

PIRATE FUNNEL

	Define	Metric
AWARENESS How do users know about you?	e.g. user traffic	e.g. visits, impressions etc.
ACQUISITION How do users find you?	e.g. people who signed up	e.g. # email subs
ACTIVATION What is our first great user experience?	e.g. user wow-moment	e.g. # new trial sign ups
RETENTION How are we getting users to come back?	e.g. daily returning visitors	e.g. repeat purchase rate
REFERRAL How do we make users tell others?	e.g. people who share and invite	e.g. # referrals
REVENUE How are we monetizing?	e.g. #freemium	e.g. # monthly revenue

