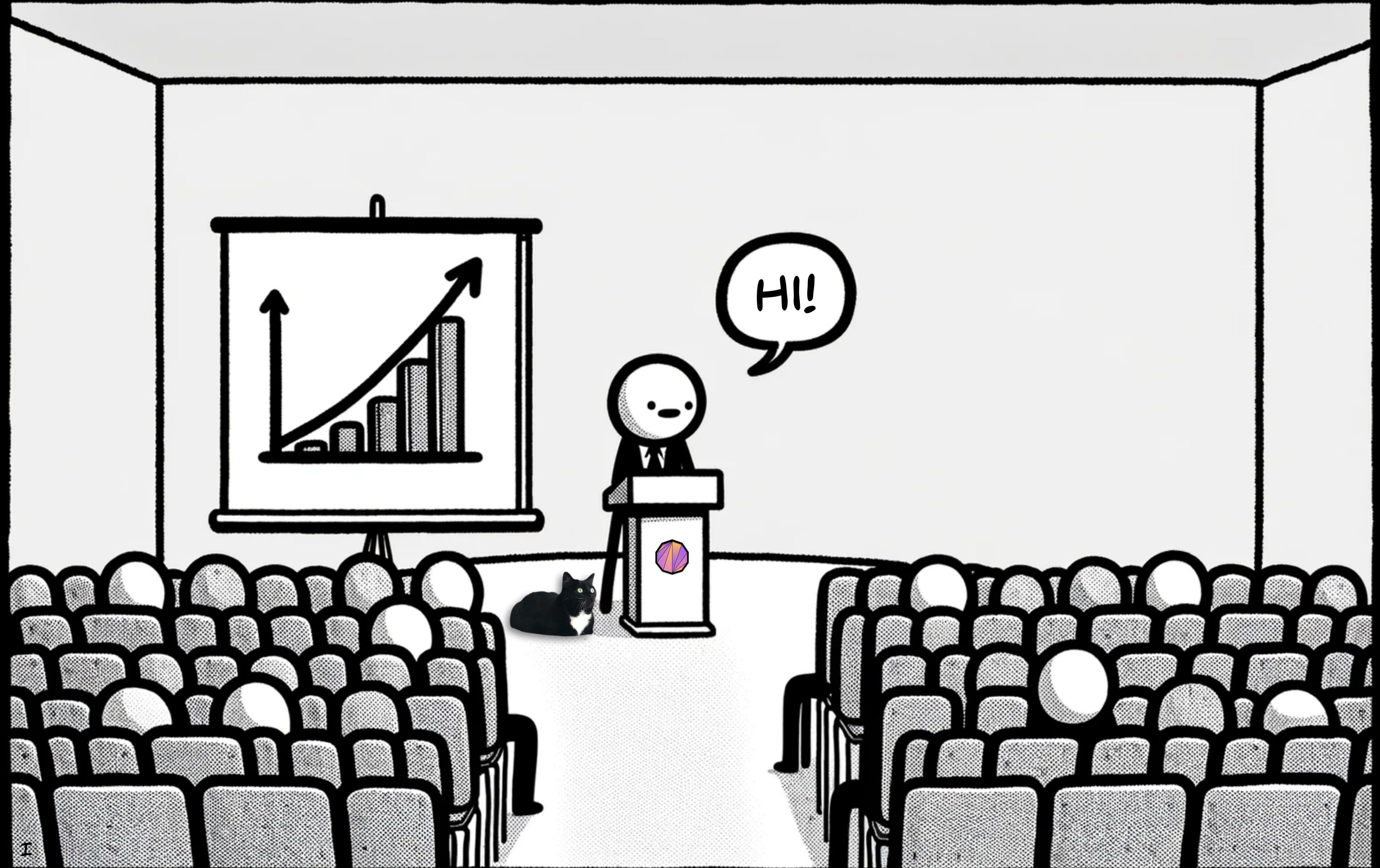


GROWTH ENGINEERING

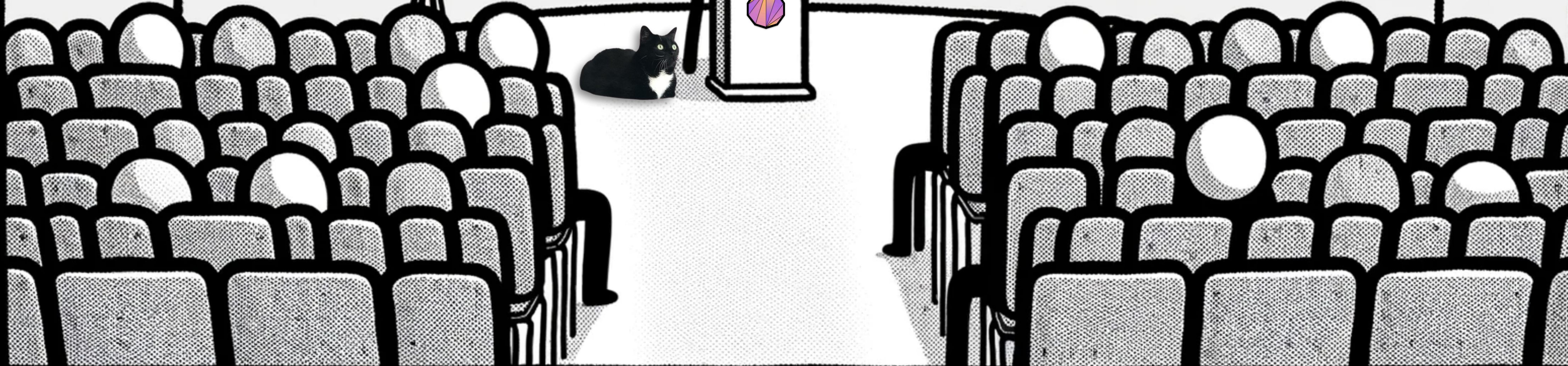
THE ART AND SCIENCE OF MAKING THINGS PEOPLE LOVE



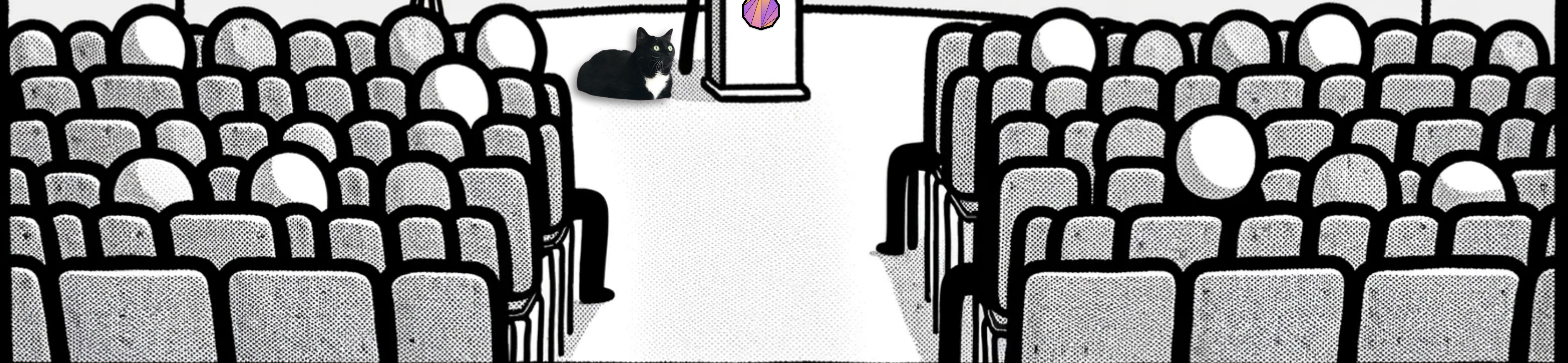
HI!



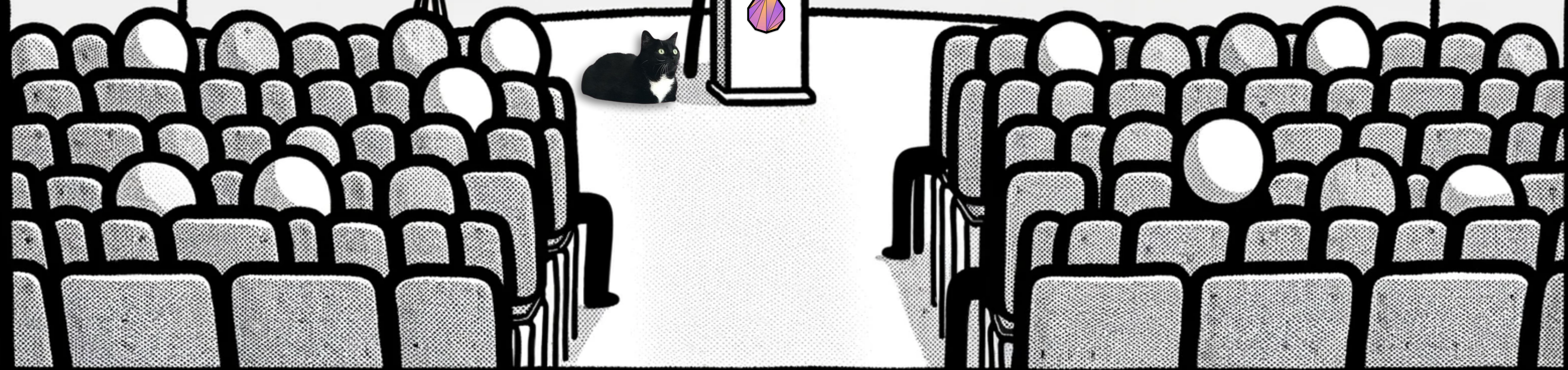
ABOUT ME



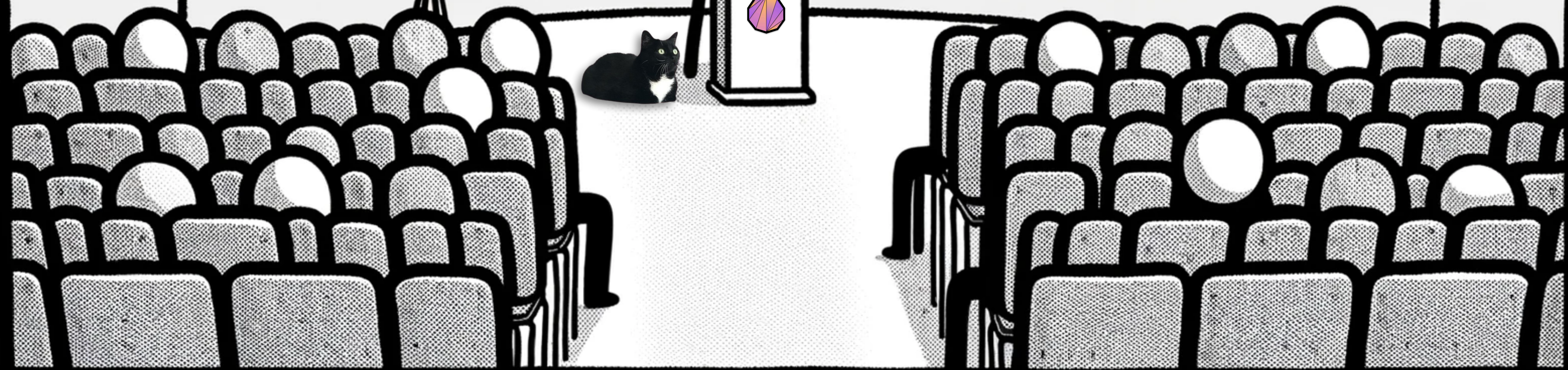
10+ YEARS
OF WEB DEV

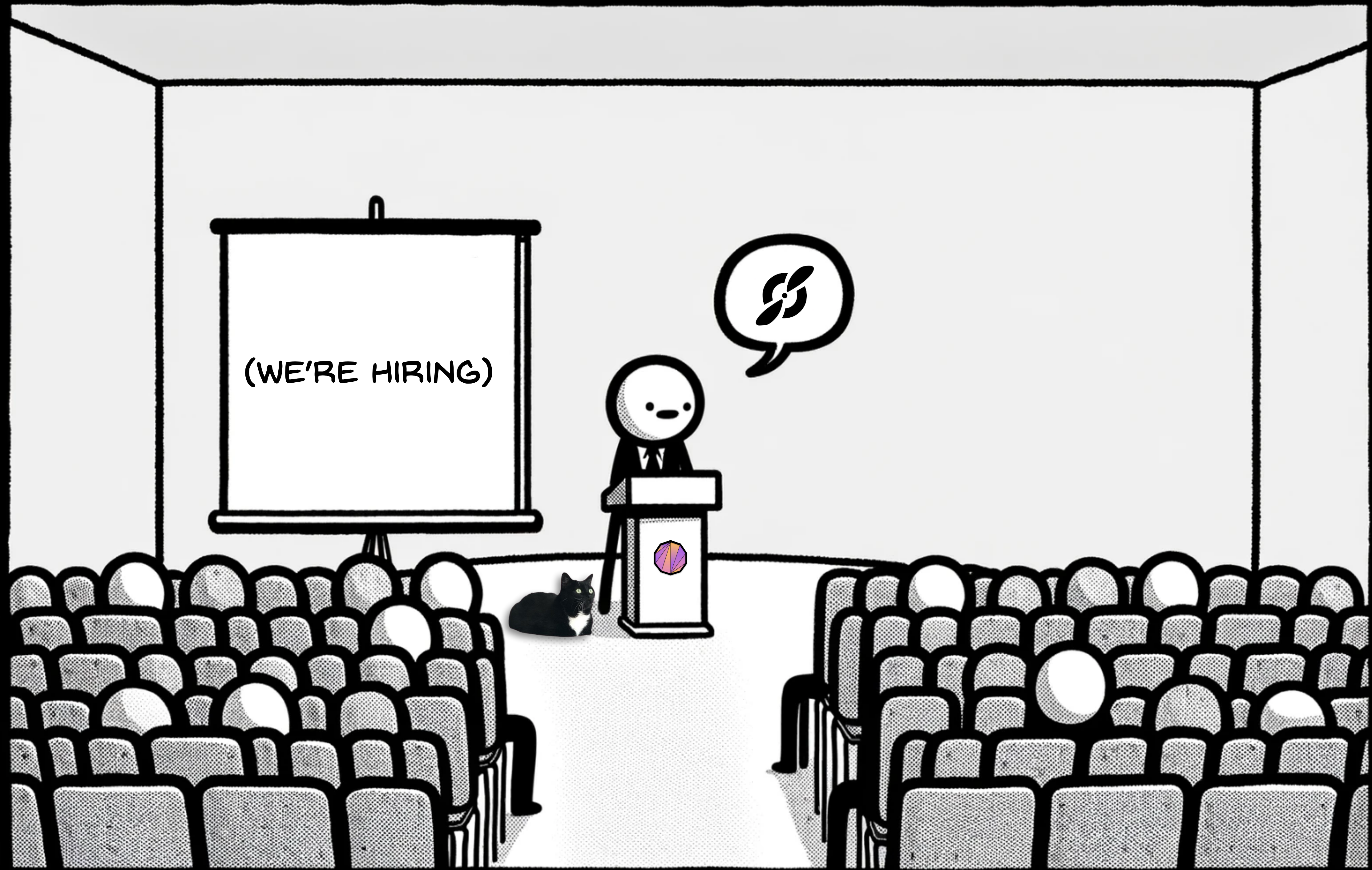


COMPUTER
ENGINEERING
@ UOTTAWA



GROWTH
ENGINEERING
LEAD @
FELLOW.APP





(WE'RE HIRING)



ROADMAP

1. WHAT IS GROWTH ENGINEERING?
2. THE FUNDAMENTALS OF GROWTH
3. AARRR METRICS
4. THE GROWTH PROCESS
5. TOOLS AND TECHNIQUES
6. ETHICS AND DATA
7. CAREERS IN GROWTH ENGINEERING



WHAT IS GROWTH ENGINEERING?

USING DATA AND EXPERIMENTATION TO DRIVE
PRODUCT GROWTH

GOAL IS TO HELP USERS DISCOVER AND ENGAGE
WITH PRODUCTS THROUGH STRATEGIC DESIGN AND
OPTIMIZATION



GROWTH ENGINEERING

==

SOFTWARE DEVELOPMENT

WHAT IS GROWTH ENGINEERING?

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OPTIMIZATION



GROWTH ENGINEERING
≈
PRODUCT MANAGEMENT

WHAT IS GROWTH ENGINEERING?

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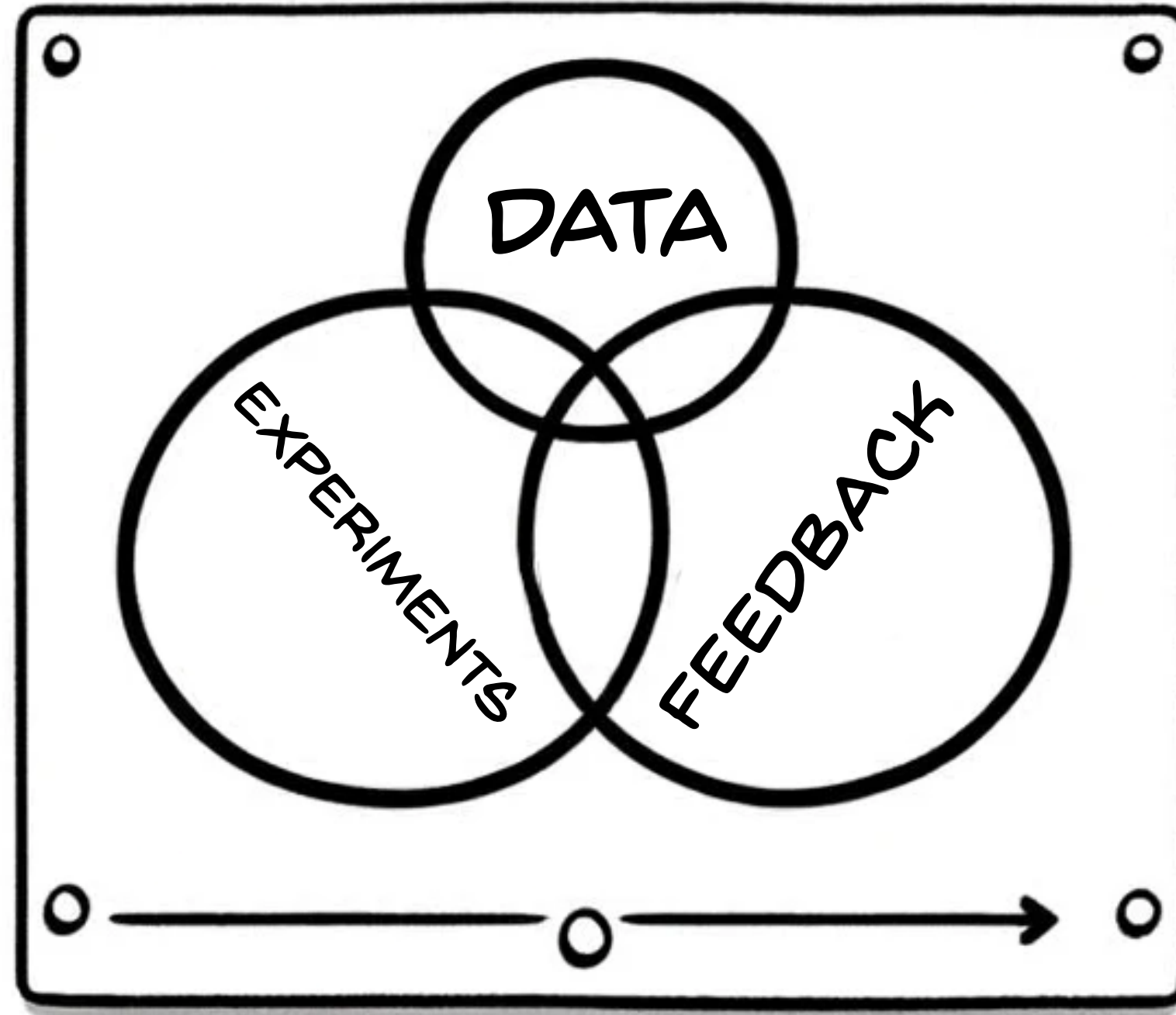
GROWTH ENGINEERING

!=

GROWTH HACKING

THE FUNDAMENTALS OF GROWTH





DATA ANALYSIS

ANALYZING DATA, FINDING TRENDS,
GROUPING USERS BY BEHAVIOUR

GOAL: GAIN A BETTER
UNDERSTANDING OF USER NEEDS
AND SERVE THEM TAILORED
EXPERIENCES



EXPERIMENTATION

REFINING THE USER EXPERIENCE
THROUGH CONTINUOUS CHANGE AND
ANALYSIS

GOAL: IMPROVE USER EXPERIENCE
AND OUR KEY METRICS



USER FEEDBACK

COLLECTING FEEDBACK FROM
POWER USERS ON EXISTING AND
UPCOMING FEATURES

GOAL: BETTER ALIGN FEATURE
ROADMAP WITH USER NEEDS



AARRR METRICS

ACQUISITION: HOW ARE PEOPLE DISCOVERING OUR PRODUCT OR COMPANY?

ACTIVATION: ARE THESE PEOPLE TAKING THE ACTIONS WE WANT THEM TO?

RETENTION: ARE OUR ACTIVATED USERS CONTINUING TO ENGAGE WITH THE PRODUCT?

REFERRAL: DO USERS LIKE THE PRODUCT ENOUGH TO TELL OTHERS ABOUT IT?

REVENUE: ARE OUR USERS WILLING TO PAY FOR THIS PRODUCT?



HOW DO WE APPLY IT?

OPTIMIZING THE NEW USER EXPERIENCE TO IMPROVE PRODUCT EDUCATION AND DRIVE ENGAGEMENT (ONBOARDING)

DESIGNING INVITE FLOWS, SOCIAL SHARING AND REFERRAL PROGRAMS (VIRALITY)

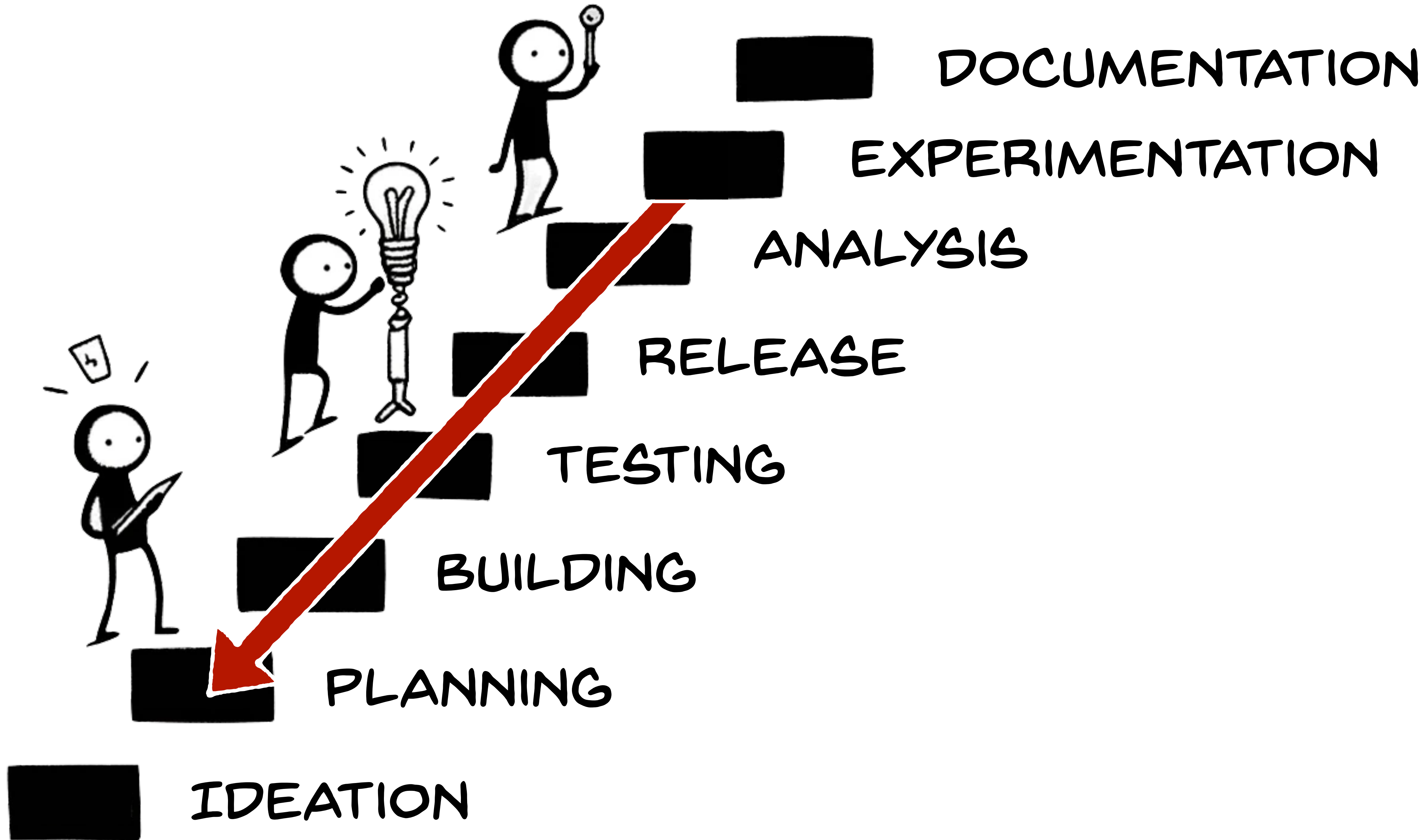
REDUCING CHURN THROUGH PERSONALIZED EXPERIENCES AND RE-ENGAGEMENT CAMPAIGNS (RETENTION)

TESTING PAYMENT FLOWS AND SUBSCRIPTION UPSSELLS (MONETIZATION)



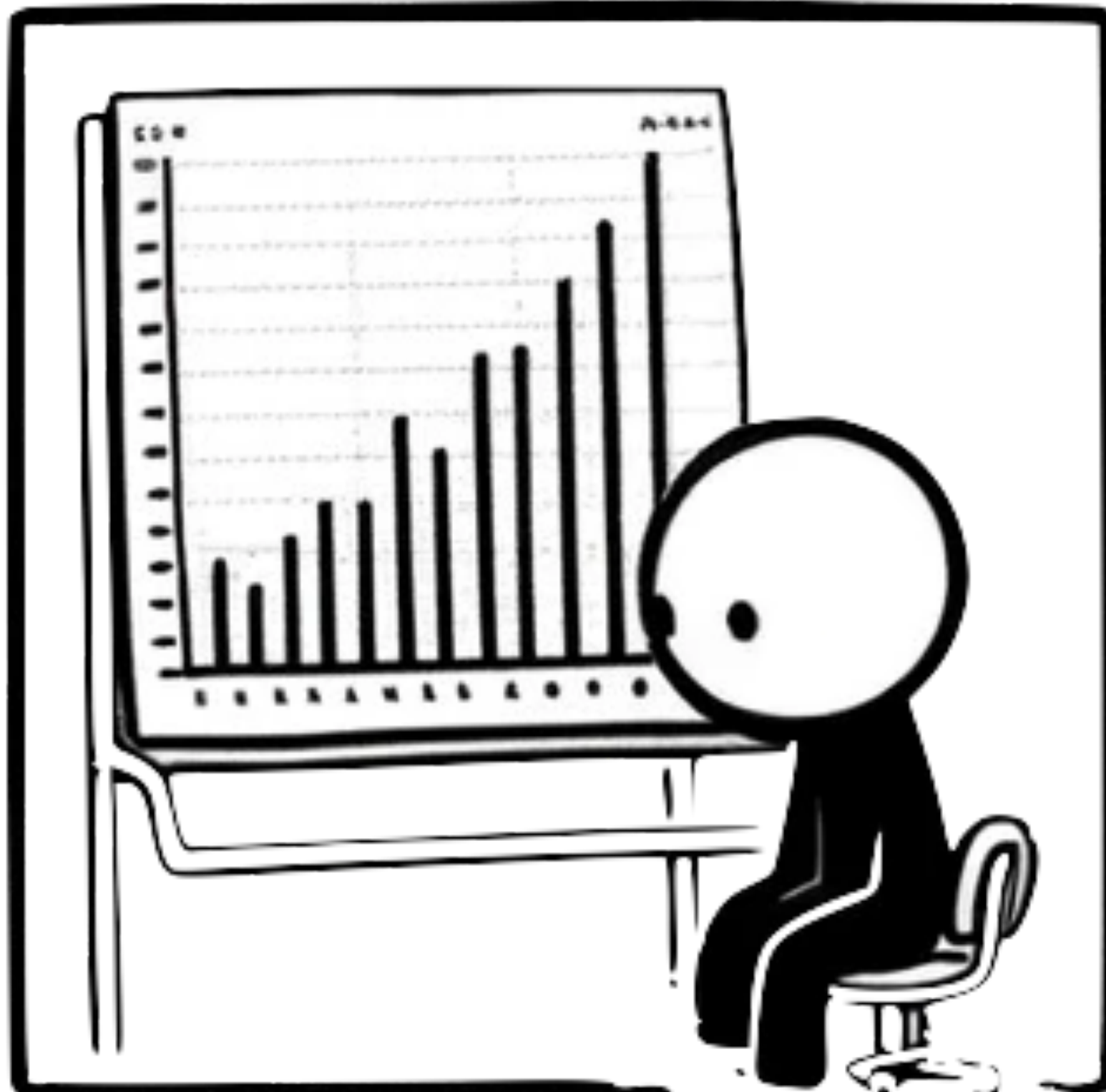
THE GROWTH PROCESS



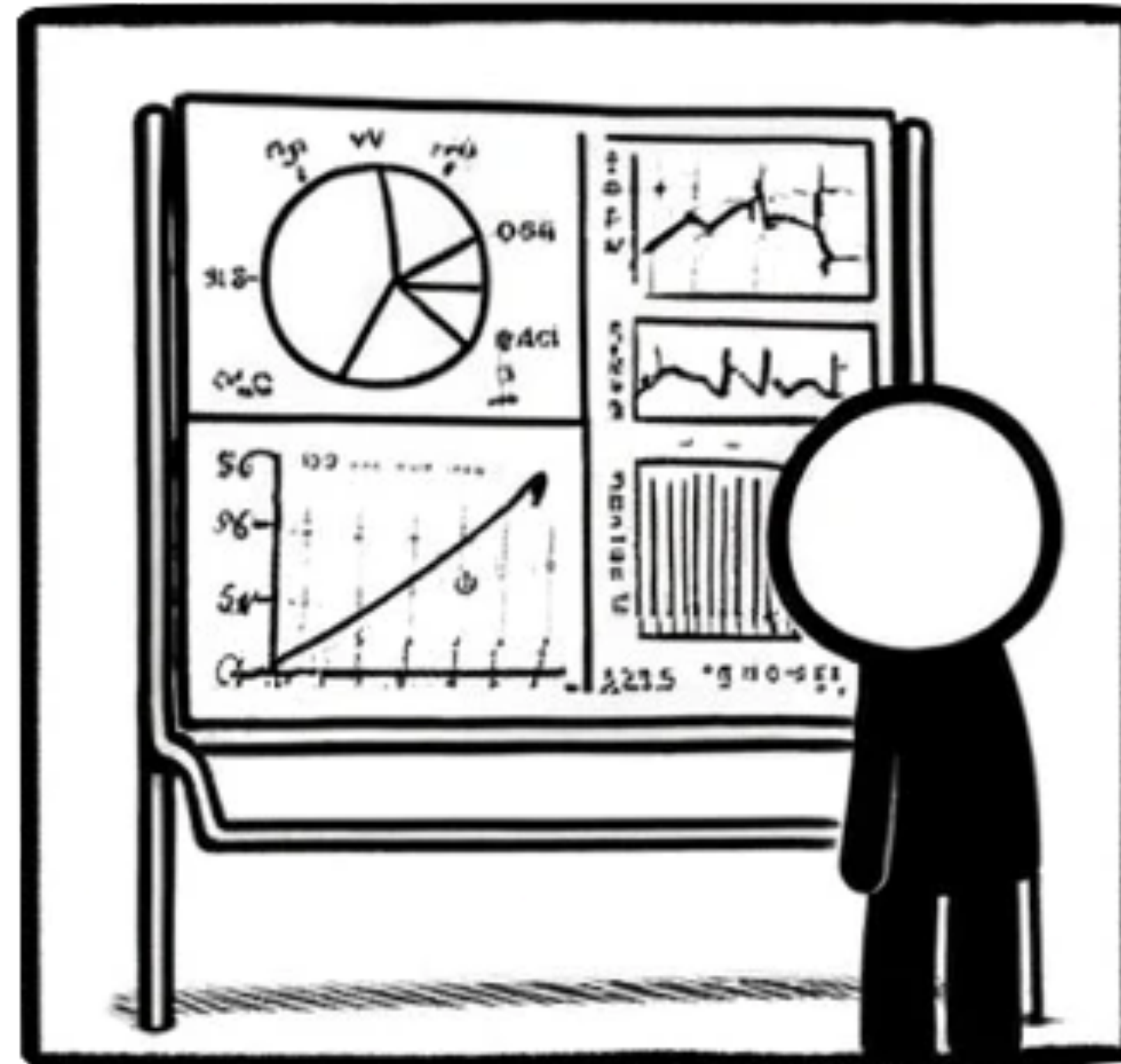


TOOLS AND TECHNIQUES

A/B TESTING



COHORT ANALYSIS



FUNNEL OPTIMIZATION

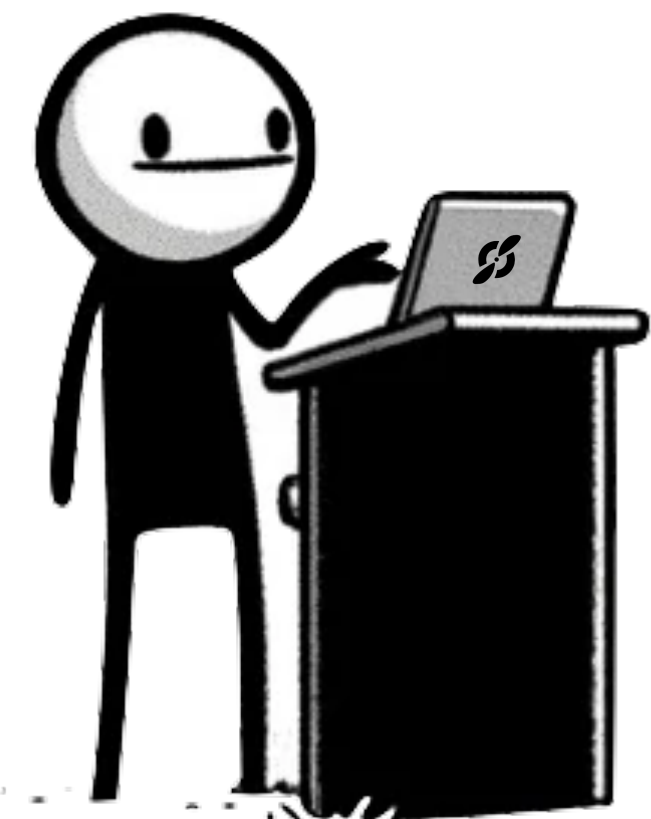


A/B TESTING

A METHOD TO COMPARE TWO VERSIONS OF A SINGLE VARIABLE TO DETERMINE WHICH PERFORMS BETTER

TARGET KEY ITEMS IN THE PRODUCT AND USER JOURNEY WITH THE GOAL OF IMPROVING A METRIC

- MAKE INFORMED DECISIONS BASED ON DATA
- CONTINUOUSLY IMPROVE AND OPTIMIZE PERFORMANCE
- REDUCE RISKS BY TESTING CHANGES BEFORE FULL IMPLEMENTATION



COHORT ANALYSIS

A METHOD OF ANALYZING GROUPS OF INDIVIDUALS WHO SHARE A COMMON CHARACTERISTIC OVER A CERTAIN PERIOD

TYPICALLY USED TO UNDERSTAND USER BEHAVIOUR, CUSTOMER LIFECYCLES, RETENTION RATES AND MORE

- UNDERSTAND HOW DIFFERENT GROUPS BEHAVE OVER TIME
- IDENTIFY THE IMPACT OF SPECIFIC BUSINESS CHANGES ON USER BEHAVIOUR
- TAILOR STRATEGIES FOR CUSTOMER RETENTION, PRODUCT DEVELOPMENT, AND MARKETING



FUNNEL OPTIMIZATION

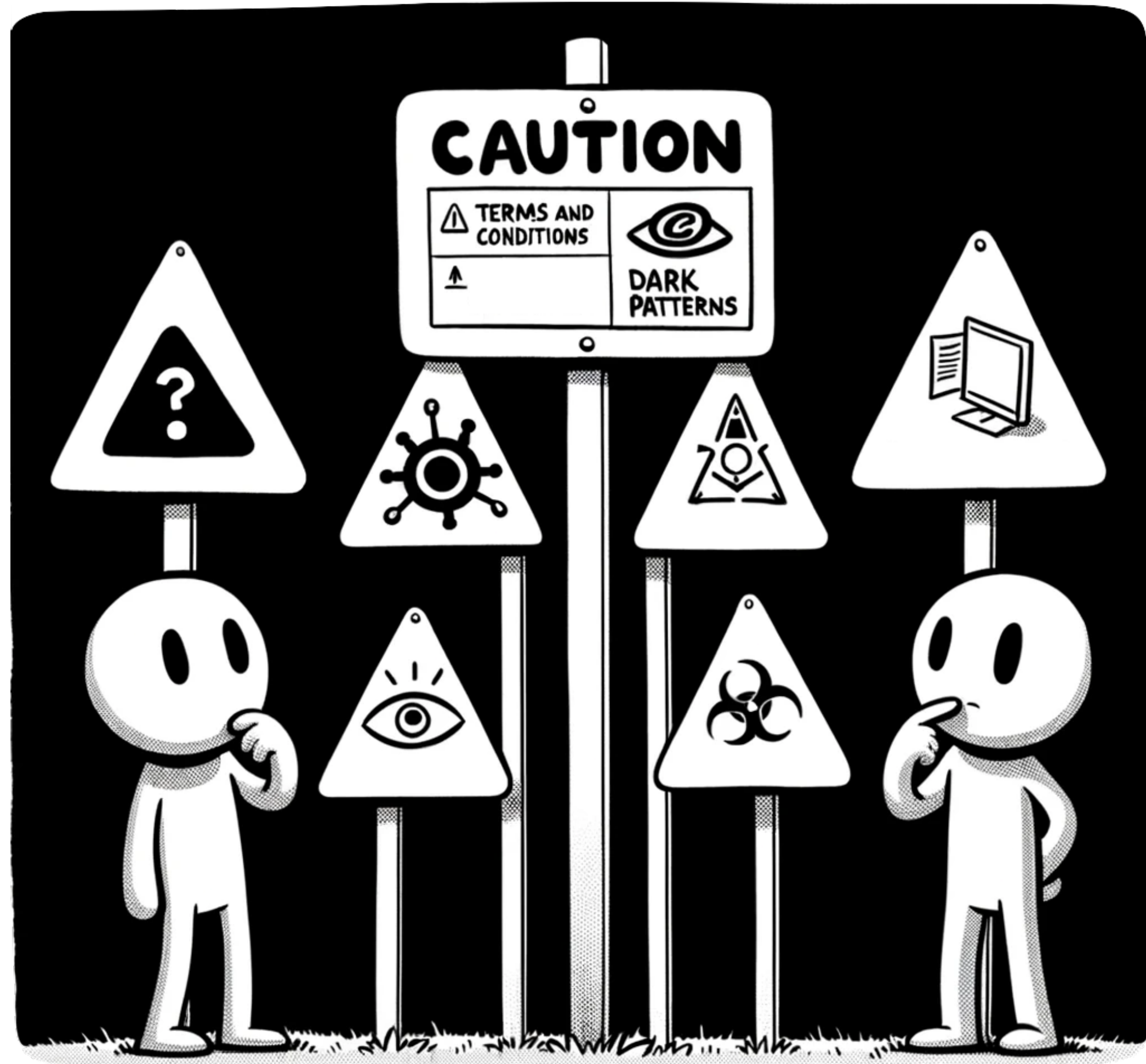
A PROCESS OF IMPROVING THE CONVERSION RATE OF A FUNNEL (A PATH USERS FOLLOW TOWARDS A DESIRED ACTION)

AIMS TO IDENTIFY AND FIX LEAKS WHERE USERS DROP OFF AND DON'T CONTINUE TO NEXT STEPS

- BY IMPROVING USER EXPERIENCE AND REMOVING BARRIERS, MORE USERS COMPLETE THE DESIRED ACTION
- MAXIMIZES RETURN ON INVESTMENT FOR MARKETING AND SALES EFFORTS
- UNDERSTANDING WHERE USERS DROP OFF PROVIDES INSIGHTS



A NOTE ON ETHICS



COMMON DARK PATTERNS:

- MICROTRANSACTIONS
- SPAMMING CONTACTS
- POPUPS WITH NO X
- HIDDEN LINKS IN EMAILS
- CANCELLING AMAZON PRIME

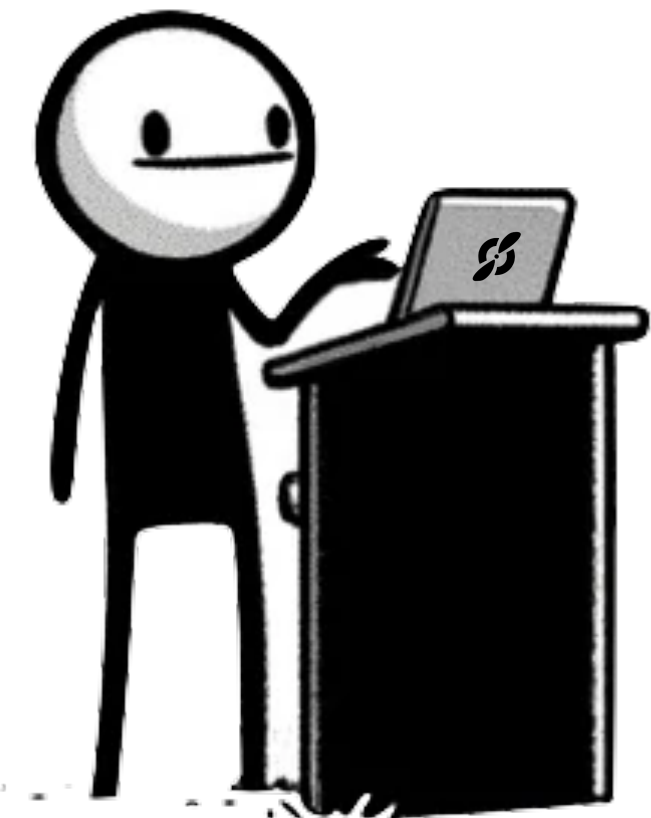
DATA PRIVACY AND RISK MITIGATION

USER DATA IS NOT JUST USER GENERATED CONTENT,
BUT BEHAVIOUR AND INFORMATION ABOUT THE USER

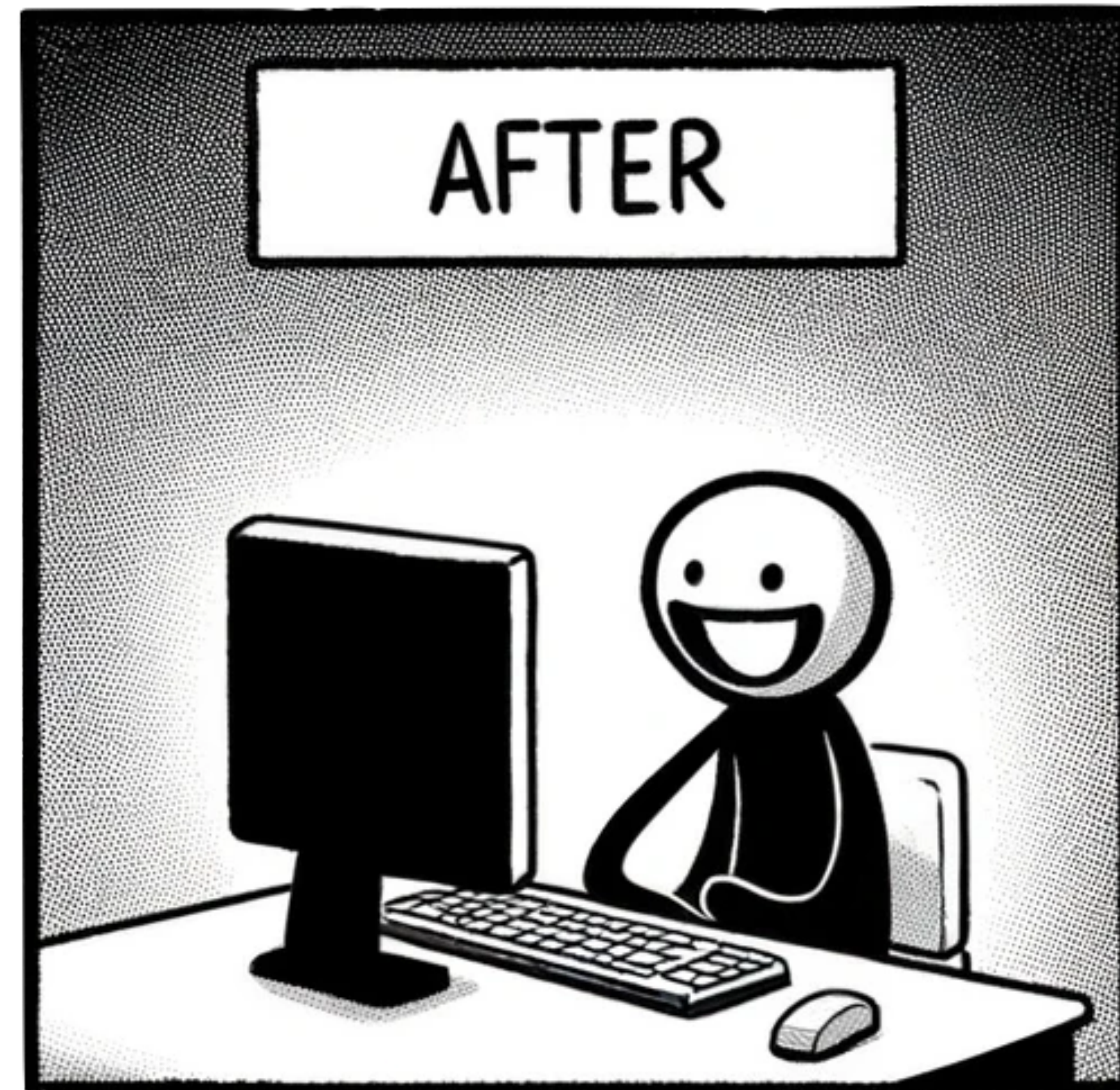
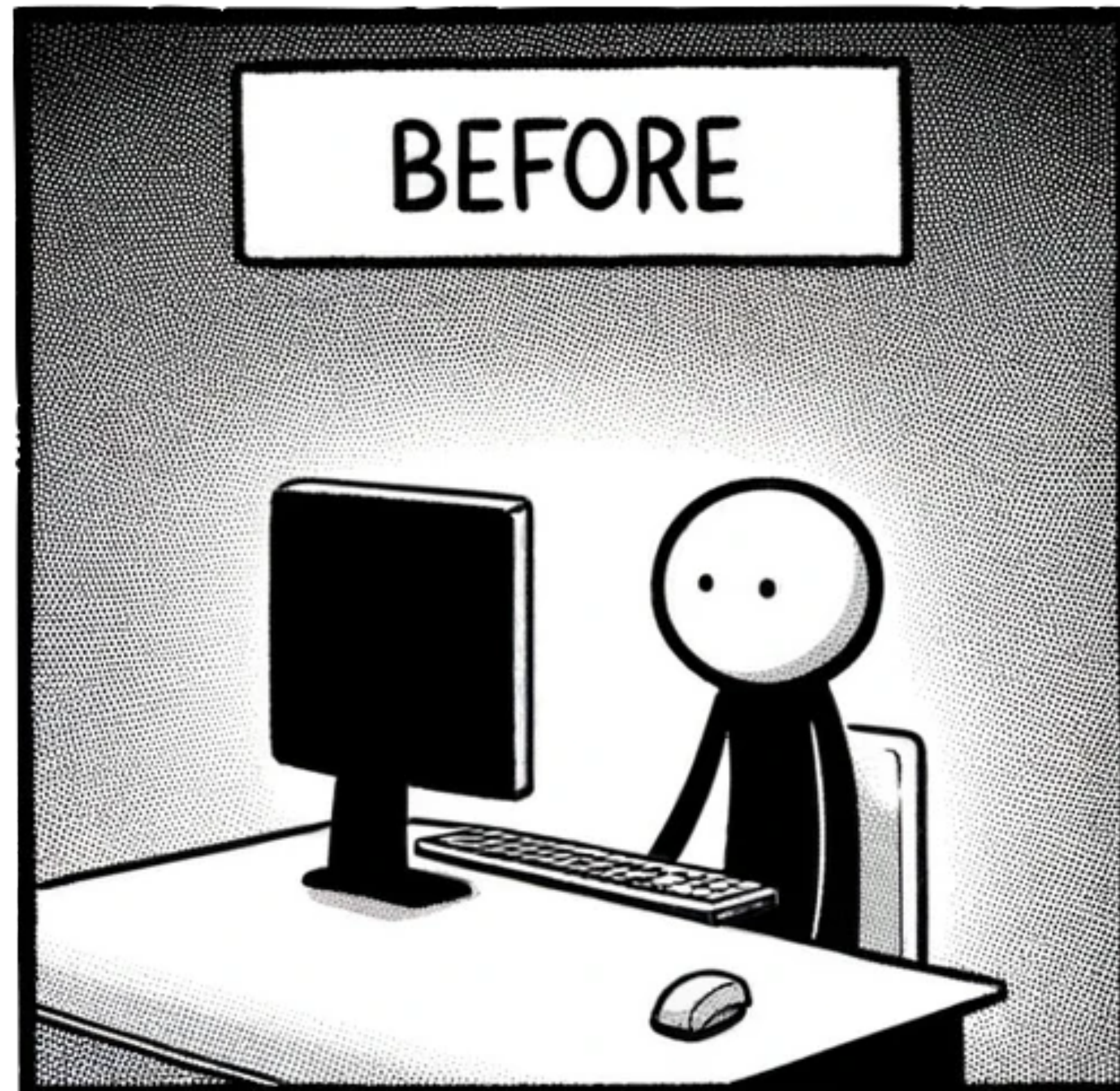
KNOW THE LAWS IN YOUR COUNTRY ABOUT
COLLECTING AND STORING PII AND ANALYTICS DATA

IDEALLY COLLECT ONLY AS MUCH DATA
AS NEEDED TO RUN ANALYSES

STORE ALL DATA SECURELY

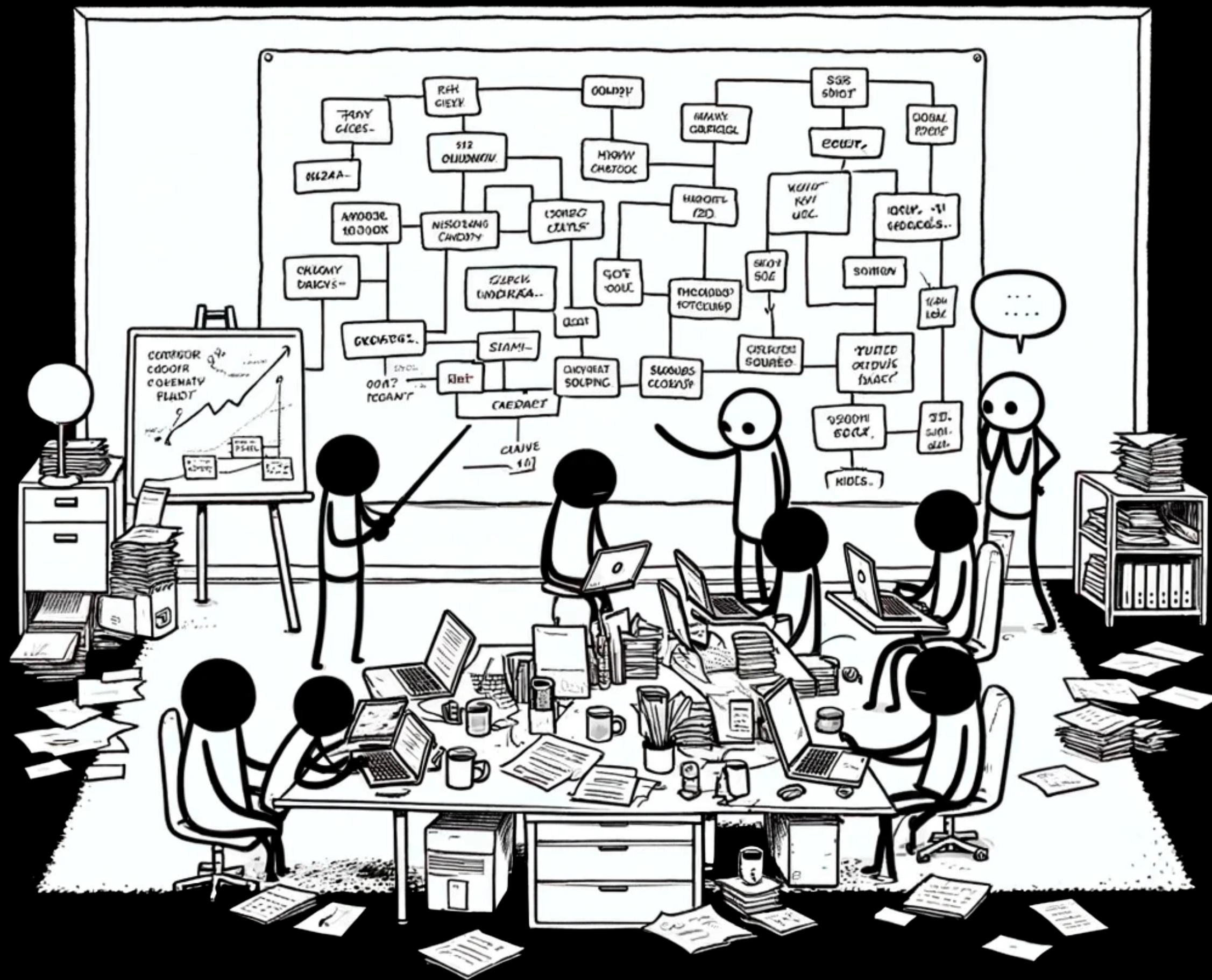


CAREERS IN GROWTH ENGINEERING



GROWTH ENGINEERING IS HIGHLY COLLABORATIVE

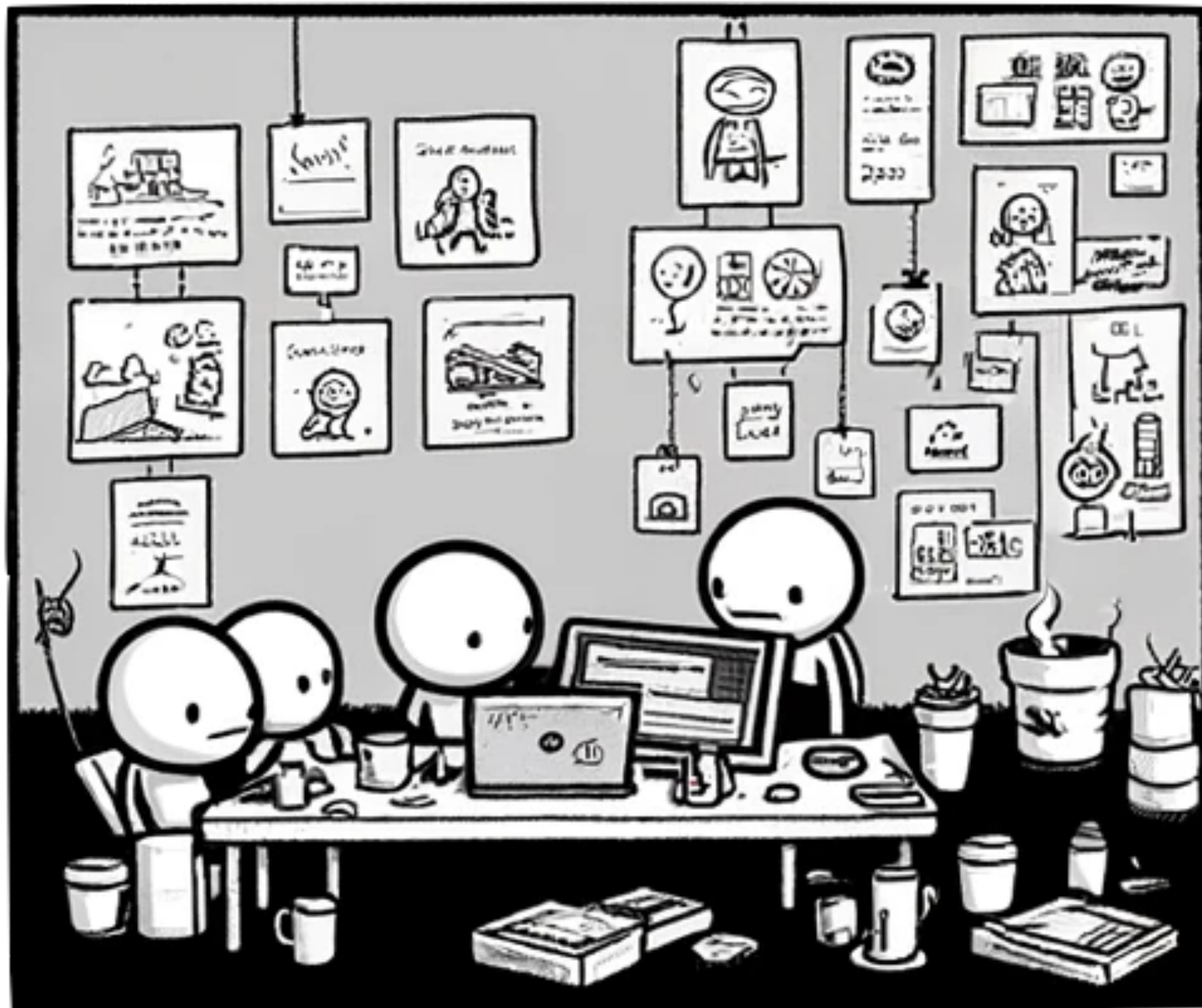
YOU'LL BE WORKING CLOSELY WITH FOLKS OUTSIDE THE ENGINEERING TEAM



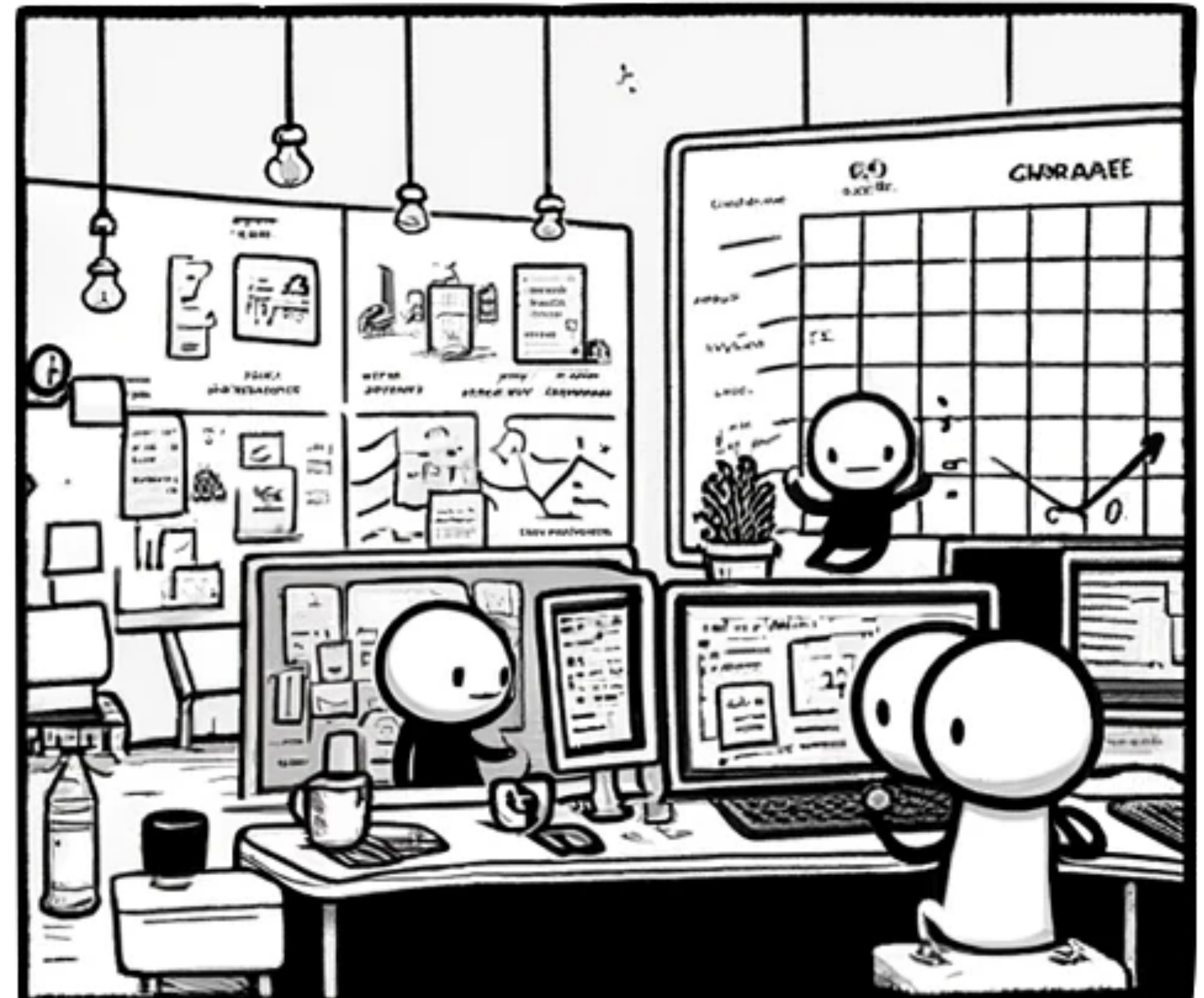
- PRODUCT
- DESIGN
- MARKETING
- SALES
- CUSTOMER SUPPORT

EACH TEAM HAS A UNIQUE APPROACH

THE FIRST PERSON IN A STARTUP



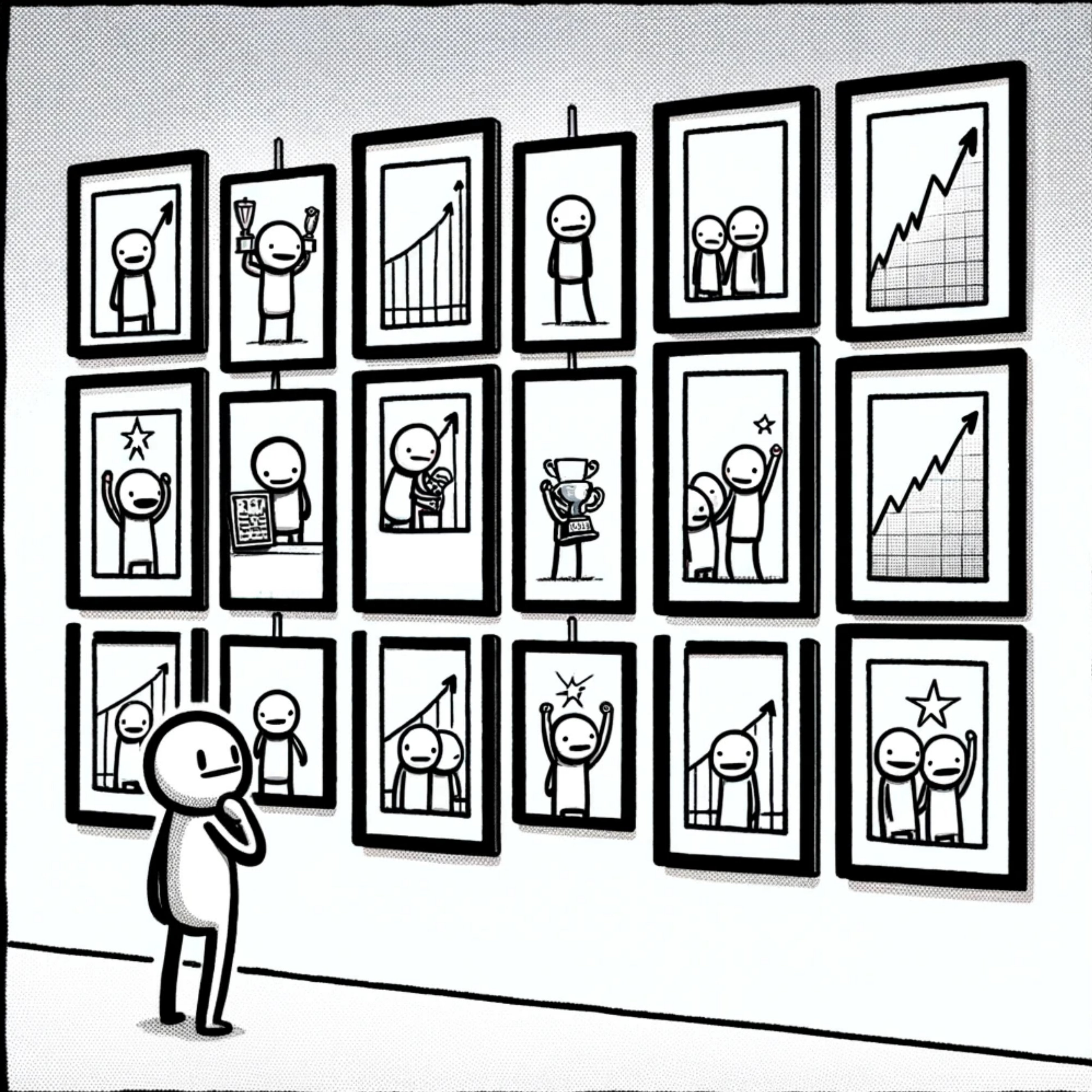
JOINING A MATURE TEAM



WHY CHOOSE GROWTH?

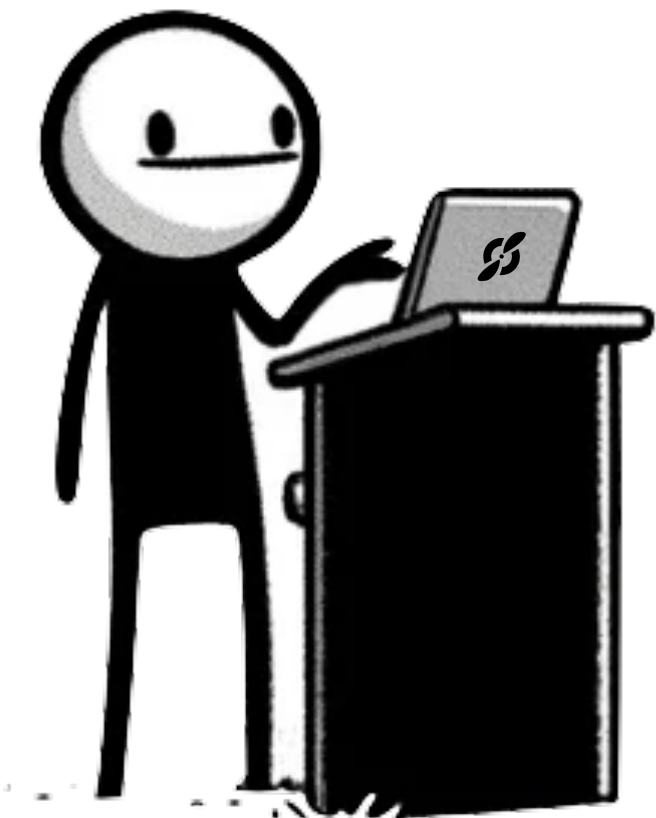
- INTERSECTION OF SOFTWARE AND DATA
- SENSE OF OWNERSHIP
- HIGHLY COLLABORATIVE
- QUANTIFY YOUR SUCCESS





PREPARING FOR THE ROLE

- GROW YOUR PROGRAMMING SKILLS
- LEARN TO ANALYZE AND INTERPRET DATA
- DESIGN AND RUN A/B TESTS
- READ UP ON GROWTH HACKING TECHNIQUES



EMBRACING THE ROLE

- TAKE COURSES ON PRODUCT GROWTH STRATEGIES
- KNOW YOUR TEAM'S IMPORTANT METRICS AND HOW TO IMPACT THEM
- BUILD FEATURES AIMED AT IMPROVING THOSE METRICS



KEEP GROWING

THE END

QUESTIONS?

YOU CAN FIND ME ON THE CUSEC DISCORD IN
#GEORGES-ANTOINE-ASSI OR AT THE FELLOW.APP
BOOTH (WE HAVE BAGELS!)



[HTTPS://CUSEC2024.GANTOINE.COM/](https://cusec2024.gantoine.com/)

