

<PRODUCT NAME>

KEY BUSINESS OBJECTIVES

1	
2	
3	

FOCUS METRIC:
The metric that matters most to the business

FOCUS METRIC

LEVEL 1 METRICS:
Complement the Focus Metric

REACH

How many people have used the product in a recent time period?

ACTIVATION

What percent of new users have onboarded and experienced your product's value?

ENGAGEMENT

How engaged are your active users?

RETENTION

Are people showing up regularly and performing a key action?

BUSINESS-SPECIFIC

How else does your business deliver value?

LEVEL 2 METRICS:
More specific and drives both the L1 and Focus Metrics

OWNER:

Additional Notes:

