









The North Star Metric Examples

Company	Category	Bad NSM	Actual NSM	Game
 facebook	Social media	Daily posts	Daily active users	 Attention
 Spotify	SaaS, music	The number of Subscribers	Time spent listening to music	 Attention
 amazon	E-commerce	Monthly Revenue	The number of orders per month	 Transaction
 Uber	Rides	The number of installs	The number of rides per week	 Transaction
 loom	SaaS, video sharing	LTV/CAC	Videos with a view	 Productivity
 airbnb	Booking platform	Time spent using the app	Nights booked	 Transaction
 tinder	Dating app	The number of swipes right	Matches made	 Transaction
 fitbit	Wearable fitness products	The number of products sold	Steps made	 Productivity
 Dropbox	File hosting	The number of paid customers	Files saved	 Productivity
 Canva	Graphic design	The number of projects created	Happy, active users	 Productivity
 YouTube	Video	The number of videos uploaded	Time spent watching videos	 Attention
 WhatsApp	Messaging	The number of accounts	Messages send	 Productivity
 Quora	Q&A knowledge sharing	Time spent in the app	The number of answers	 Productivity
 NETFLIX	SaaS, video streaming	The number of subscribers	Weekly viewing hours	 Attention

Source: productcompass.pm