

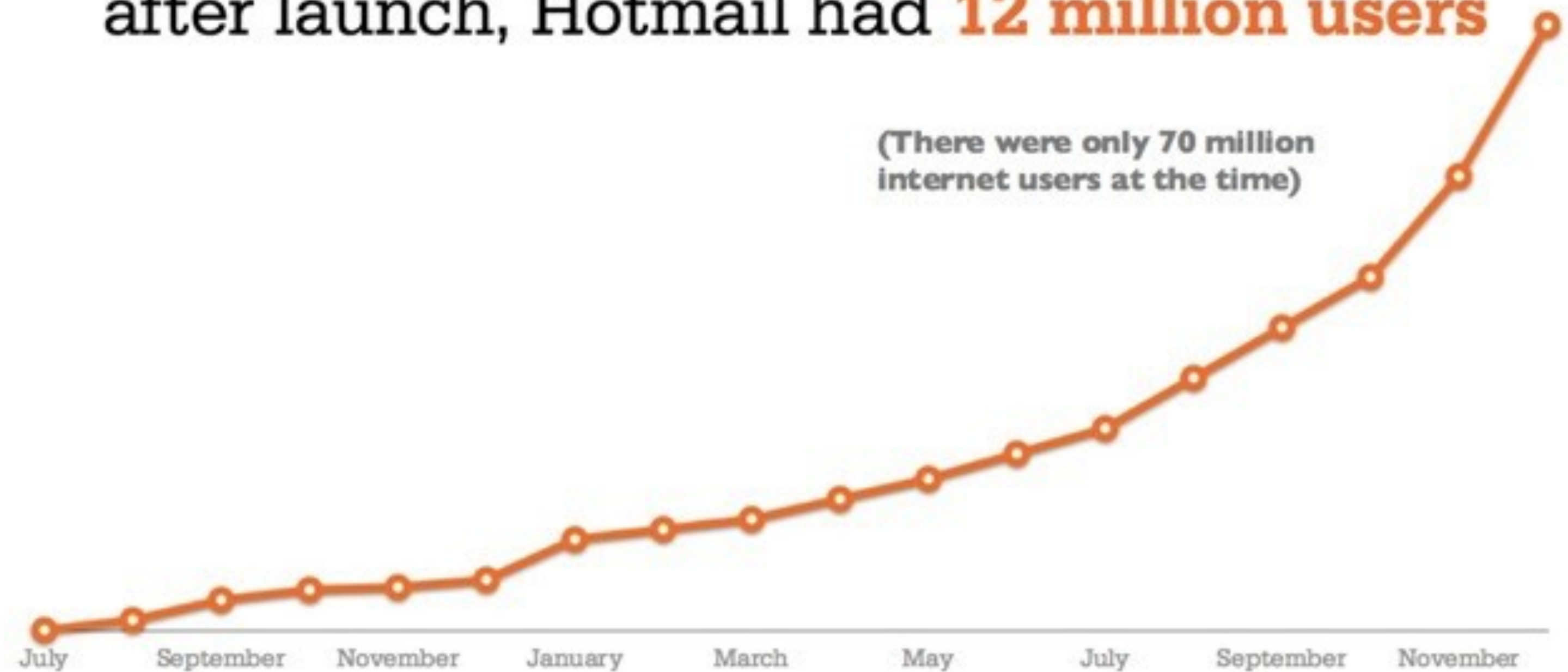
HOTMAIL

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**

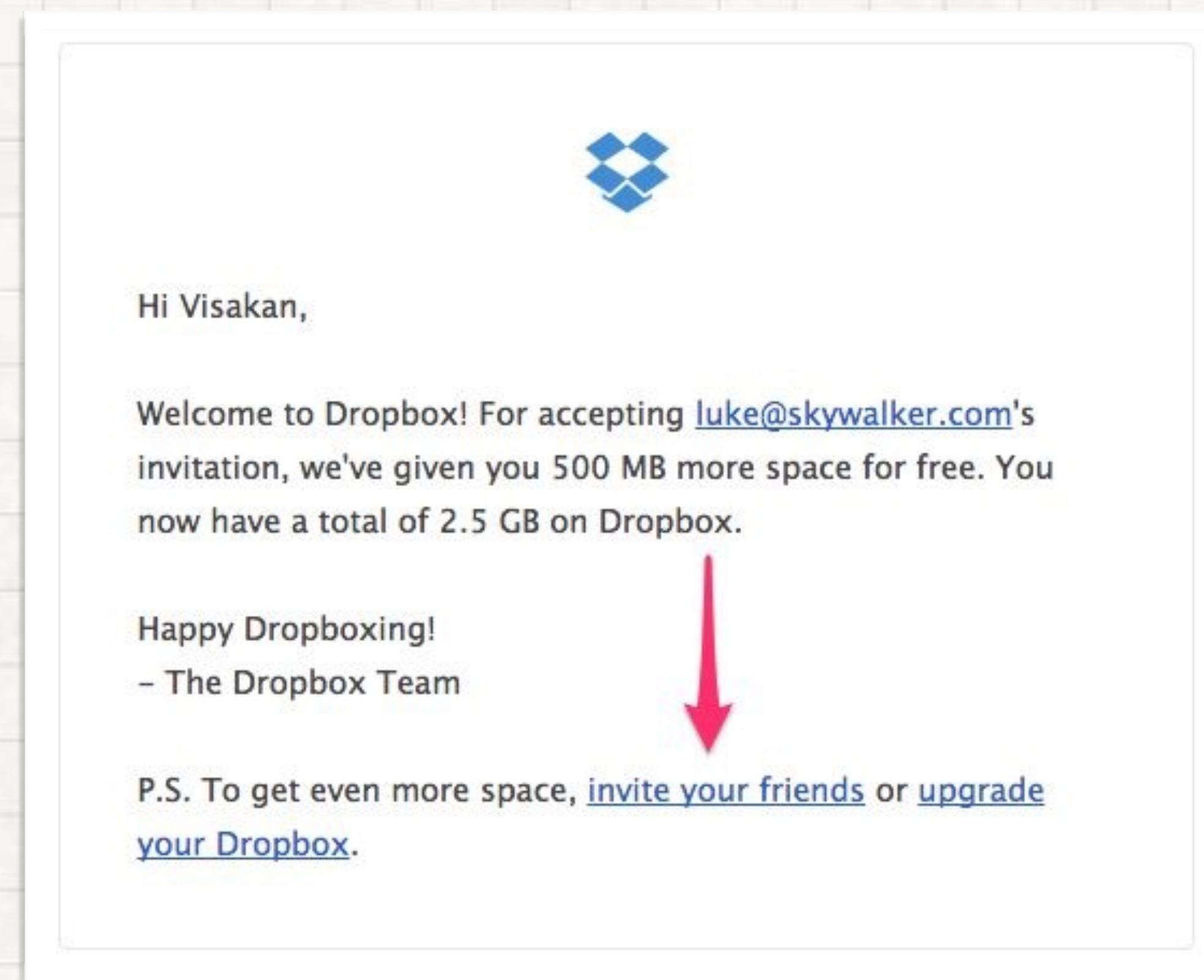
(There were only 70 million internet users at the time)



Результат: вырос до 12 миллионов юзеров за 18 месяцев

DROPBOX

REFERRAL SYSTEM (FREE SPACE)



**Результат: вырос с 100к до 4М юзеров за 15 месяцев (2.8М
непосредственно по реферралке)**