

Growth Hacking 在互联网金融中的运用

- 覃超

Agenda Today

1 Self introduction

2 Data science & analysis at Facebook

3 From data analysis to Growth Hacking

4 Data & growth best practices for Fintech companies

5 One more thing

Self introduction

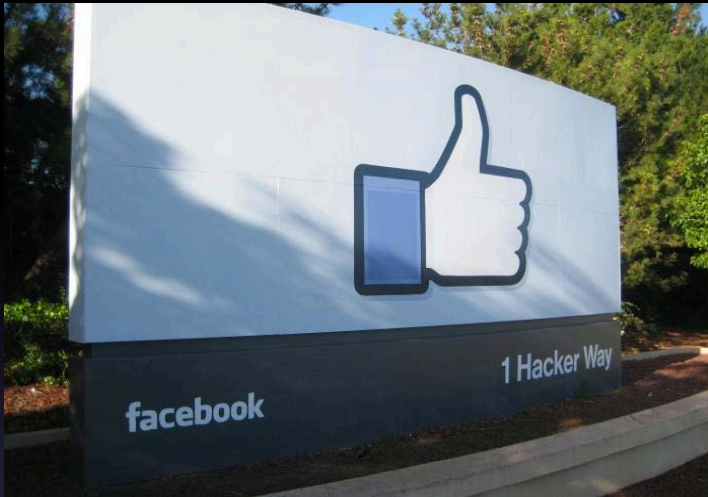
2010 – 2014 Facebook早期员工

- Facebook phone -> Facebook Home Android
- Messenger (iOS & Android)
- iOS Messenger app

Working @ Facebook Growth Team

--- Education ---

2009 – 2010: Carnegie Mellon University



Monthly Active User:
550 Million -> 1.7 Billion

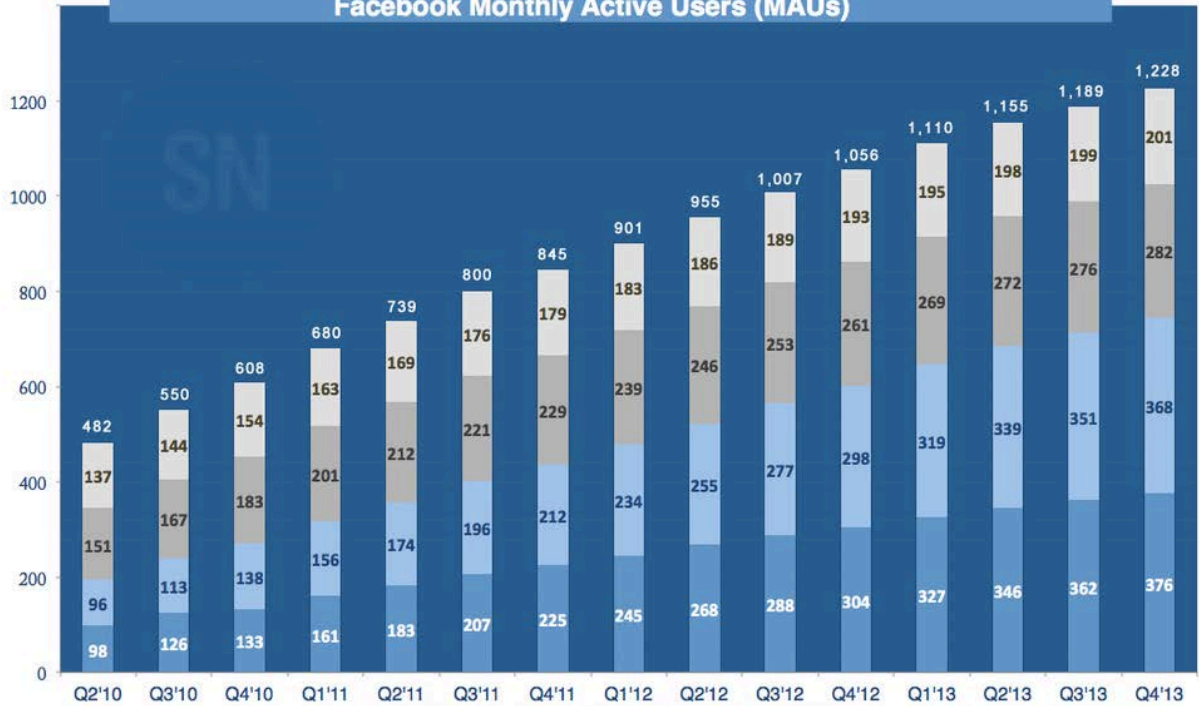
Daily Active User:
250 Million -> ~1 billion

Mobile User Rate:
20% -> 85%

Now: 1.76 billion

~ half of total internet users

Facebook Monthly Active Users (MAUs)



SOURCE: FACEBOOK, 2010-2013

■ US + Canada
 ■ Europe
 ■ Asia
 ■ Rest of World

WWW.SOCIALNERDIA.COM

SN

Data @ Facebook

1. Data dashboard & analysis & monitoring
2. Growth Hacking @ Facebook
3. A/B testing + shadow release
4. Viral spreading (病毒式扩散)

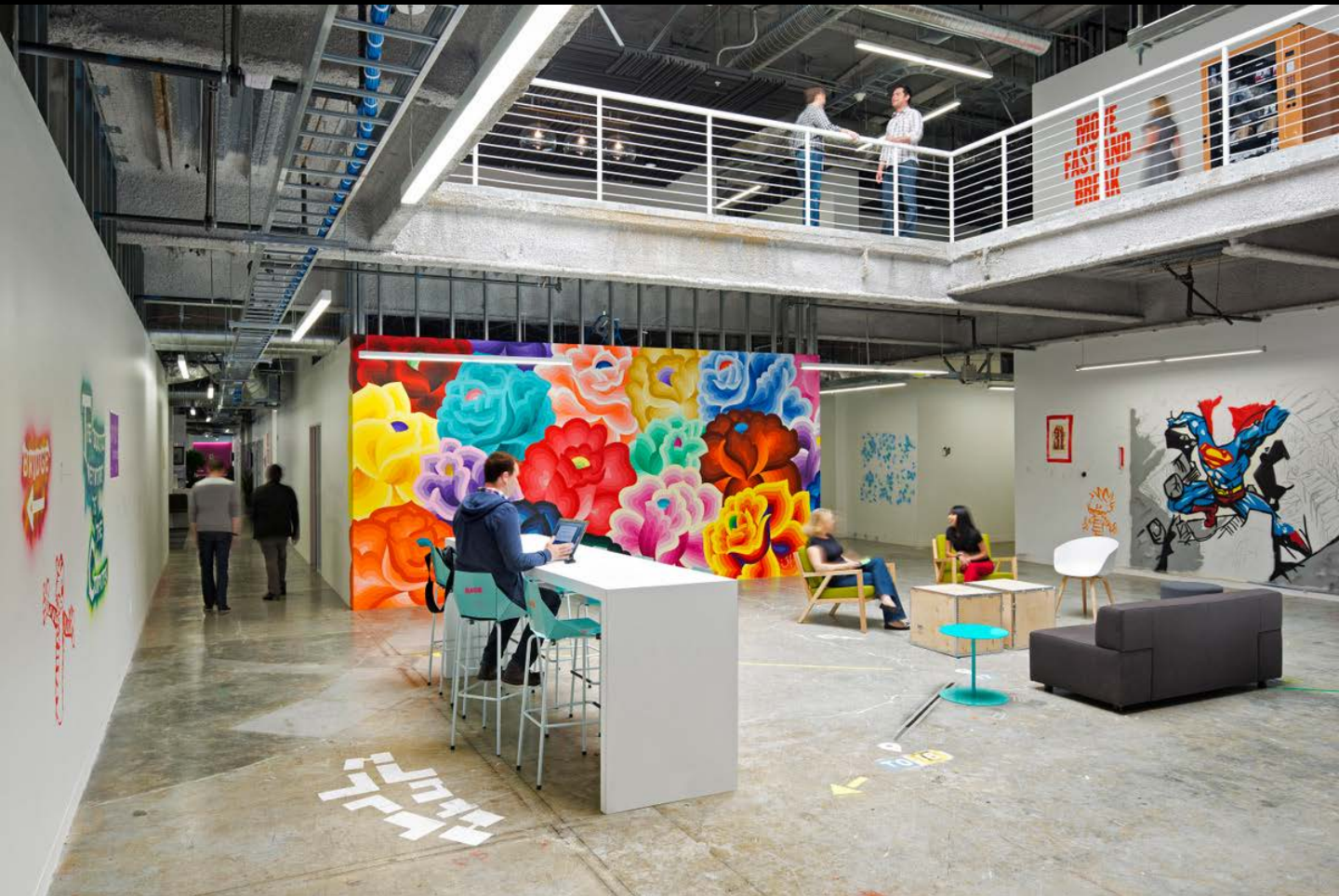
My first day @ Facebook

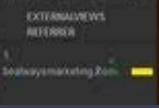
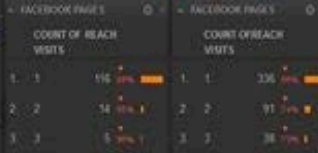
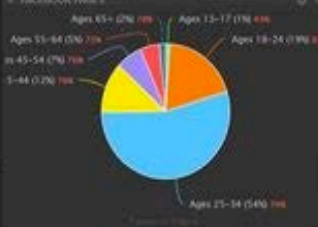
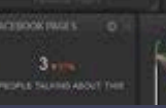




Boot Camp

新兵训练营
6周



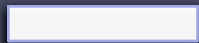
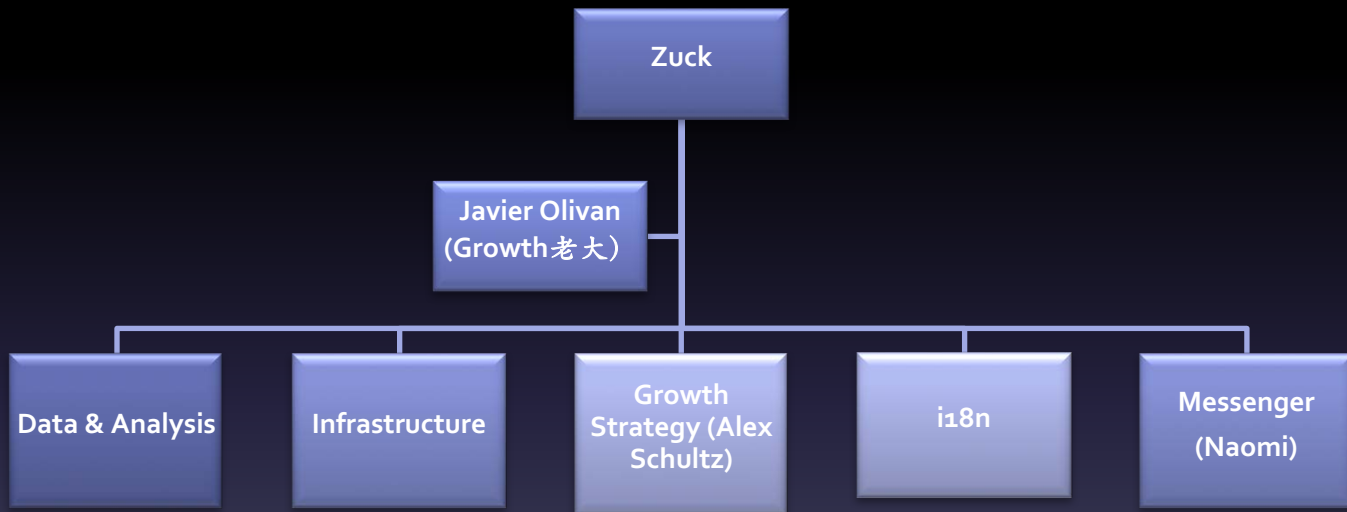


Facebook Growth Team

Y combinator interview



2008 founded



facebook



NASDAQ



Growth Hack

Hack: 马上上手,
快速搞定,
持续迭代.

特点: 非传统, 技术驱动,
数据为王

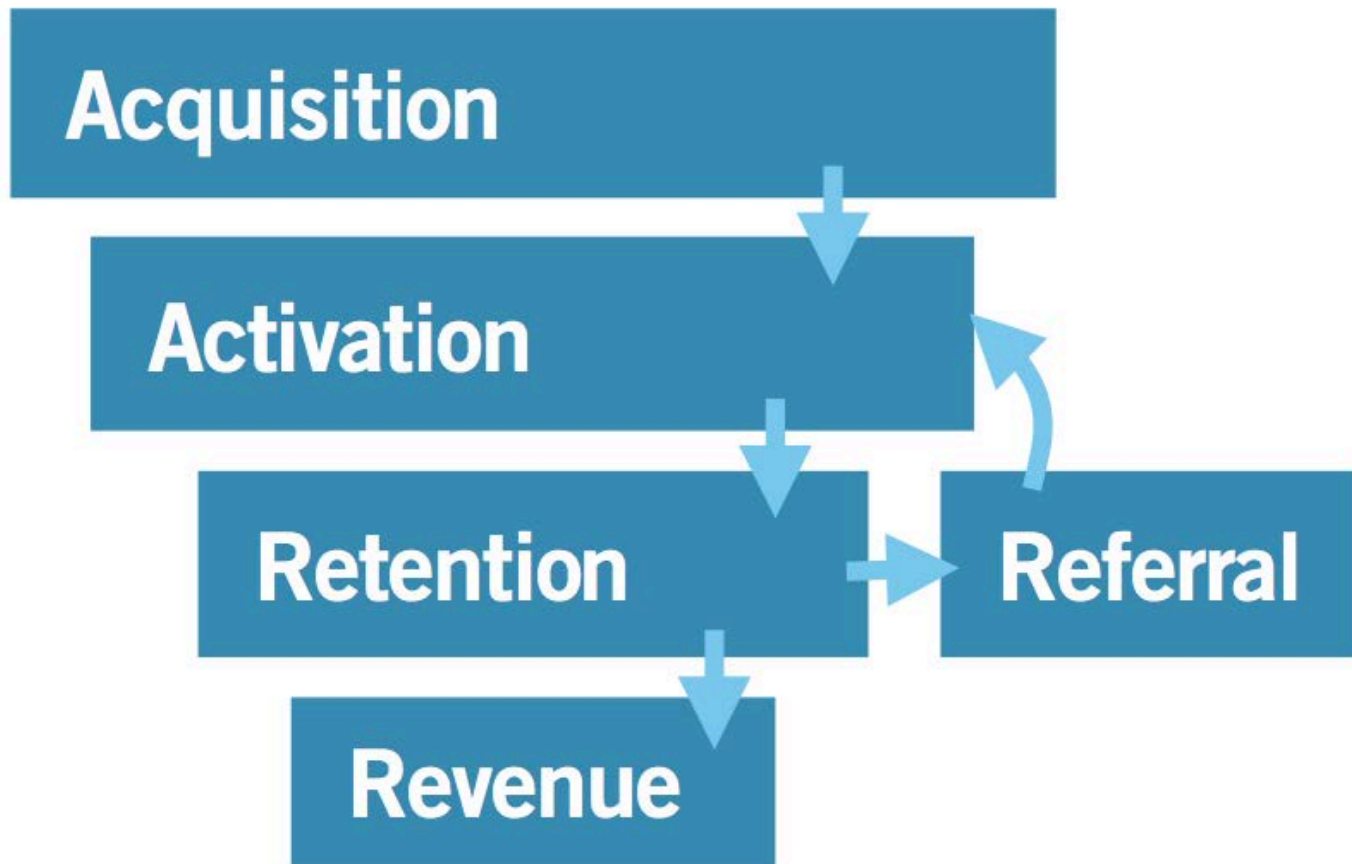
Growth + Hack





与传统增长方式的区别？

互联网用户使用流程



MARKETING

Awareness

Acquisition

Activation

Retention

Revenue

Referral

GROWTH

Awareness

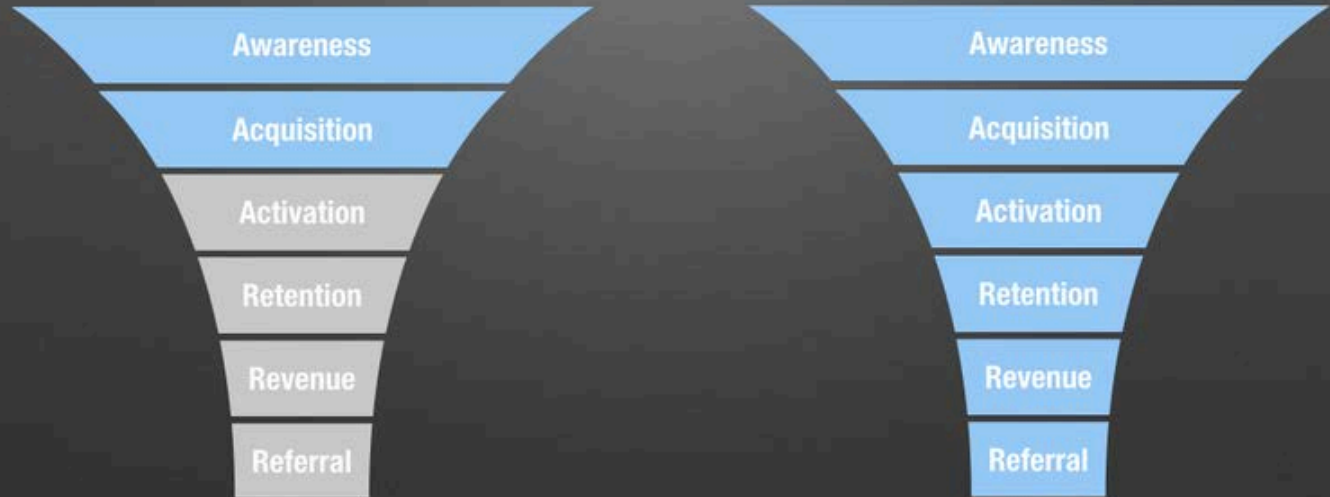
Acquisition

Activation

Retention

Revenue

Referral

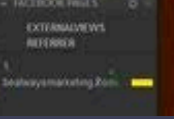
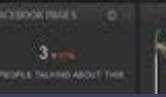
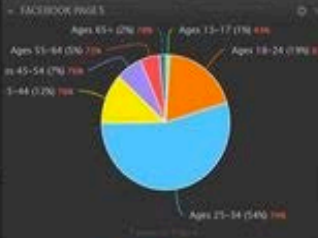
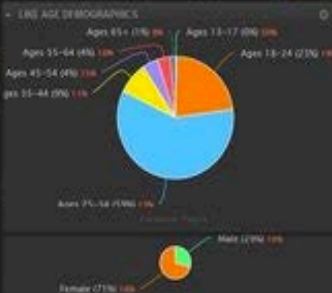
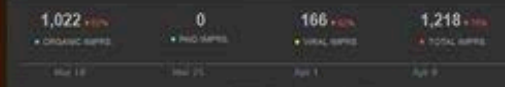


Growth Hack Key steps

For FinTech companies

Step 1:

Define your data dashboard



Data dashboard (基础中的基础)

1. MAU 月活
2. 新上线理财产品的打开率
(push enabled 比例)
3. 打开理财产品→购买：流失率
4. 用户分组：
 - 平均AUM
 - 用户加入时间
 - 风险偏好
 - etc

Step 2:

Data analysis → Define your
core action

Core Action

- 你的产品提供给用户最为本质和最为核心的操作
- 最能体现用户参与度的操作

Core Action

- Facebook: connect
- Slack / Wechat: send message
- Pinterest: Pin photo
- 电商: 浏览（逛）+ 下单购买
- 互联网金融：购买理财产品

What matters is not *growth of users*.
**It's growth of users completing the
core action.**

Step 3:
Retention +
Viral spread

Y Combinator Lecture 6 – Growth

Alex Schultz



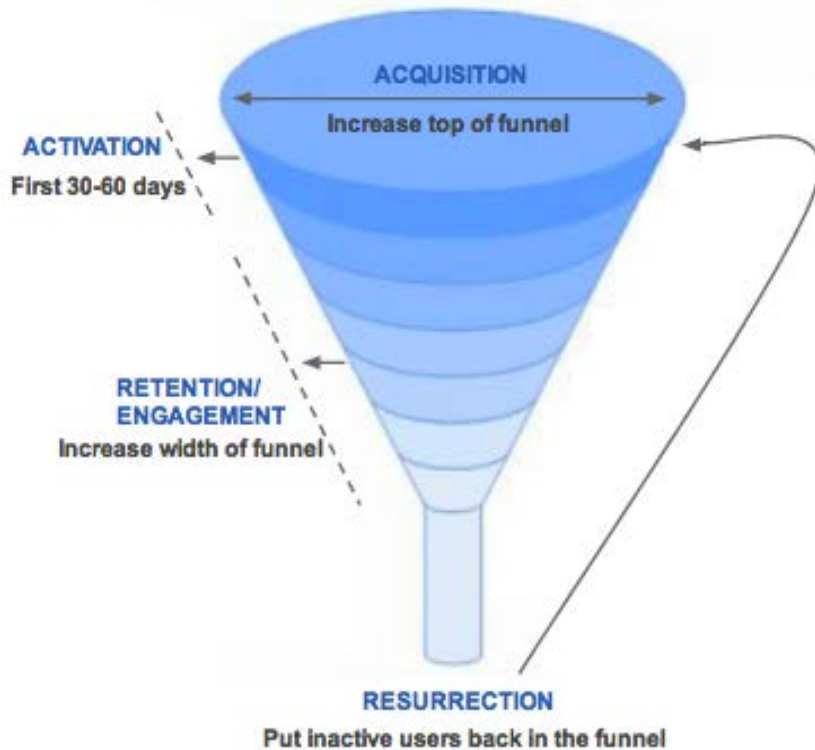
Stanford
University

And it'll get noisy out towards the
right-hand side.

Retention - one single most important metrics.

产品增长的王道是 用户留存

Retention: Emails/Push Recall



Push ON vs OFF:

Retention surged ~5x

So make users enable the
push
DESPERATELY

Case study:

Push instructions on iOS
onboarding pages

开学第2课

新用户注册大礼包

15元红包

"饿了么" Would Like to Send You Notifications

Notifications may include alerts, sounds, and icon badges. These can be configured in Settings.

Don't Allow

OK

请输入手机号

立即领取

新店特惠
尝尝新口味



大额满减
全城美食优惠



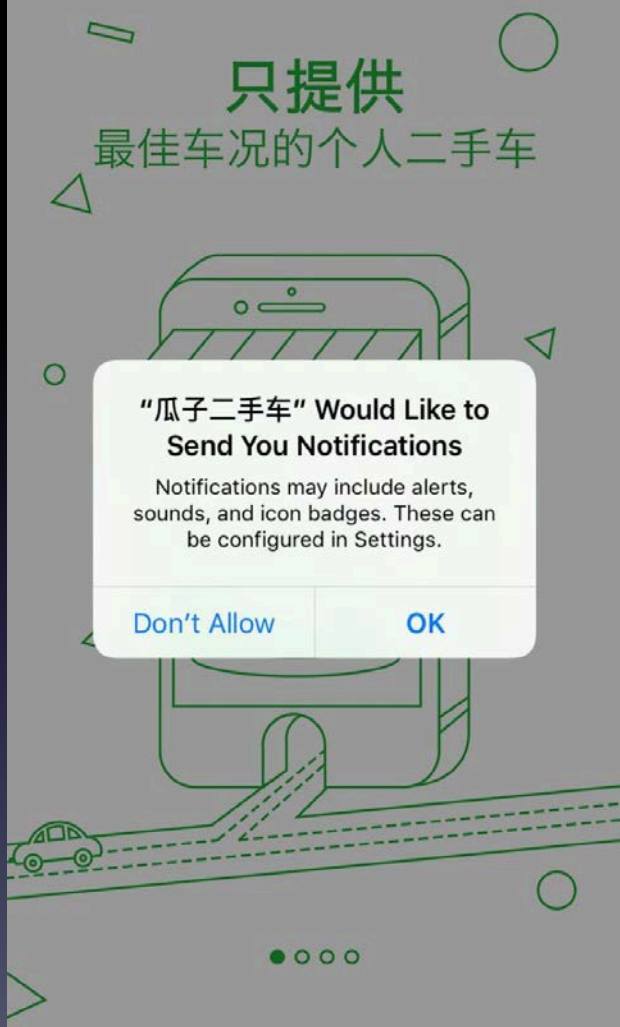
只提供 最佳车况的个人二手车

"瓜子二手车" Would Like to Send You Notifications

Notifications may include alerts, sounds, and icon badges. These can be configured in Settings.

Don't Allow

OK



Completely Useless



Please turn on notifications

This way, you'll know when friends send photos to you.

Not Now

OK



Please turn on notifications

This way, you'll know when friends send photos to you.

Not Now

OK

Viral spread

病毒式扩散

PROMOTOR



BRAND ADVOCATES

NEUTRAL



BRAND AWARENESS

SABOTEUR



BRAND DETRACTORS

GOOD



EXPERIENCE



BAD

Viral Spread 病毒式扩散



Give Your Friends \$25 to Travel.

Invite your friends to try Airbnb for the first time, anything from a weekend getaway to an overseas adventure, and they'll get **\$25 off their booking**. There's no limit-- have a lot of friends? Invite them all!

INVITE FRIENDS



[Terms and Conditions](#)



You've been invited!



Your friend Jason gave you \$25 off your first trip on Airbnb, the best way to travel. Be sure to say thanks!

Use code **jbosinoff** to redeem.

Claim your \$25 credit



滴滴红包



点击这里分享



恭喜你领到打车券，运气不错嘛，滴滴打车券可抵车费哦~

8.00 元

打车券已经放入滴滴账户 1363...
登陆滴滴，20分钟后可在“我的打车券”查看

滴滴客户端

给朋友们送红包



滴滴红包



你已经领过滴滴打车券啦，给小伙伴们也打赏点红包吧！



这是你给过的红包！

分享



腾讯微博



微信朋友圈



微信



新浪微博



QQ空间



QQ

取消

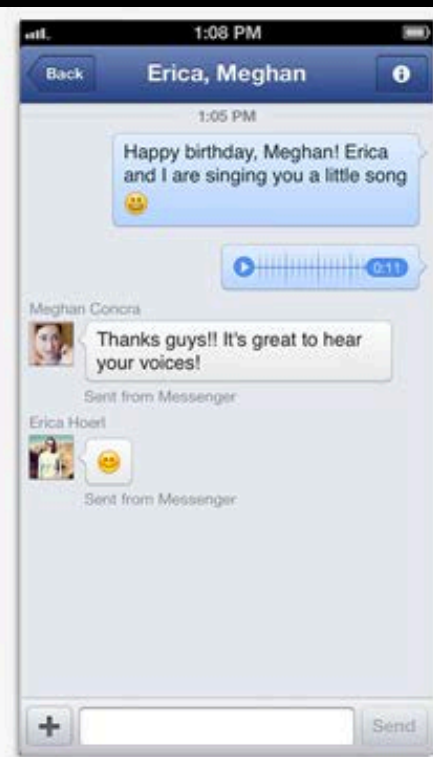
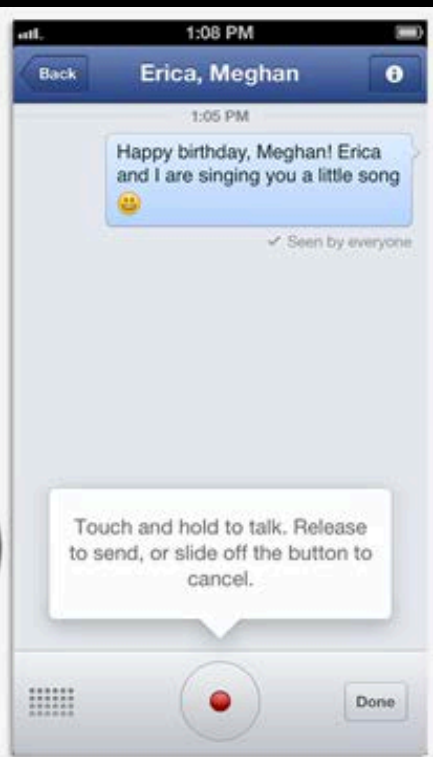
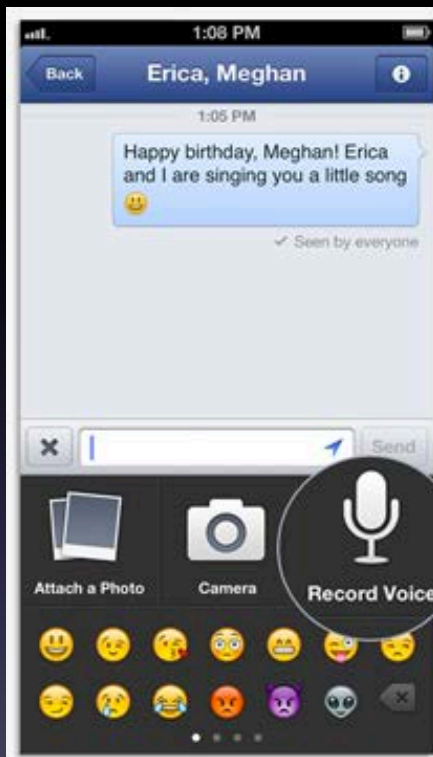
切记：病毒式扩散

要最终作用于
Core action 上

Step 4:
A/B Testing +
shadow release

Used almost every where on
Facebook web & mobile

Should align with your
company's strategy





Search for people, places and things



Dustin Home



Dustin Curtis
Edit Profile

- News Feed**
- Messages 2
- Events 5
- Photos
- Browse

GROUPS

- Open House Supp... 12
- Secret Group 7
- Y Combinator 8
- FADC 12
- Men Who Whiskey 20+
- memorablefashio... 20+
- Create Group...

APPS

- Games 15
- FarmVille
- FarmVille 2
- Games Feed 20+
- Notes
- Gifts
- ChefVille
- On This Day

PAGES

- Pages Feed 20+
- Like Pages 20+

DEVELOPER

[Update Status](#) [Add Photos/Video](#)

What's on your mind?

San Francisco Public [Post](#)



Andrew Wilkinson

1 min · Oak Bay, Canada ·

Waiter at the Oak Bay Marina Restaurant as he puts down the plate: "A lil' edamame action for ya"

[Like](#) · [Comment](#) · [Share](#)

2 people like this.



Write a comment...



Constantin Hofstetter

2 mins · Vienna, Austria ·

FB Keyboard Shortcuts: j / k: go through posts on timeline. c: new comment, p: new post, l: like the post.

[Like](#) · [Comment](#) · [Share](#)



Constantin Hofstetter Oh.. and o: open (e.g. view a picture/open a link in a post)

1 min · Like



Write a comment...



Vinnie Lauria via [Fayza](#)

3 mins ·

Love this, espresso the pyramids, was shocked to learn we could just take



Paul Stamatou likes your link.



Andrew Wilkinson Waiter at the Oak Bay Marina Restaurant as he puts down the plate: "A lil' edamame action for ya"



Lizzie Lara likes Glee's link.



Constantin Hofstetter FB Keyboard Shortcuts: j / k: go through posts on timeline. c: new comment, p: new post, l: like the post.



Aditya Agarwal is going to Propeller : LEE BURRIDGE (All Day I Dream/ Get Weird UK) + Mark Slee.



Tuuti Piippo likes an article.

3 events this week

[Chris-crickert Hynes](#) and 1 other

TRENDING

[Learn More](#)

Bradley Cooper: Bradley Cooper Disproves Louis C.K.'s Statement About The Student Audience of 'Inside The...'

Fred Phelps: Westboro church founder Fred Phelps dies

Wheel of Fortune: 'Wheel of Fortune': Guy makes unbelievable correct guess

See More

Chat (50)



Christine Delancy
Good friends, good food and a lot of laughs.
YESTERDAY



Like Comment Share

Austen MacDonald, Will Cathcart and 8 others like this.



Write a comment...



Joe Binney likes Fuki Sushi.



Fuki Sushi
Sushi Restaurant • 69,812 likes



Liked

News Feed

Music 10

All Friends

Games 20+

PEOPLE YOU MAY KNOW



Matt Viscomi
37 mutual friends

Add



Matthew Choi
12 mutual friends

Add



Julia Tang
7 mutual friends

Add



Peter X. Deng (鄧修平)
107 mutual friends

Add

SPONSORED



Love Warrior Dash?
urbanwariordash.com
Same Race, Less Mud.
Compete in Urban Warrior
Dash SD March 2 and Prove
You're A Warrior!



Grants for Music Lovers?
audio.associatesdegree.us.co
Would you go/ go back to
school if you qualified for a
grant? Turn passion into
profession



SF's Biggest Rooftop Bar
Enjoy cocktails on top of SF's

Quote:

When I first saw the reverted News Feed, I remembered a quote I wrote down several months ago after overhearing a supposed Facebook employee complaining in a San Francisco coffee shop:

We're blind. It doesn't matter what any individual person thinks about something new. Everything must be tested. It's feature echolocation: we throw out an idea, and when the data comes back we look at the numbers. Whatever goes up, that's what we do. We are slaves to the numbers. We don't operate around innovation. We only optimize. We do what goes up.



7,604 KUDOS

Take Away

总结

Take away

1. Data driven + AARRR model
2. Data analysis & dashboard
3. Viral spread + A/B testing
4. Dirty work -> do not reinvent the roll.

谢谢大家！ Q&A

