



**Velocity  
Growth**

Module 4: Building your 1st growth dashboard

## Moving from model to reporting

Once your model is done, you are ready to build your initial growth dashboard.

This is where we take our model and build out the inputs and key metrics that drive success.

# Considerations

What key metrics matter to me and my business?

What are the leading and lagging indicators of success on a month to month basis?

You want these metrics to closely match your IAO metrics.

# Common growth metrics

## **Top of funnel**

- Views/Visits
- Clicks
- Click through rate (CTR)
- Cost per click (CPC)

## **EPAG / Product**

- Downloads
- Email captures
- Free trials

## **Revenue**

- New subscribers
- Purchases

# Worksheet: Initial Metrics

## Set your initial metrics

### Marketing

**My most important marketing metric is?:**

Getting people to visit my website.

### Product

**My most important product metric is?**

Getting people to sign up for a free trial of my subscription.

### Revenue

**My most important revenue metric is?:**

Getting people to move from trial to paid subscription.

# Sample growth dashboard

Week	1	2	3	4	5	6	7	8	9	10
<b>Marketing</b>										
Website Visitors	1000	1112	1257	1557	1751	1432	2078	2333	2989	3670
WoW Growth		11%	13%	24%	12%	-18%	45%	12%	28%	23%
<b>EPAG / Product</b>										
Free Trial Signup	20	25	41	39	56	78	87	81	134	156
% visit to trial	2.00%	2.25%	3.26%	2.50%	3.20%	5.45%	4.19%	3.47%	4.48%	4.25%
<b>Revenue</b>										
New Subscribers	7	10	15	18	20	22	25	30	40	45
% trial to subscribe	35.00%	40.00%	36.59%	46.15%	35.71%	28.21%	28.74%	37.04%	29.85%	28.85%
Churned subs (week end)	1	2	1	2	4	4	6	20	3	4
Churn % (week)	14.29%	14.29%	3.57%	4.55%	6.67%	5.13%	6.19%	18.69%	2.08%	2.16%
Total subs (week end)	6	14	28	44	60	78	97	107	144	185
New Revenue	\$1,050	\$1,500	\$2,250	\$2,700	\$3,000	\$3,300	\$3,750	\$4,500	\$6,000	\$6,750
<b>Total Revenue</b>	<b>\$900</b>	<b>\$2,100</b>	<b>\$4,200</b>	<b>\$6,600</b>	<b>\$9,000</b>	<b>\$11,700</b>	<b>\$14,550</b>	<b>\$16,050</b>	<b>\$21,600</b>	<b>\$27,750</b>
WoW Growth		133%	100%	57%	36%	30%	24%	10%	35%	28%
<b>Full conversion rate</b>	0.70%	0.90%	1.19%	1.16%	1.14%	1.54%	1.20%	1.29%	1.34%	1.23%
<b>Spend</b>	<b>\$1,000</b>	<b>\$1,000</b>	<b>\$1,250</b>	<b>\$1,500</b>	<b>\$1,500</b>	<b>\$2,000</b>	<b>\$2,250</b>	<b>\$2,500</b>	<b>\$2,500</b>	<b>\$2,500</b>
<b>CAC</b>	<b>\$143</b>	<b>\$100</b>	<b>\$83</b>	<b>\$83</b>	<b>\$75</b>	<b>\$91</b>	<b>\$90</b>	<b>\$83</b>	<b>\$63</b>	<b>\$56</b>
<b>Notes</b>			- Turned on email capture	-Paid ads on FB/Insta	-Started A/B test on email modal	-100% traffic getting new email modal	- Added related posts to articles - Started Twitter Ads	-Doubled remarketing spend	-High subs, low churn!	

# Report on a weekly view

<b>Week</b>	<b>1</b>
<b>Marketing</b>	
Website Visitors	1000
WoW Growth	
<b>Product</b>	
Free Trial Signup	20
% visit to trial	2.00%
<b>Revenue</b>	
New Subscribers	7
% trial to subscribe	35.00%
Churned subs (week end)	1
Churn % (week)	14.29%
Total subs (week end)	6
New Revenue	\$1,050
<b>Total Revenue</b>	<b>\$900</b>
WoW Growth	
<b>Full conversion rate</b>	<b>0.70%</b>

# Initial metric dashboard with CAC/Spend

Week	1	2	3	4
<b>Marketing</b>				
Website Visitors	1000	1112	1257	1557
WoW Growth		11%	13%	24%
<b>Product</b>				
Free Trial Signup	20	25	41	39
% visit to trial	2.00%	2.25%	3.26%	2.50%
<b>Revenue</b>				
New Subscribers	7	10	15	18
% trial to subscribe	35.00%	40.00%	36.59%	46.15%
Churned subs (week end)	1	2	1	2
Churn % (week)	14.29%	14.29%	3.57%	4.55%
Total subs (week end)	6	14	28	44
<b>Revenue</b>				
New Revenue	\$1,050	\$1,500	\$2,250	\$2,700
<b>Total Revenue</b>	\$900	\$2,100	\$4,200	\$6,600
WoW Growth		133%	100%	57%
<b>Full conversion rate</b>				
<b>Full conversion rate</b>	0.70%	0.90%	1.19%	1.16%
<b>Spend</b>				
<b>Spend</b>	\$1,000	\$1,000	\$1,250	\$1,500
<b>CAC</b>	\$143	\$100	\$83	\$83



# Correlations & trends

- Week 7 traffic spike from Twitter ads
- Lower intent traffic
- Led to lower % sub
- Impacted next week's churn

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<b>Spend</b>	<b>\$1,000</b>	<b>\$1,000</b>	<b>\$1,250</b>	<b>\$1,500</b>	<b>\$1,500</b>	<b>\$2,000</b>	<b>\$2,250</b>	<b>\$2,500</b>	<b>\$2,500</b>	<b>\$2,500</b>
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What about reporting platforms?

I love products that help track and report on events (Mixpanel, Segment, Google Analytics).

But every week, I manually update my growth dashboard.

It forces you to “own” the metrics.

# Ritualize reporting

Choose an interval to report on (I use Monday through Sunday, others use Sunday through Saturday)

Report the prior week's metrics the day the new week starts

For me, that means Monday AM updates

Thanks!

Download the spreadsheet with dummy data in the lesson details.

Continue the program in the next module.

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