| Funnel stage | Idea | Short Description | GAIN | Money | Impact | Confidence | Easiness | ICE SCORE | Man hours | Priority | People | Time to take effect | Status | success / result | responsible from the team |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Resource needed | | | | | | | | | | | |
| (Re)acquisition | FB app download ads | Ads to get new downloads on users we have the email address of | more DLs, more DAU | 50+ USD | 3 | 1 | 2 | 6 | 3+ days | 5 | marketing | 4weeks+ | in progress | successful | John |
| Acquisition | FB app download ads | Ads to gain new downloads on users who we had no contact before | more DLs, more DAU | 50+ USD | 4 | 4 | 1 | 9 | 1day | 4 | marketing+dev | 1-2weeks | review needed | | Peter |
| Awareness | quora answer | answer topic related questions on Quora | better brand awareness | No money | 2 | 2 | 8 | 12 | 0-2hrs | 3 | marketing | 3-4weeks | done | somewhat | John |
| Monetization | change pricing | Drop the prices by 40% in a 2 week long campaign | better free to paid conversion | No money | 7 | 7 | 7 | 21 | 1day | 1 | dev | few days | in progress | failed | David |
| Referral | app review | Use a popup in app to ask for Review after a certain usage metric | more reviews, better ASO, more | No money | 4 | 1 | 2 | 7 | 2-5hrs | 1 | dev | few days | in progress | can't tell | David |
| Retention | retention email | Send email for non active users with deeplinking | better engagement, better app u | No money | 5 | 4 | 6 | 15 | 2-5hrs | 3 | marketing | 3-4weeks | | | John |
| Retention | retention push notification | Send push notification for non active users with deeplinking | better engagement, better app u | No money | 2 | 5 | 3 | 10 | 0-2hrs | 2 | marketing+dev | few days | | | |

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| website | http://shapr3d.com |
| HUN article | http://thepitch.hu/app-marketing-es-growth-hacking-shapr3d/ |
| ENG article | https://mobilegrowthstack.com/https-mobilegrowthstack-com-how-to-implement-the-mobile-growth-stack-fdb5c57a98f1 |