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I had a revolutionary idea that I was convinced would change the industry and I was sure that this was going to be next big thing. I spent months researching and developing my concept, pouring all my time and energy into it. I finished developing the product and launched it with excitement and high hopes.

However, little did I realize that I had not set any clear objectives or established a framework to measure the results and track progress. I failed to validate my idea in the market, and make any data-driven decisions. Despite my passion and hard work, my revolutionary idea ultimately failed.



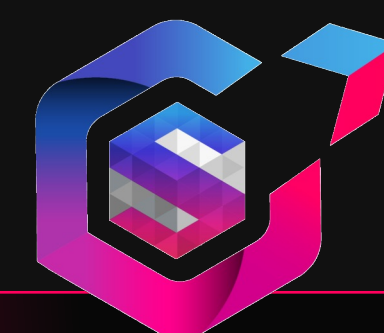


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Empower the idea with Data Driven Decisions



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Defining the objectives and results of MVP

- » Unleash the full potential of your product with OKRs, the framework that guides you to define goals, track progress and measure achievements with precision
- » Fuel your startup's success with a crystal-clear MVP objective, Validate your revolutionary idea in the market, Ignite data-driven learning and Soar to new height





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Tracking the MVP performance

- » UTM (Urchin Tracking Module) metrics are used to track the performance of marketing campaigns
- » Integrating UTM metrics with OKRs while building the MVP can provide a powerful way for an idea-stage startup to make data-driven decisions
- » Combining UTM with OKR can help startups to make necessary adjustments, improve performance, and achieve objectives.
- » Following are the Objectives, UTM metrics with an example that can provide insights to track the progress of your marketing campaigns





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Data matters

- » Website traffic (UTM_Source): Increase website traffic from Google by 50% within the next quarter
- » Conversion rate (UTM_Medium): Increase conversion rate by 50% within the next quarter
- » Revenue (UTM_Campaign): Generate \$50,000 in revenue within the next quarter
- » Customer retention (UTM_Term): Increase customer retention by 50% within the next quarter





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More data matters

- » Product-market fit (UTM_Content): Improve product-market fit as measured by customer satisfaction by 50% within the next quarter
- » Social media engagement (UTM_Social): Increase social media engagement by 50% within the next quarter
- » Email sign-ups (UTM_Email): Increase email sign-ups by 50% within the next quarter
- » App downloads (UTM_App): Increase app downloads by 50% within the next quarter





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More data definitely matters

- » Bounce rate (UTM_Bounce): Reduce bounce rate by 50% within the next quarter
- » Referral Traffic (UTM_Referral): Increase referral traffic by 50% within the next quarter
- » Blog engagement (UTM_Blog): Increase blog engagement by 50% within the next quarter
- » Repeat Visitors (UTM_Repeat): Increase the number of repeat visitors by 50% within the next quarter
- » Marketing ROI (UTM_ROI): Improve marketing ROI by 50% within the next quarter





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