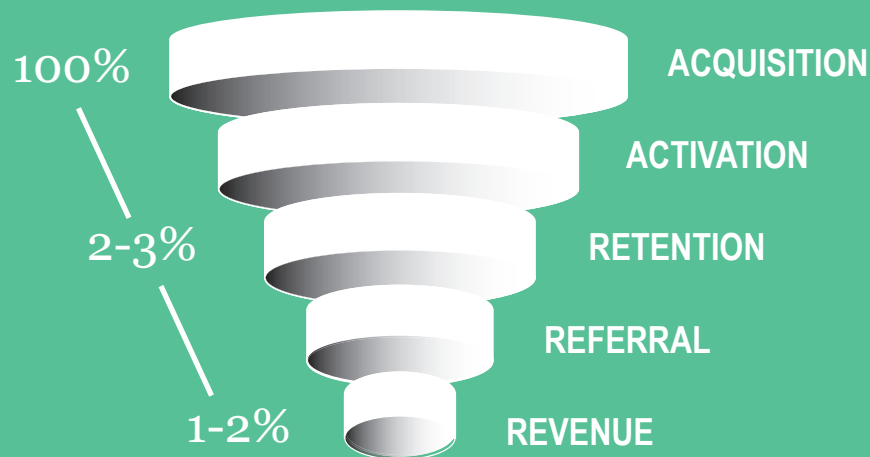


PIRATE METRICS

Goal: Measuring whether you are marketing your product to the right people - successfully

AARRR or *Pirate Metrics* is a framework for product marketing by Dave McClure. The conversion rate of a web page expresses the percentage of visitors who end up performing a desired action, such as buying a product. The conversion funnel takes the different stages that are part of this process into account. For example: of the people visiting a webshop, 30% visits more than one page, 5% signs up for a weekly newsletter, 2% repeatedly visits the website, and 1% ends up buying a product. The framework can help you analyse where in the funnel you lose potential customers. Are you marketing to the right people in the right way?



Communication

How can I use it?

- 1** **The Acquisition phase** describes the first contact with a user. Improve metrics such as first impressions, likes and the click-through rate with landing page optimisation, SEO & SEM.
- 2** **During the Activation stage**, the user experiences your product. Measure if users try a product or sign up for an account. Improve the user experience of your product for better results.
- 3** **Retention** takes place when a user repeatedly visits your site or uses your software. Automated e-mails and consistently posting interesting content can help keep people coming back.
- 4** **Referral** is a very effective way of reaching more customers. Measure if users share your content via social media. Only encourage referral when users like the quality of your products.
- 5** **The Revenue stage** is reached when a customer pays for product (repeatedly).