



Mobile
Metrics
That Matter
Mobile Monday

17 Sep 2012

Christopher Tia
Principal, Lean Market Research



www.leanmarketresearch.com

"Most start-ups fail because they didn't develop their market, not because they didn't develop their product" - Steve Blank

Experienced Entrepreneur

My background is in
Sales, Product
Management,
Channel
Marketing
and
Market
Research

Short, Sharp,
Hypothesis Driven
Market Research

for

Start-Up Ventures,
Commercialisation
and New Product
Development
Initiatives.

LEAN
MARKET
RESEARCH

B. Laws (Hons)
B. Sc (Comp)
M. Comm
Prince2 PM

GoToMarket,
Biz Review,
Consulting



Customer + Problem + **Solution**

App
Downloads



But ... do you have a **viable business**?

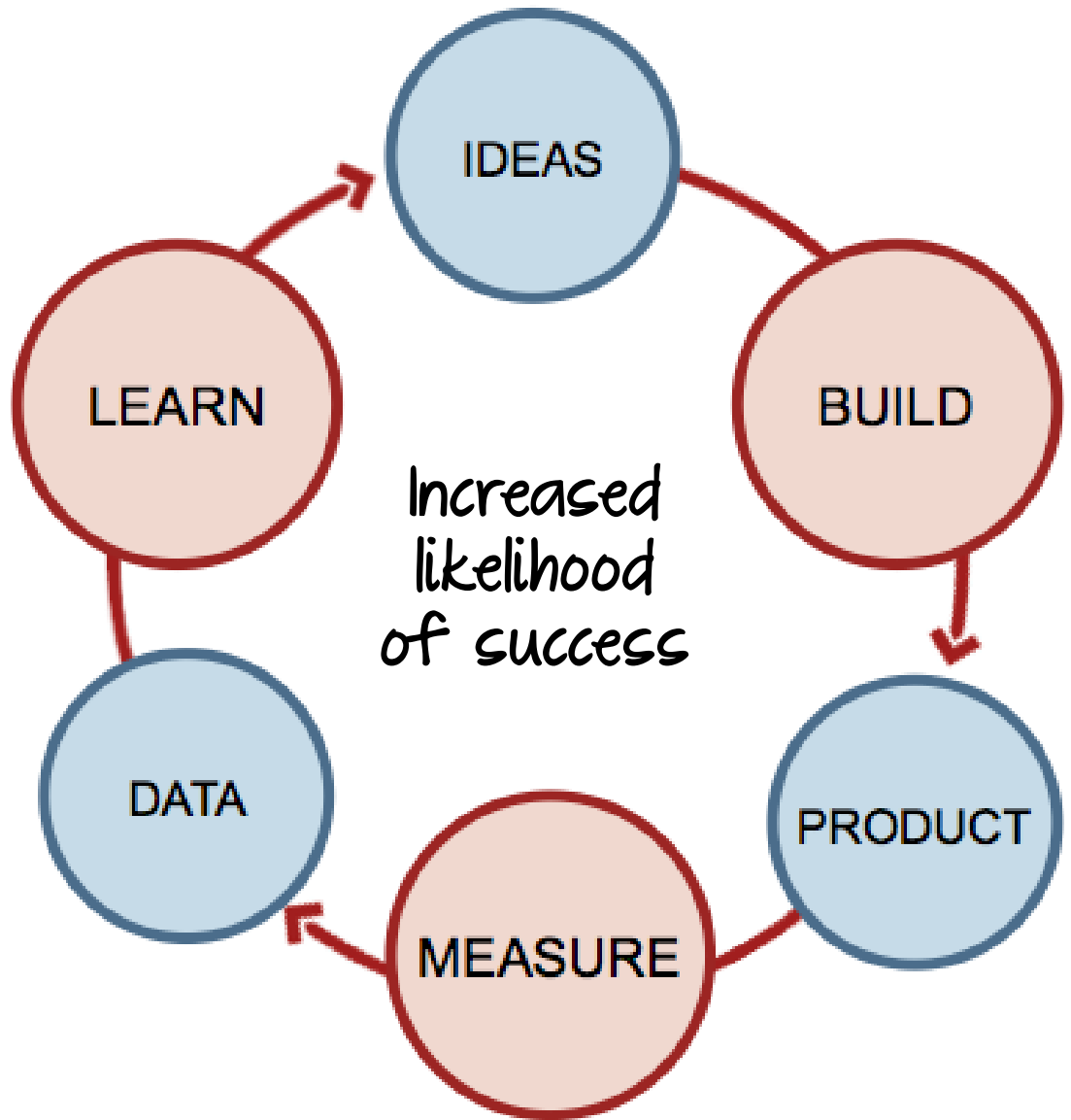
App
Downloads



Metrics help you
focus on your
business goals



Lean Start-Up Approach



'Lean' approach helps you work **ON** the business not **IN** the business.

Where are we?

Where do we want to be?

Are we asking the right questions?

**Navel
Gazing**

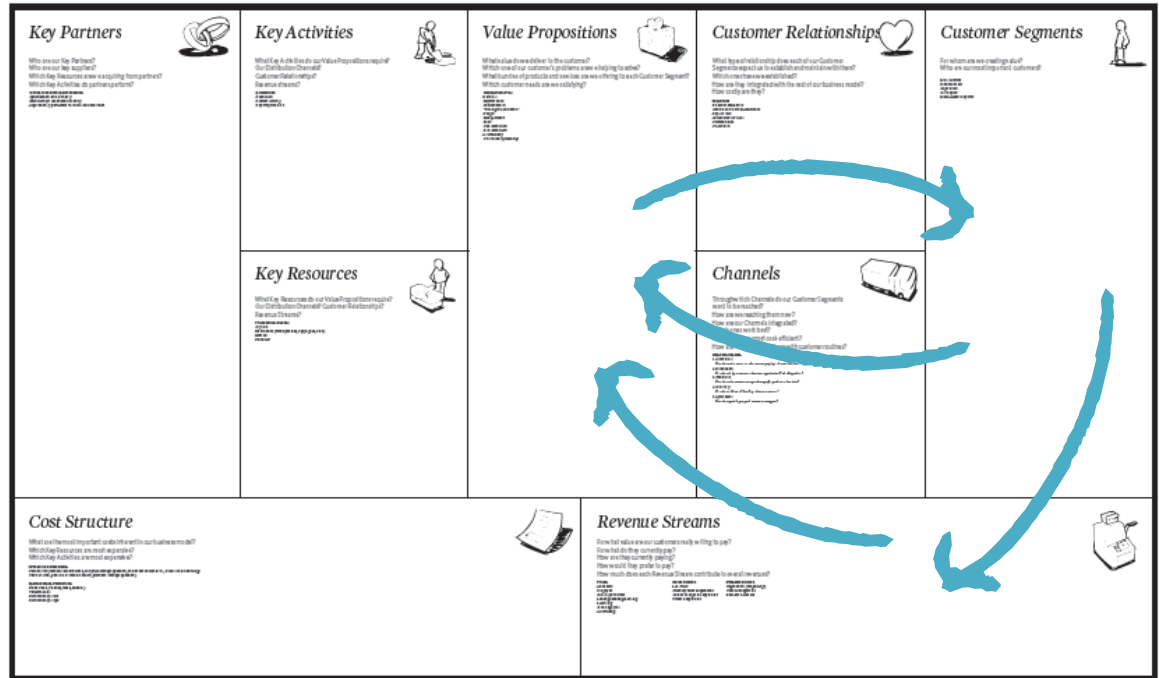
Metrics

Actionable, Accessible, Credible
Cohort Analysis – behaviour sampling
(e.g. acquisition, activation, retention,
referrals, revenue rates)
Split Tests – the 'gut' litmus test

Prototype Stage - Minimum Viable Product

Question: Is there a problem/solution people are willing to pay* for?

Navel Gazing

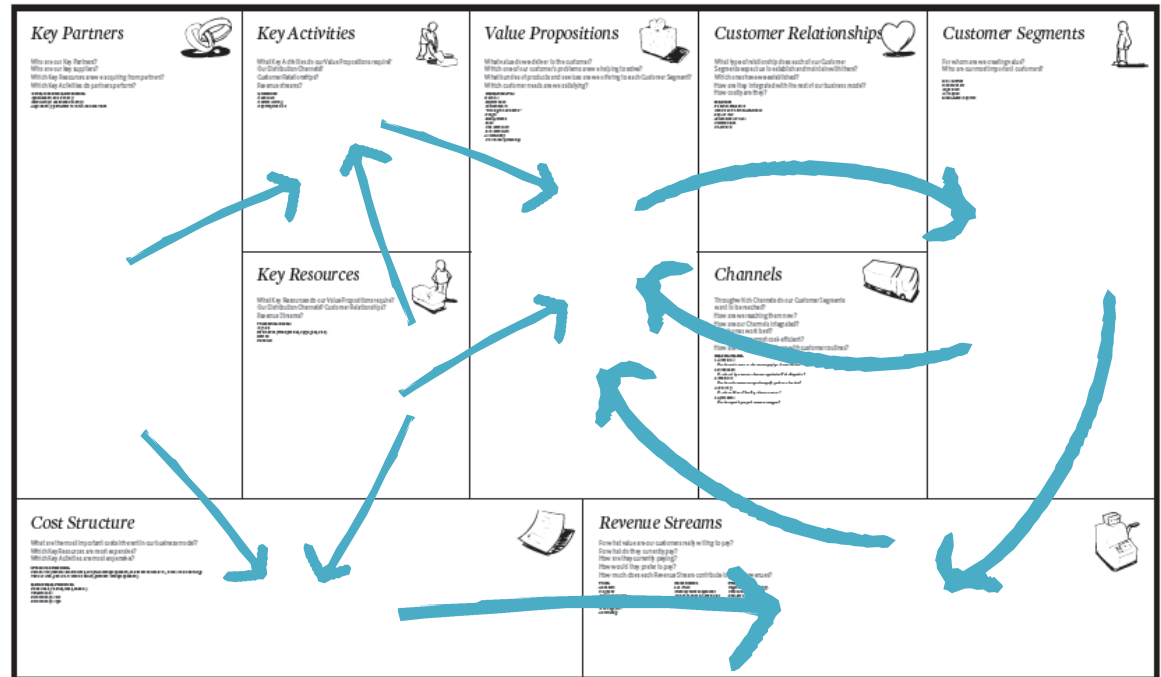


Metrics typically focused on acquisition & activation

Steering Stage

Question: Do we have a viable & sustainable business?

Navel Gazing

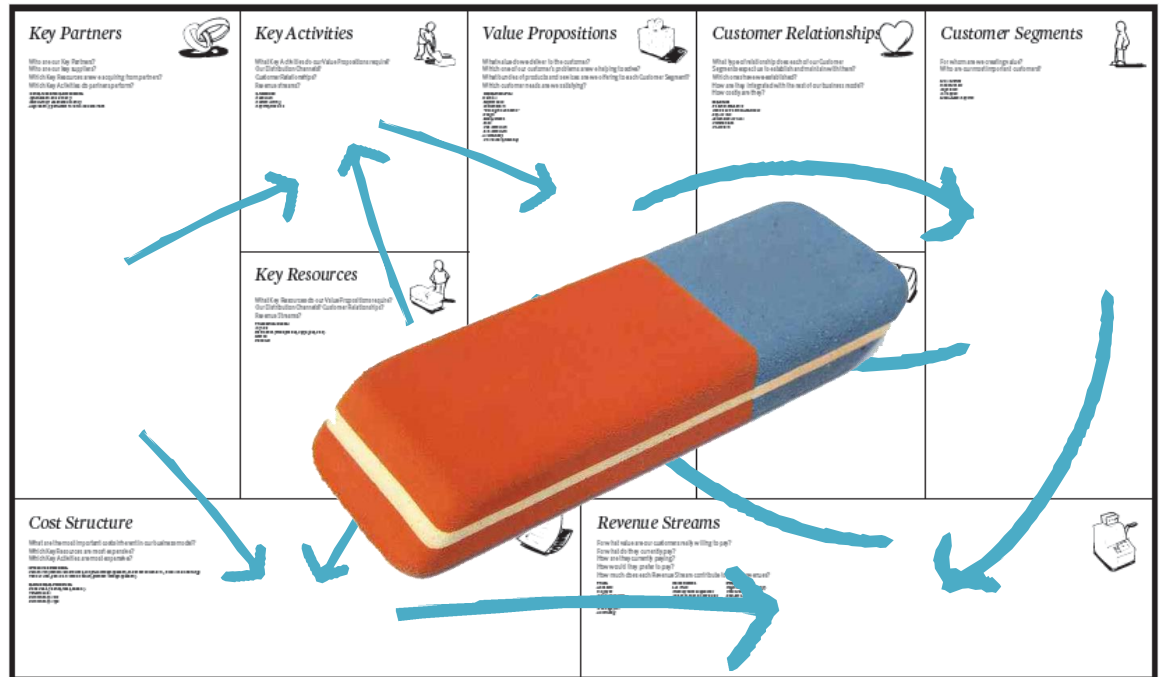


Pivot or Persevere - Cohort Analysis, Split Testing

Accelerate Stage

Question: How do we scale the business?

Navel
Gazing



Metrics typically focused on retention, referrals and revenue

Growth Engines



Diesel (Pay for Growth)

Cost Per Acquisition
Key Metric: Customer Lifetime Value/Profitability
Expensive to run in competitive environment
Example: Retail



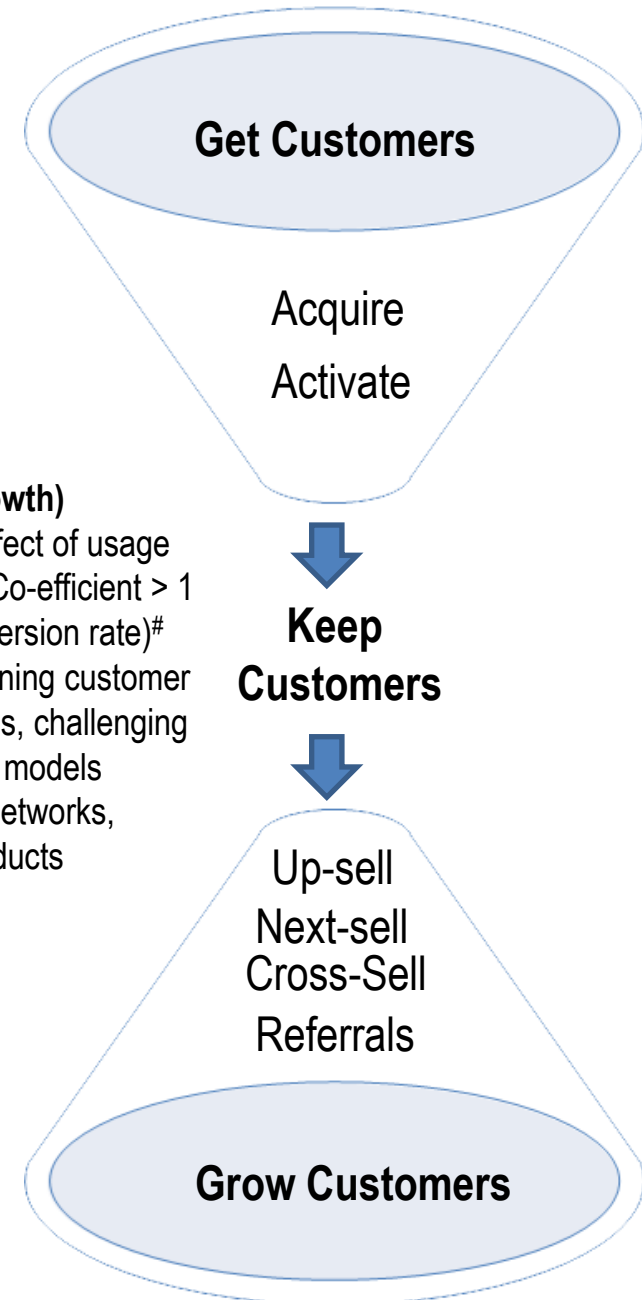
Rotary (Viral Growth)

Growth as side effect of usage
Key Metric: Viral Co-efficient > 1
(invite rate x conversion rate)[#]
Focus on streamlining customer acquisition process, challenging for direct revenue models
Example: Social networks, Collaborative Products



Boxer (Sticky Growth)

Rely on repeat product usage
Key Metric: Growth – Attrition/Churn Rates
Focus on stable customer base
Example: Telco



In Practice

Feedback Loop

Qualitative & Quantitative Data
Errors rarely detected on whiteboard
Listen to your Gut
Beware: Analysis Paralysis
Adjust for Target Audience

Being Agile

Aimed at efficient development
not testing business hypotheses
BUT
can facilitate faster outcomes



ctia@leanmarketresearch.com
www.leanmarketresearch.com