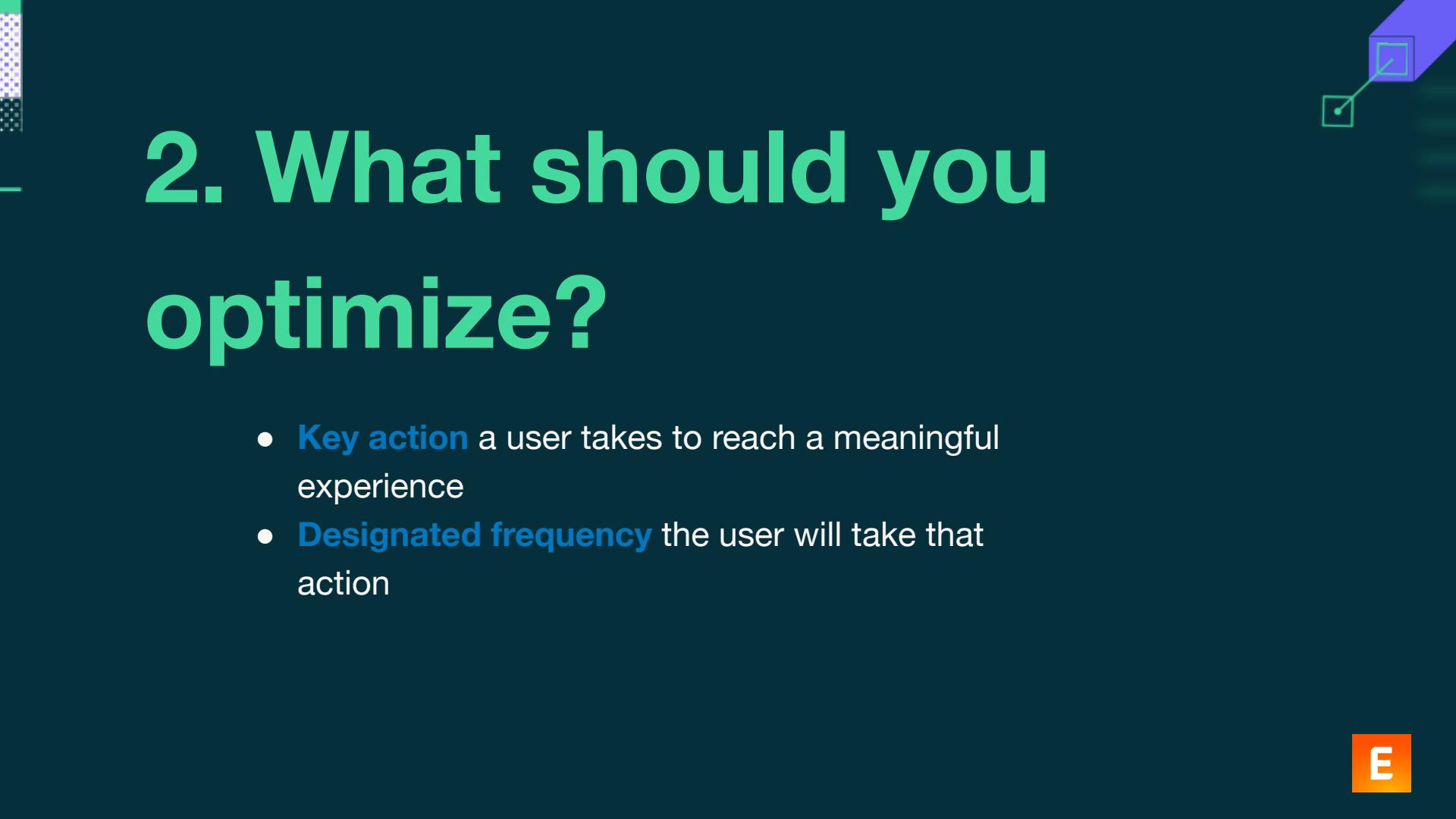


1. Why focus on onboarding?

- Biggest driver of retention
- Good retention drives advocacy and acquisition

What happens when you under-invest?

- Intimidating first-time user experience
- Bad experiences slow growth and retention



2. What should you optimize?

- **Key action** a user takes to reach a meaningful experience
- **Designated frequency** the user will take that action

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How Pinterest measures retention

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- Key action: Saving pins
- Offline analog: Magazines
- Designated frequency: Monthly (at first)



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How Grubhub measures retention

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- Key action: Ordering Food Online
- Offline analog: Ordering Food by Phone
- Designated frequency: Monthly

Defining the habit metric



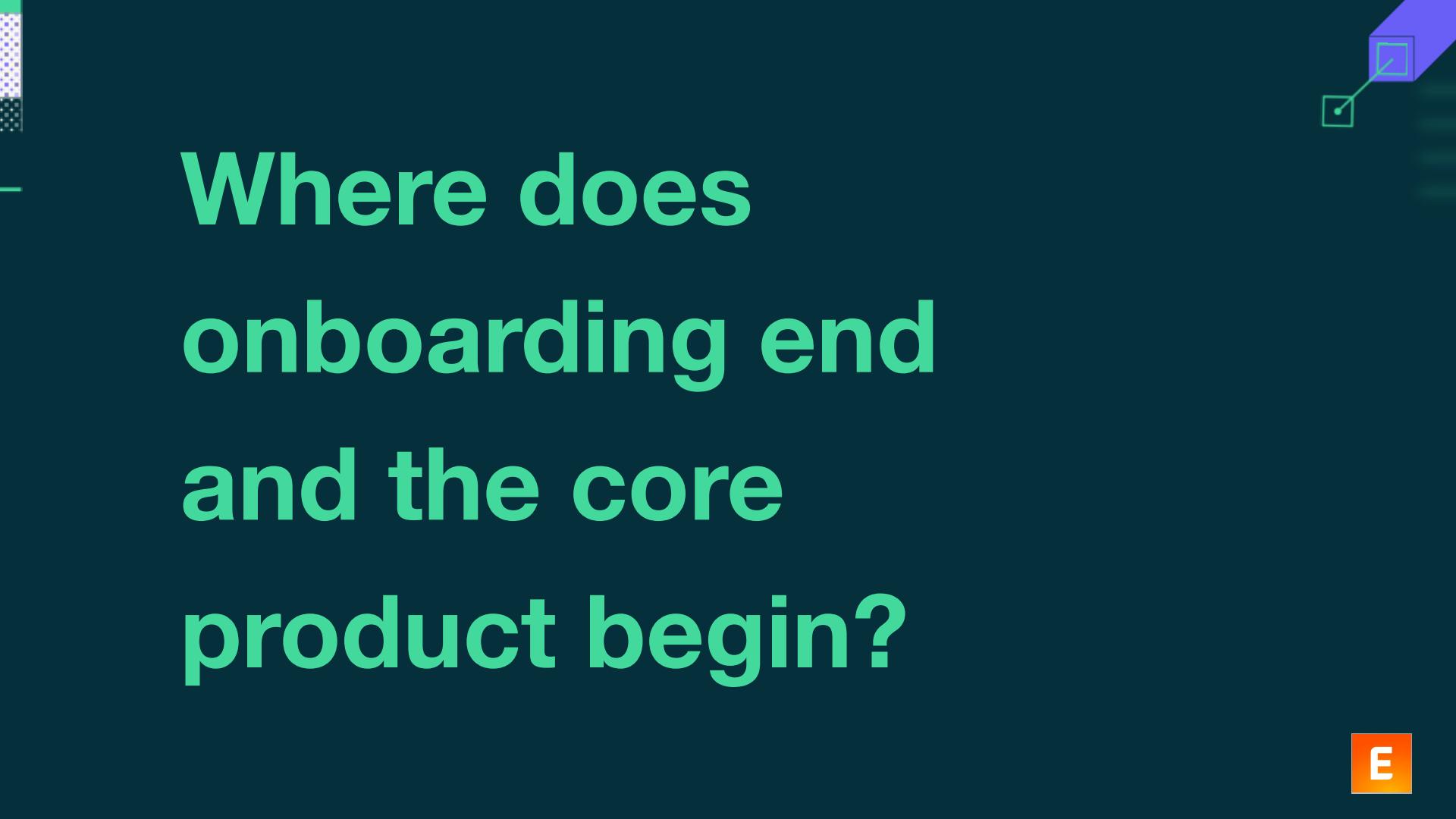
key action x designated frequency x retention interval

Creating the habit

Work backwards to the ‘Aha Moment’
and the ‘Setup Moment’

Who works on onboarding?





Where does
onboarding end
and the core
product begin?

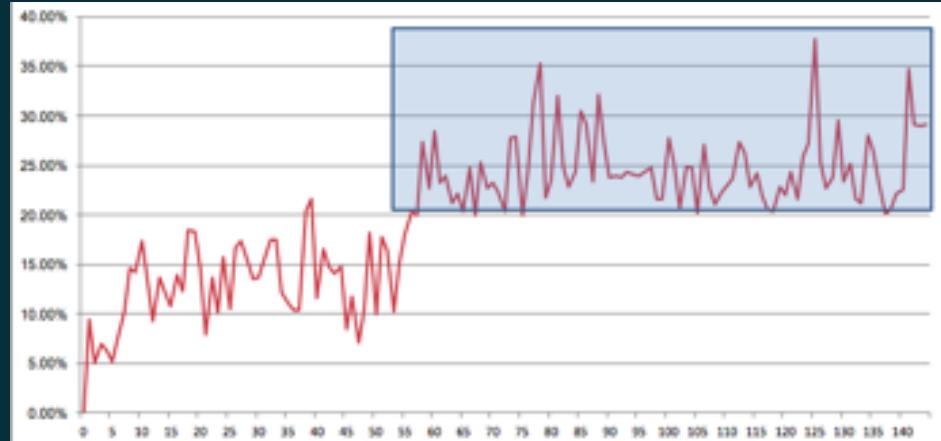
People + Metrics: Improving your onboarding

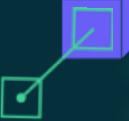


How Grubhub removed barriers to higher activation



- Low restaurant variety
- High minimums and fees

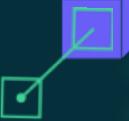




The setup moment

Get to aha moment as fast as possible (but not faster).

The screenshot shows the Grubhub homepage with a red header bar. On the left, there's a profile picture of a woman named Yuli, labeled as the owner of Kaya Street Kitchen, LA. The main headline reads "Who delivers in your neighborhood?" with a sub-instruction "Enter your address below". Below this is a search bar with a placeholder "Search kitchen city, place" and a "Find food" button. A large image of a smiling woman holding a plate of food is displayed. To the right of the search bar, there are "Sign In" and "Logout" buttons. A red banner at the bottom of the page says "RESTAURANTHER". The footer section, titled "How to Grubhub", contains three steps: "The where" (Browse menus from your favorite local restaurants), "The what" (Select what you want to eat. Submit your order), and "The delivery" (Get the dish and enjoy your meal!). Each step has an icon: a magnifying glass over a map for "The where", a drink with a checkmark for "The what", and a delivery truck for "The delivery".



The setup moment

Get to the right number of results for a user for every search possible.

The screenshot shows the GrubHub website interface. At the top, there's a red header bar with the GrubHub logo, a location pin for 5272 Rhode Island St, San Francisco, CA 94107, a search bar with the placeholder "e.g. Thai, Mexican, Italian, etc.", and buttons for "Sign In" and "Cart". Below the header is a "Filters" sidebar on the left containing sections for "I want" (Delivery selected, Pickup), "Rating" (5 stars), "Price" (\$1-\$5, \$5-\$10, \$10-\$20, \$20-\$40, \$40-\$60), "Delivery time" (Any time, 45 min., 60 min., Any), and "Feature" (Coupons Available - 29, New - 23, Order Tracking - 31, Open Now [3:10pm] - 260, Free Delivery - 38). The main content area displays a grid of food categories: Asian, Chinese, Thai, Pizza, Mexican, Sushi, Indian, Sandwiches, and Burgers. Below this is a list of restaurant results:

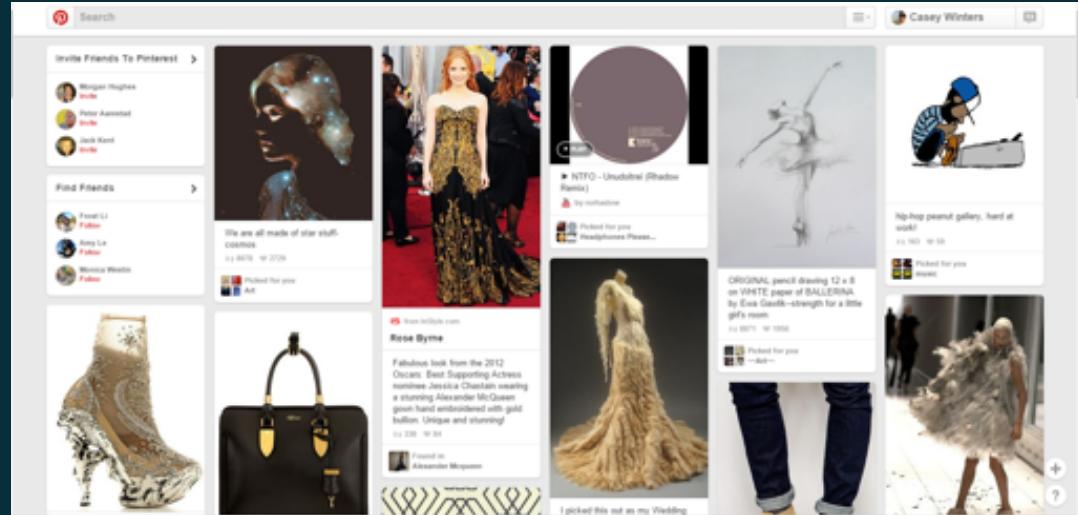
Restaurant Name	Cuisine	Rating	Delivery Fee	Price Range
Kitevo	American, Gluten-Free...	★★★★★	\$10	\$3.99
Serrano's Plaza	Fusion, Pizza	★★★★★	\$8	Free
Krispy Krunchy Chicken	Calvin, Chicken...	★★★★★	\$10	\$4.99
El Toro Toqueria	Lunch Specials	★★★★★	\$10	\$4.99



How Pinterest removed barriers to higher activation

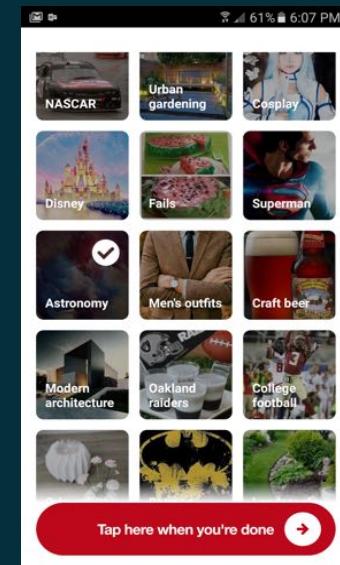
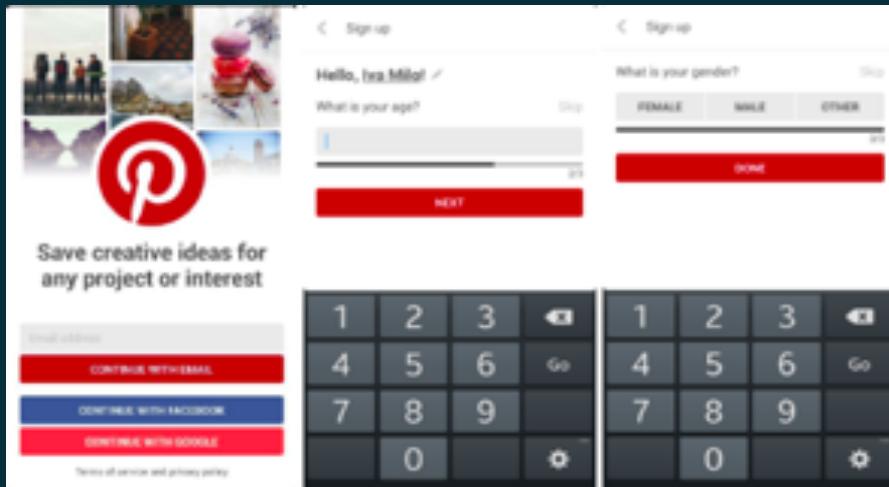


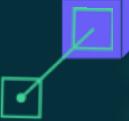
- Repin correlated most to retained user
- Non-local results and terms



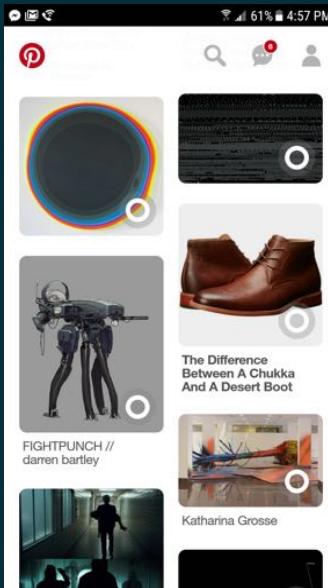
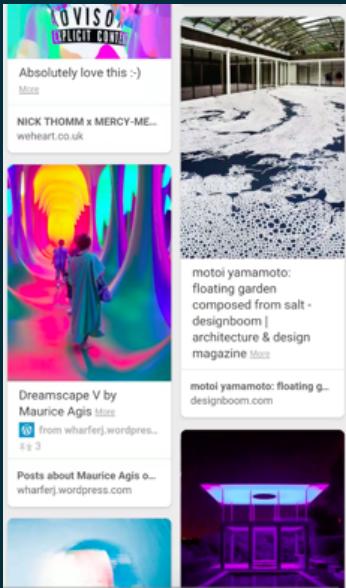
The setup moment

Get the user to content that resonates with them as soon as possible





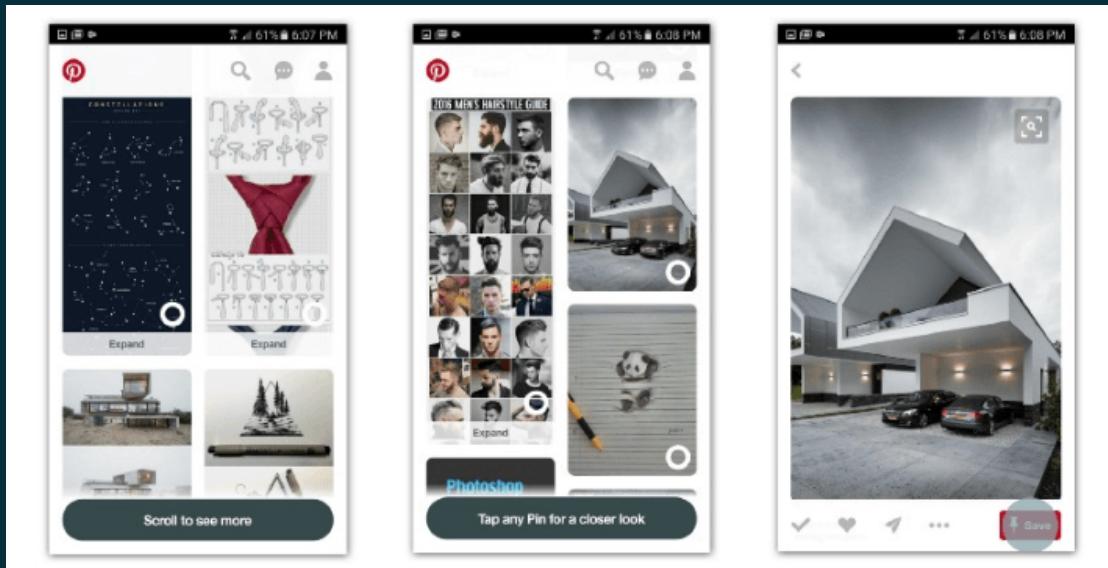
- Remove non-critical elements





Don't be afraid to educate

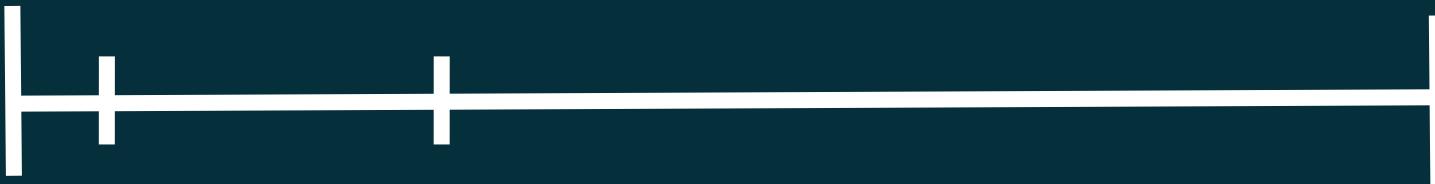
A design with education is better than a design that doesn't educate.





- Is time to value important?

It depends on intent and timeliness.



Pinterest Grubhub

Taxes



The quantitative steps to successful onboarding



- Activated vs. churned user actions
- Survivorship bias vs. actual insights
- Experiment with your onboarding





The qualitative process to successful onboarding



- Talk with all users (churned and successful)
- Watch new users
- Use these interactions to improve onboarding



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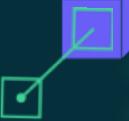


Working with a user research team



- Include them in every step of the process
- Make them a member of your team





What now?

Do you overhaul your current onboarding experience?

It depends on the:

- Stage of your company
- Confidence in your onboarding strategy