



**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
Marketing										
Website Visitors	1000	1112	1257	1557	1751	1432	2078	2333	2989	3670
WoW Growth		11%	13%	24%	12%	-18%	45%	12%	28%	23%
EPAG / Product										
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%
Revenue										
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
Total Revenue	\$900	\$2,100	\$4,200	\$6,600	\$9,000	\$11,700	\$14,550	\$16,050	\$21,600	\$27,750
WoW Growth		133%	100%	57%	36%	30%	24%	10%	35%	28%
Full conversion rate	0.70%	0.90%	1.19%	1.16%	1.14%	1.54%	1.20%	1.29%	1.34%	1.23%
Spend	\$1,000	\$1,000	\$1,250	\$1,500	\$1,500	\$2,000	\$2,250	\$2,500	\$2,500	\$2,500
CAC	\$143	\$100	\$83	\$83	\$75	\$91	\$90	\$83	\$63	\$56
Notes			- 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

Week	1
Marketing	
Website Visitors	1000
WoW Growth	
Product	
Free Trial Signup	20
% visit to trial	2.00%
Revenue	
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
Total Revenue	\$900
WoW Growth	
Full conversion rate	0.70%

Initial metric dashboard with CAC/Spend

Week	1	2	3	4
Marketing				
Website Visitors	1000	1112	1257	1557
WoW Growth		11%	13%	24%
Product				
Free Trial Signup	20	25	41	39
% visit to trial	2.00%	2.25%	3.26%	2.50%
Revenue				
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
Revenue				
New Revenue	\$1,050	\$1,500	\$2,250	\$2,700
Total Revenue	\$900	\$2,100	\$4,200	\$6,600
WoW Growth		133%	100%	57%
Full conversion rate				
Full conversion rate	0.70%	0.90%	1.19%	1.16%
Spend				
Spend	\$1,000	\$1,000	\$1,250	\$1,500
CAC	\$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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Spend	\$1,000	\$1,000	\$1,250	\$1,500	\$1,500	\$2,000	\$2,250	\$2,500	\$2,500	\$2,500
CAC	\$143	\$100	\$83	\$83	\$75	\$91	\$90	\$83	\$63	\$56
Notes			- 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!	

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.

Visit velocitygrowth.com to learn more about our full length programs.