

# ACTIVATION OPTIMISATION ACCELERATOR

MEASURE  
ENGAGEMENT  
BUILD HABITS  
DRIVE GROWTH

févr	\$ 56 032,00	\$ 43 685,00	\$ 37 128,00
mars	\$ 88 728,00	\$ 34 549,00	\$ 52 101,00
avr	\$ 27 862,00	\$ 15 001,00	\$ 7 307,00
mai	\$ 21 764,00	\$ 9 822,00	\$ 60 496,00
juin	\$ 53 225,00	\$ 30 359,00	\$ 29 905,00
juil	\$ 16 477,00	\$ 27 176,00	\$ 92 545,00
août	\$ 47 572,00	\$ 15 818,00	\$ 42 796,00
sept	\$ 41 374,00	\$ 39 266,00	\$ 11 922,00
oct	\$ 71 259,00	\$ 82 336,00	\$ 43 620,00



unlockinggrowth

# Elevate your Customer Growth

Activation defines the moment in time when users commit to using your product. The number of Activating Users is crucial because it's the moment that they see your product's value and build habits around your product. *The more users that see the value and build habits, the faster your product will grow.* Sadly, OpenView showed in their 2022 Product Benchmarks that only ~50% of products have even defined an Activation Metric, let alone made marked efforts to improve it.

Leveraging our expertise as Australia's leading Product-Led agency, this Accelerator defines accurately what Activation means for your product. The result is you become one of the product leaders that have defined succinctly what Activation means and your team can focus on driving this crucial product milestone.

Firstly, we determine the key events that lead to Activation for your product and setup an advanced scoring mechanism to scientifically define and measure it. Additionally, we build automated campaigns that reinforce your product's value and drive users towards Activation. We also establish key performance metrics for Activation that are specific to your product and build you a Dashboard so you can monitor this crucial milestone.

## Your Challenges

- Either no Activation Metric is defined, or it has been loosely defined without scientific event scoring
- Customer growth is sub-optimal, and you don't have a systematic way of knowing if your product is delivering value
- You're busy spending money acquiring leads/customers, but you think your conversion metrics can be improved, thus reducing your CAC

## Our Solution

- Customer Activation is defined and measured using an advanced scoring mechanism which allows deep insights
- Our campaigns are designed to drive users towards Activation, and show your product's value based on their engagement with your Product
- Your Activation Dashboard allows you to monitor your team's progress towards improving the most important product metric

# Project Details



Week 1

Discovery & strategy.

We meet your team and analyse your product. We then formulate and agree to a project strategy for your Activation Metrics.

Week 2

Define Activation.

We get to work building your Activation Event Schema, including defining Activation and how event scoring will work.

Week 3-7

Campaigns and Analytics build.

We connect an Analytics tool and build your Activation Dashboard, as well as build out the automated marketing campaigns.

Week 8

Handover and delivery.

We schedule a handover call to run you through the wins and impacts from this project, and handover our automations and dashboard.



Customers



CAC

Faster  
Growth



\$8,000 + GST



[Schedule a call](#)

# Working with us



**Tom Mansfield | CMO**

**zoomo**

Peter and his team are certified growth gurus. They immediately grasped the nuances of our funnel and built out a high impact strategy for acquiring new customers while helping to instill a growth mindset across our business. They are experienced, incredibly sharp and highly collaborative. They have made a huge mark on our business and have been critical in taking us from startup to scale up.



**Dan Schoenbaum | COO**

**RISKIQ**

I first hired Audrey to help our \$40M SaaS security company. She quickly assessed our situation, helped us to breakdown and understand our sales and conversion funnels and helped us identify issues and opportunities that we wouldn't have ever recognized.

She was a tremendous asset to our company and helped inject a product-led growth DNA that we just didn't have. I have since worked with her on several engagements and her performance has been steady and consistent. I know she would be a huge asset to any company.



**Nobuko Kasuya | Lifecycle Marketing Manager**

**beamit**

Our experience working with Unlocking Growth was great; they helped us to shape our PLG strategy and to understand PLG in our business context. They have great technical and strategic knowledge & skills and they are passionate about delivering the best outcome for the client. On top of their high-quality work, they are very friendly and pleasant to work with!

# FAQs

## What effort do you need from us?

We do all of the heavy-lifting, so this means we only need a few very basic items from your team:

- Any documents that will help us understand your business' Growth objectives and Market Positioning
- Basic login credentials to some tools and your product database

## What campaigns will you build?

We build four automated campaigns that drive users towards Activation. Aside from just email, we can also build Push and/or SMS campaigns upon request. These four campaigns are bespoke for your product, and are structured as:

1. Welcome to Product (2 emails)
2. Bump Campaigns 1 (3 emails)
3. Bump Campaigns 2 (3 emails)
4. Bump Campaigns 3 (3 emails)

## What happens if we don't already have Event Tracking?

To keep your costs low we infer this information from changes in your Product Database, and loop the information back into Segment CDP via a database integration tool. This means we can get you tracking Activation whilst reducing initial effort and blockers.

## What are the software subscription costs?

- Segment offers early-stage startups Segment for free for up to two years when you join our Startup Program. Otherwise, \$120/month for 10,000 visitors/mo.
- The Analytics tool and Database integration tool can utilise the Free Plan
- You might already be utilising a Marketing Automation tool, if so there would be no impacts to your existing costs

**Get in touch: [info@unlockinggrowth.co](mailto:info@unlockinggrowth.co)**