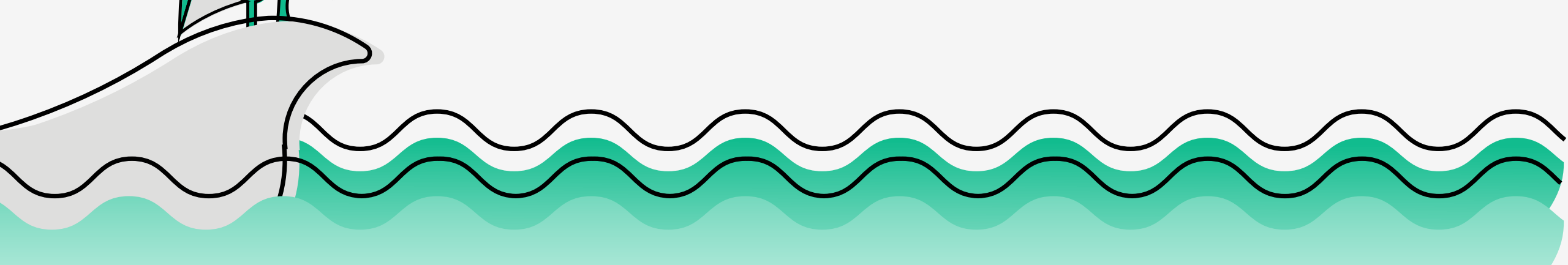


# Driving Business Decisions With Pirate Metrics

@bendet\_ori



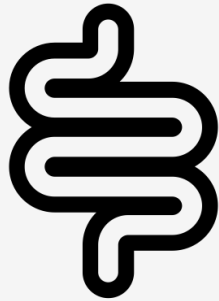
**51%**  
of business decisions  
are made using “gut feeling”

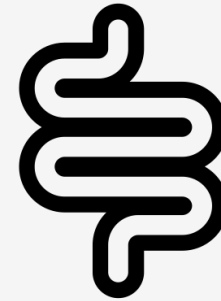
# 2/3

of leading marketers state that  
**decisions made with data are superior**



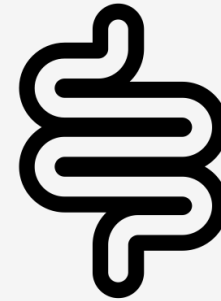








>







**Ori Bendet**

Director, Product Management

## About Me

An experienced Product Manager with both Enterprise and Startup experience combining strong technical and marketing skills.

I'm currently leading a SaaS based digital learning platform at Time To Know called iEcho who helps instructors and SMBs digitize their learning processes.



The reasons I don't go to sleep



## About Time To Know

## About Time To Know

A next-generation **training solutions** company  
with 12 years of Ed-Tech experience and expertise



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T2K Echo delivers **effective training** with  
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## Our Group

## Our Group

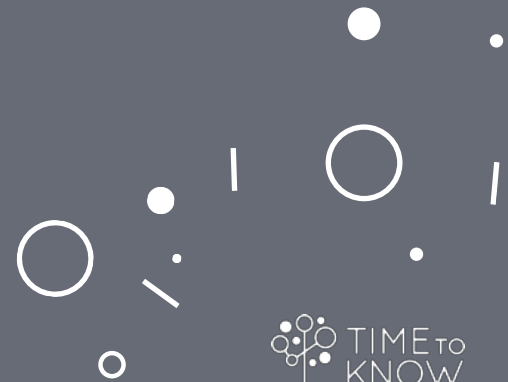


## Our Group



## Our Group







Let's get to Business!







Let's get to Business!





Let's get to Business!

But before...





***ASK QUESTIONS!***

# ***ASK QUESTIONS!***

***(we have plenty of time ;-) )***

# Agenda

## Agenda

✂ Intro to Pirate Metrics

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✂ Real example I - a tale of 2 betas



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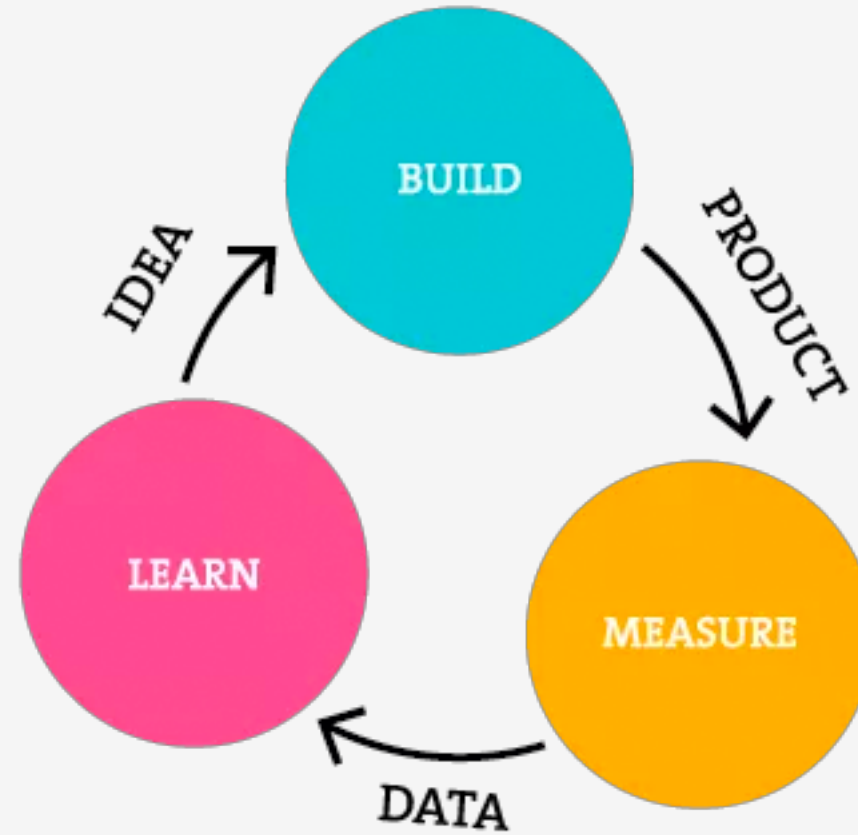
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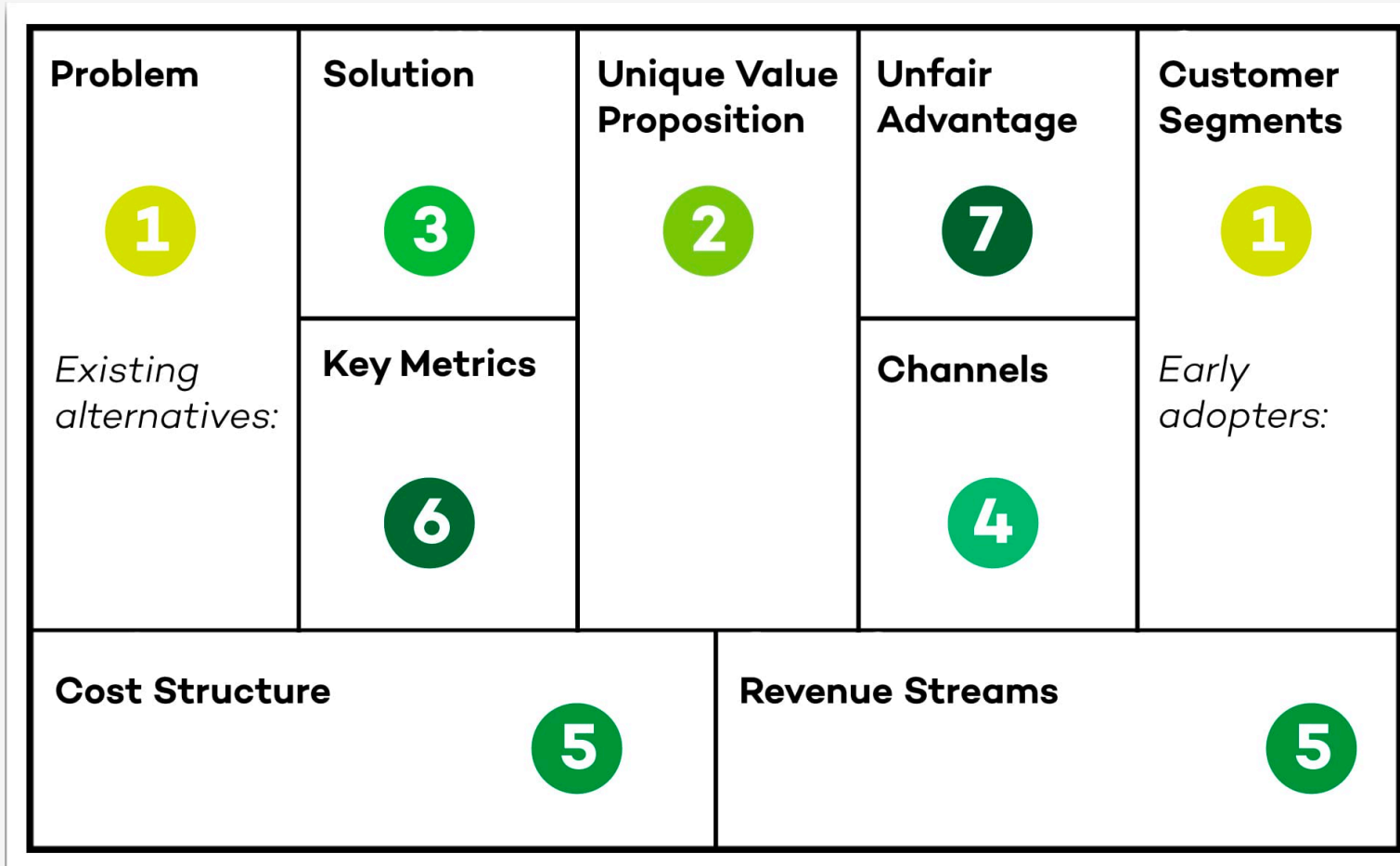
## Agenda

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## Lean Cycle



## Lean Canvas



## Intro to Pirate Metrics

A **customer-lifecycle framework** used to determine where you should focus on optimizing your funnel, to make the most of your scarcest resource — **your time**

Invented in 2007 by **Dave McLurre**, founder of 500 Startups accelerator

## Intro to Pirate Metrics



## Intro to Pirate Metrics

**Acquisition** How do users find you?

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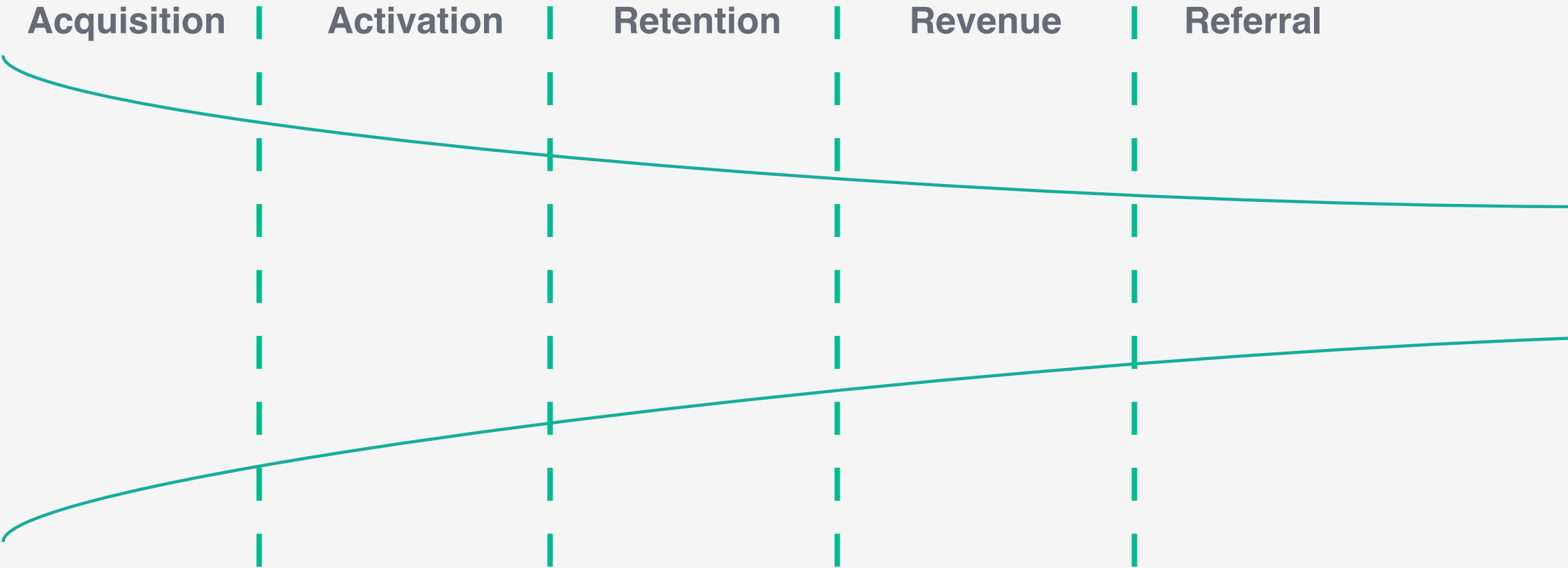
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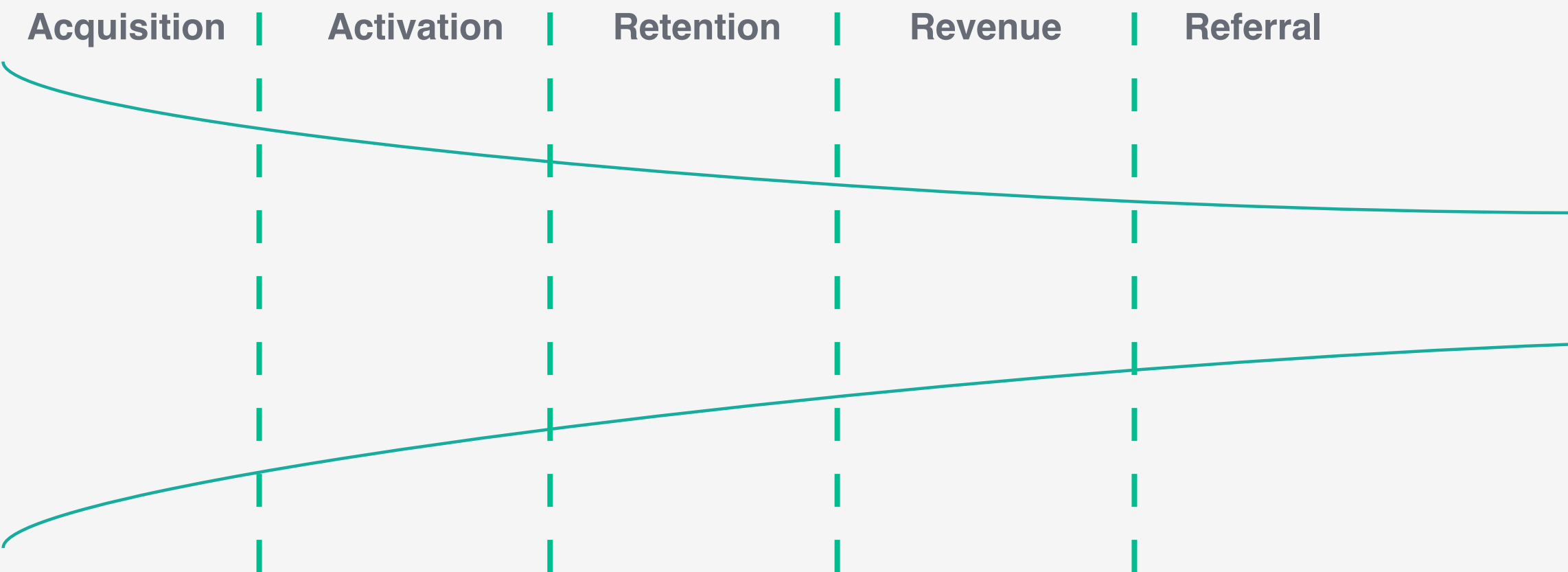
# AARRR!



Basic Funnel

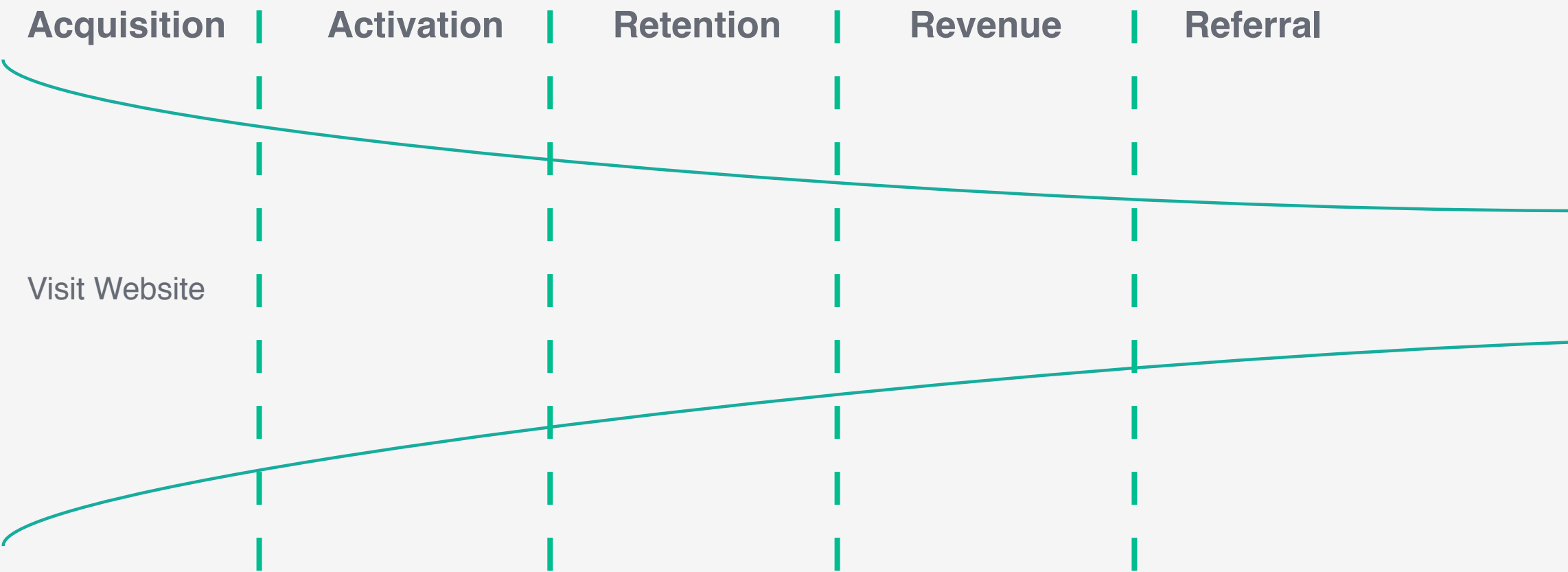


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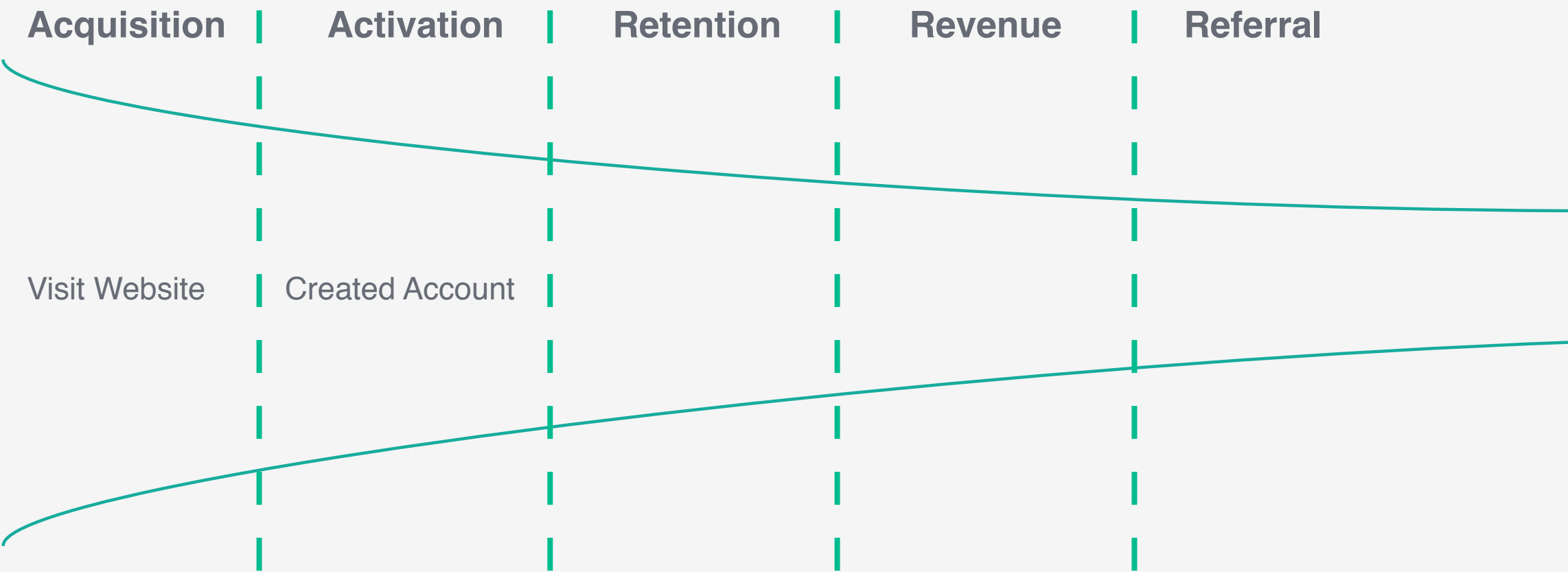




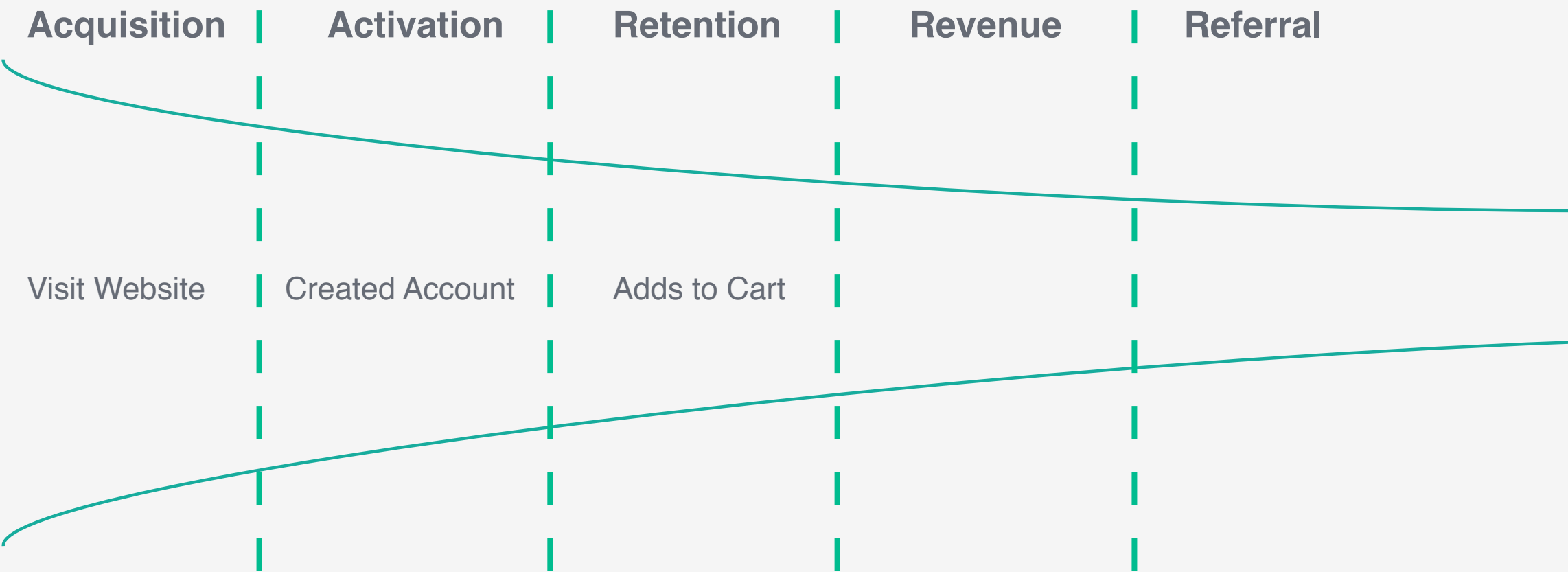
Basic Funnel



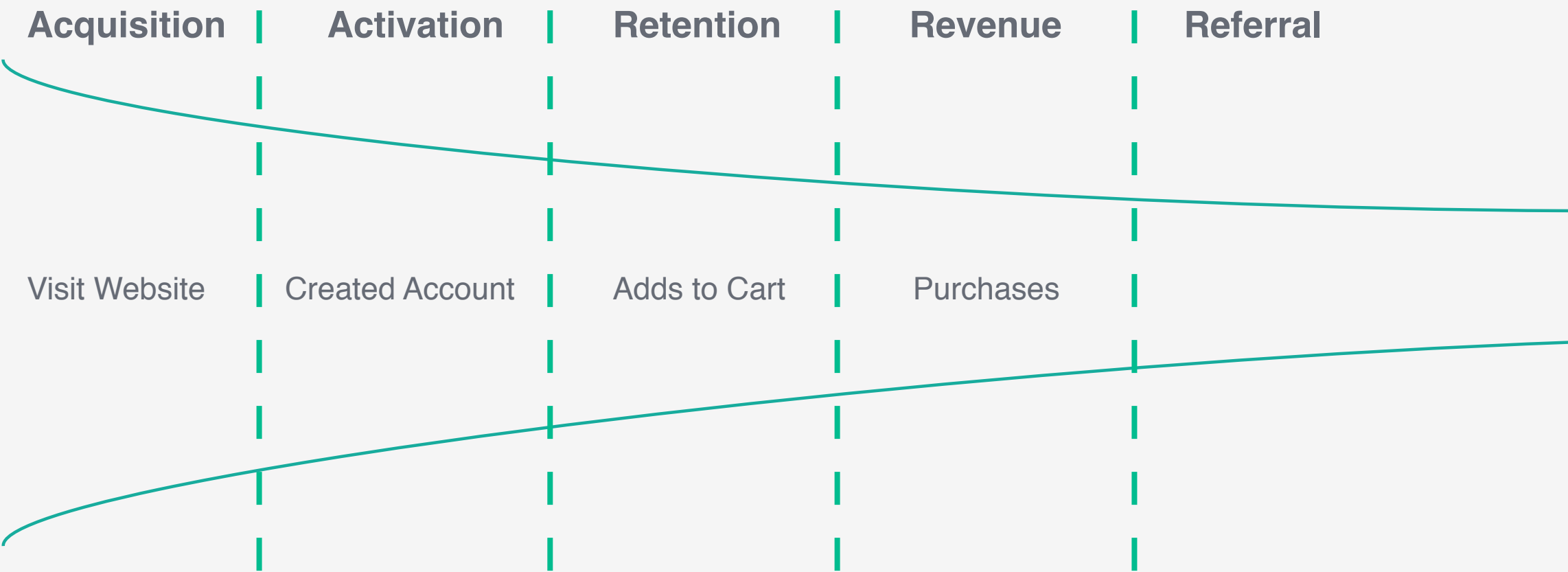
Basic Funnel



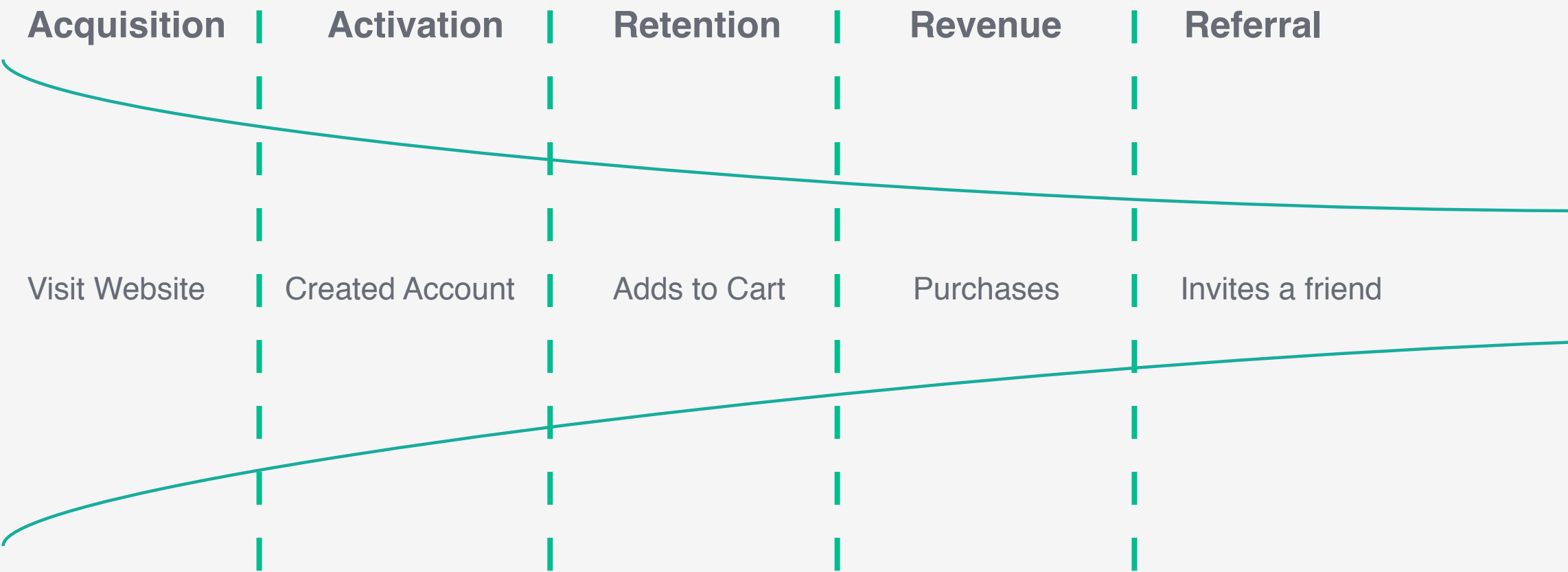
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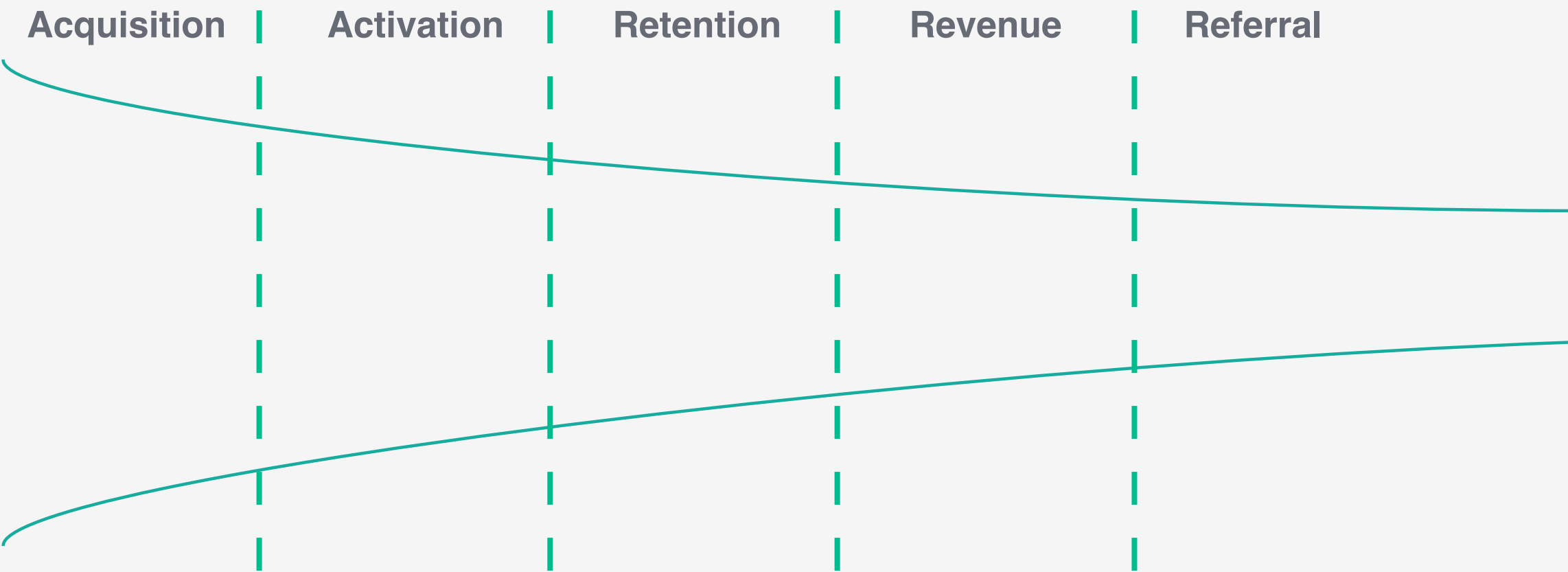
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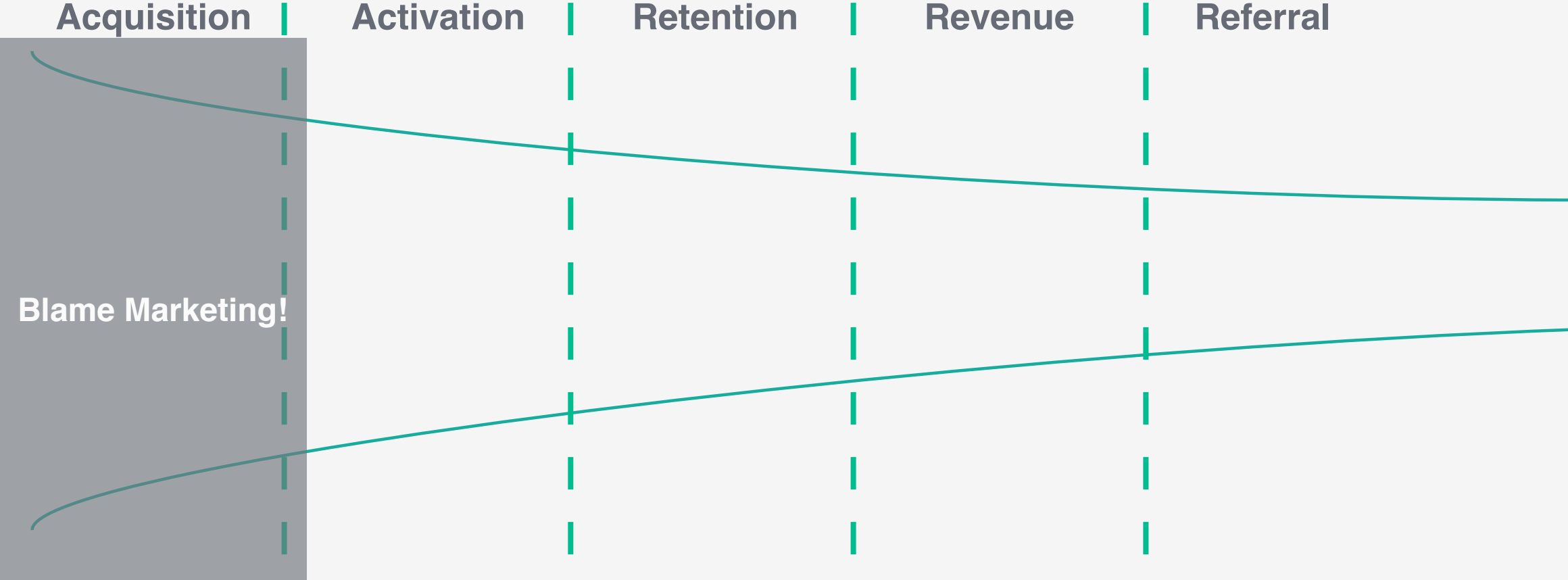
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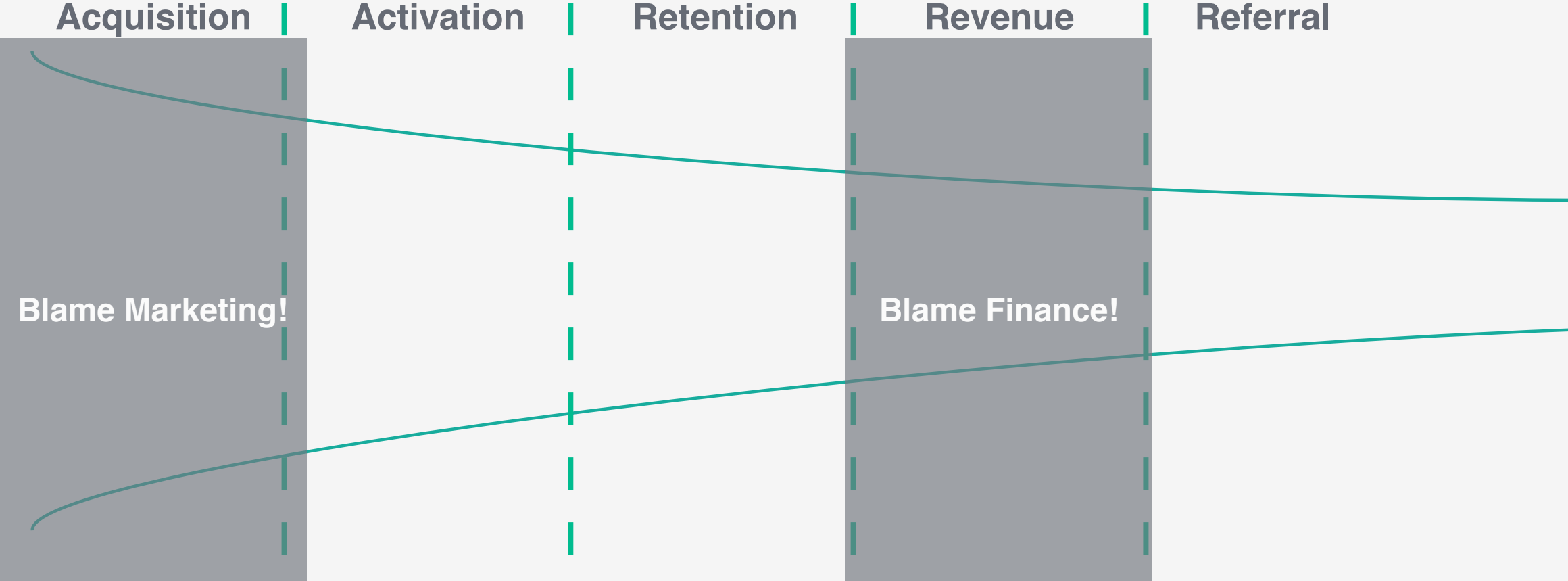
The Blaming Game



The Blaming Game

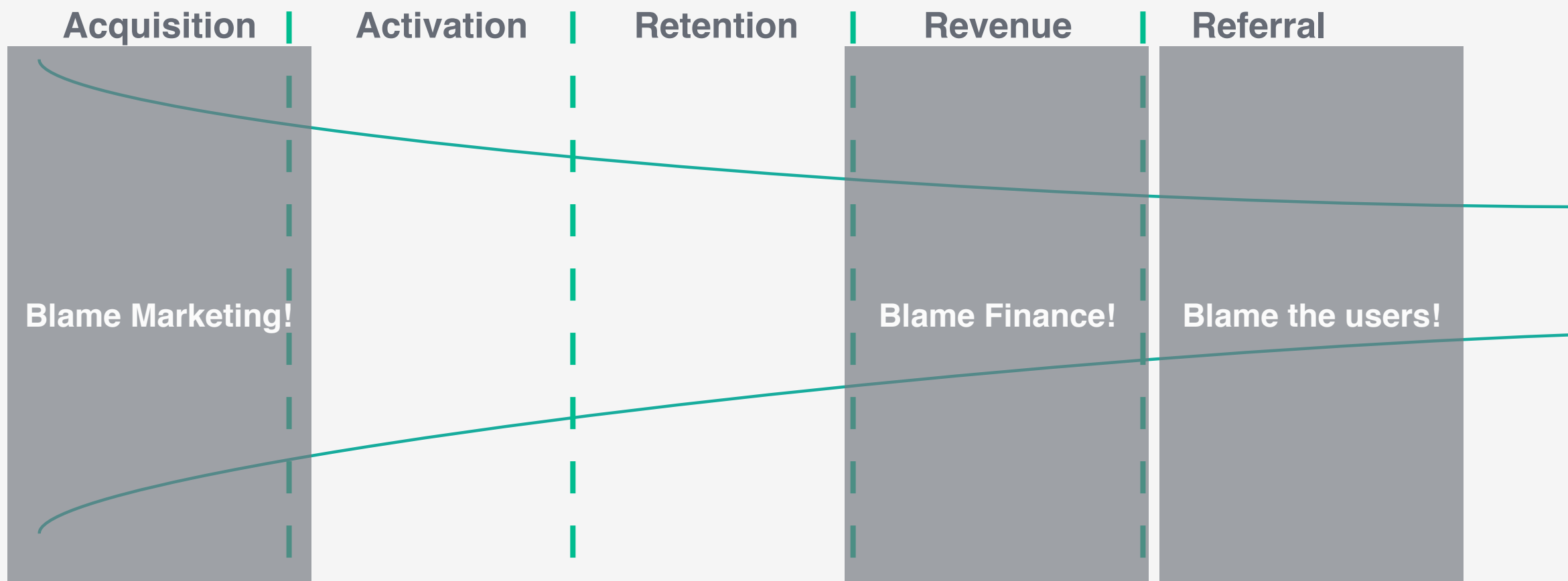


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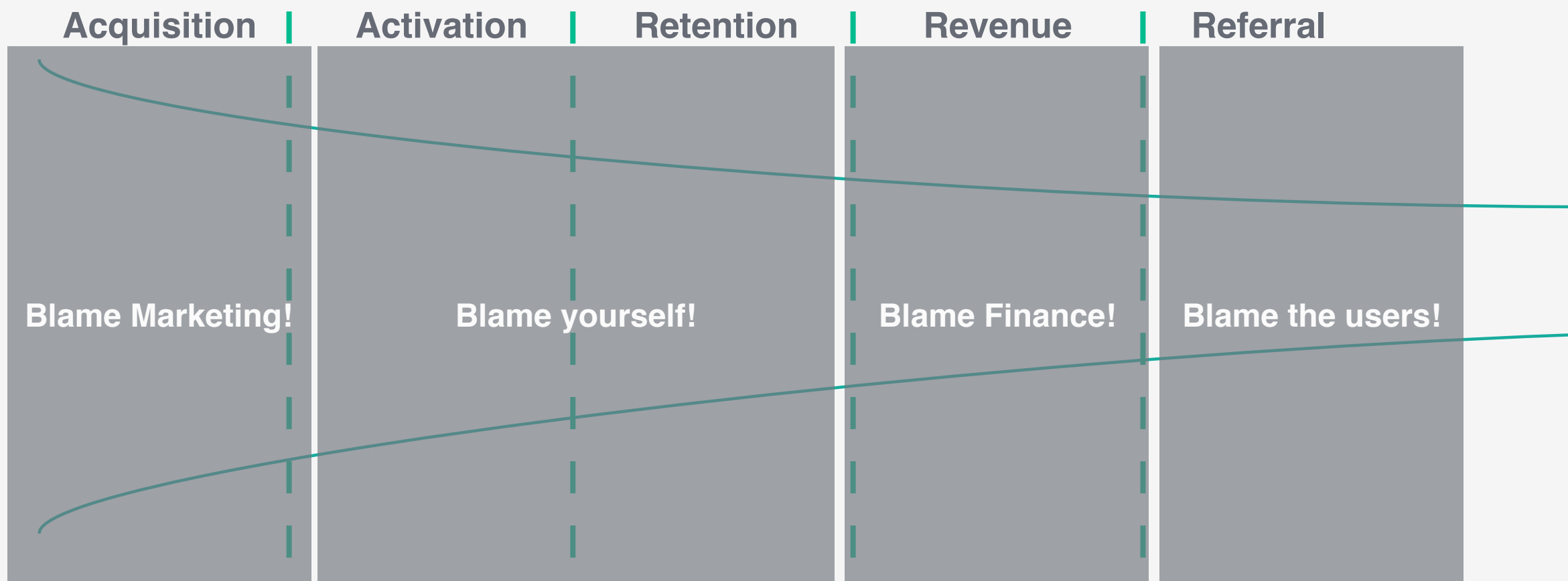




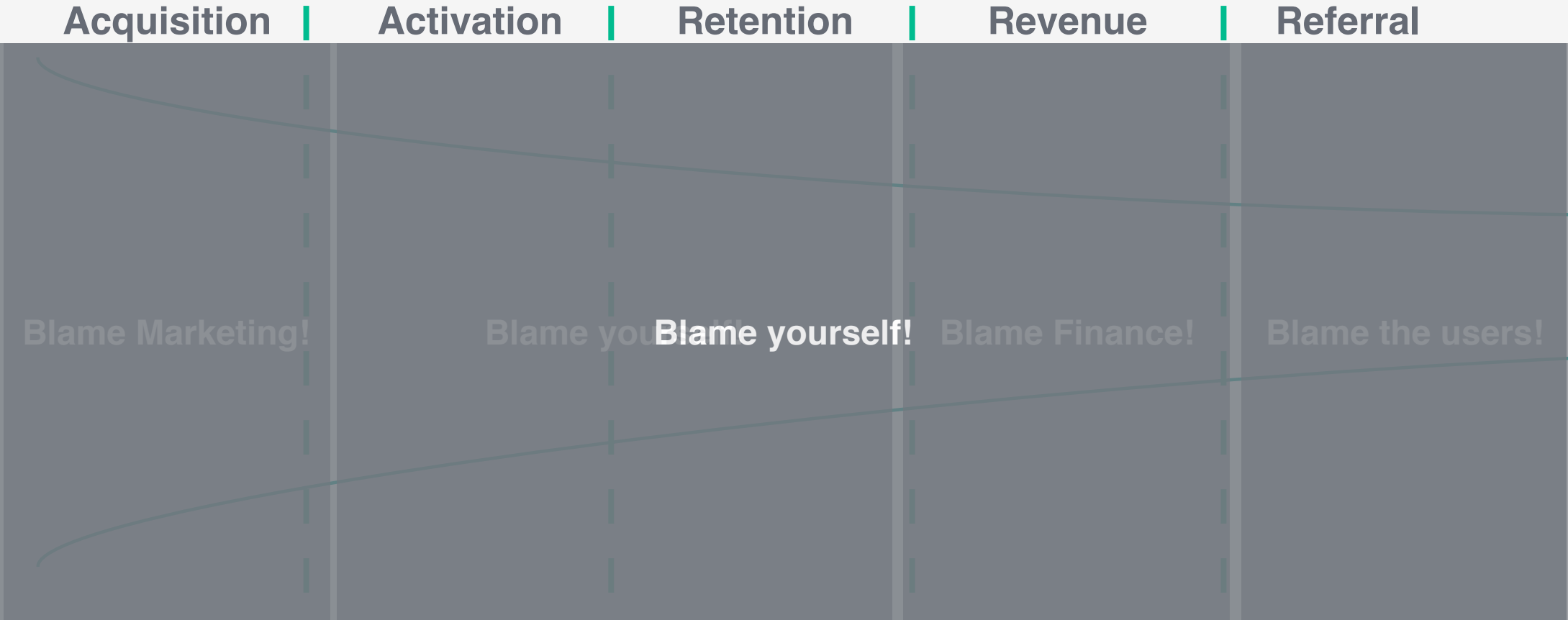
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# The Blaming Game



## Measuring - general tips

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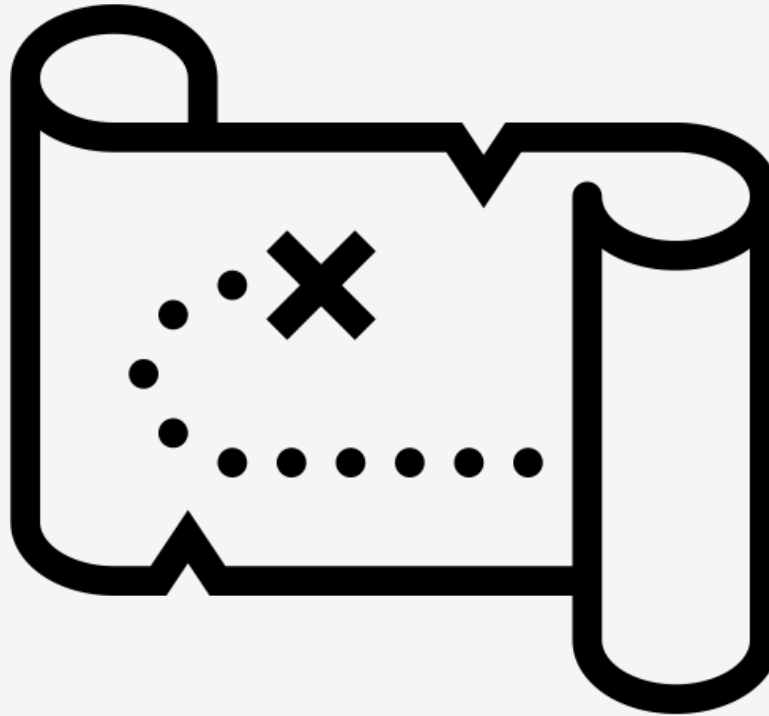
**Tip:** report only what you measure!

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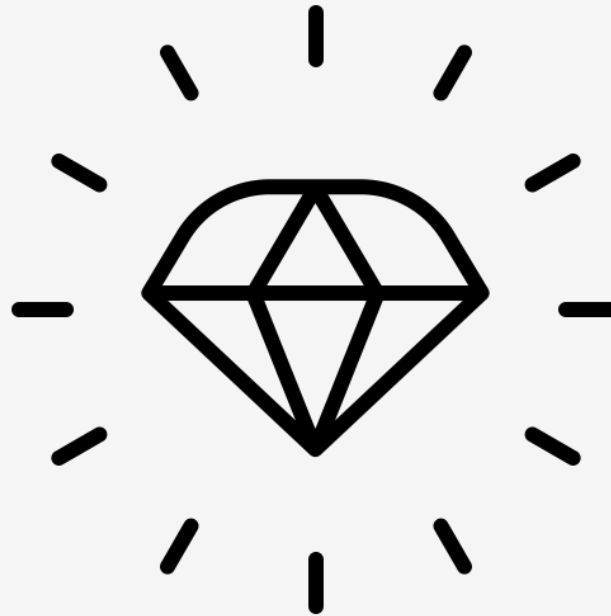
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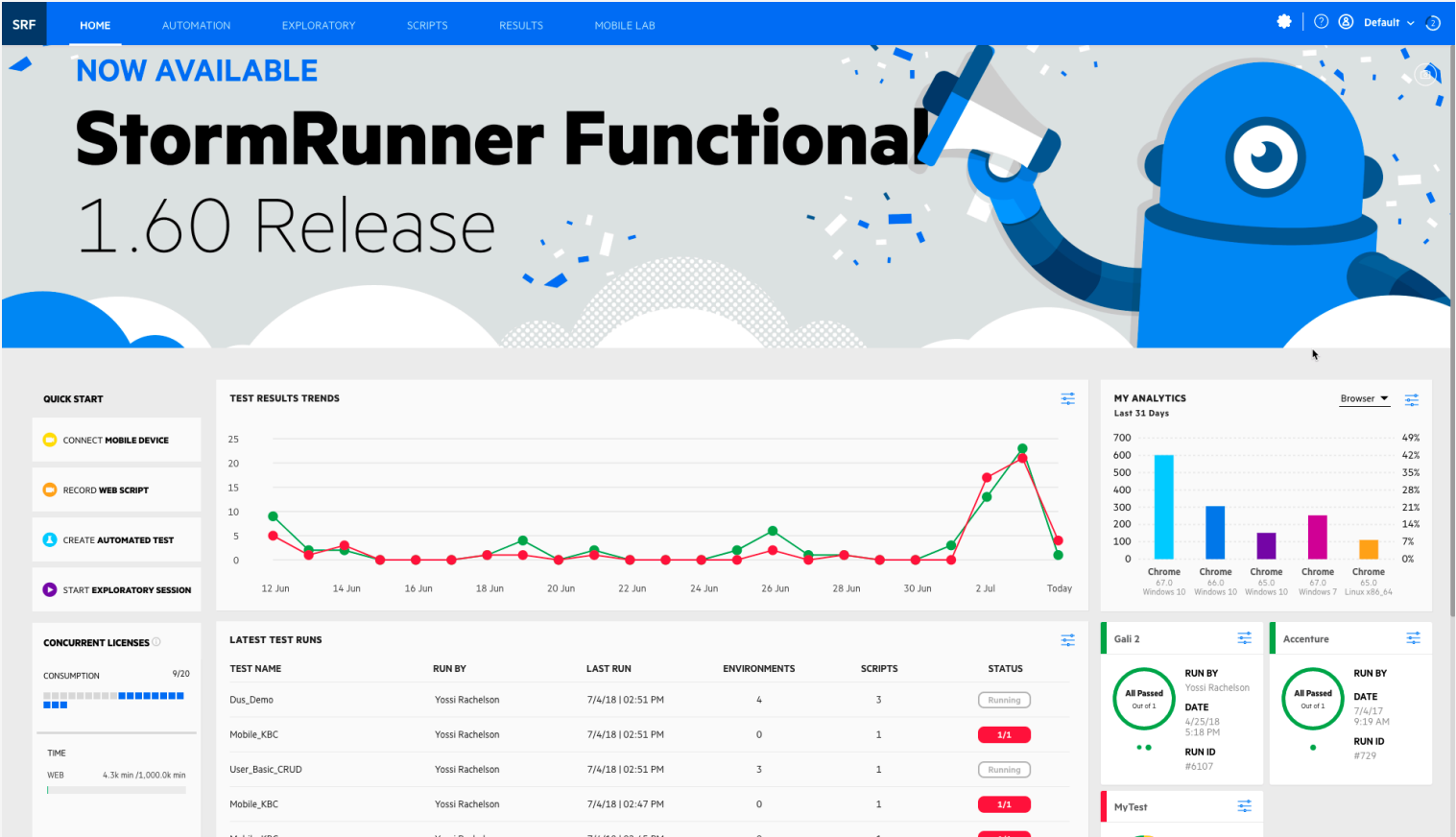
## The Magic Moment



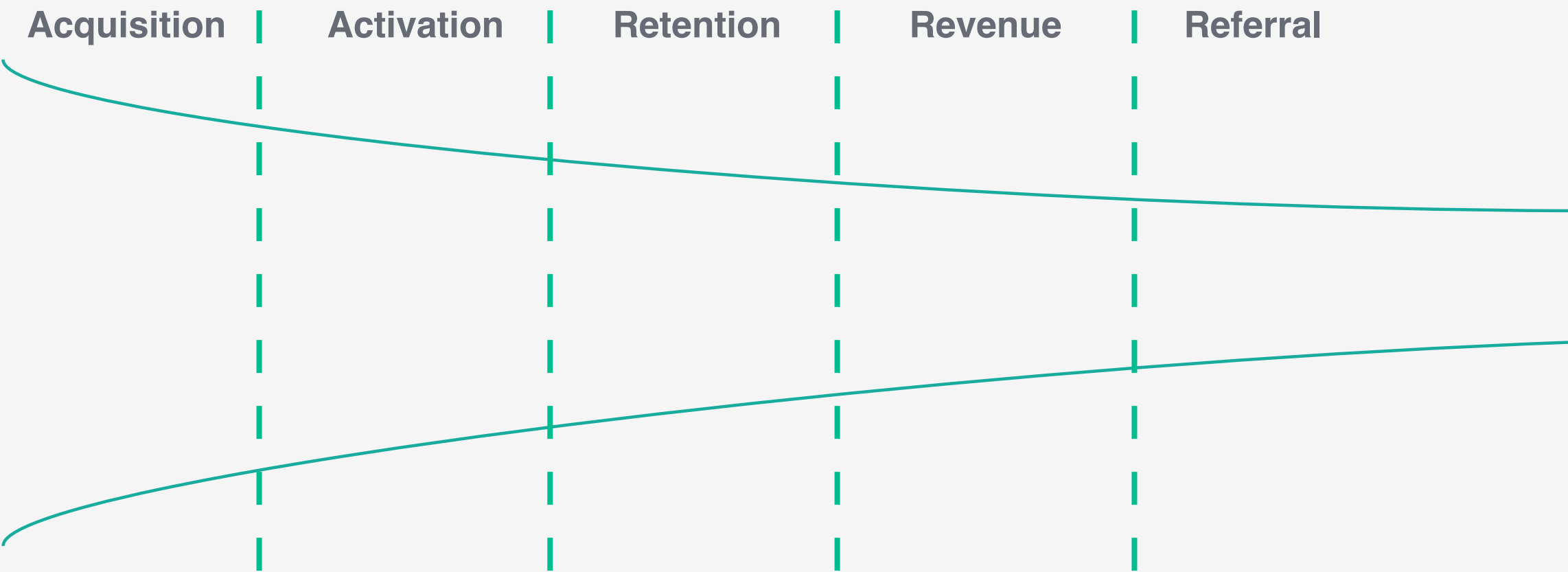
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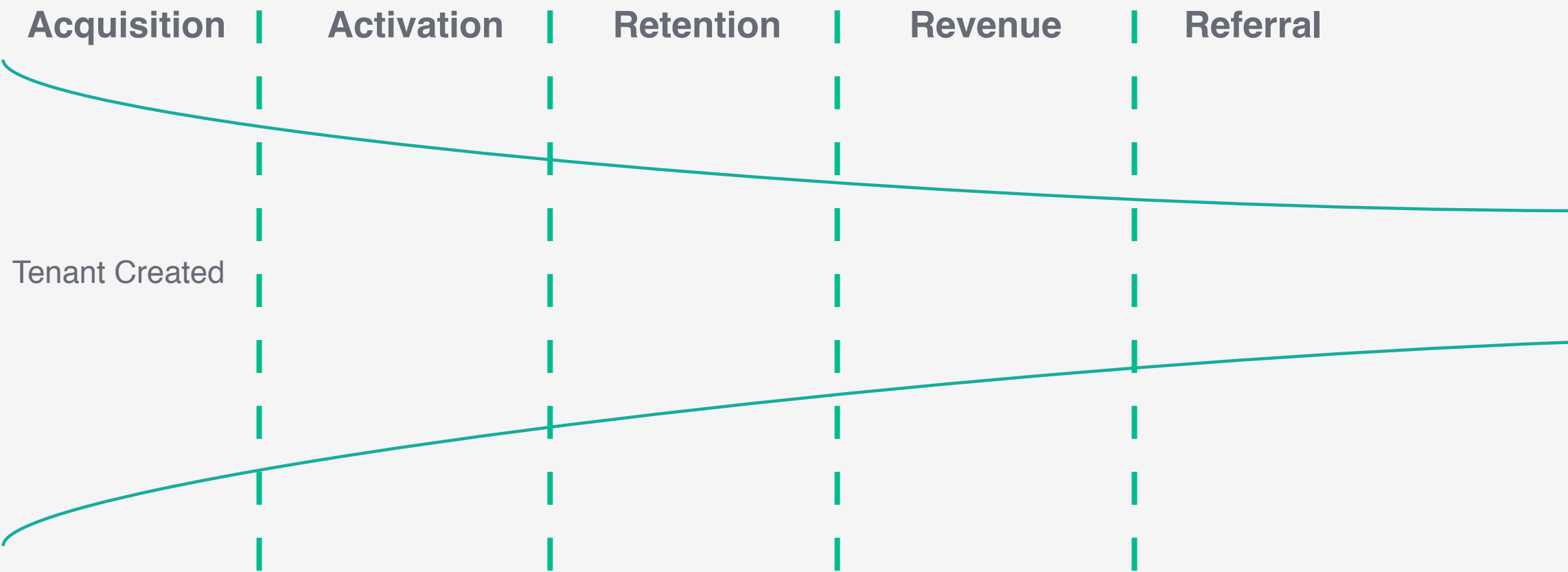
# Real Example - StormRunner Functional by Micro Focus



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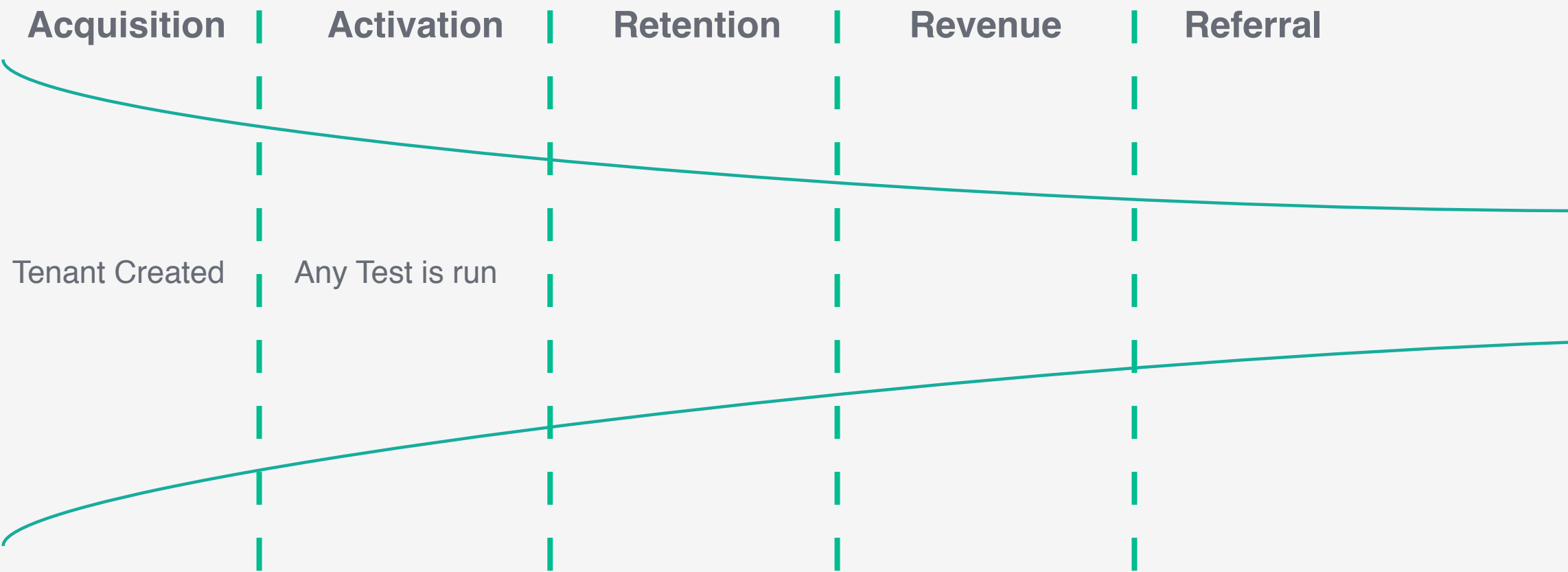


Real Example - StormRunner Functional by Micro Focus

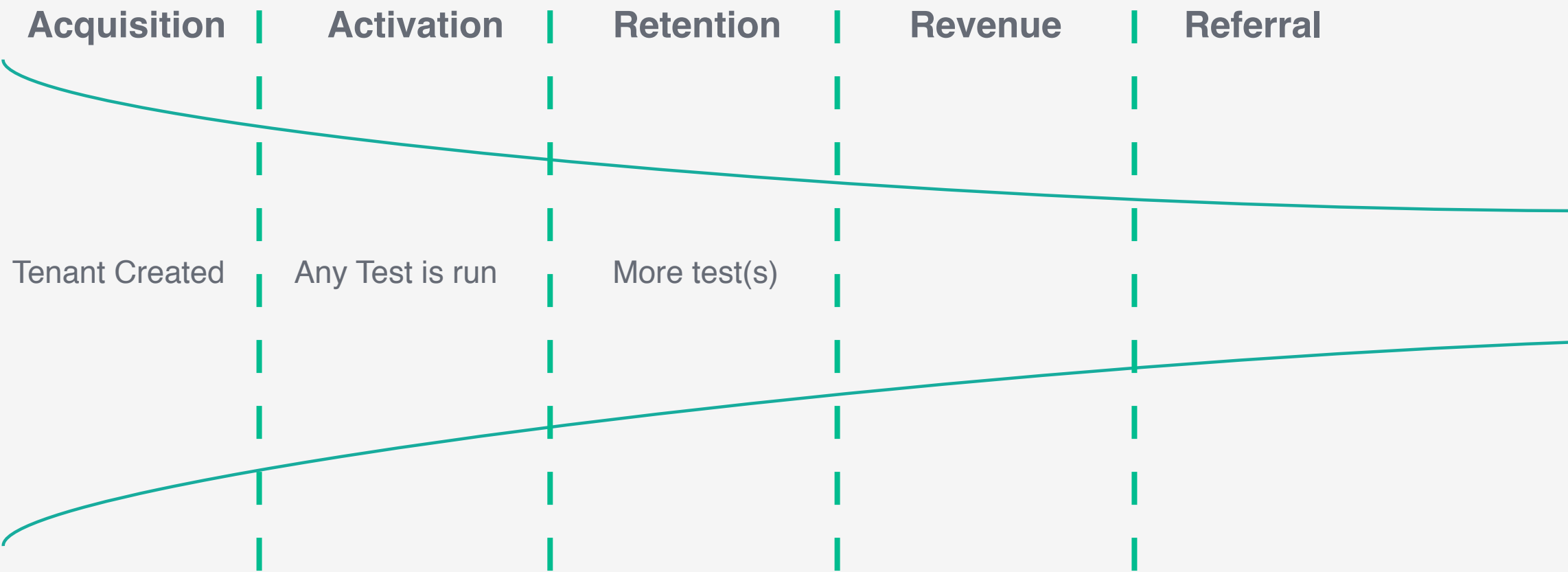




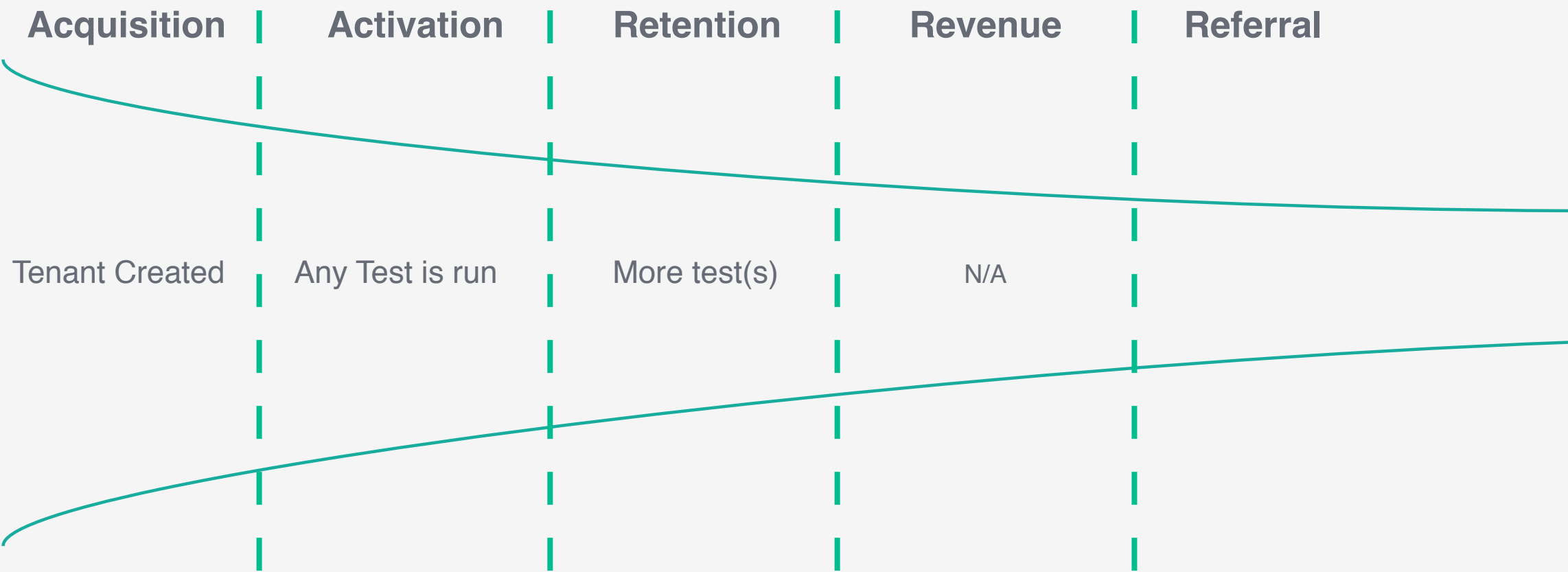
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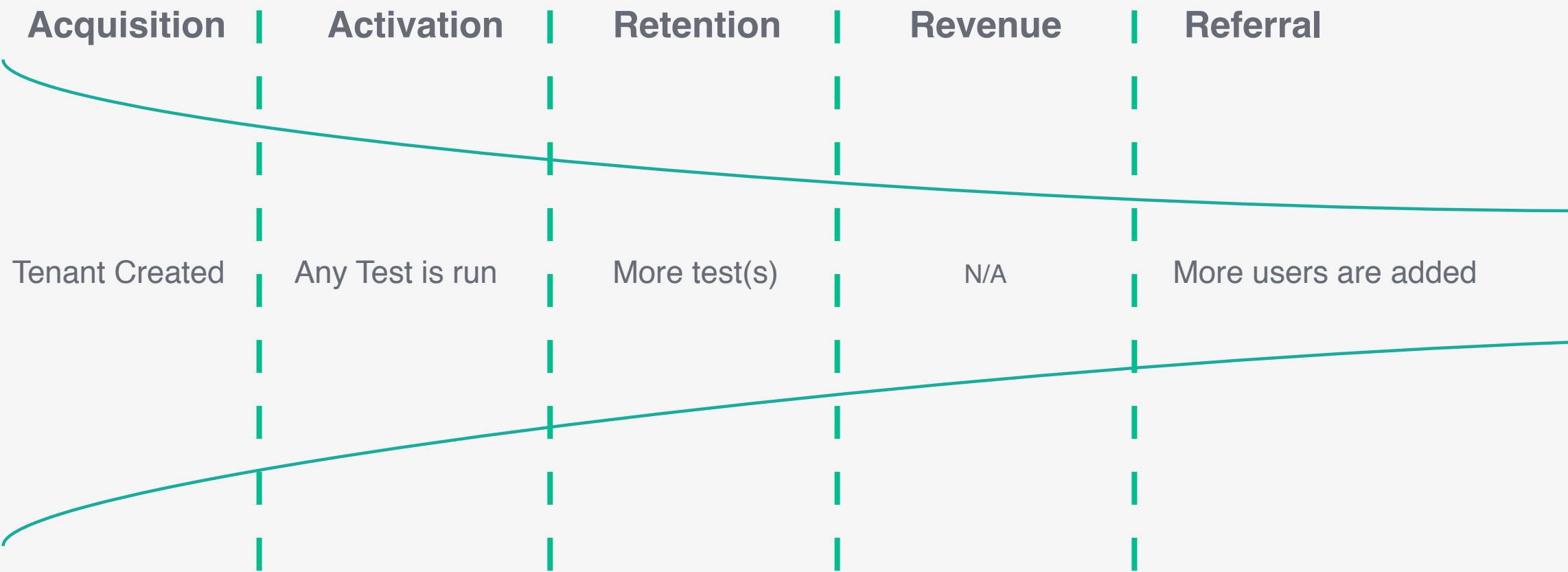
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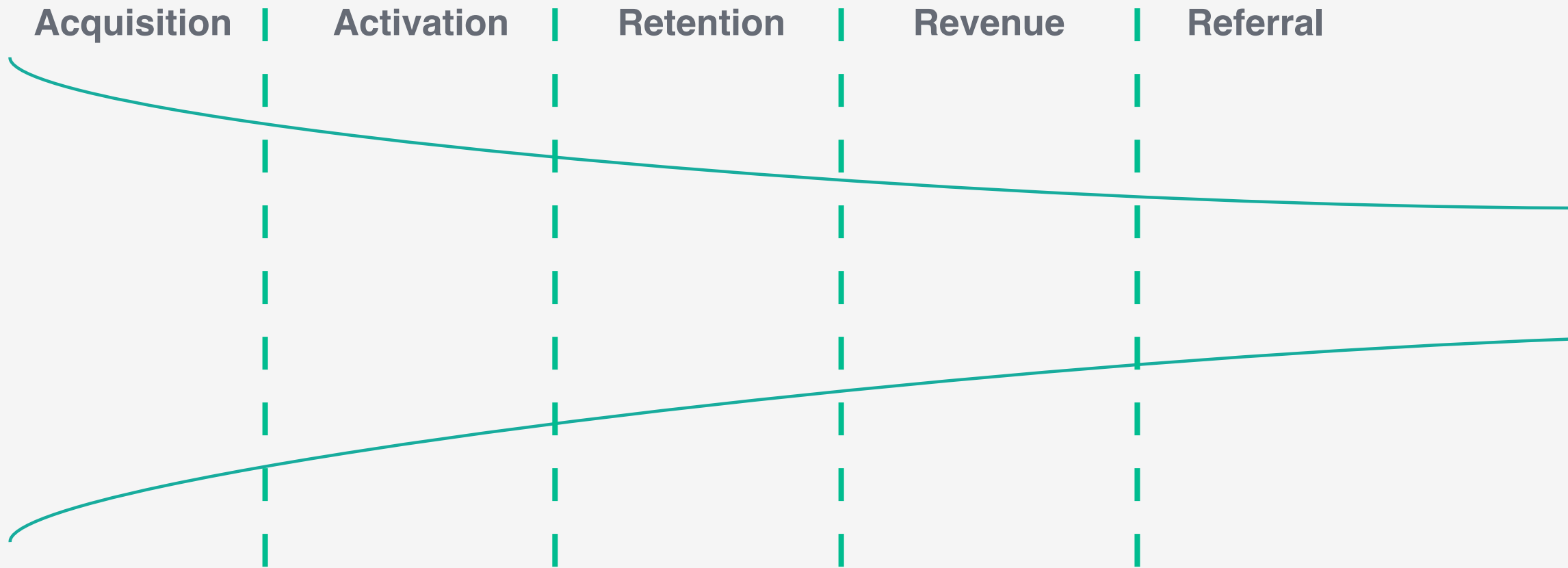




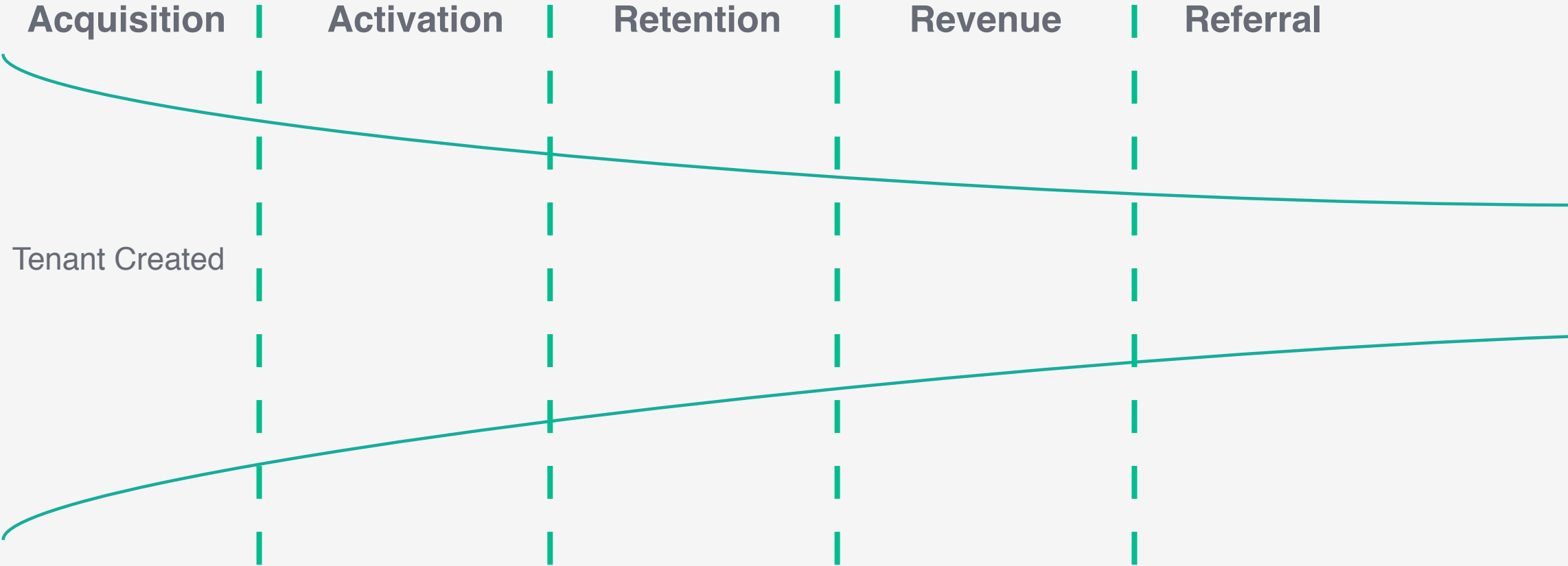
# A tale of 2 Betas



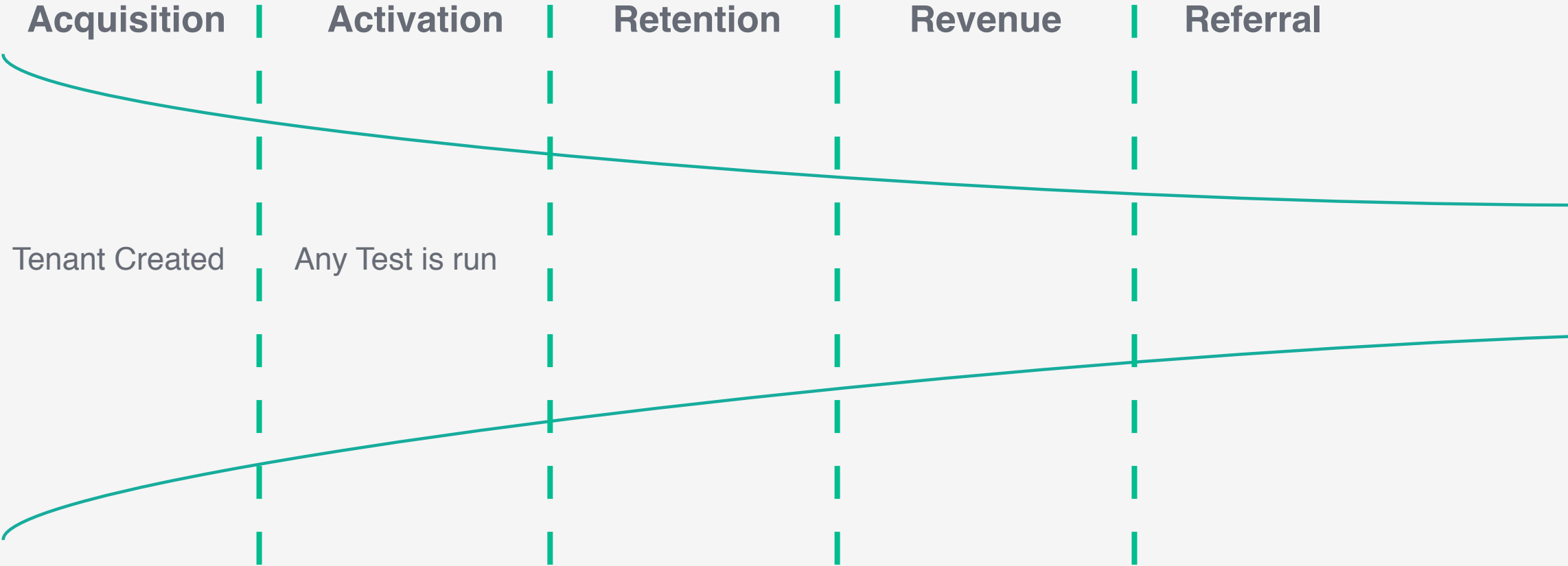
## A tale of 2 Betas - Phase I Private Beta



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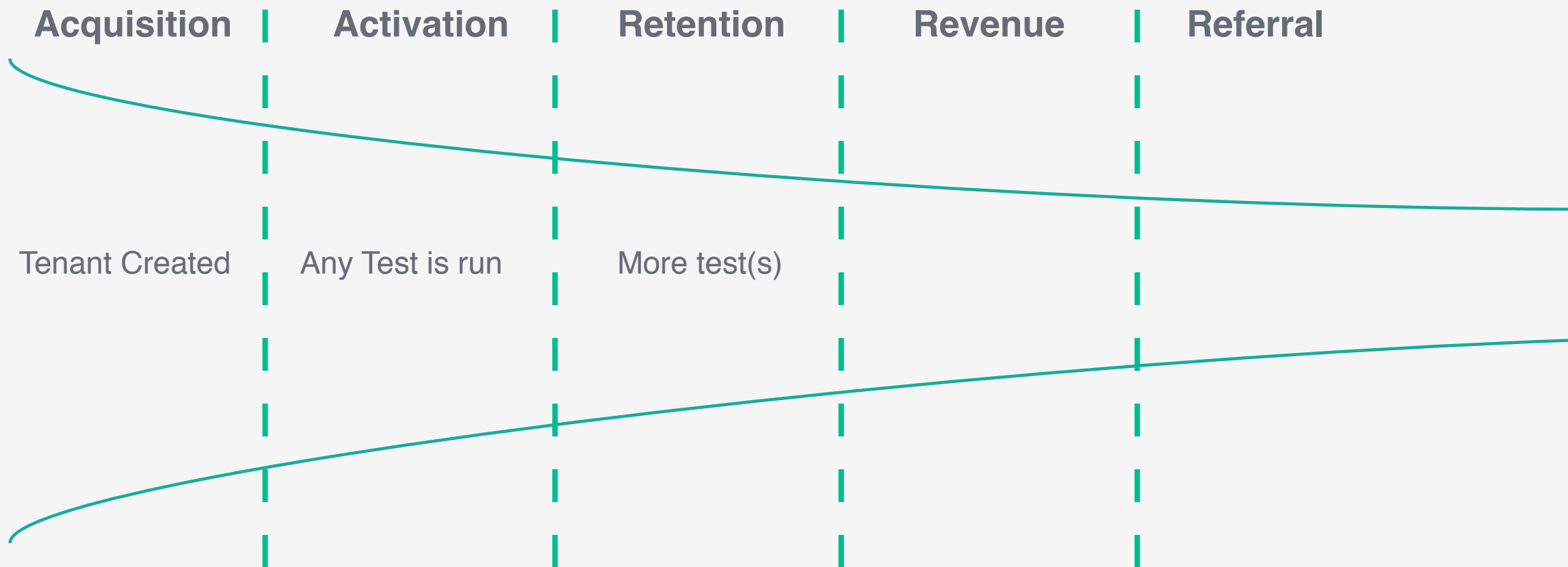


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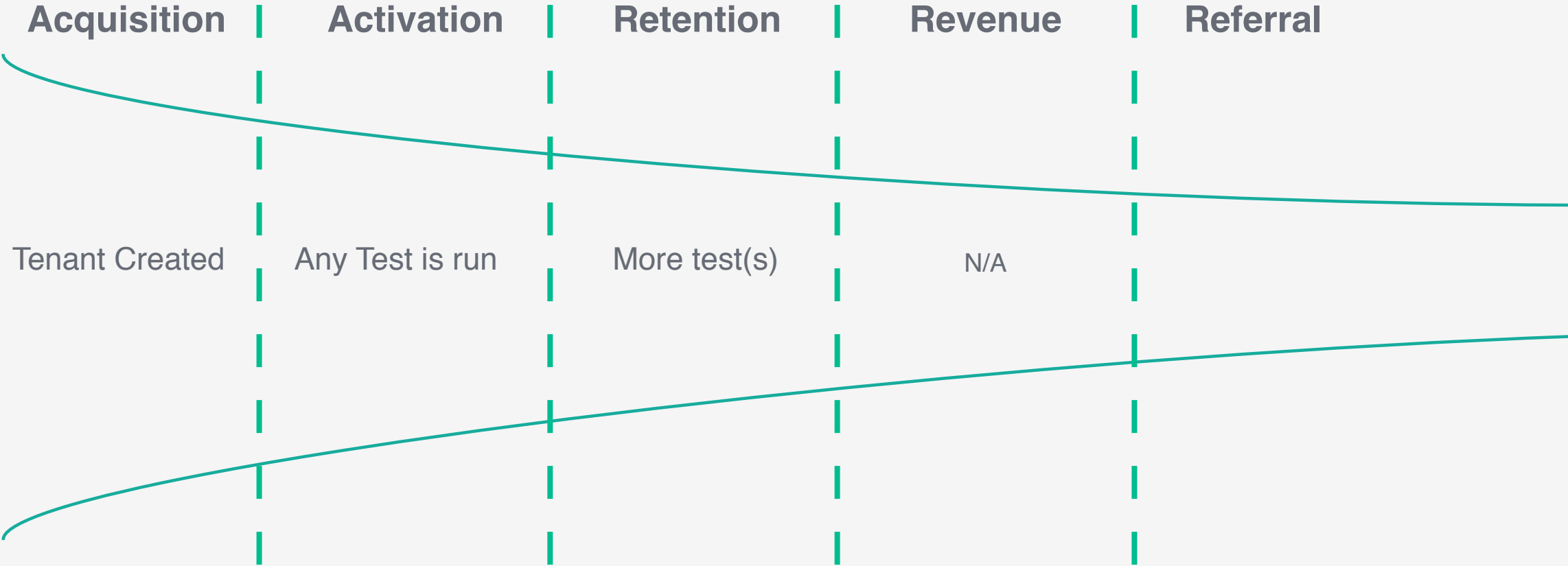




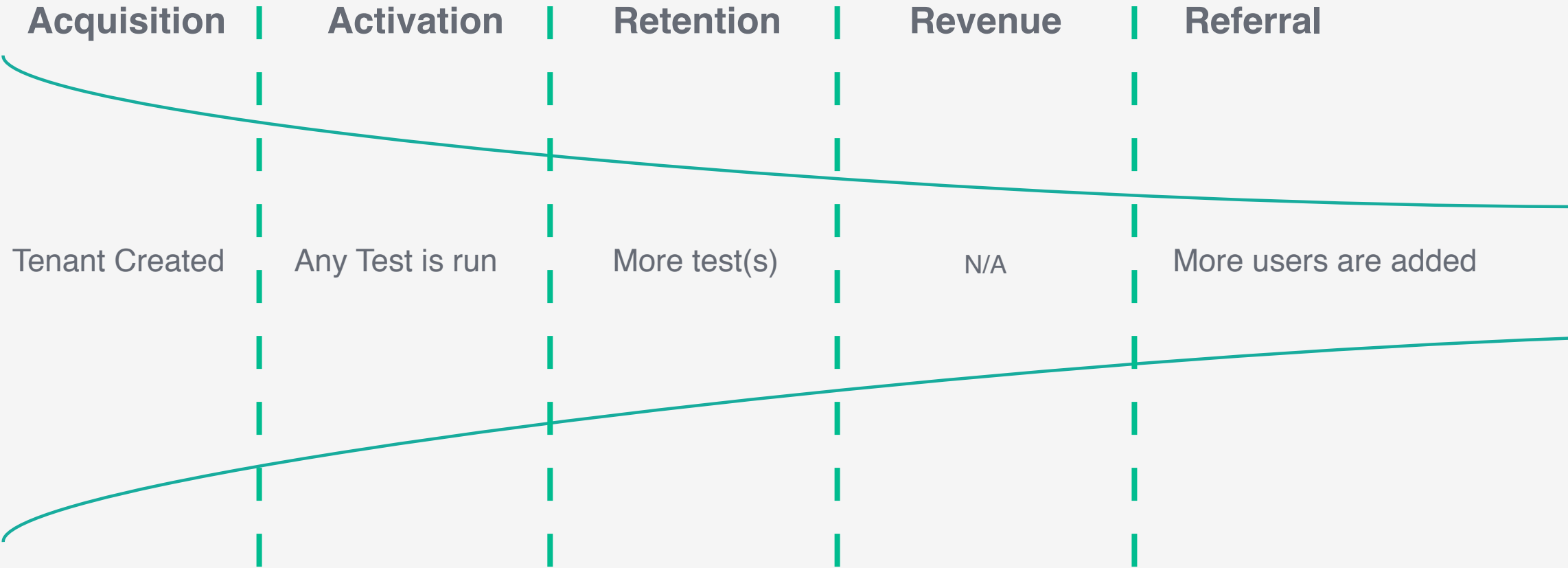
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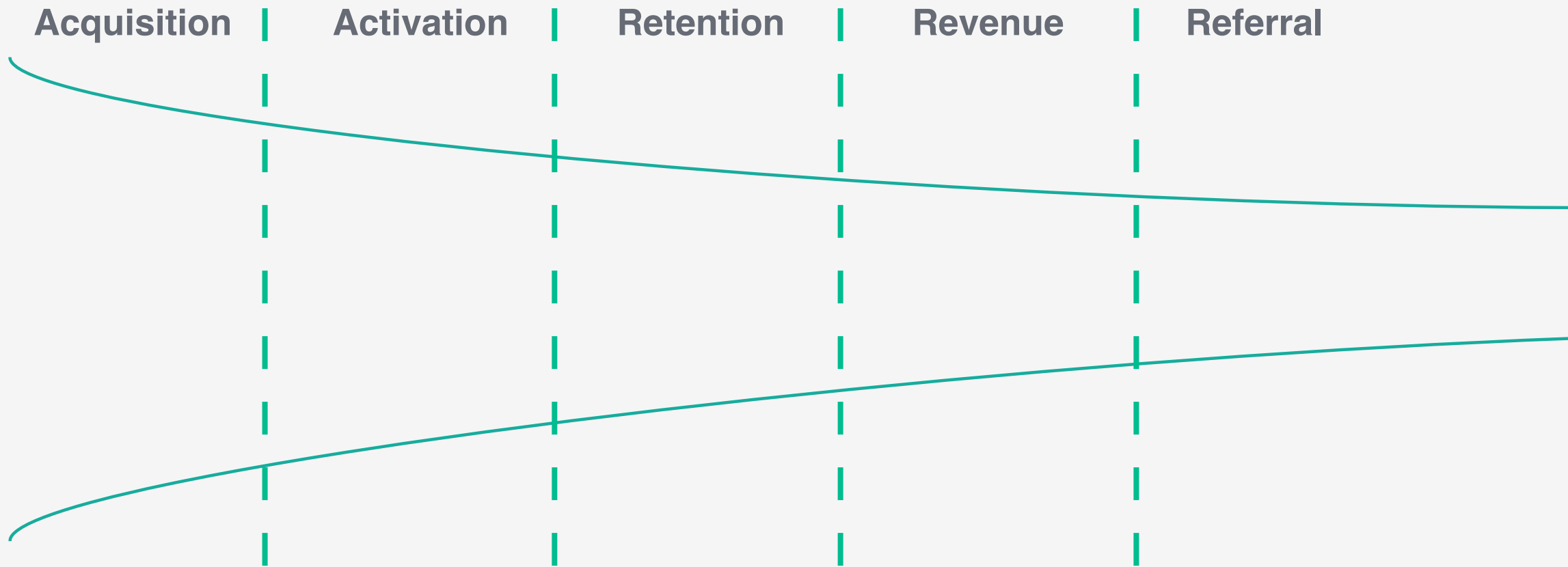
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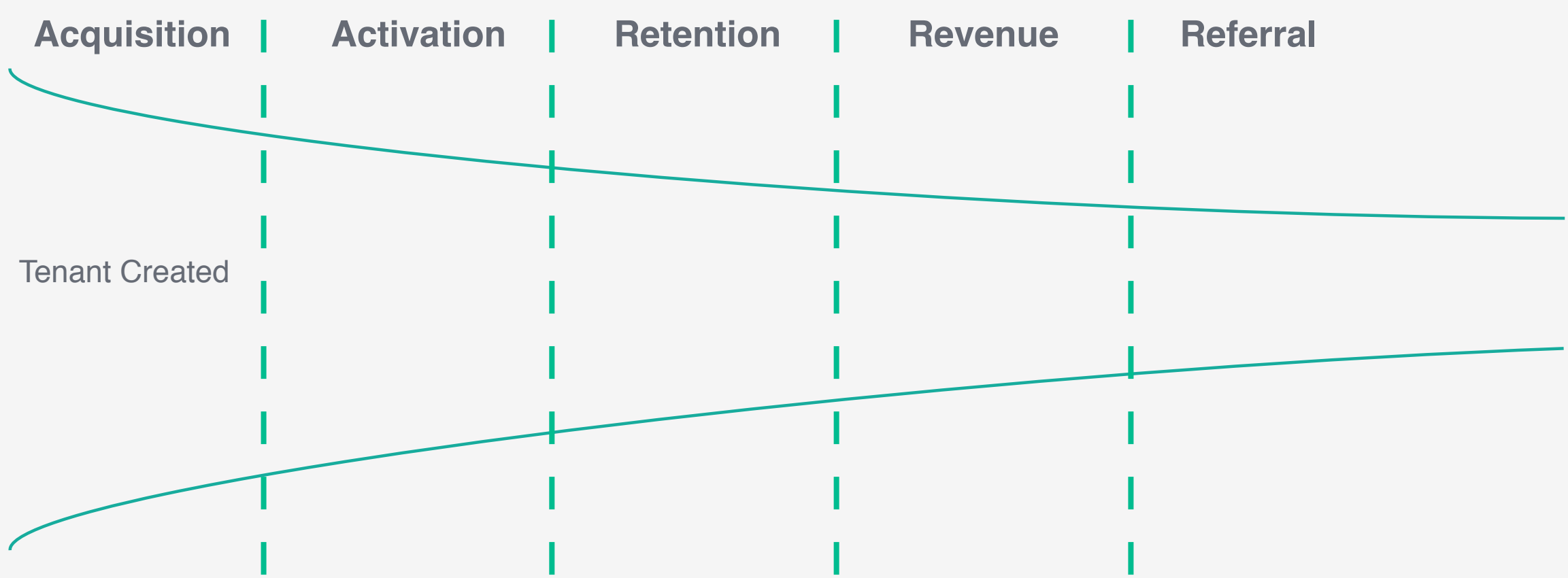
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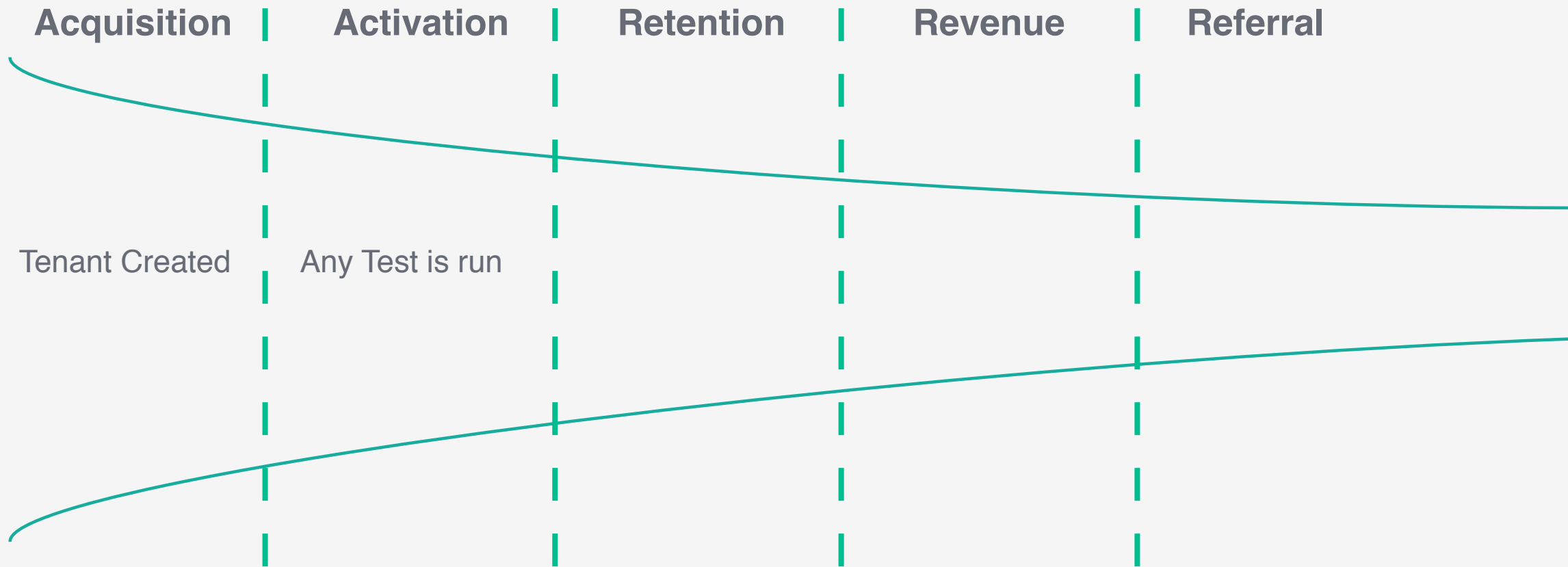
## A tale of 2 Betas - Phase II Public Beta



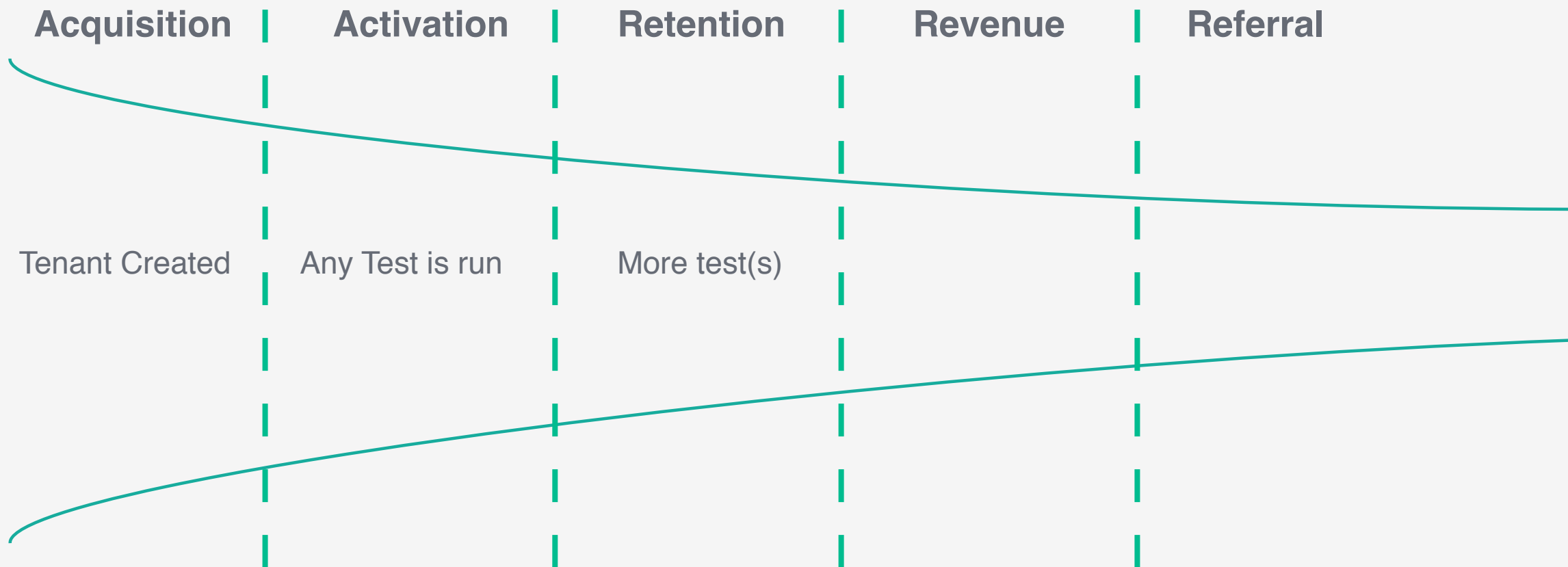
A tale of 2 Betas - Phase II Public Beta



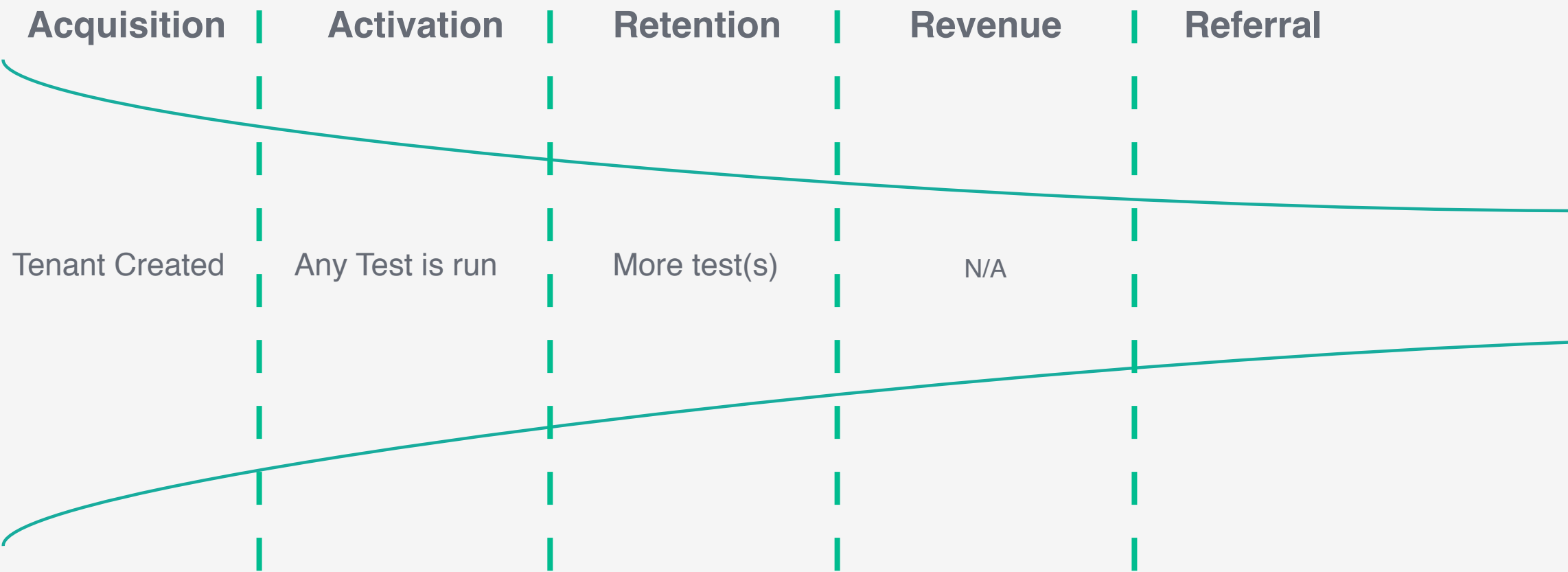
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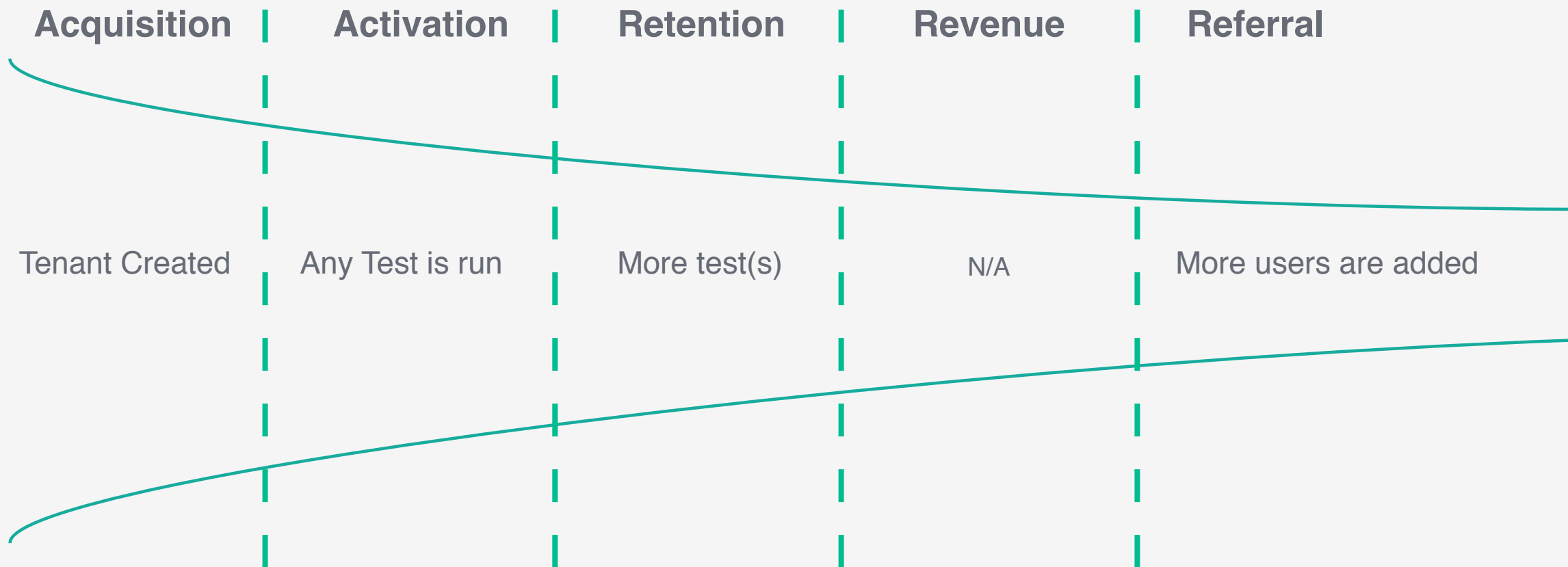


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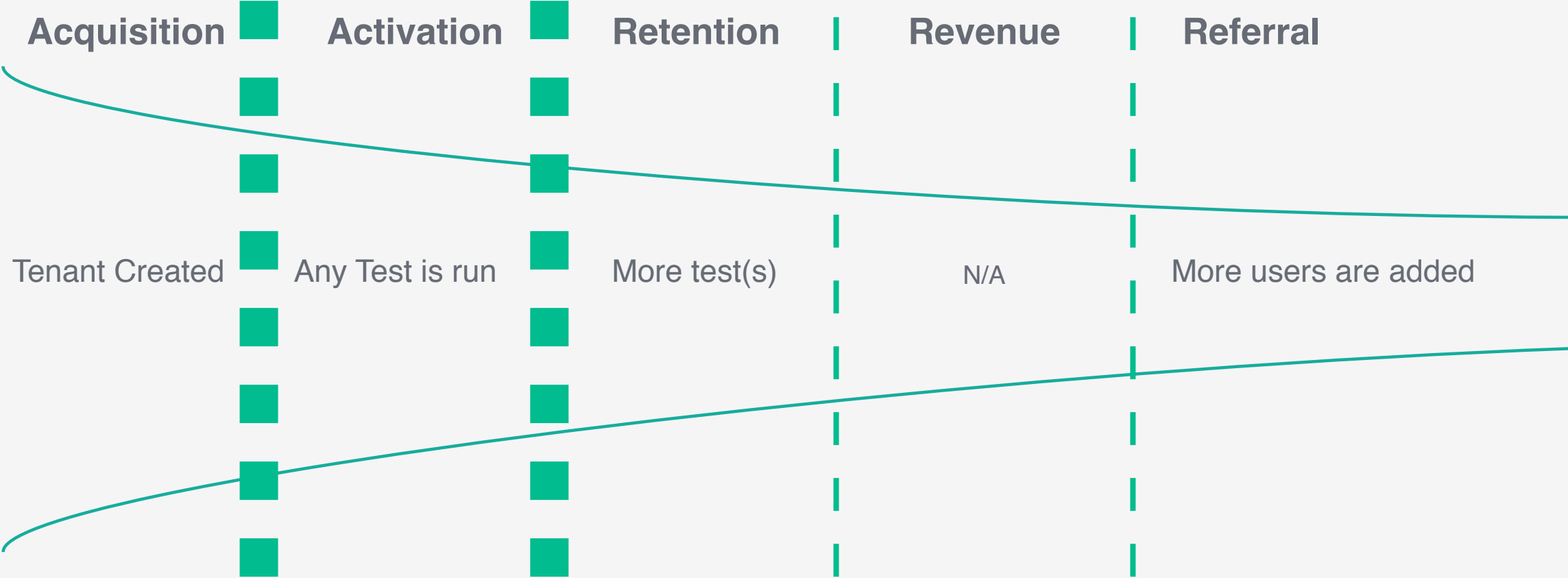




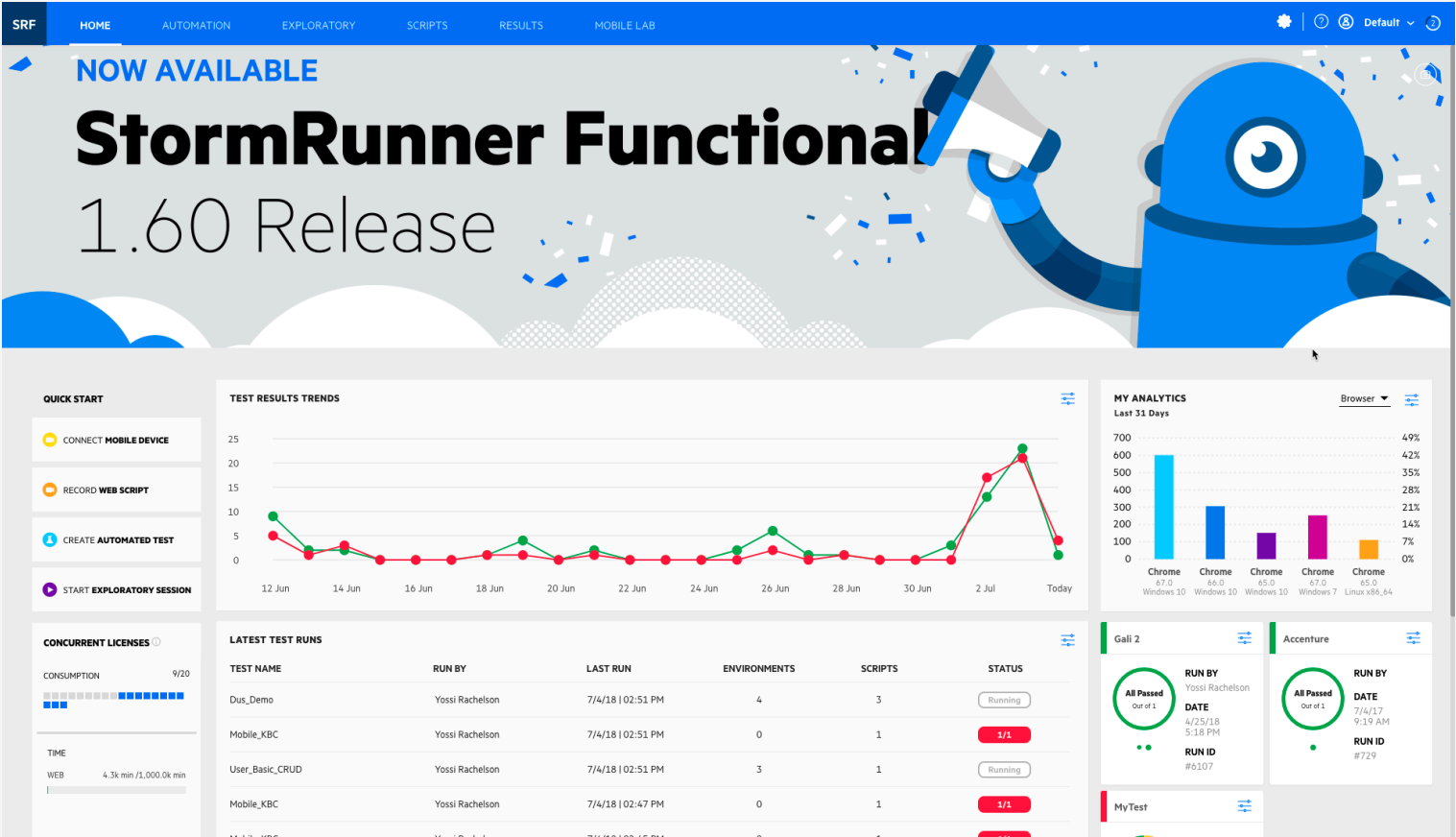
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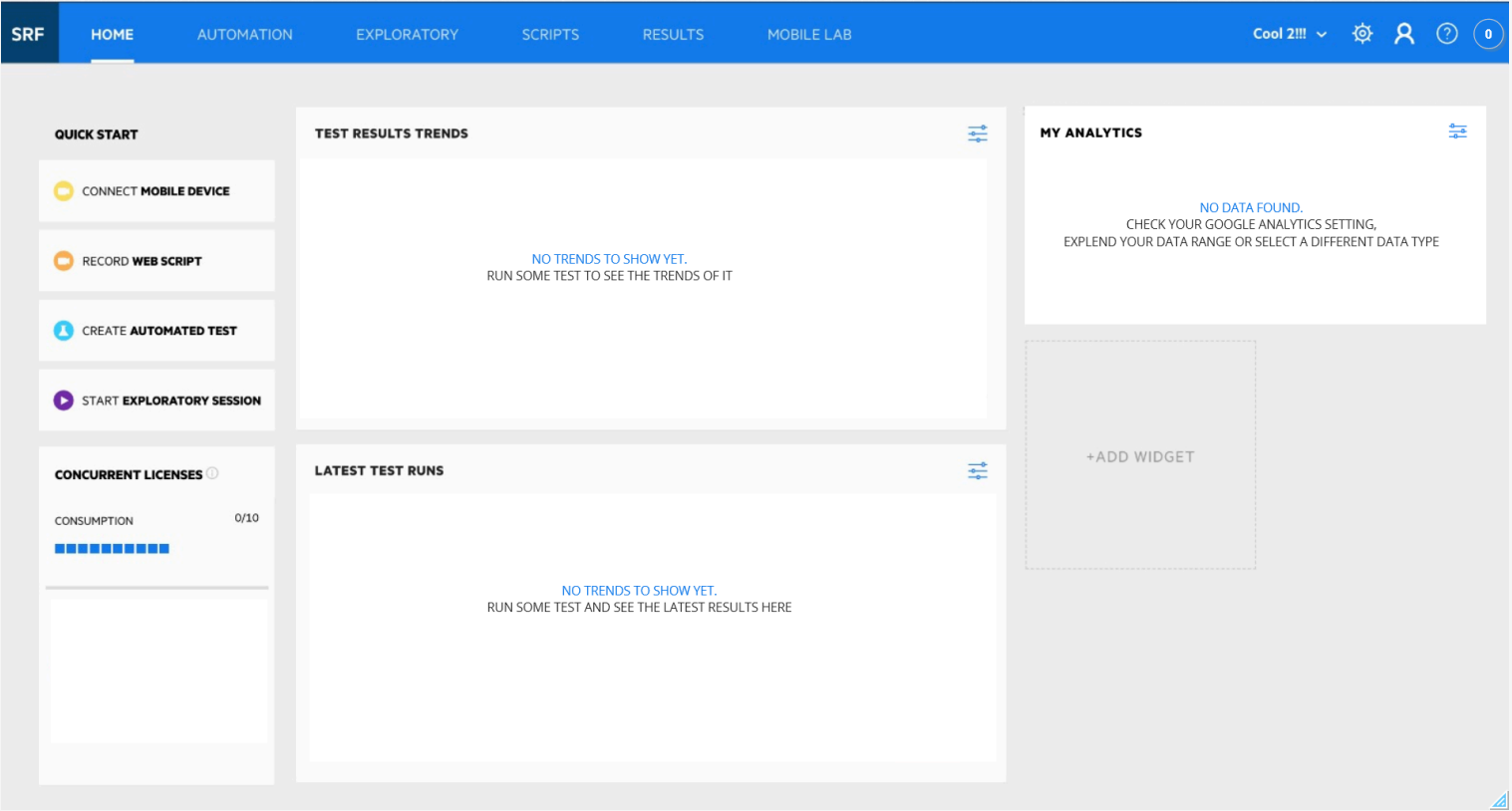
A tale of 2 Betas - Phase II Public Beta



# Activation Problems



# Activation Problems - empty state



## Activation Solutions

## Activation Solutions

✕ Product **onboarding** (learn from games)

## Activation Solutions

- ✘ Product **onboarding** (learn from games)
- ✘ Don't forget **empty states**

## Activation Solutions

- ✘ Product **onboarding** (learn from games)
- ✘ Don't forget **empty states**
- ✘ **Demo** content (out-of-the-box)










Down the funnel hole



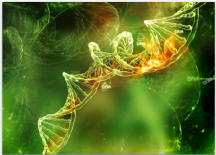
# iEcho | Time To Know




+ Add Teaching Group





My Teaching Groups




Biology


0







Default teaching group


1







Digital Marketing


1







Ergo 4u


31







Future of Training


38







Intro to Java


8







My Awesome Example


1







My cool group


0







Sales Management


1







Space Explorations


7







SwitchBee


3








Test Automation


3

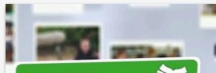

















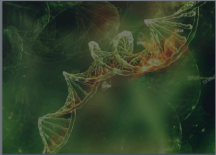
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Digital Marketing


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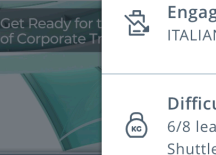





Ergo 4u


31







Future of Tr


38







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1







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0







Sales Management


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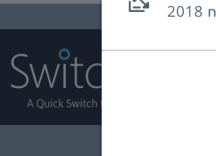





Space Explorations


7







SwitchBee

3







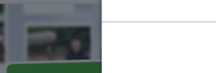
TIMEto



ECHO









Inbox


All Groups

Engagement Dropped  
ITALIAN COOK


7/24/2018

Difficult Content  
6/8 learners - Space Explorations/Space Shuttle Quiz: Sample

7/17/2018

Difficult Content  
6/8 learners - Space Explorations/Space Shuttle Program

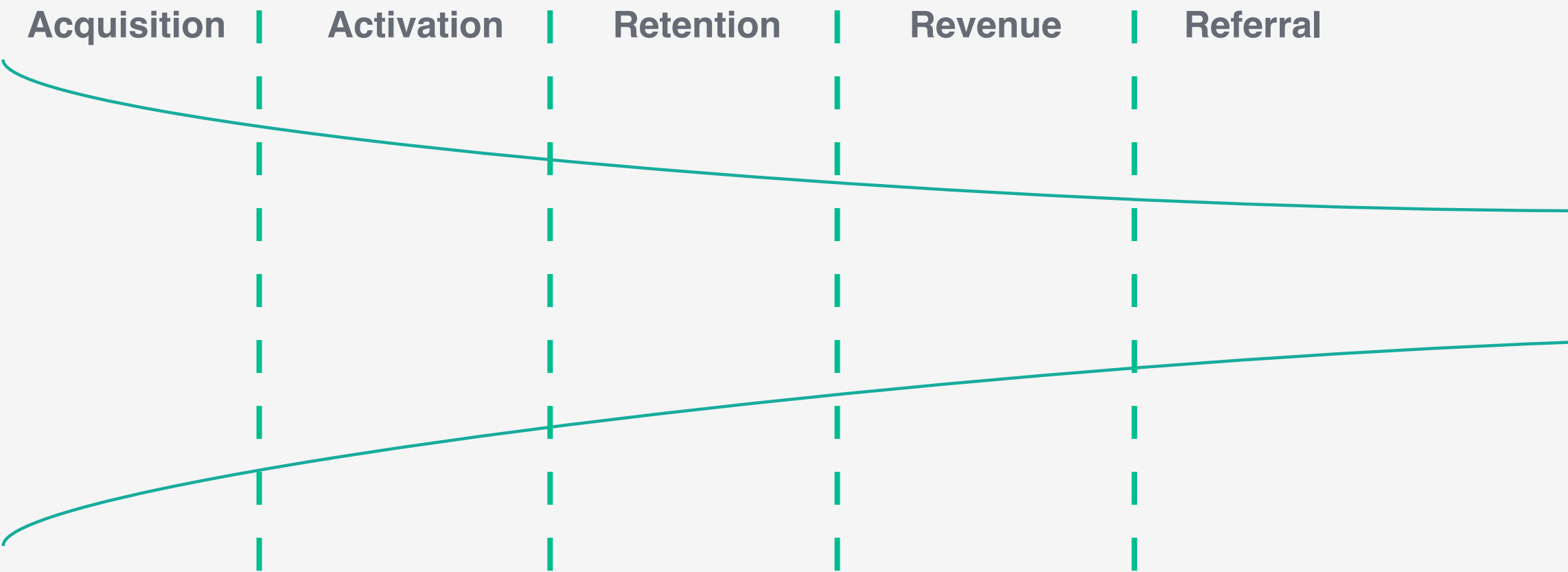
7/17/2018

Engagement Dropped  
ליניארית תשע"ח

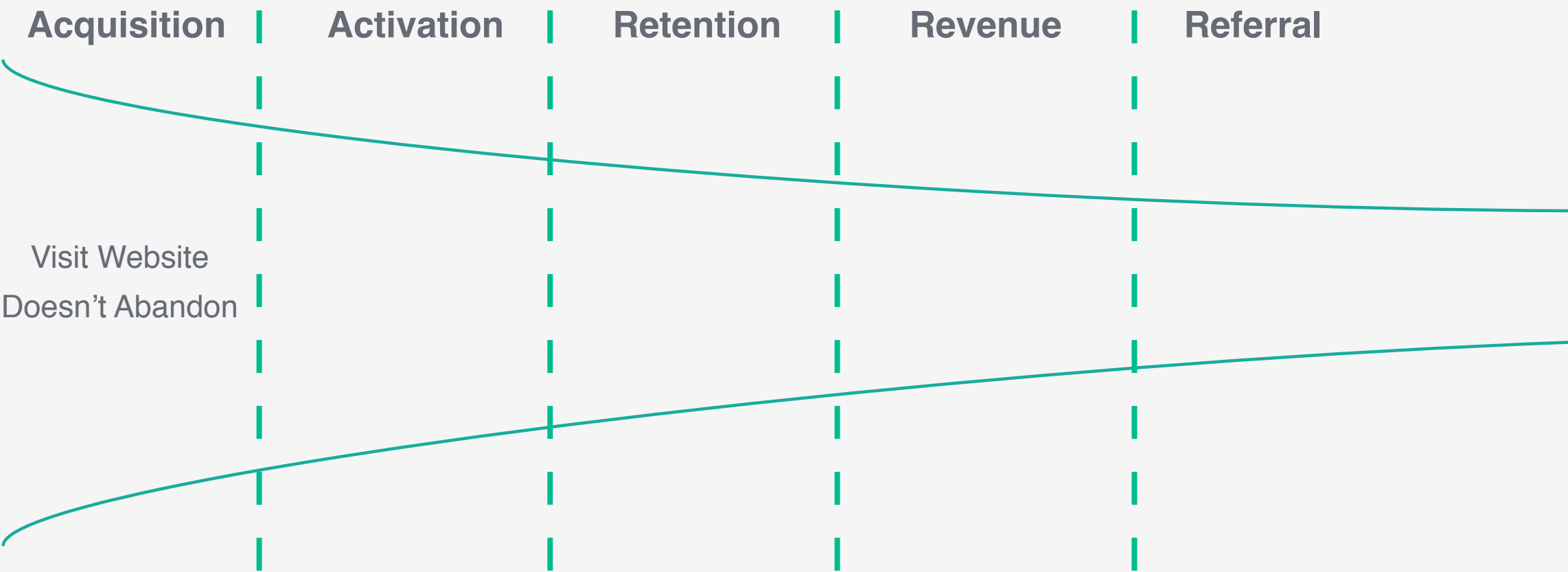
5/14/2018

View All

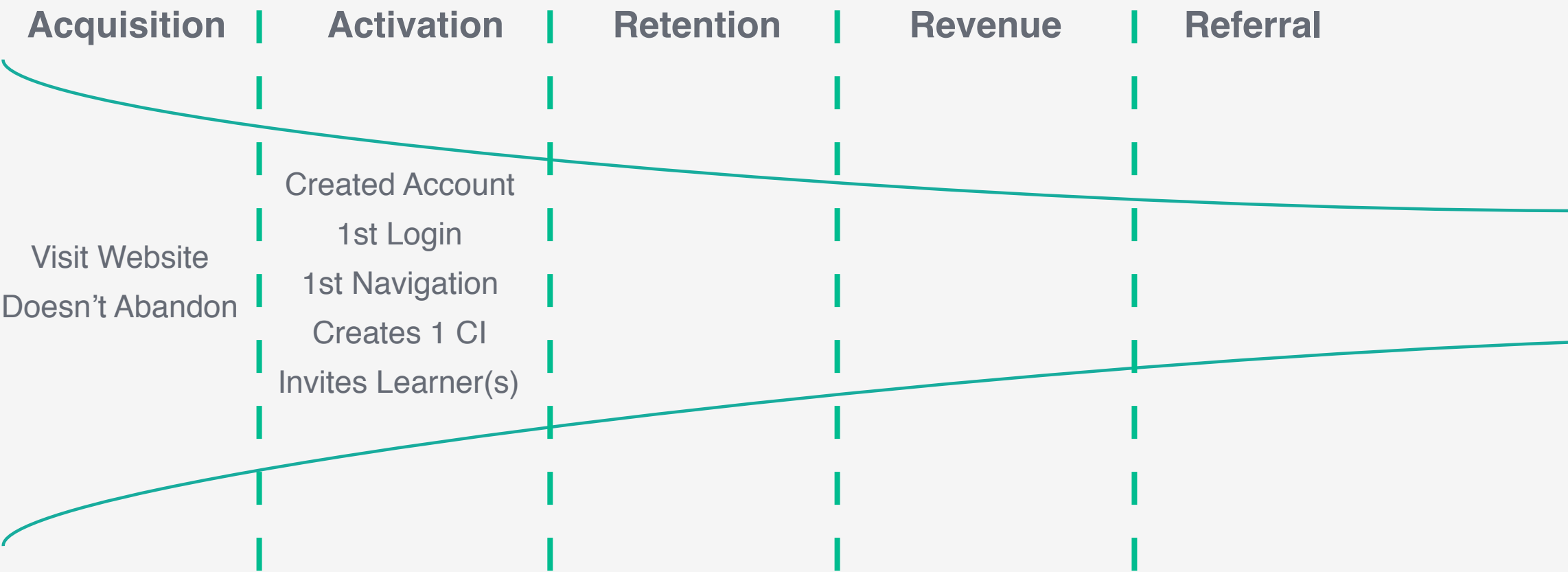
iEcho - Pirate Metrics



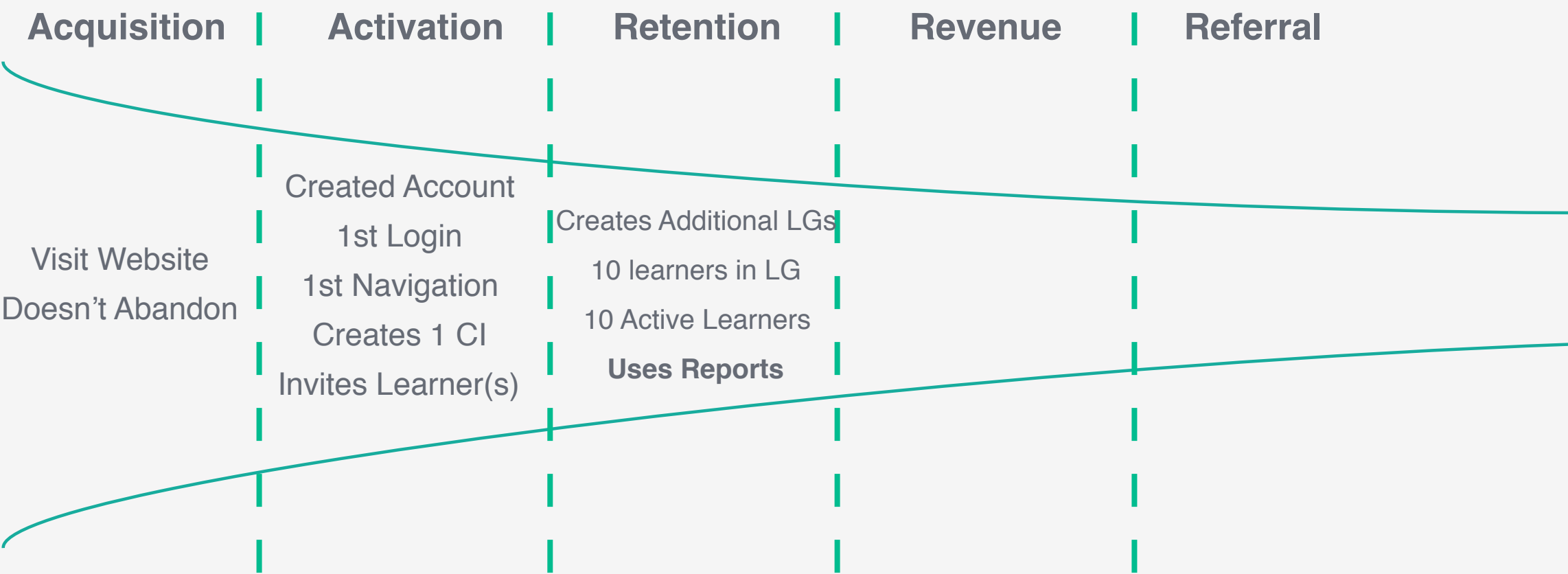
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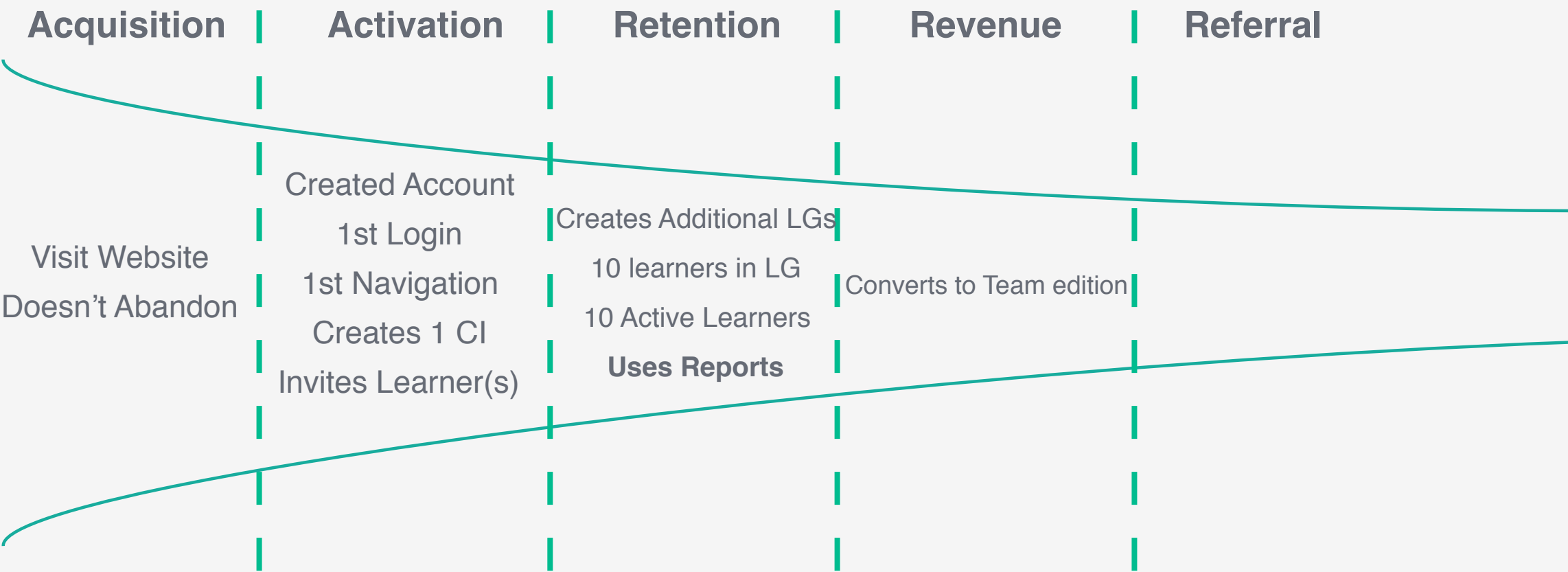
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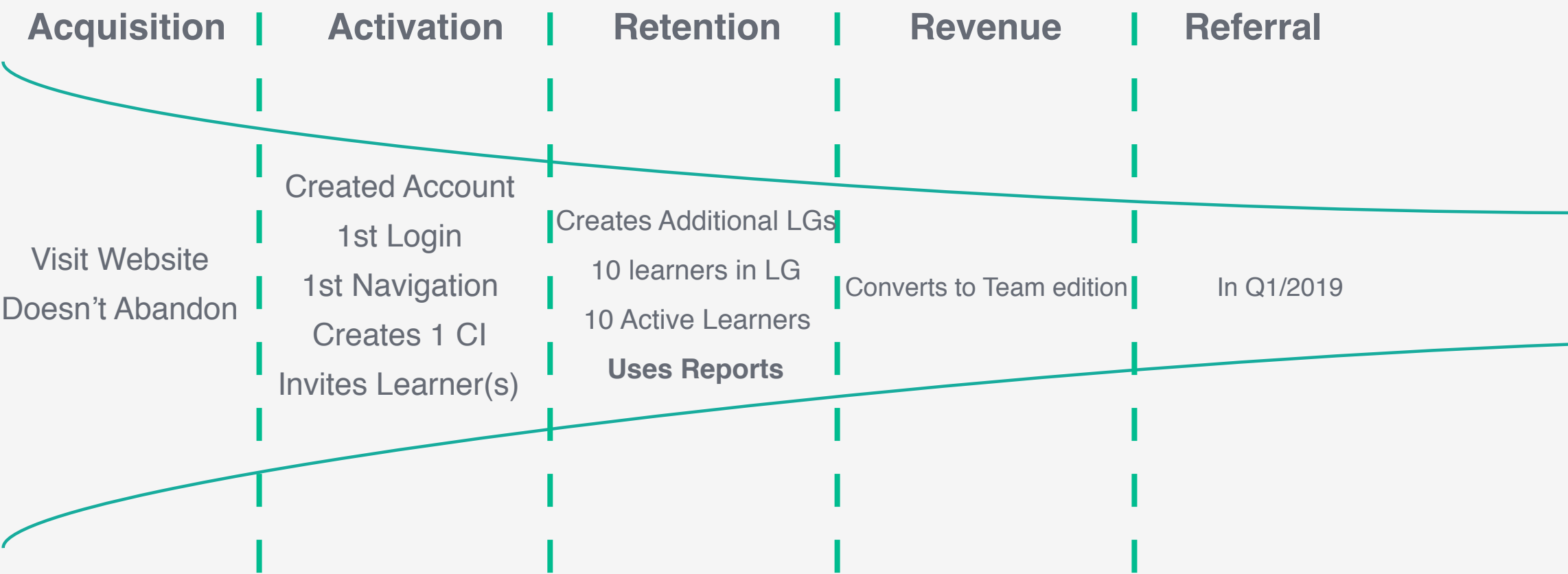


iEcho - Pirate Metrics





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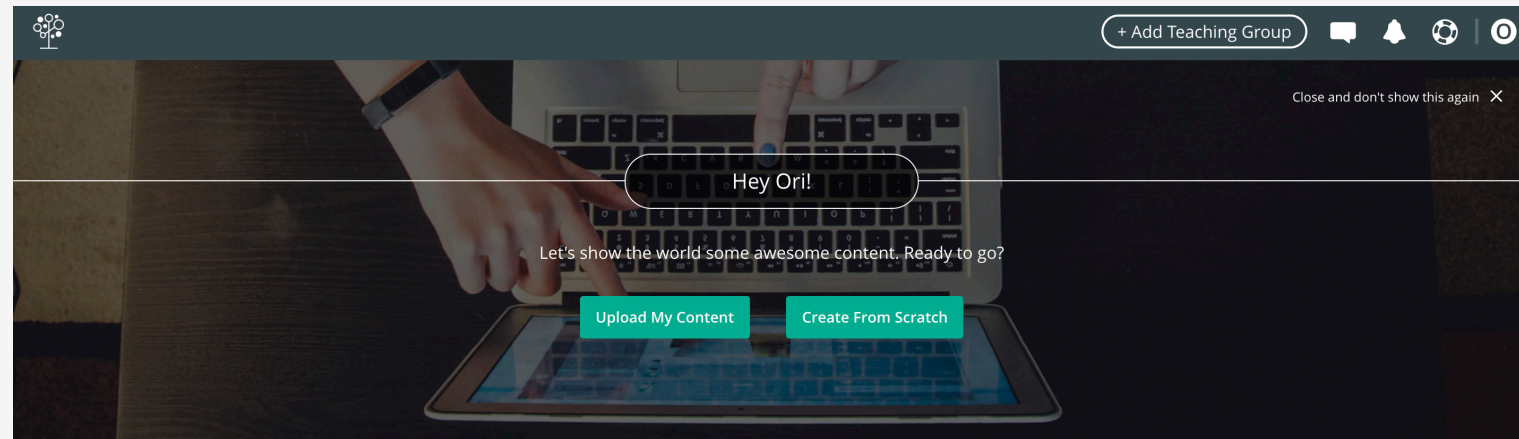
## iEcho - Pirate Metrics

	User Status	%	Total Numbers
Acquisition	Visit <a href="http://iecho.timetoknow.com">iecho.timetoknow.com</a>	100	****
Activation	Creates free account	10.5%	****
	Logins	8.1%	****
	First Time Navigation	6.8%	****
	Created first unit	2.1%	****
	Invites Learner(s)	1.4%	****
Retention	Creates more unit(s)	1%	****
	10 active learners	0.5%	****
	Opens reports	0.45%	****

} Biggest drop


} Too low

## Our first solution - quick start



## My Teaching Groups

# Our 2nd solution - CTAs



Hi Jeremy


J

Overview

My Echo

Echo Store


My Teaching Groups



My First Teaching Group

Draft

+ Add content



Demo Course 1

Ongoing activity

11/18

6

86


Performance

79%

Completion

Activity seems fine

Demo



Demo Course 2

Ongoing activity

11/18

6

86

Performance

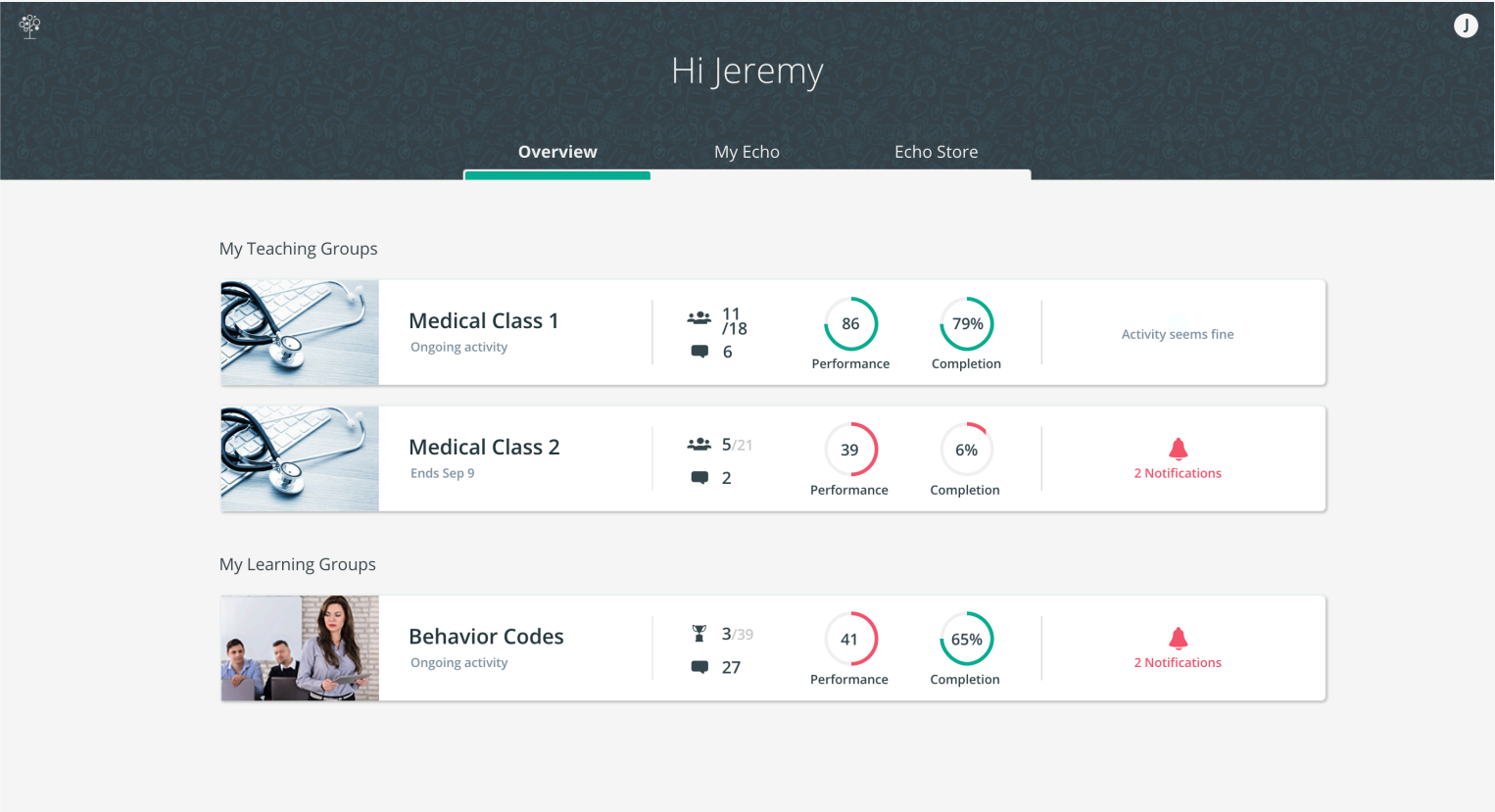
79%

Completion

Activity seems fine

Demo

# Our 2nd solution - CTAs



## Retention Solutions

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✕ Cover most product areas in the first experience

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- ✕ Cover most product areas in the first experience
- ✕ Get to the “magic moment” ASAP



## Retention Solutions

- ❌ Cover most product areas in the first experience
- ❌ Get to the “magic moment” ASAP
- ❌ Be there to help when they get stuck



# Getting Started - a practical guide



## A practical guide to getting started

## A practical guide to getting started

 Review your current data

## A practical guide to getting started

- ✕ Review your current data
- ✕ Update your events/numbers

## A practical guide to getting started

- ✕ Review your current data
- ✕ Update your events/numbers
- ✕ Map your user flows

## A practical guide to getting started

- ✕ Review your current data
- ✕ Update your events/numbers
- ✕ Map your user flows
- ✕ Magic Moment

A practical guide to getting started

- ✂ Review your current data
- ✂ Update your events/numbers
- ✂ Map your user flows
- ✂ Magic Moment

# ***RUMM!***







# A real life example - Job Searching



## Job searching - overview

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✕ You send out your CV

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✕ You send out your CV

✕ Initial phone call

## Job searching - overview

- ✕ You send out your CV
- ✕ Initial phone call
- ✕ Optional: Skype interview

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- ✕ You send out your CV
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- ✕ In-office interview(s)

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- ✕ You send out your CV
- ✕ Initial phone call
- ✕ Optional: Skype interview
- ✕ In-office interview(s)
- ✕ Optional: home assignment

## Job searching - overview

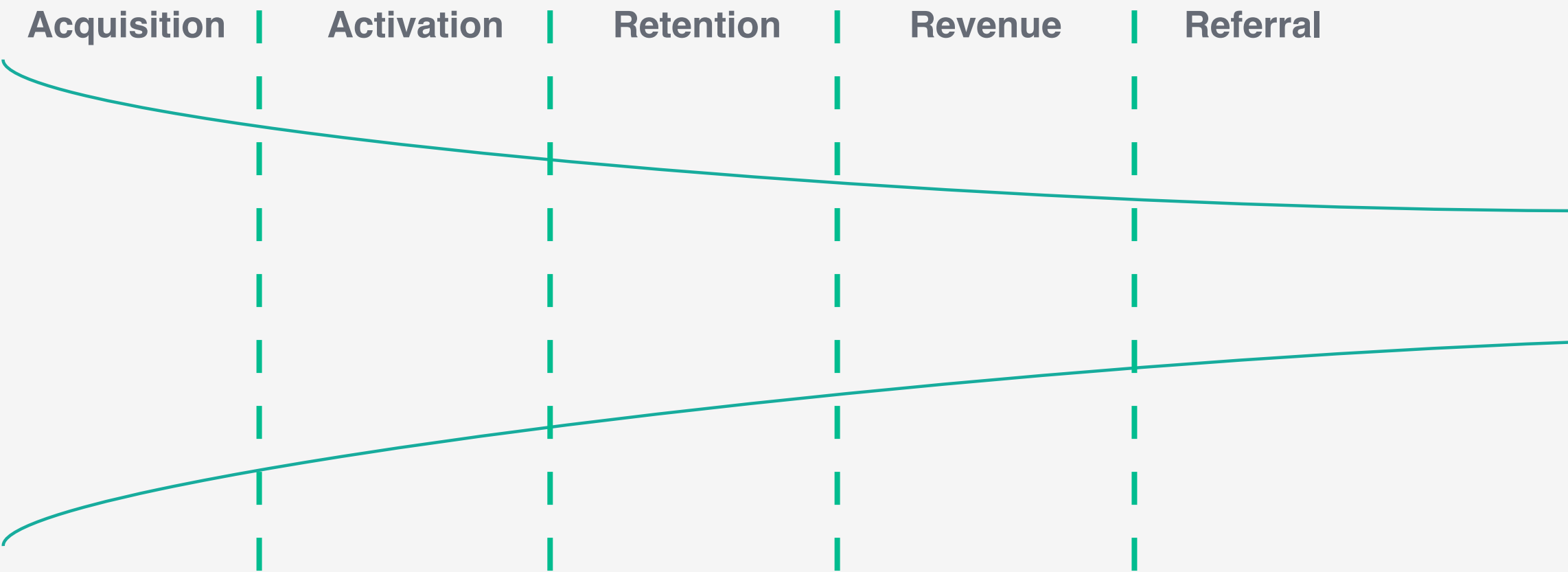
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- ✕ Initial phone call
- ✕ Optional: Skype interview
- ✕ In-office interview(s)
- ✕ Optional: home assignment
- ✕ Job offer



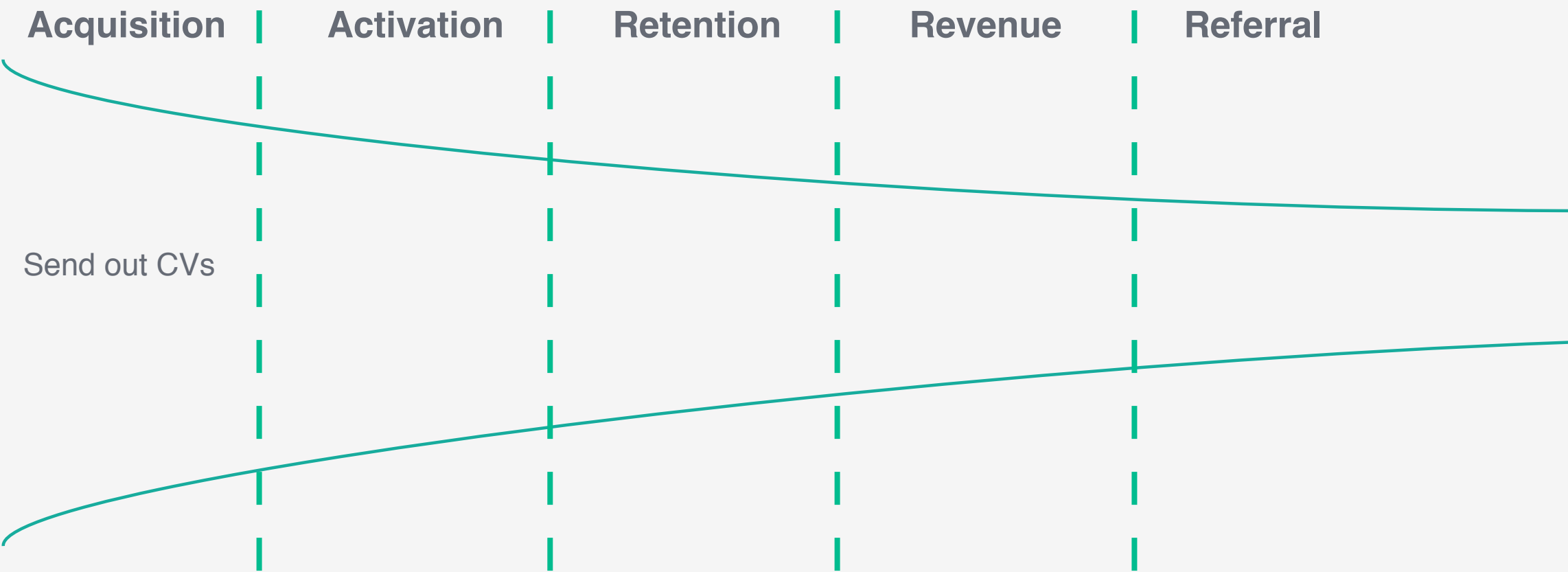
## Job searching - overview

- ✕ You send out your CV
- ✕ Initial phone call
- ✕ Optional: Skype interview
- ✕ In-office interview(s)
- ✕ Optional: home assignment
- ✕ Job offer
- ✕ Optional: you refer your friends

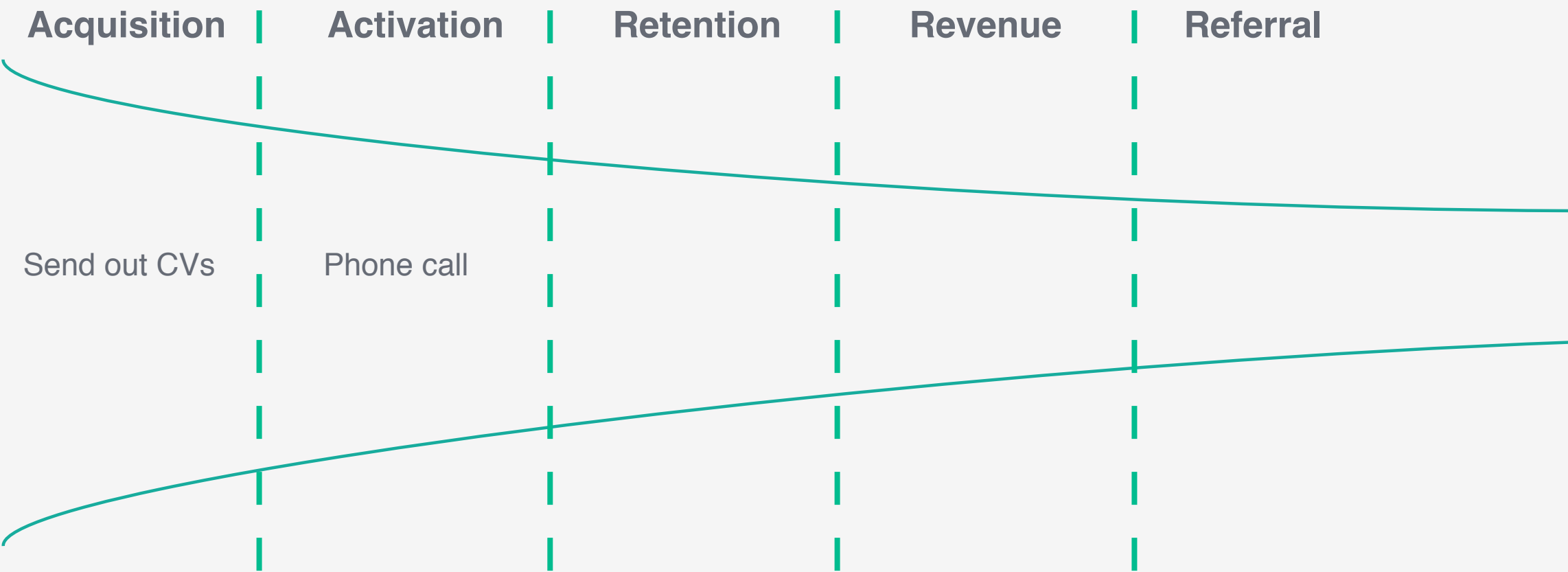
Job Searching - Pirate Metrics



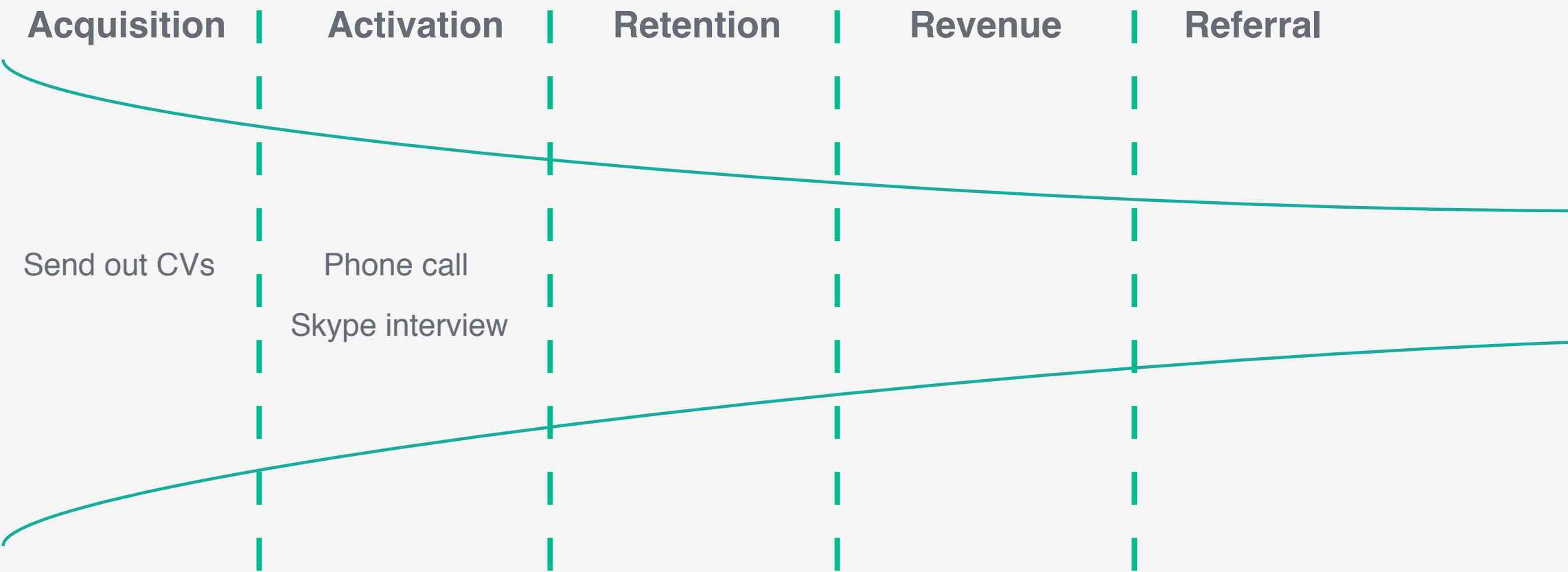
Job Searching - Pirate Metrics



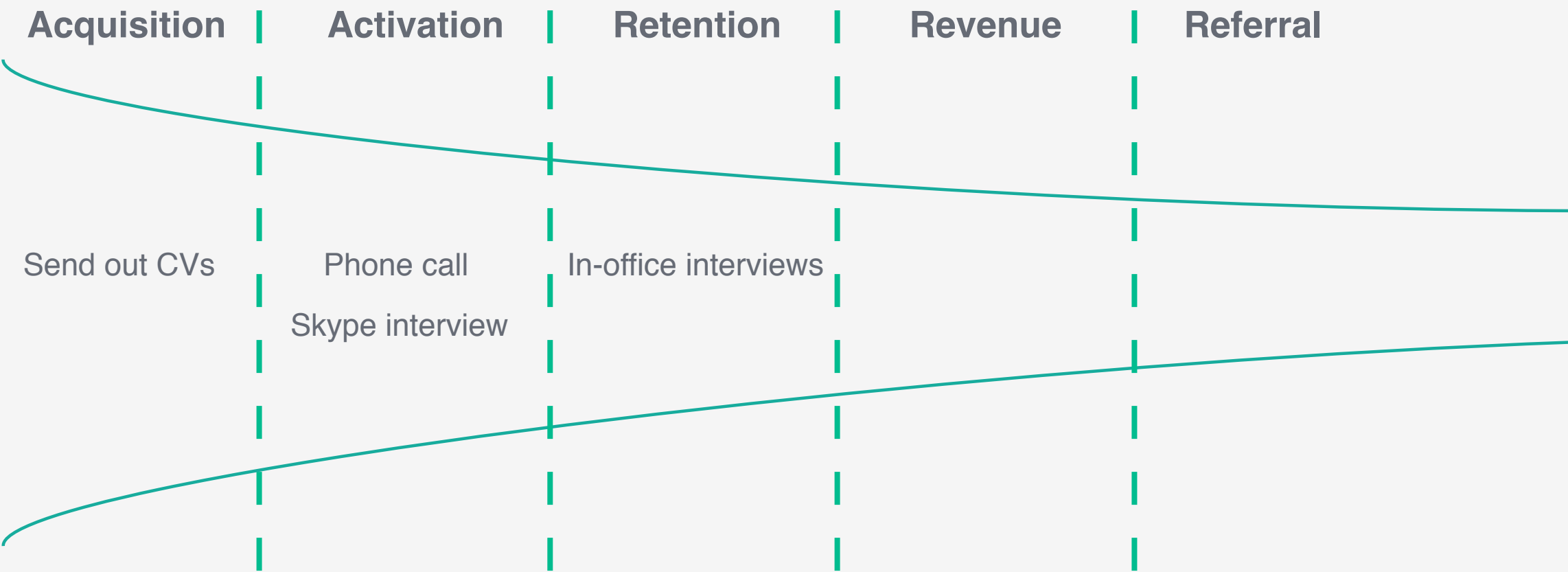
Job Searching - Pirate Metrics



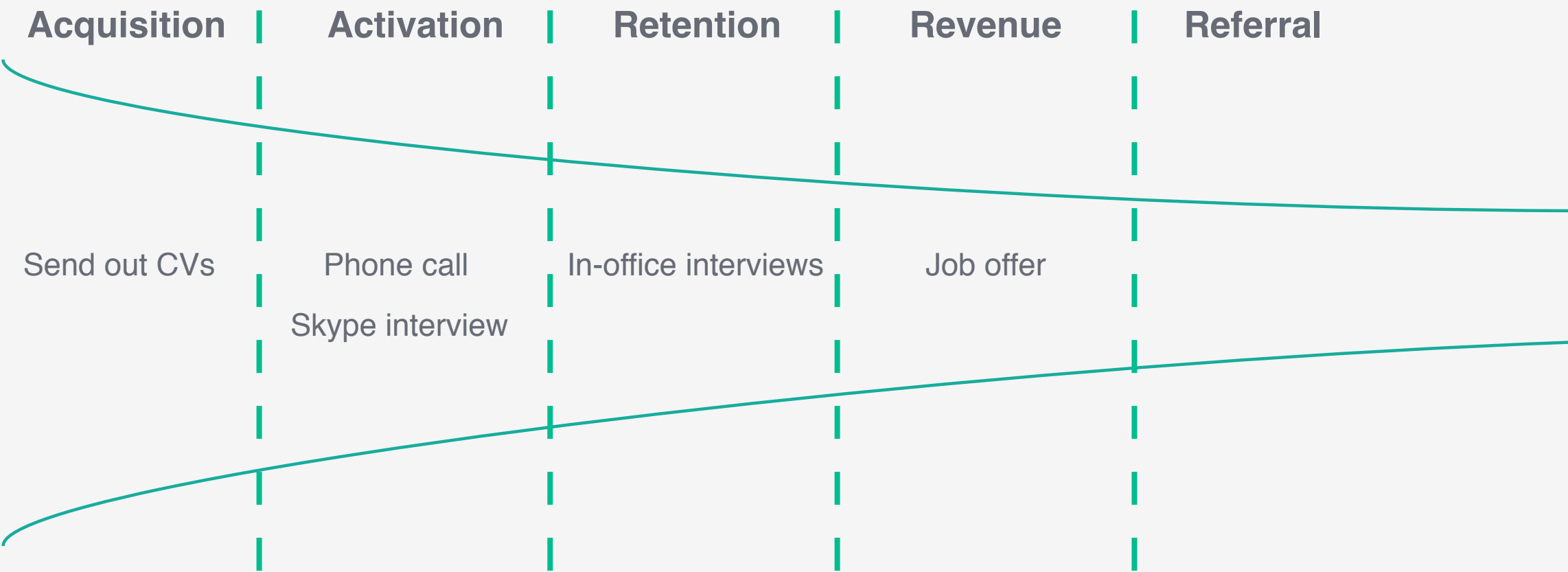
Job Searching - Pirate Metrics



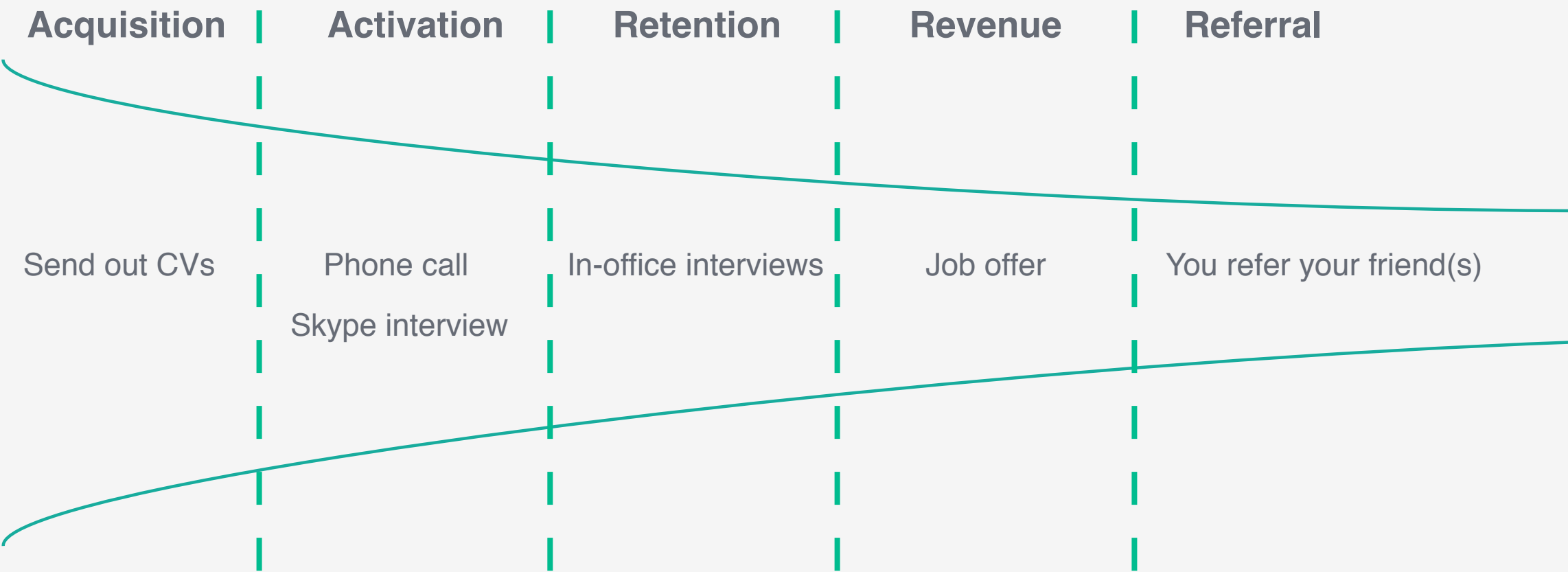
Job Searching - Pirate Metrics



Job Searching - Pirate Metrics



Job Searching - Pirate Metrics





## Job Searching - Pirate Metrics

Acquisition

Activation

Retention

Revenue

Referral

# *You only need 1*

Send out CVs

Phone call

In-office interviews

Job offer

You refer your friend(s)

Skype interview

## Optimizing your job searching funnel

## Optimizing your job searching funnel

✕ CV - optimization

## Optimizing your job searching funnel

✕ CV - optimization

✕ LinkedIn profile

## Optimizing your job searching funnel

- ✕ CV - optimization
- ✕ LinkedIn profile
- ✕ A/B test your title and summary


## Optimizing your job searching funnel

- ✂ CV - optimization
- ✂ LinkedIn profile
- ✂ A/B test your title and summary
- ✂ Interview questions practice

## Optimizing your job searching funnel

- ✂ CV - optimization
- ✂ LinkedIn profile
- ✂ A/B test your title and summary
- ✂ Interview questions practice
- ✂ Mock Interview

# Optimizing your CV - [rezscore.com](https://rezscore.com)

  
**REZSCORE**  
Score the Best

Summary

Resume

Jobs

Charts

### Your RezScore

B-

This resume provides a good picture of your value to an employer, but it can do better. To create a better resume, keep your resume concise and impactful. Make sure every word counts, and use vivid language to get employers excited.

Brevity

98

Impact


75

Depth

99

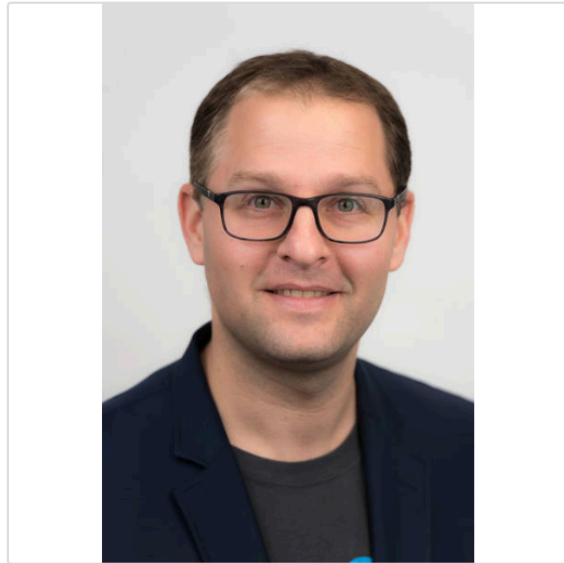
*Tips For Improvement*

Don't use first person language

 TIME to KNOW



## Optimizing your photo - [photofeeler.com](https://photofeeler.com)



BUSINESS

112 VOTES

COMPETENT 8.3

LIKABLE 6.6

INFLUENTIAL 8.1



BUSINESS

104 VOTES

COMPETENT 9.1

LIKABLE 7.8

INFLUENTIAL 8.6



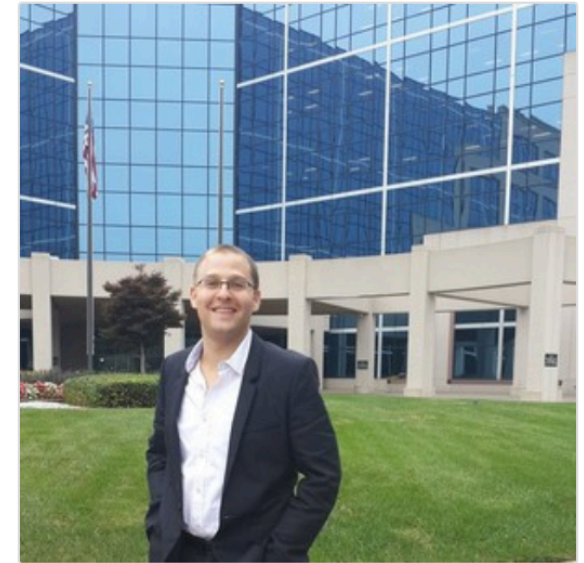
BUSINESS

80 VOTES

COMPETENT 6.2

LIKABLE 4.2

INFLUENTIAL 6.8



BUSINESS

80 VOTES

COMPETENT 6.7

LIKABLE 6.9

INFLUENTIAL 6.6



# Recap



## Summary

## Summary

✕ Report only what you measure

## Summary

- ✖ Report only what you measure
- ✖ Improved your biggest drop and move on

## Summary

- ❌ Report only what you measure
- ❌ Improved your biggest drop and move on
- ❌ RUMM

## Summary

- ✖ Report only what you measure
- ✖ Improved your biggest drop and move on
- ✖ RUMM
- ✖ Magic moment

## Summary

- ✖ Report only what you measure
- ✖ Improved your biggest drop and move on
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## Summary

- ✘ Report only what you measure
- ✘ Improved your biggest drop and move on
- ✘ RUMM
- ✘ Magic moment

And most important...



**"If you can't  
measure it  
You can't  
improve it"**

William Thomson, 1st Baron Kelvin

*Kelvin P NP*

## Credits

## Credits

✕ Brain by Marek Polakovic from Noun Project

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✕ Brain by Marek Polakovic from Noun Project

✕ Gut by Gonza from Noun Project

## Credits

✂ Brain by Marek Polakovic from Noun Project

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✂ Rum by Oksana Latysheva from Noun Project

## Credits

✂ Brain by Marek Polakovic from Noun Project

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✂ Rum by Oksana Latysheva from Noun Project

✂ Diamond by Made from Noun Project

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- ✂ Bone by Pixelicatom from Noun Project



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- ✂ Diamond by Made from Noun Project
- ✂ Bone by Pixelicatom from Noun Project
- ✂ Treasure map by Musket from Noun Project



*Thank you!*

*Let's talk*

*(look for the white sneakers)*

*@bendet\_ori*