

# GROWTH HACKING





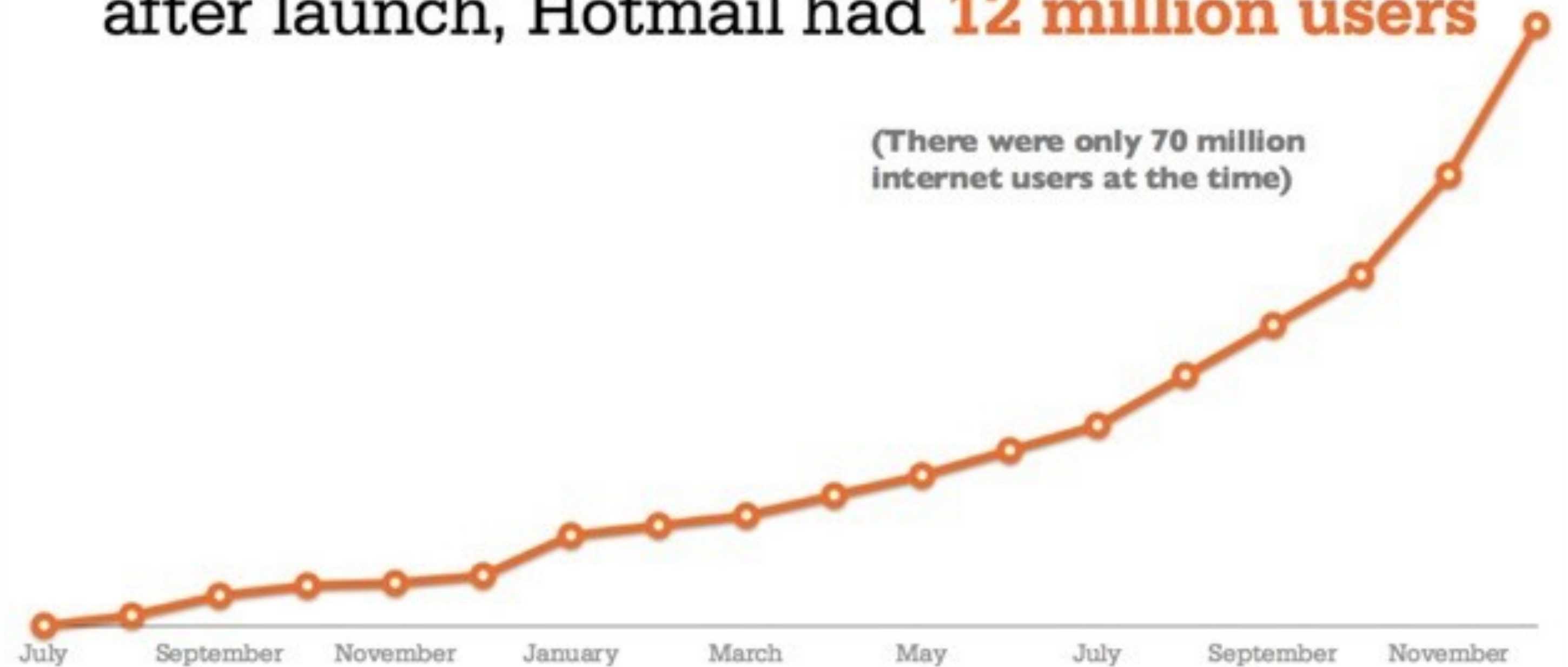
# HOTMAIL

PS: I LOVE YOU. GET YOUR FREE EMAIL AT HOTMAIL



When they sold to Microsoft 1.5 years after launch, Hotmail had **12 million users**

(There were only 70 million internet users at the time)



Результат: вырос до 12 миллионов юзеров за 18 месяцев