Overview

Activation and Retention Strategy is the second course in the Growth Product Manager Nanodegree program.

This Nanodegree program teaches the foundational skills all growth product managers use, whether they are owning a B2C or B2B product. It is ideal for product managers who want to enhance their capabilities in customer acquisition, activation, and monetization of digital products.

During the Growth Product Manager Nanodegree program, you will learn to build acquisition funnels, identify core customers, and optimize growth loop models. Then, you will learn how to analyze your results and make improvements to your strategies. Next, you will learn activation theories on how to decrease time-to-value and friction for both B2C and B2B product users, as well as retention theories, for creating audiences and increasing engagement. Finally, you will learn the ins and outs of monetization, from designing pricing plans to determining optimal price points using pricing metrics.
Course: Activation and Retention Strategy

Without activation, companies are pouring money on leads that don’t even get to the aha-moment of their product. Customers skip retention and go straight from acquisition to churn. Learn how to optimize your sign-up flow to ensure you convert as many leads as possible. Guide users through the activation funnel as fast as possible, so they reach your product’s aha-moment. Engage your customers by increasing their use-cases, frequency, intensity, and feature- adoption of your product. Analyze retention cohorts to determine which demographics, firmographics, or product-actions lead our users to retain longer. Perform a user lifecycle analysis to view the journey of our user from new customer to activation, retention, dormancy, and resurrection. Deploy experiments to improve the lifetime value (LTV) and decrease the churn rate.

In this project, you will act as the growth product manager for productboard and Slack. At productboard, you will optimize the sign-up flow to ensure conversion of as many users as possible and remove any frictions along the way. At Slack, you will determine the activation funnel, create a retention curve, and perform a churn analysis using the quantitative dataset provided. Lastly, you will suggest experiments to optimize the sign-up flow, activation funnel, retention curve, and churn rate.

LEARNING OUTCOMES

LESSON ONE Optimizing the Sign-up Flow
• Measure click-through percentage and drop-off percentage through the sign-up flow
• Remove unnecessary friction from the sign-up process
• Propose experiments to run using the action, outcome, theory framework
• Apply the ICE framework to prioritize experiments

LESSON TWO Defining the Activation Funnel
• Identify if the setup, aha, and habit moment and metric lead the user to long-term activation.
• Calculate the number and percentage of users activated through the funnel
• Conduct different segment analysis to determine which type of audience performs well through the activation funnel
LESSON THREE  Conducting a Retention Cohort Analysis
- Increase engagement via use-case, frequency, intensity, and feature adoption
- Determine casual, core and power users
- Create a retention chart to view average retention per cohort over time

LESSON FOUR  Analyzing Impacts of Churn Rate across the Business
- Map different lifecycle state of users: resurrected, retained, dormant, and active users
- Calculate Lifetime Value (LTV) based on Churn Rate of user base
- Propose experiments to improve activation and retention to control churn
Growth Product Manager Nanodegree Program

Why should you take this program?
A recent analysis of Google Trends revealed an increase of 425% in average monthly interest about Growth Product Management over the last 5 years. Growth Product Managers are essential for growing the user base of an established product, increasing customer engagement, and improving the profitability of the business. With an average base salary of $109,000, it’s a great time to learn strategies for growth and acquisition, activation and retention, and monetization, and hone specialized Product Management skills.

Get early access to Course 2 now, and unlock **30% off** the full Growth Product Manager Nanodegree program!

Lead growth strategy and data-driven decision-making in your organization to drive products to reach the next level of scale, impact, and profitability as a Growth Product Manager.

### Course 1: Growth and Acquisition Strategy

**Taught by Art Khlobystin, Product Manager Lead at Microsoft**

**Project 2: Unleash Growth “to the Clouds”**
Act as a Growth Product Manager for a B2B cloud infrastructure product, building an acquisition strategy to increase signups for the product. Formulate and apply acquisition strategies, then measure and optimize performance using A/B testing.

Any progress made in this course can be applied towards graduation from the full Growth Product Manager Nanodegree program.

### Course 2: Activation and Retention Strategy

**Taught by Shiv Patel, Growth Product Manager at Productboard**

**Project 2: Let It Grow**
Act as the Growth Product Manager for Productboard and Slack to optimize the sign-up flow to ensure maximum conversions, determine the activation funnel, create a retention curve, and perform a churn analysis. Then, suggest experiments to improve overall activation and retention.

### Course 3: Monetization Strategy

**Taught by Rizwan Ansary, VP of Product Management and Design at Sendoso**

**Project 3: Priceless Penny**
Build a monetization model for a post-revenue B2B SaaS business, and then come up with hypotheses about potential changes to the monetization strategy including changing pricing metrics and plans.
Our Classroom Experience

REAL-WORLD PROJECTS
Build your skills through industry-relevant projects. Get personalized feedback from our network of 900+ project reviewers. Our simple interface makes it easy to submit your projects as often as you need and receive unlimited feedback on your work.

KNOWLEDGE
Find answers to your questions with Knowledge, our proprietary wiki. Search questions asked by other students and discover in real-time how to solve the challenges that you encounter.

STUDENT HUB
Leverage the power of community through a simple, yet powerful chat interface built within the classroom. Use Student Hub to connect with your technical mentor and fellow students in your Nanodegree program.

WORKSPACES
See your code in action. Check the output and quality of your code by running them on workspaces that are a part of our classroom.

QUIZZES
Check your understanding of concepts learned in the program by answering simple and auto-graded quizzes. Easily go back to the lessons to brush up on concepts anytime you get an answer wrong.

CUSTOM STUDY PLANS
Work with a mentor to create a custom study plan to suit your personal needs. Use this plan to keep track of your progress toward your goal.

PROGRESS TRACKER
Stay on track to complete your Nanodegree program with useful milestone reminders.
Learn with the Best

Shiv Patel
GROWTH PRODUCT MANAGER
AT PRODUCTBOARD

In the past, Shiv has focused on growth in all aspects from marketing, sales, engineering, to product, spanning companies of all sizes from FunnelGuard, Productboard, WeWork, to Motorola. He enjoys sitting at the intersection of Activation and Retention in B2B SaaS.
All Our Nanodegree Programs Include:

**EXPERIENCED PROJECT REVIEWERS**

**REVIEWER SERVICES**
- Personalized feedback & line by line code reviews
- 1600+ Reviewers with a 4.85/5 average rating
- 3 hour average project review turnaround time
- Unlimited submissions and feedback loops
- Practical tips and industry best practices
- Additional suggested resources to improve

**TECHNICAL MENTOR SUPPORT**

**MENTORSHIP SERVICES**
- Questions answered quickly by our team of technical mentors
- 1000+ Mentors with a 4.7/5 average rating
- Support for all your technical questions

**PERSONAL CAREER SERVICES**

**CAREER SUPPORT**
- Resume support
- Github portfolio review
- LinkedIn profile optimization
Frequently Asked Questions

PROGRAM OVERVIEW

WHY SHOULD I ENROLL?
Product Manager is a top 5 job on LinkedIn’s Most Promising Jobs for 2019, and one of the most coveted roles in large tech enterprises, as well as entrepreneurial startups. While Product Management roles have been growing rapidly for a while, a recent analysis of Google Trends revealed an increase of 425% in average monthly interest about Growth Product Management over the last 5 years.

This program is designed for students who want to assume key leadership roles in product growth in their company. You will learn to build acquisition funnels, identify core customers, and optimize growth loop models. Then, you will learn how to analyze your results and make improvements to your strategies. Next, you will learn activation theories on how to decrease time-to-value and friction for both B2C and B2B product users, as well as retention theories, for creating audiences and increasing engagement. Finally, you will learn the ins and outs of monetization, from designing pricing plans to determining optimal price points using pricing metrics.

WHAT JOBS WILL THIS PROGRAM PREPARE ME FOR?
This program will equip you with the skills to assume growth product manager roles. You’ll learn directly from experienced Product Managers and Growth Product Managers at Microsoft, FunnelGuard, and Sendoso, who have constructed this Nanodegree program to equip you with the most in-demand and relevant industry skills.

HOW DO I KNOW IF THIS PROGRAM IS RIGHT FOR ME?
This Nanodegree program is perfect for existing Product Managers, Marketing professionals, and Engineers who are already in growth-focused roles and want to further their skillset, as well as those who wish to break into the growth domain and help propel their company and product forward.

Growth Product Managers are essential for growing the user base of an established product, increasing customer engagement, and improving the profitability of the business. With an average base salary of $109,000, it’s an in-demand role in companies like Google, Facebook, Amazon, and more.

WHAT IS THE DIFFERENCE BETWEEN A GROWTH PRODUCT MANAGER AND A PRODUCT MANAGER?
Growth Product Managers are a further specialization of Product Managers, but while Product Managers tend to focus on the success of the customer, Growth Product Managers focus on the success of the business. While Product Management roles have been growing rapidly for a while, a recent analysis of Google Trends revealed an increase of 425% in average monthly interest about Growth Product Management over the last 5 years.
FAQs Continued

Even if a company has a great product, they won't be successful if they don't have users. While many companies have been hiring Product Managers over the last decade to focus on delighting customers, nobody has been hired to focus solely on the success and growth of the business. This gap created a vacuum that has been filled by Growth Product Managers.

Like Product Managers, Growth Product Managers love analyzing data in order to develop and improve their strategies. Unlike regular Product Managers, Growth Product Managers are solely focused on growing the company by achieving short-term business goals and driving revenue.

According to the Harvard Business Review, the three main responsibilities for a Growth Product Manager include:

- Define the company’s growth plan
- Coordinate and execute growth programs
- Optimize the revenue funnel.

Most companies will often have both Product Managers and Growth Product Managers. Even though Growth Product Managers are mainly focused on the business, and core Product Managers are focused on the customer, the two often work together to drive more value. Core Product Managers think in the long-term about delivering sustained value to the customers. Growth Product Managers think in the short-term by trying to achieve clearly-defined and quantifiable business goals. While these two mindsets can sometimes be at odds, the two often can work together to build long-term success for the company.

WHAT IS A COURSE? HOW IS IT DIFFERENT FROM A NANODEGREE PROGRAM?

Udacity’s Nanodegree programs are comprised of a series of courses. Each course is a distinct unit of learning, typically ending in a project where students demonstrate mastery of the skills covered. The Growth Product Manager Nanodegree Program consists of three courses, outlined in the above syllabus. In the Growth and Acquisition course, you are getting early access to the first course of the Growth Product Manager Nanodegree program. The Activation and Retention course gives you early access to the second course in the Growth Product Manager Nanodegree program.

Students who enroll in a paid course will receive all the same support and services as students in Udacity’s Nanodegree programs. The main difference is that a course is a smaller unit of material - a typical Nanodegree program is comprised of 3 or 4 courses.
FAQs Continued

Every course includes career services including a personal career coach, project reviews from industry professionals, technical mentor support so you can get help when you need it, and a flexible learning plan so you can learn at your own pace.

ENROLLMENT AND ADMISSION

DO I NEED TO APPLY? WHAT ARE THE ADMISSION CRITERIA?
There is no application. This Nanodegree program accepts everyone, regardless of experience and specific background.

WHAT ARE THE PREREQUISITES FOR ENROLLMENT?
To optimize for success in this program, you should have:

- Previous experience as a Product Manager
- Experience scoping business requirements and defining basic KPIs to track progress/measure success.
- Experience performing arithmetic and data analytics using Excel or any other tool of choice (i.e. creating pivot tables, performing statistical analysis such as identifying average values, standard deviation, etc.).

IF I DO NOT MEET THE REQUIREMENTS TO ENROLL, WHAT SHOULD I DO?
For aspiring Growth Product Managers who currently have a limited background in product management, the Product Manager Nanodegree program will prepare you to excel in the Growth Product Manager Nanodegree program.

TUITION AND TERM OF PROGRAM

HOW IS THIS NANODEGREE PROGRAM STRUCTURED?
The Growth Product Manager Nanodegree program is comprised of content and curriculum to support three projects. Once you subscribe to a Nanodegree program, you will have access to the content and services for the length of time specified by your subscription. We estimate that students can complete the program in three months, working 10 hours per week.

Each project will be reviewed by the Udacity reviewer network. Feedback will be provided and if you do not pass the project, you will be asked to resubmit the project until it passes.

HOW LONG IS THIS NANODEGREE PROGRAM?
Access to this Nanodegree program runs for the length of time specified in the payment card above. If you do not graduate within that time period, you will continue learning with month to month payments. See the Terms of Use and FAQs for other policies regarding the terms of access to our Nanodegree programs.
FAQs Continued

**HOW LONG IS THE GROWTH AND ACQUISITION STRATEGY COURSE?**
The Activation and Retention Strategy course, the second course in the Growth Product Manager Nanodegree program, is comprised of content and curriculum to support one project. Once you subscribe to a course, you will have access to the content and services for the length of time specified by your subscription. We estimate that students can complete the program in one (1) month, working 10 hours per week.

Each project will be reviewed by the Udacity reviewer network. Feedback will be provided and if you do not pass the project, you will be asked to resubmit the project until it passes.

**SOFTWARE AND HARDWARE**

**WHAT SOFTWARE AND VERSIONS WILL I NEED IN THIS PROGRAM?**
You will need to use Google Sheets or Microsoft Excel, as well as access to the internet and a 64-bit computer. You will also need access to a computer for which the requirements are:

Minimum browser requirements are:

- Chrome 49+
- Firefox 57+
- Safari 10.1+ (Apple - macOS)
- Edge 14+ (Windows)

Minimum operating system (OS) requirements are:

- Windows 8.1 or later
- Apple MacOS 10.10 (Yosemite) and later
- Any Linux OS that supports the browsers mentioned above
- Any Chrome OS that supports the browsers mentioned above