



Pirate X Skills

GROWTH MARKETING TREASURE MAP

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PIRATE X SKILLS

BEN SUFIANI

FOUNDER SINCE 2008

GROWTH MARKETER

FATHER OF 2 LITTLE GIRLS



CUSTOMER LIFECYCLE

ACQUISITION

ACTIVATION

RETENTION

REFERRAL

REVENUE

Pirate X Skills



**THE GROWTH
MARKETING
TREASURE MAP**

ANALYTICS

Traffic

Piwik

Google Analytics

Engagement

Mixpanel

Amplitude

Conversion

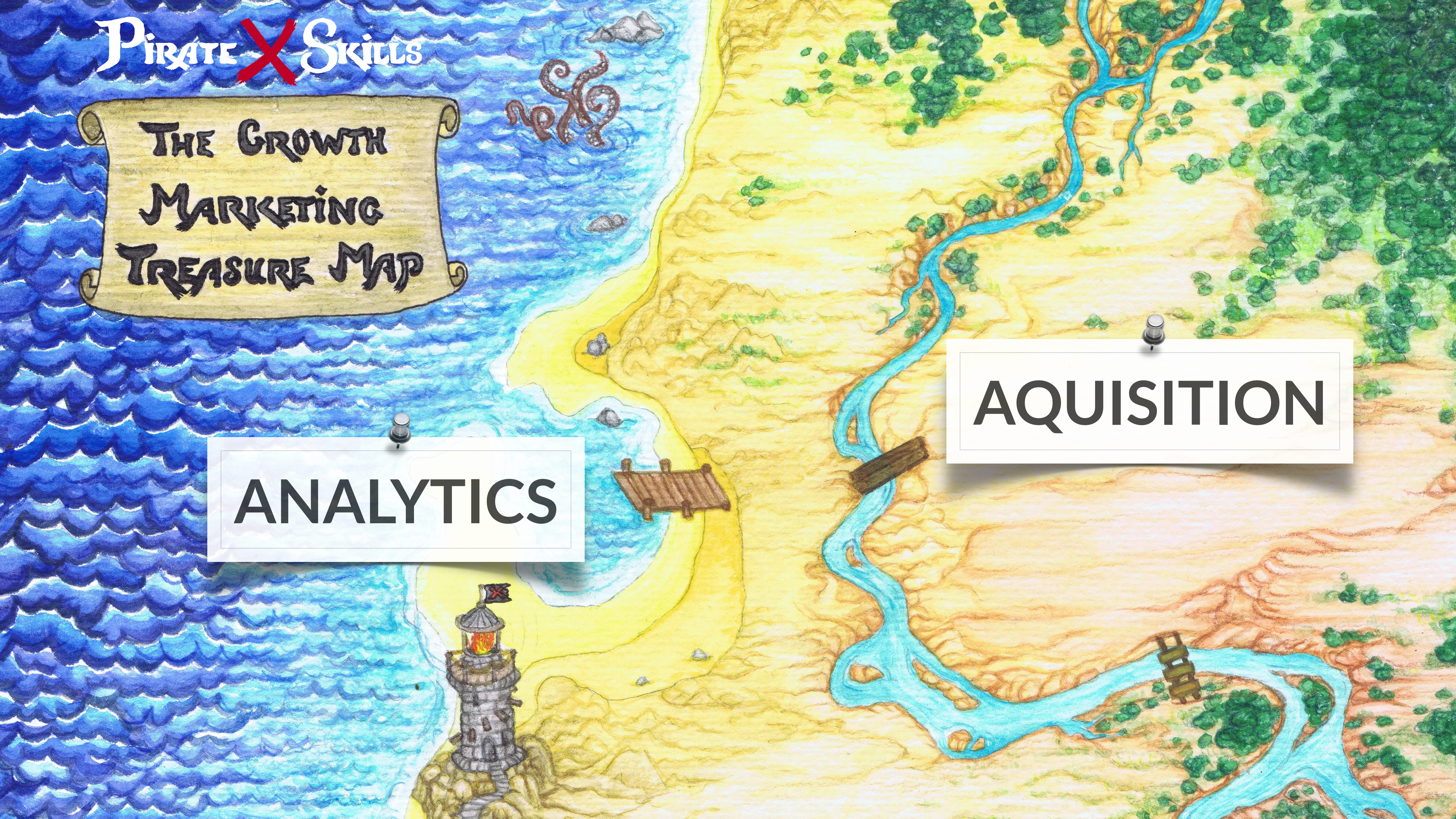
Chart Mogul

Segment

**THE GROWTH
MARKETING
TREASURE MAP**

ANALYTICS

AQUISITION



**THE GROWTH
MARKETING
TREASURE MAP**

Social Media

SEO

Content

Community

Organic

Email

Blogs

PR

AQUISITION

Signups by Channel

SEM

Paid

Offline Ads

Reach

Cost per acquisition

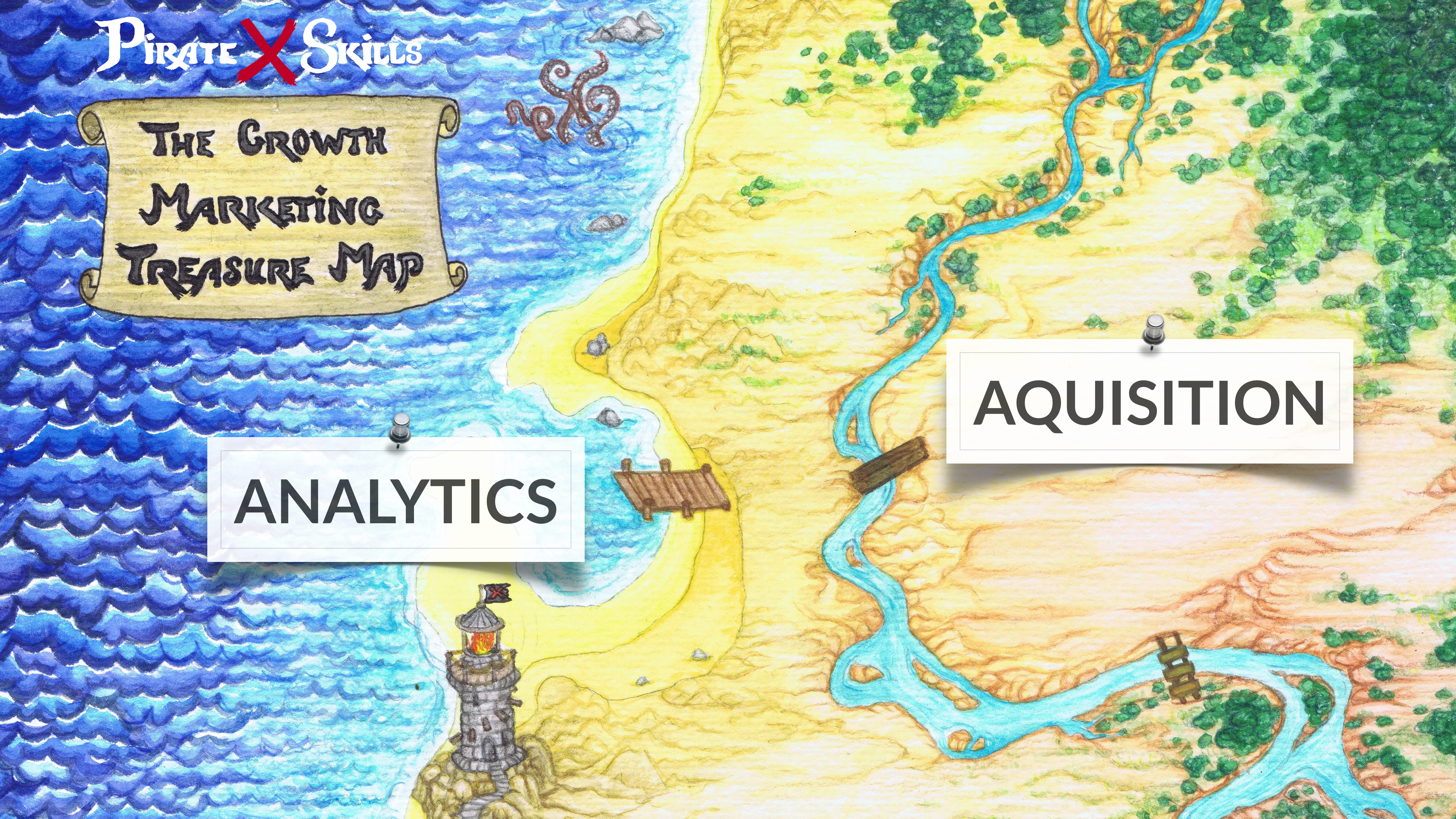
Social Ads

Display Ads

**THE GROWTH
MARKETING
TREASURE MAP**

ANALYTICS

AQUISITION



A hand-drawn map with a lighthouse on a cliff, a winding river, and several islands. The map is pinned to a surface with three pushpins. The lighthouse is on a rocky cliff overlooking a blue sea with white-capped waves. A small island with palm trees is in the water. A winding river flows through a landscape with green bushes and brown hills. A small wooden structure is on an island in the river. The word 'RETENTION' is written in a white box on the map, and the word 'ACTIVATION' is written in a white box on the right side of the map.

RETENTION

ACTIVATION



Time to 1st value

Registration

Signup

Steps to 1st value

Newsletter

ACTIVATION

Opt-in rates

Open rates

Onboarding

Tutorial

Messaging

Documentation

Demo

Emails

Push

In-App

A hand-drawn map with a lighthouse on a cliff, a winding river, and several islands. The map is pinned to a surface with three pushpins. The lighthouse is on a rocky cliff overlooking a blue sea with white-capped waves. A small island with palm trees is in the water. A winding river flows through a landscape of green bushes and brown hills. A small wooden structure is on a small island in the river. The word 'RETENTION' is written in a white box on the map, and the word 'ACTIVATION' is written in a white box on the right side of the map.

RETENTION

ACTIVATION

Retention Rate

Cohort Analysis

Churn Rate

Churn Funnel

Features

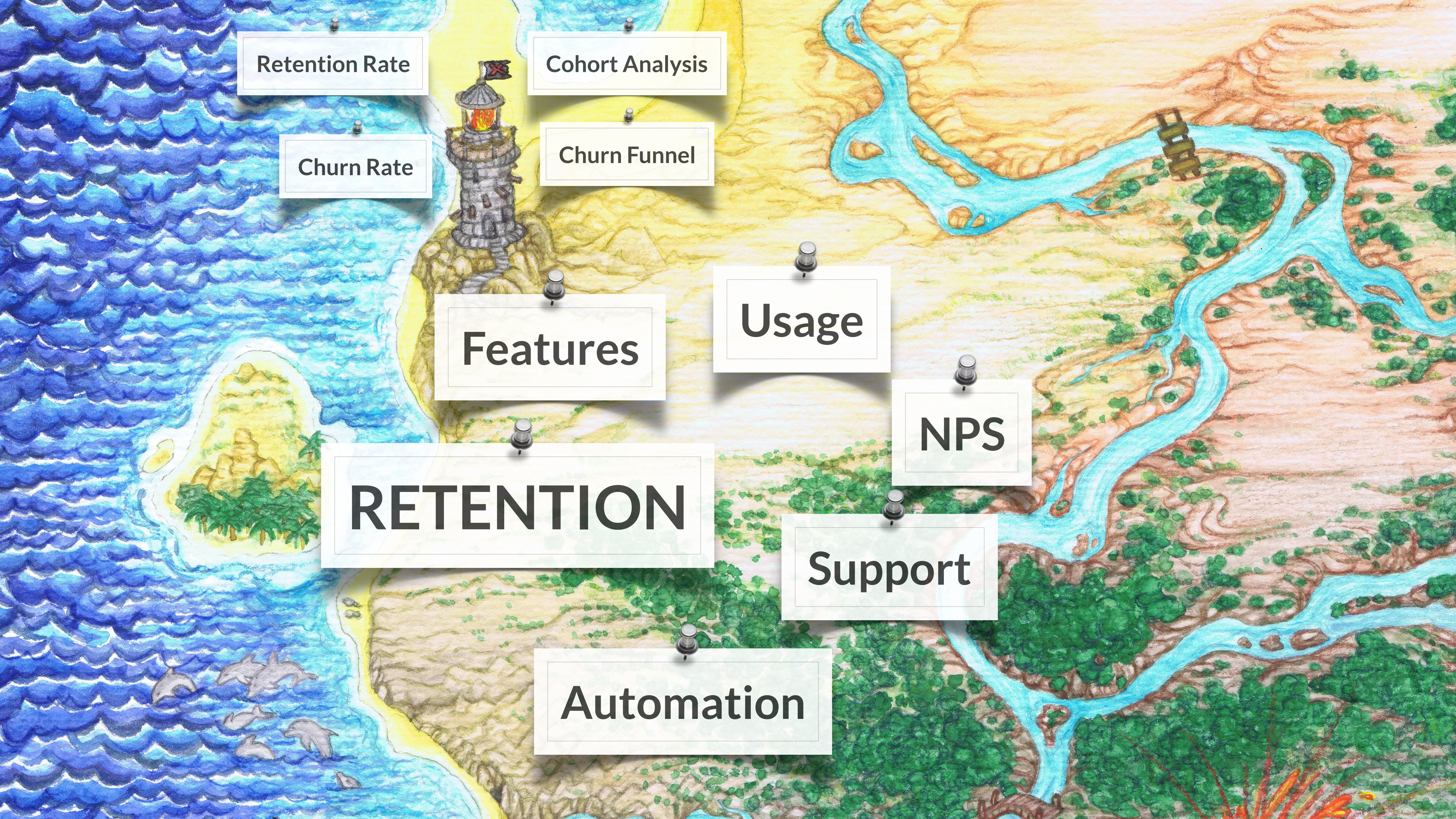
Usage

NPS

RETENTION

Support

Automation



A hand-drawn map with a lighthouse on a cliff, a winding river, and several islands. The map is pinned to a surface with three pushpins. The lighthouse is on a yellow cliff overlooking a blue sea with white-capped waves. A small island with palm trees is in the sea. A winding river flows through a landscape of green bushes and brown hills. A small wooden structure is on an island in the river. The word 'RETENTION' is written in a white box on the map, and the word 'ACTIVATION' is written in a white box on the right side of the map.

RETENTION

ACTIVATION



REFERRAL

REVENUE

Cycle Time

Viral Coefficient

Invite Rate

Acceptance Rate

Virality

REFERRAL

Invites

Community

Sharing



Customer Lifetime Value

Time to 1st revenue

Checkout Completion

Pricing

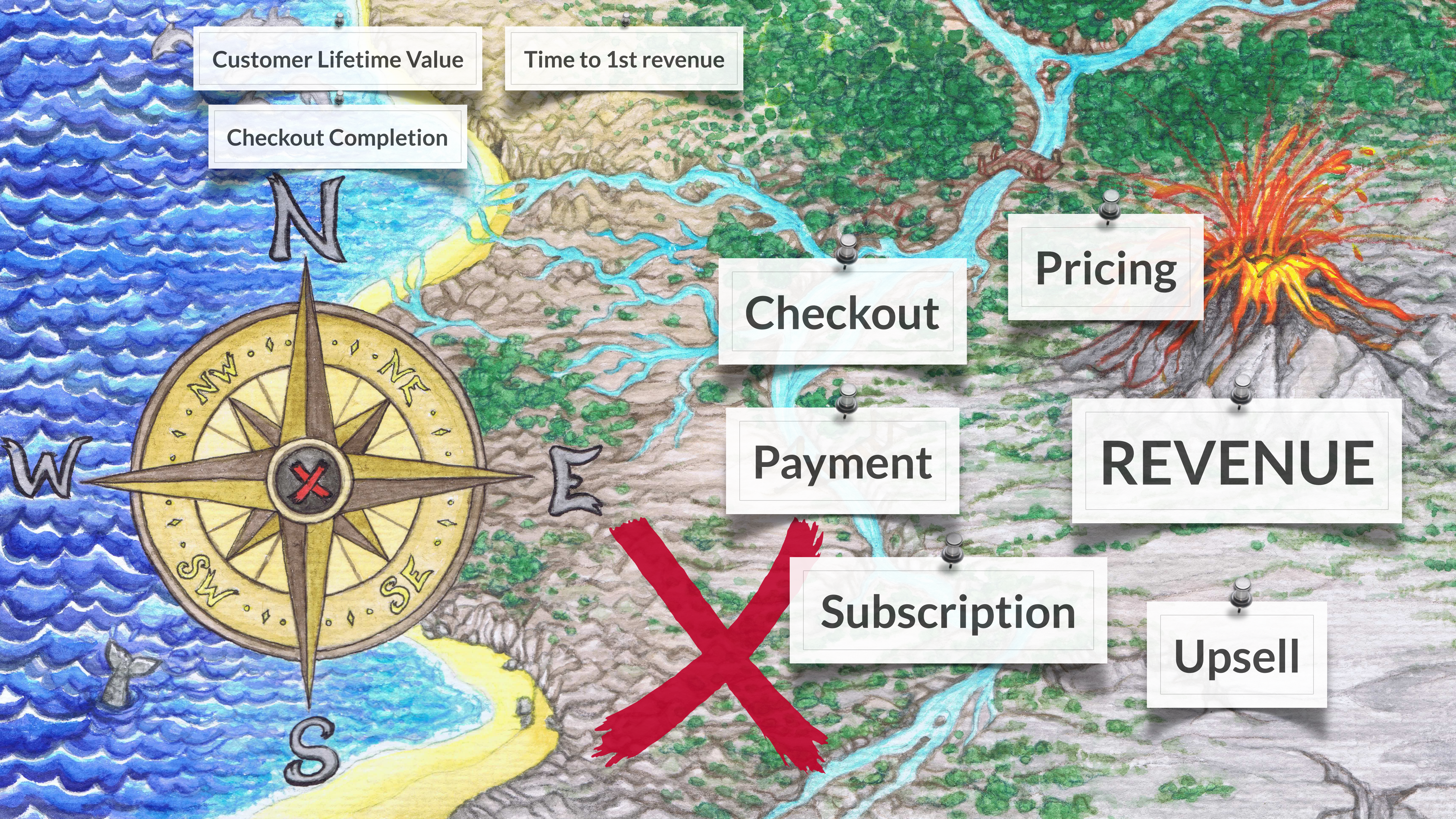
Checkout

Payment

REVENUE

Subscription

Upsell



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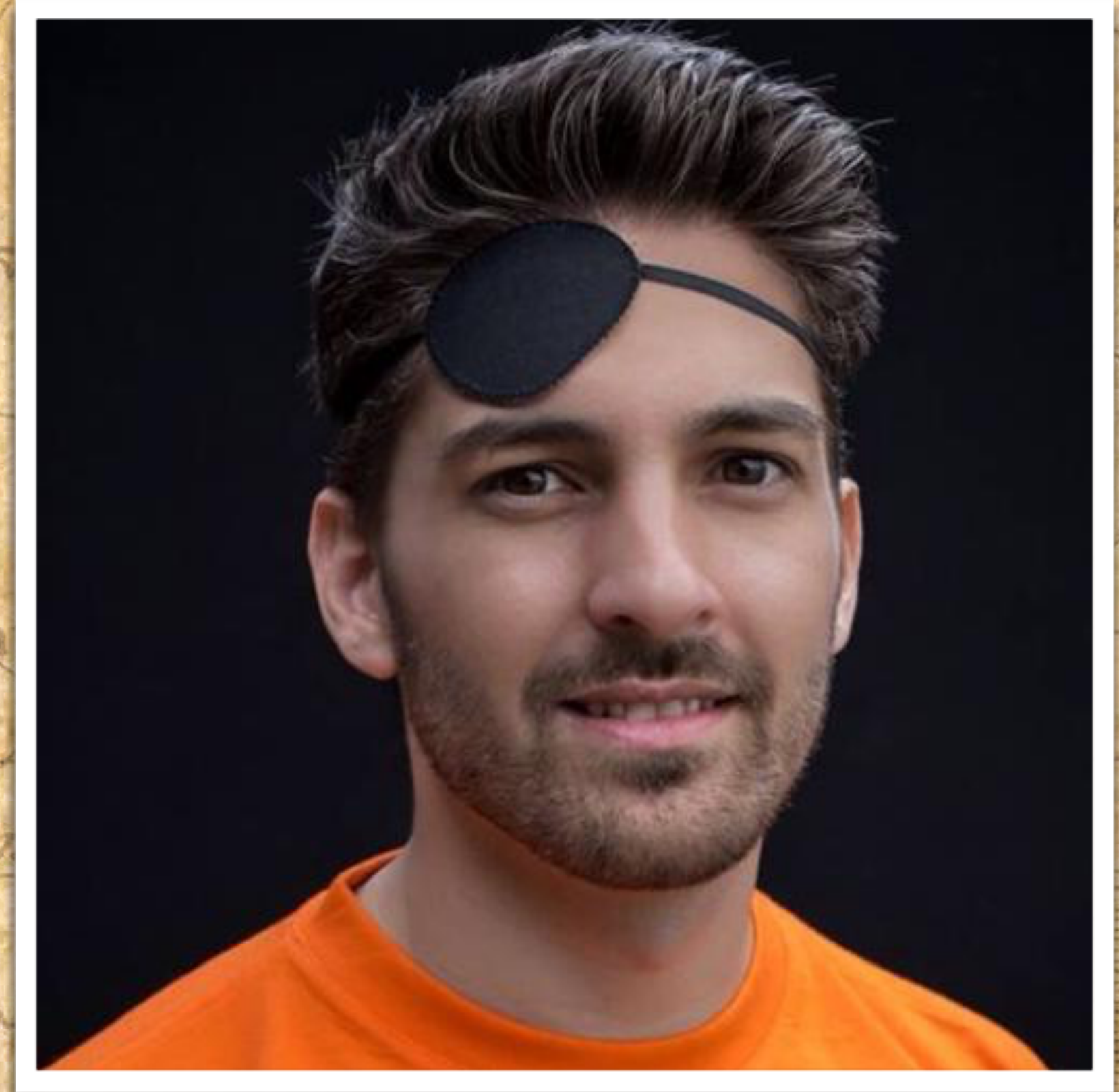
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