PENDOMONIUM 2023

Going viral:

Product-led principles to drive product virality and growth

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Pendo

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Sr. Product Manager
Calendly

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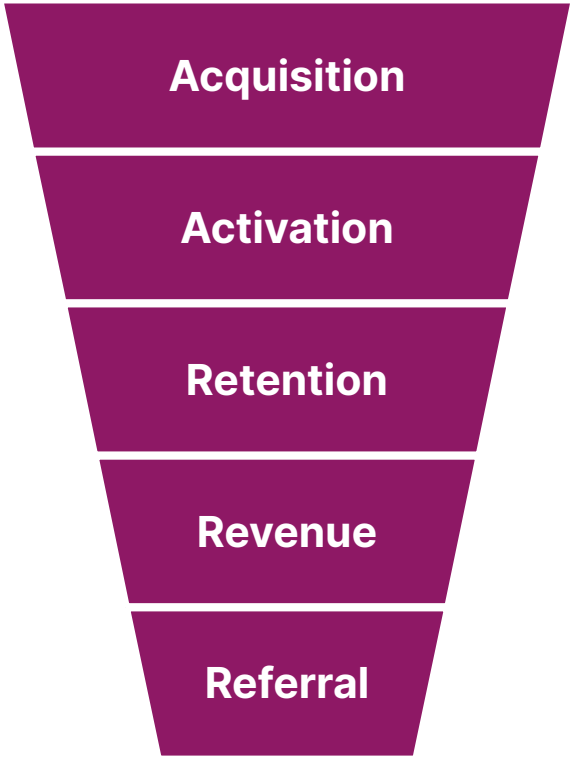
Agenda

- Defining Viral Growth Loops
- Measuring Virality
- Game: Thumbs Up/Down
- Virality + You

VIRAL GROWTH LOOPS

Funnels are good but create challenges

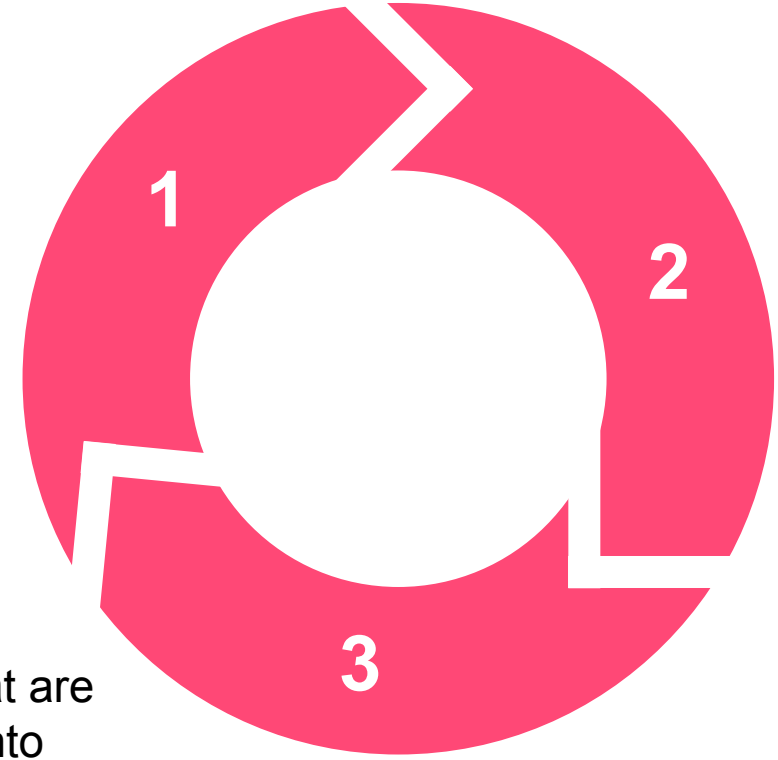


- creates silos

🚰 requires more, more, more

Loops are evergreen & much more efficient

[Input] New User
New or returning user created by output of loop



Action/Step
Series of actions or step(s) completed

Output
Result of actions that are directly reinvested into the input

All different kinds of growth loops...

Personal

Financial

Social

Content

Ad

Physical

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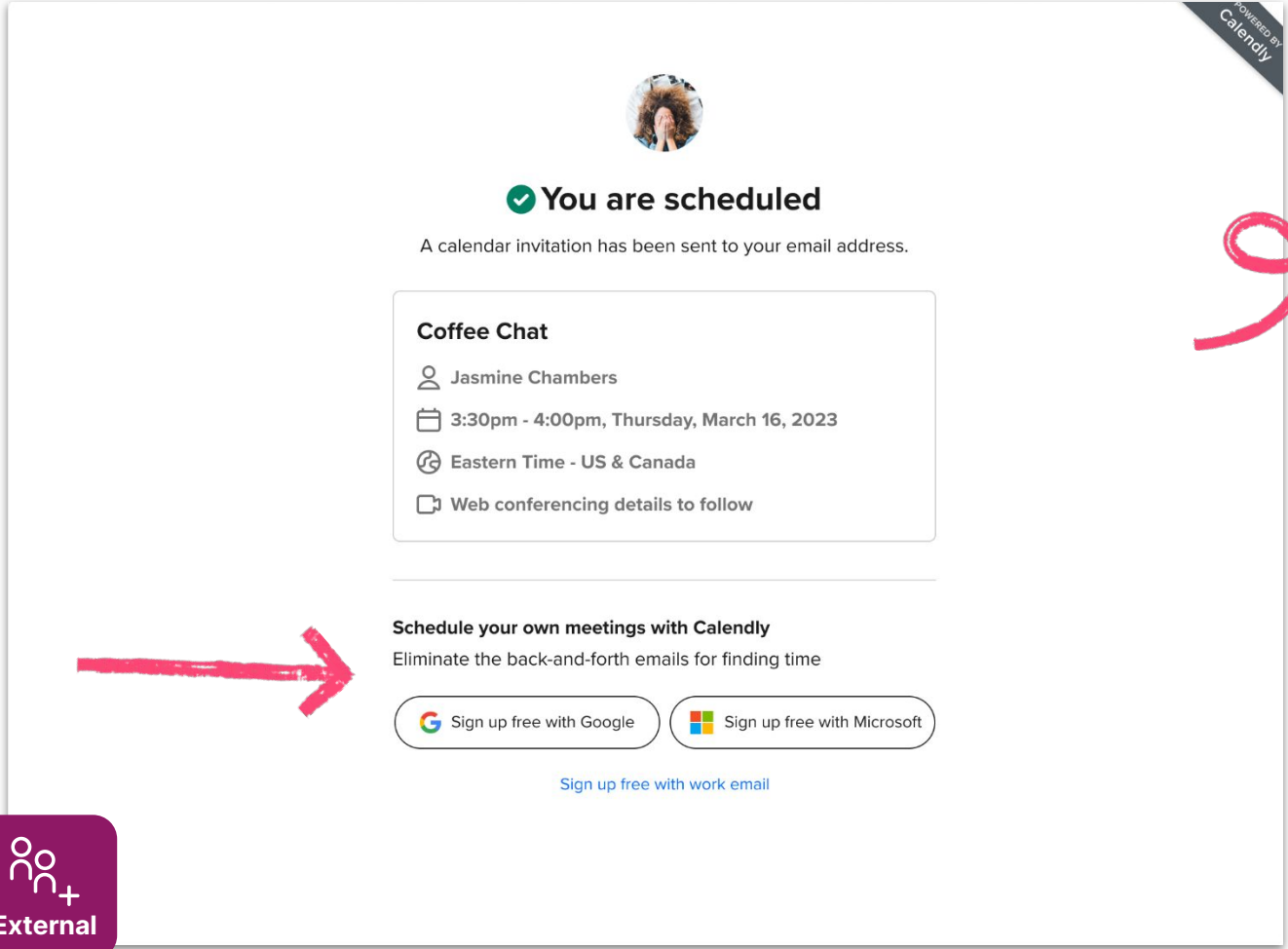
...both internal and external

Types of Loops



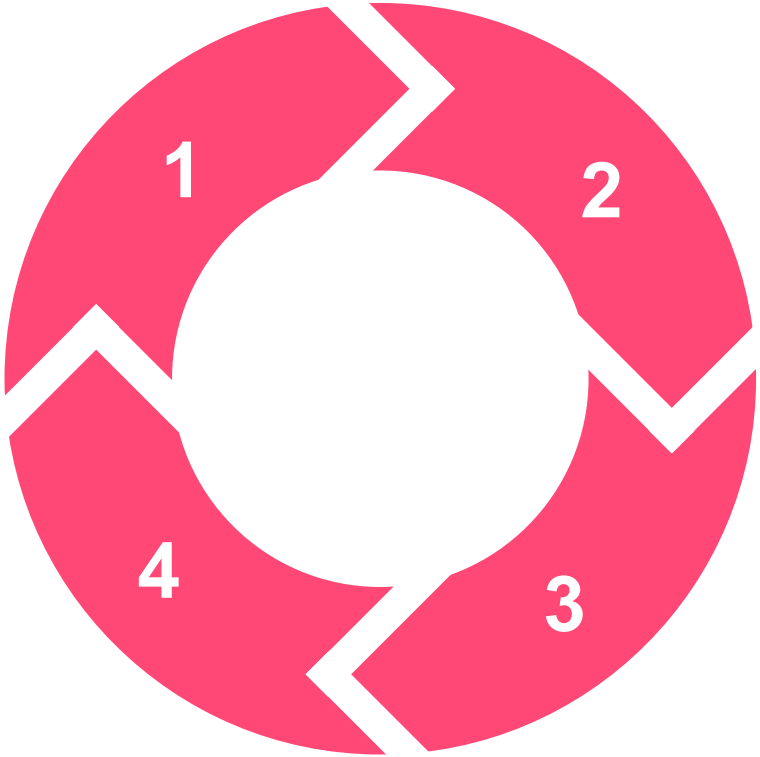
Content

External

Loop Example at Calendly

[Input] New User
New user signs up for Calendly

Share a link
User creates scheduling link to share with invitees

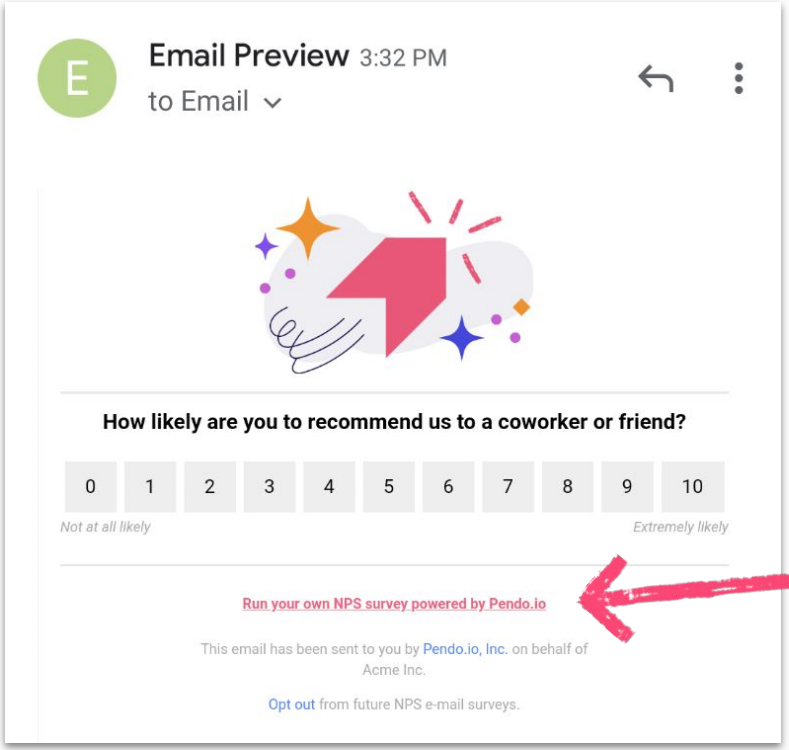


Success page prompts sign up
Invitee is prompted to sign up for Calendly

Event scheduled
Invitee goes thru scheduling experience

Content

External



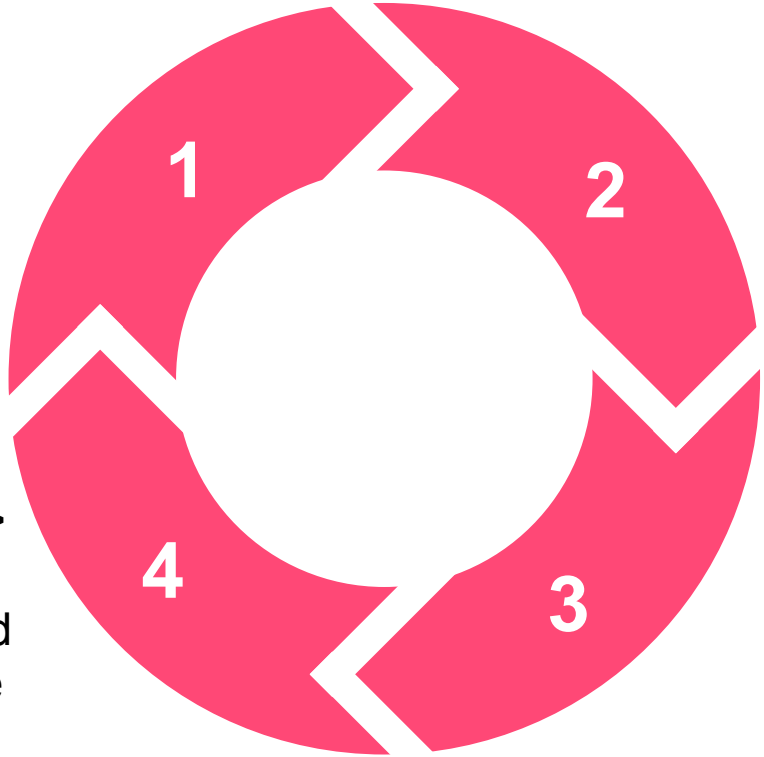
Run Your Own NPS Score with pendo

How likely are you to recommend Pendo to a friend or co-worker?

Not at all likely 0 1 2 3 4 5 6 7 8 9 10 *Extremely likely*

Loop Example at pendo

[Input] Free User creates a Pendo Branded NPS guide



Guide is published to Free user's customers

Recipient exposure "wow, this is a great way to capture NPS - I should try this too - with Pendo"

[Output] Recipient > Free Registration Recipient clicks brand link> signs up for free for Pendo

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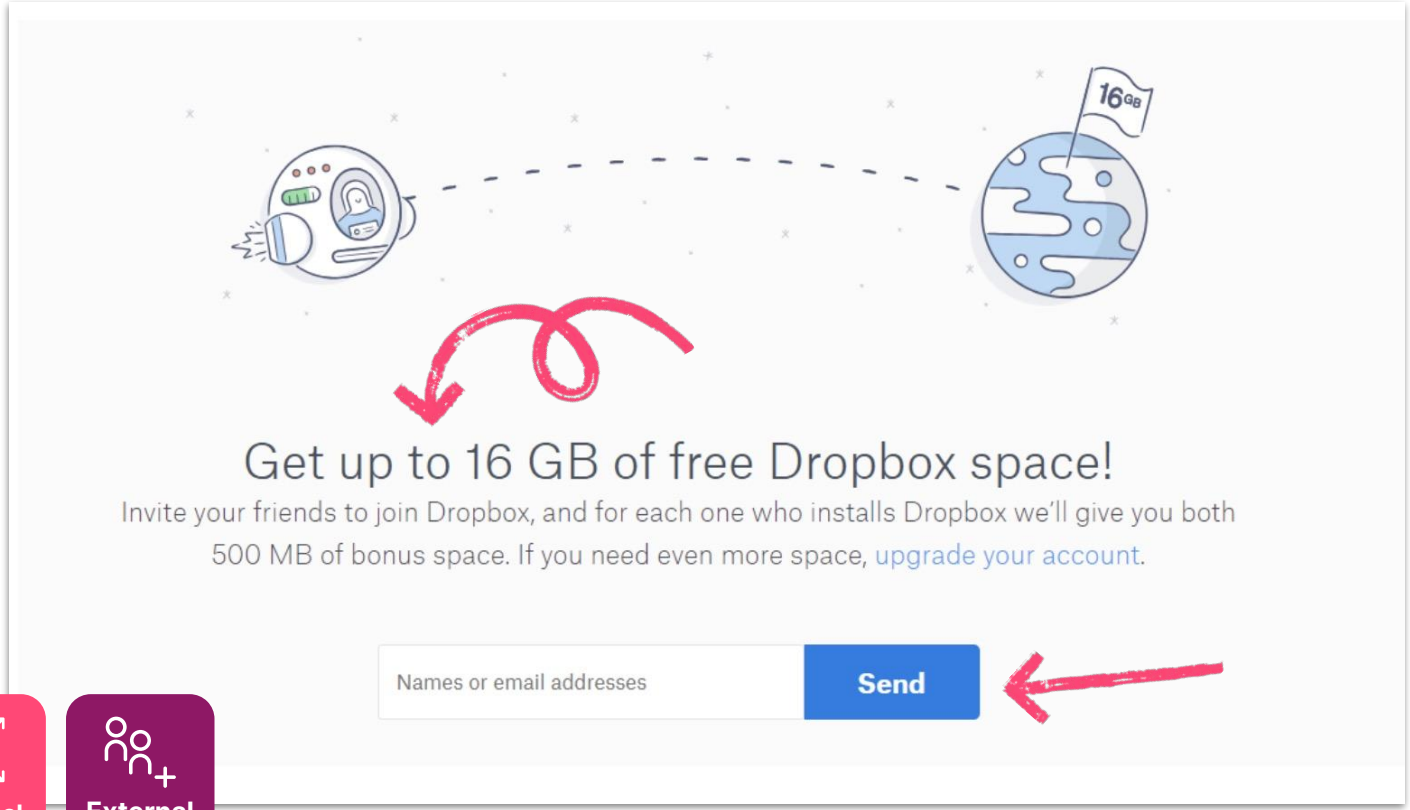
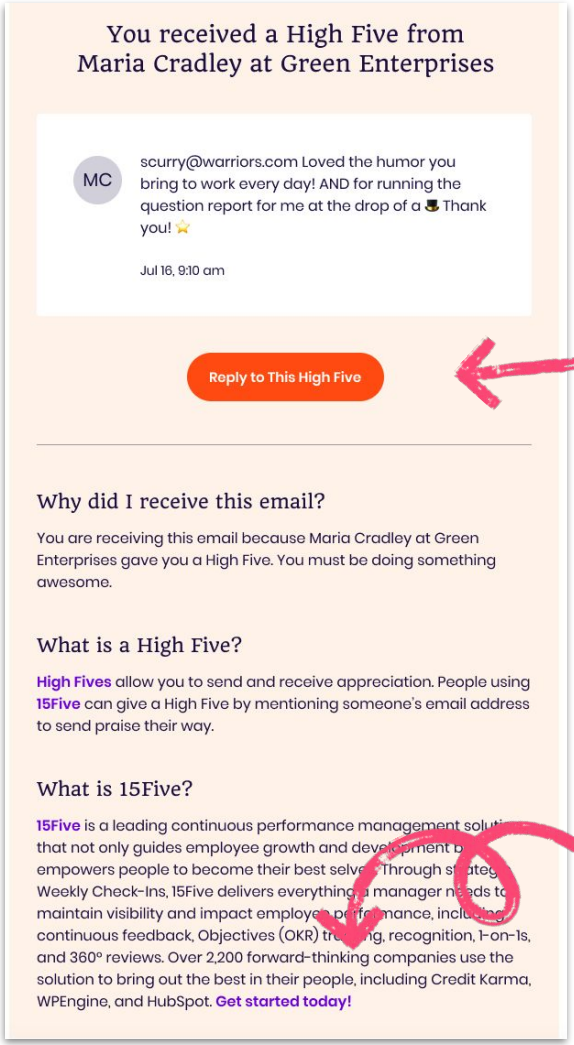


Personal

External



Social

External

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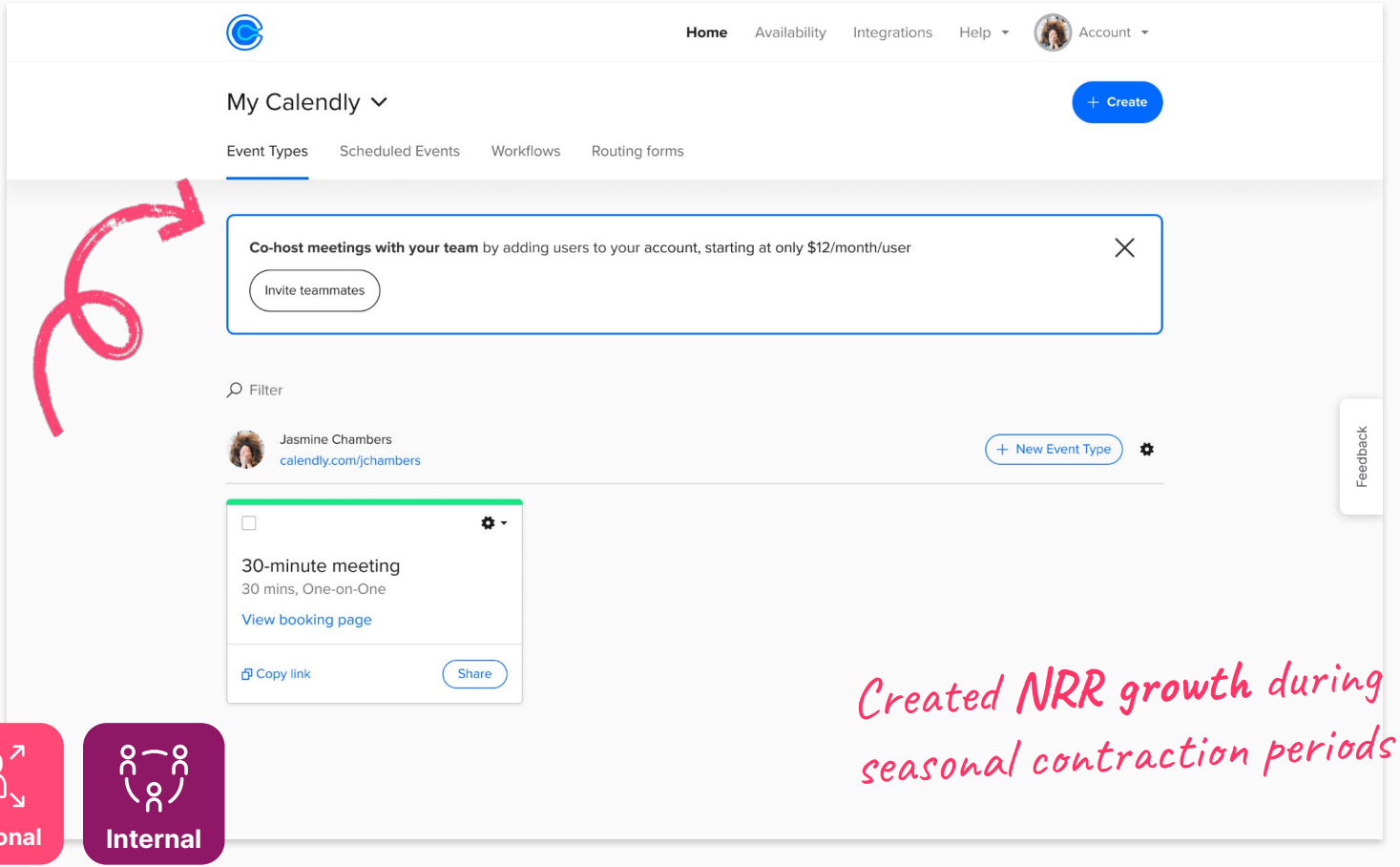
Careem BIKE
Careem BIKE
Careem BIKE

Internal & External Loops

Internal vs. External Loops

“Evernote really struggled with the evolution from single-player to multiplayer to team to enterprise. It's a chasm that a lot of bottom-up SaaS businesses struggle to cross. Evernote was meant to be your second brain, kind of your personal tool. And I think that capped the company's growth potential. You can't retrofit collaboration. ***You have to be collaboration-first.*** *If companies do that well, it benefits every metric. Bridging from single-player to multiplayer–acquisition goes up; you grow organically through referrals and shared workflows; retention goes up because now you have these shared workflows that are incredibly sticky; employees are accountable to each other and it just becomes the default platform and revenue scales with usage. Evernote really struggled in crossing that chasm from the prosumer tool of choice that employees wall-to-wall were using, but never became this larger high-ACV contract from a sales perspective.*

Naomi Ionita
former Head of Growth @ Evernote

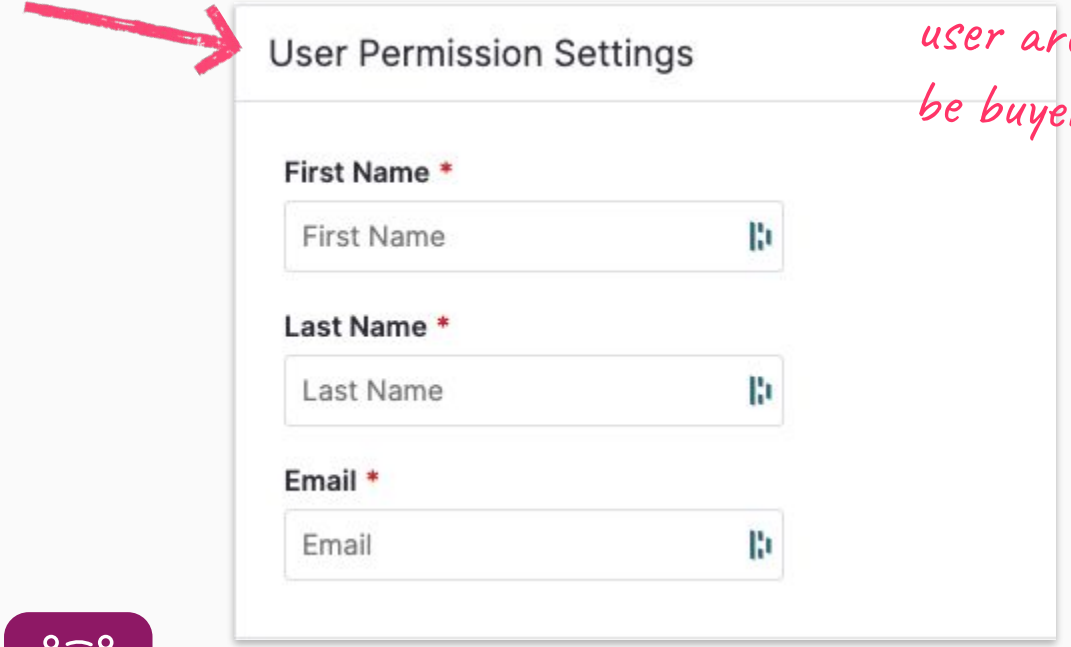


Personal

Internal

Created NRR growth during typical seasonal contraction periods

New users who invite even 1 user are **11x more likely** to be buyers of Pendo

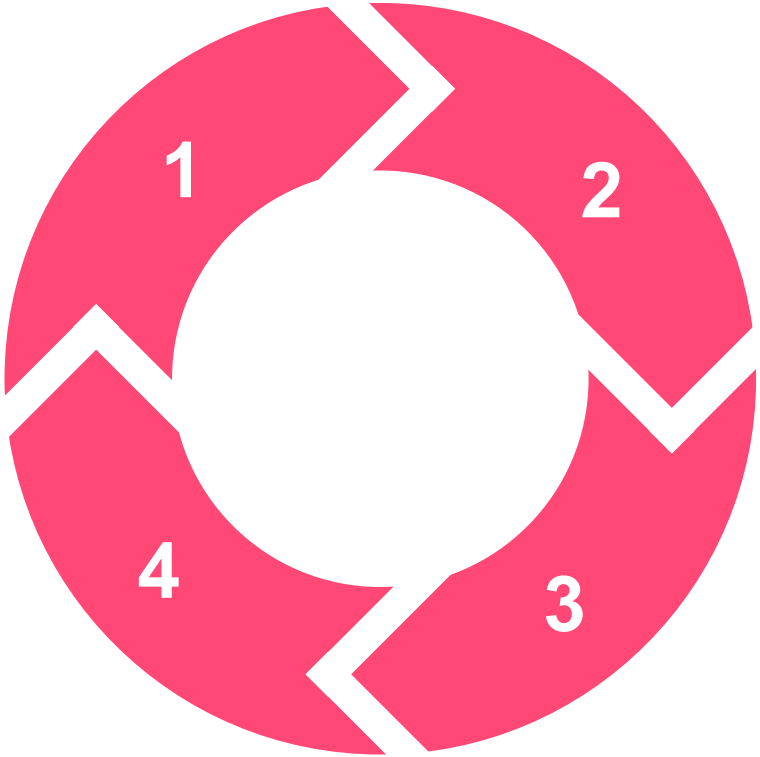


Personal

Internal

Loop Example at Calendly & pendo

[Input] New User
New user signs up for the product



Share a link
User sends teammates a link to join them

Teammate joins
Additional users join together in same account

Increased usage
More usage → more viral growth signups

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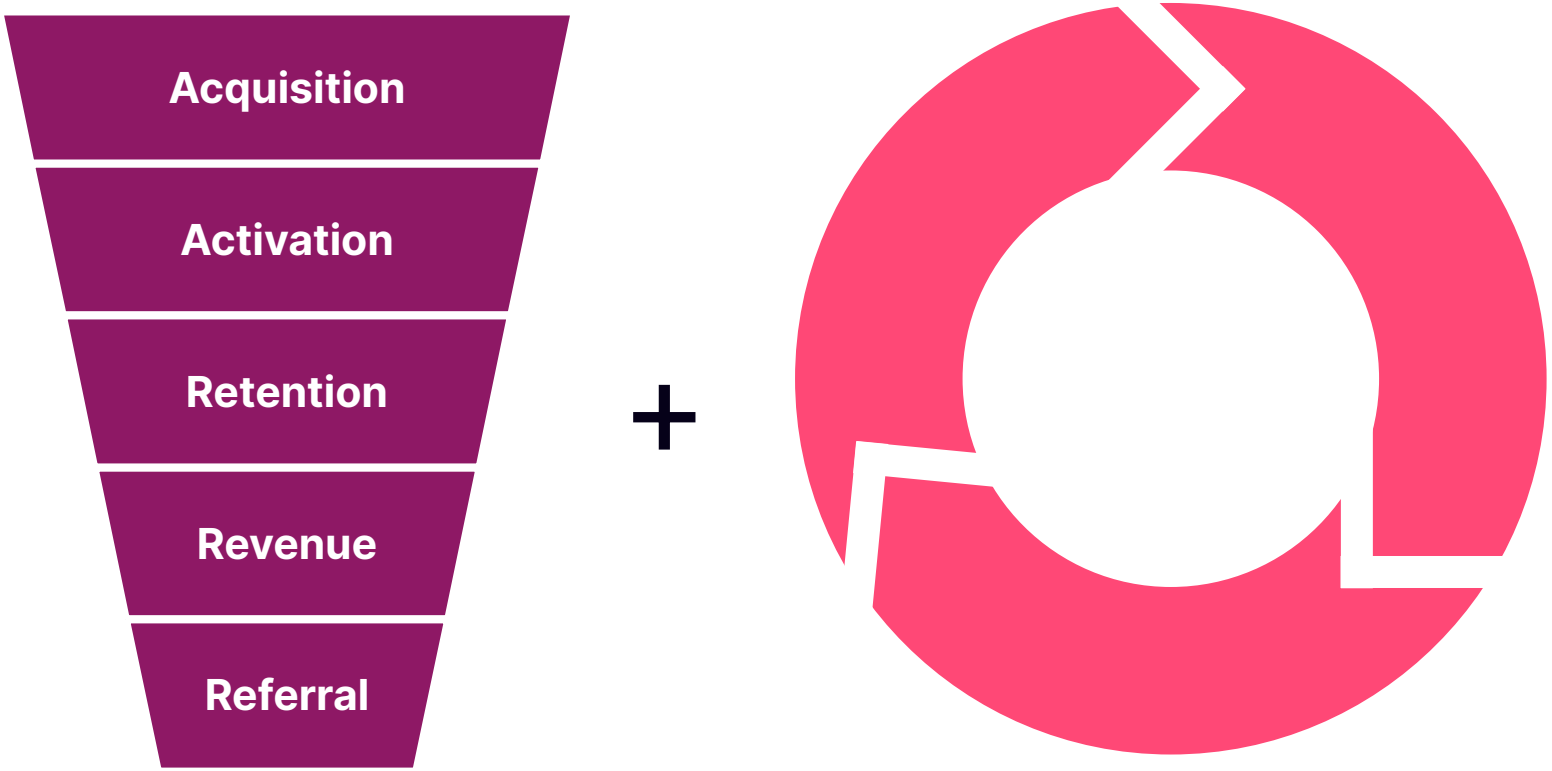
Loops + funnels = optimal outcomes



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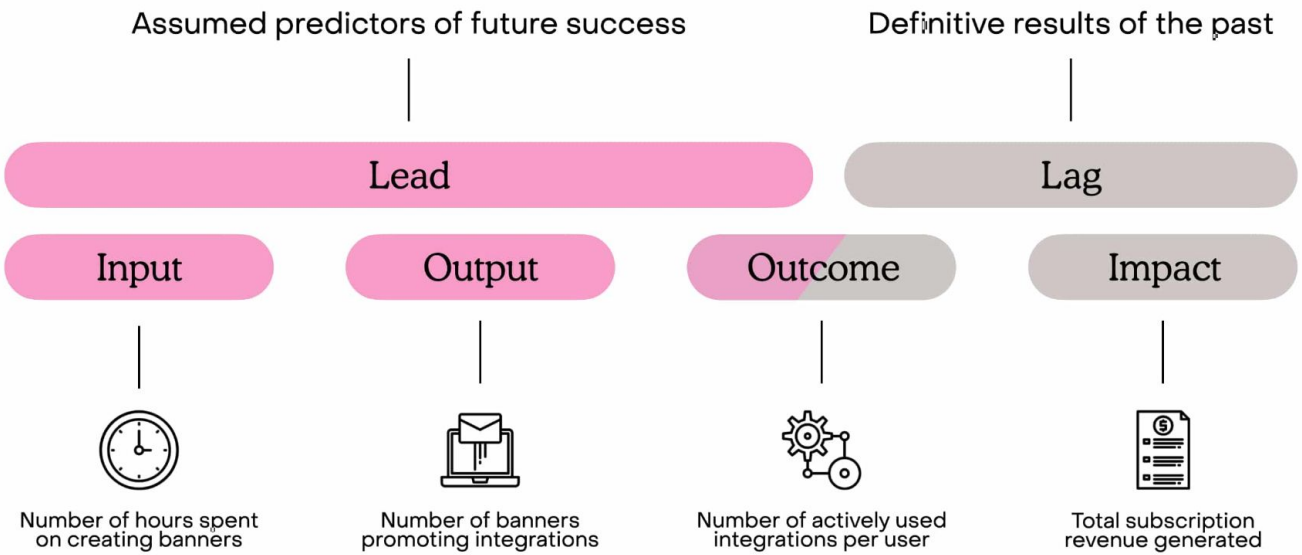
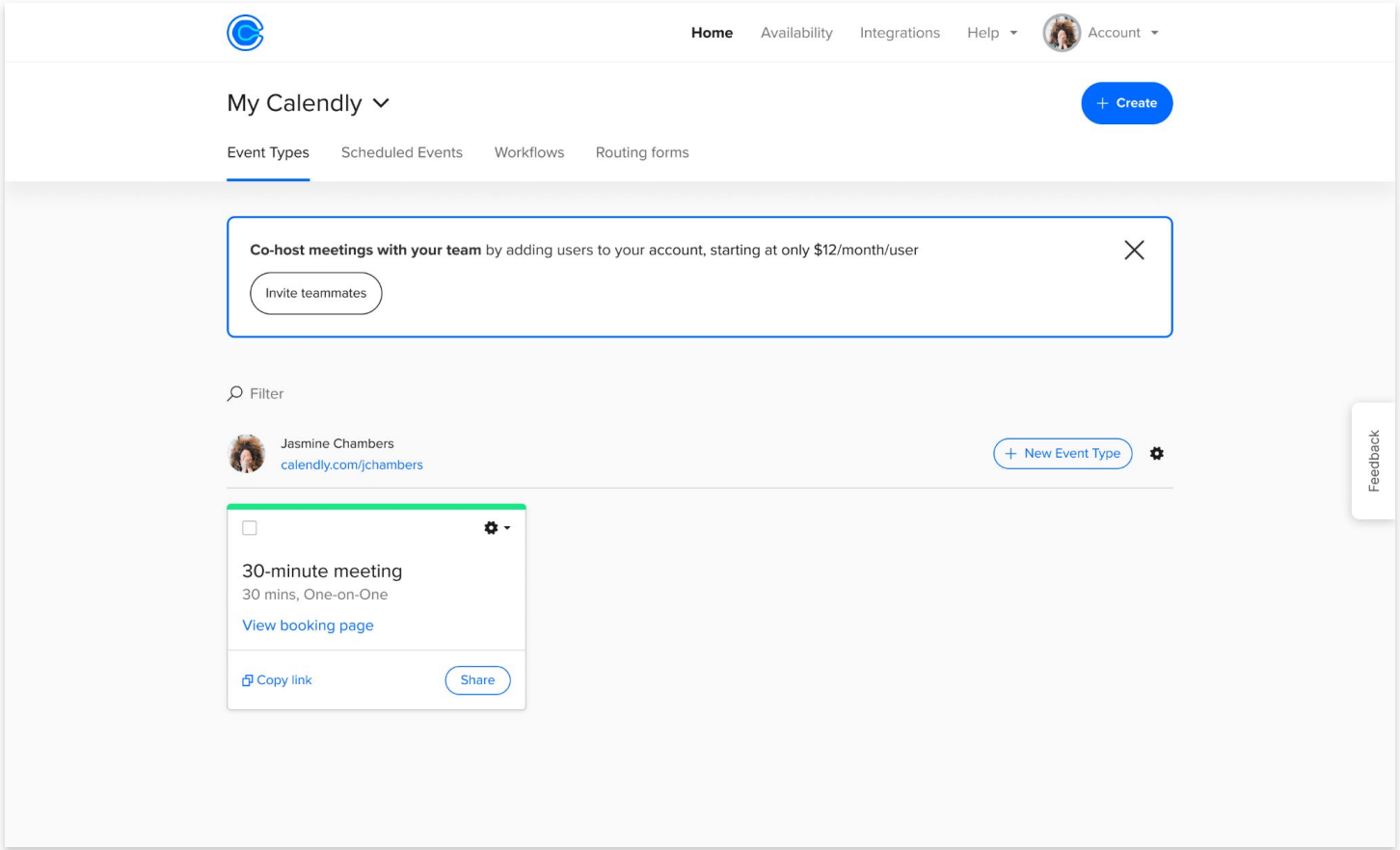
reforge.com/blog/growth-loops

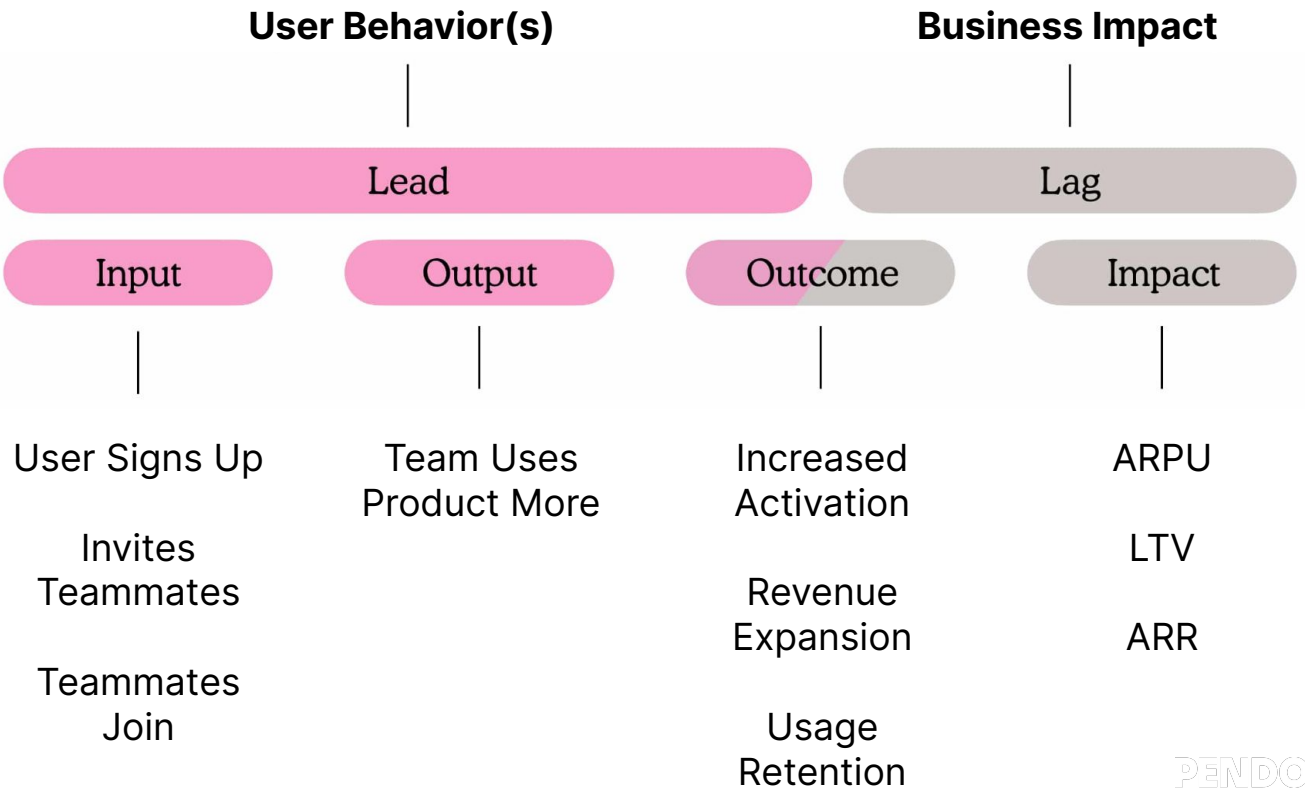
MEASURING VIRALITY


Assumed predictors of future success
Definitive results of the past
Lead
Lag
Input
Output
Outcome
Impact
Number of hours spent on creating banners
Number of banners promoting integrations
Number of actively used integrations per user
Total subscription revenue generated

herbig.co


Home
Availability
Integrations
Help
Account
My Calendly
Create
Event Types
Scheduled Events
Workflows
Routing forms
Co-host meetings with your team by adding users to your account, starting at only $12/month/user
Invite teammates
Filter
Jasmine Chambers
calendly.com/jchambers
New Event Type
30-minute meeting
30 mins, One-on-One
View booking page
Copy link
Share
Feedback

Measuring teammate invite loop



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The Viral Coefficient

a.k.a. *“The K-Factor”*

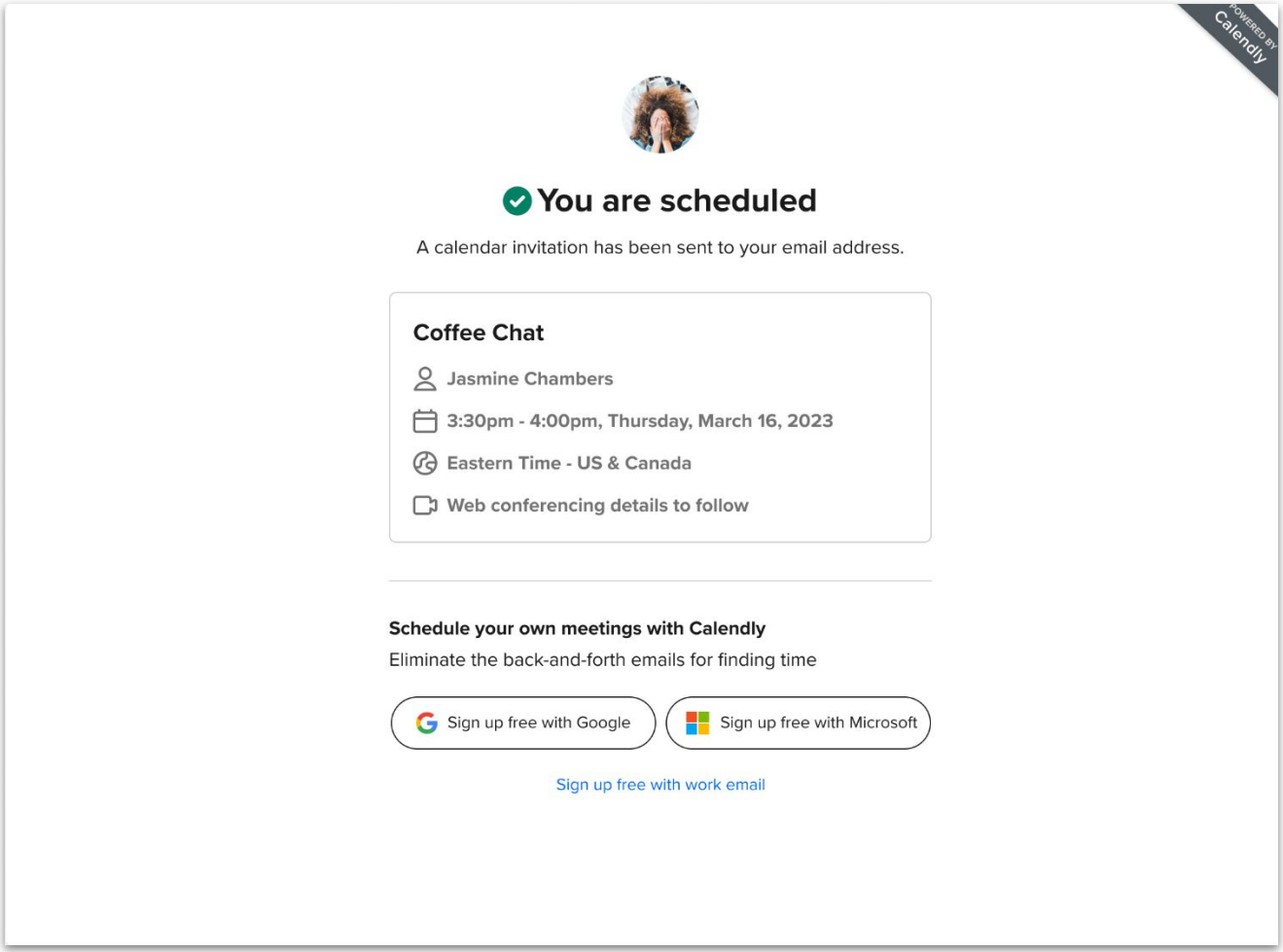
Measuring the viral coefficient

$$\frac{K = Users \times Avg\ Referrals\ per\ User \times Conversion\ Rate}{100}$$

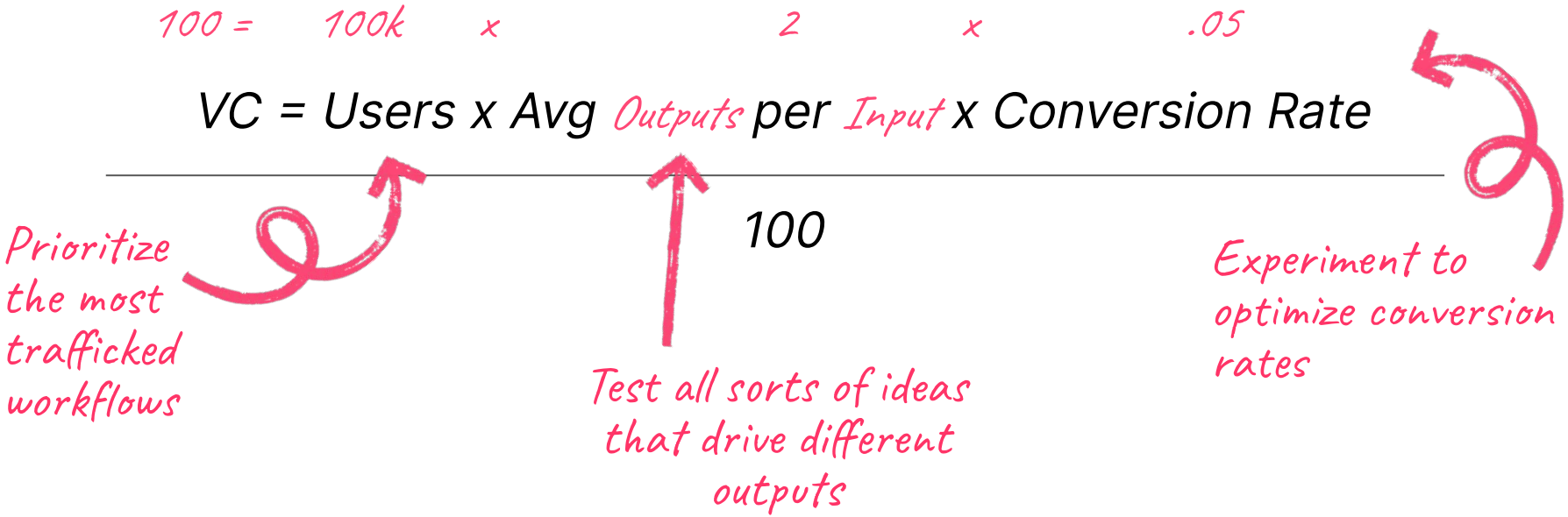
Measuring the viral coefficient at PENDOMONIUM 2023

$$K = \frac{\text{Users} \times \text{Avg } \textit{Outputs} \text{ per } \textit{Input} \times \text{Conversion Rate}}{100}$$

Users	100,000
	x
Avg *outputs* per *input*	2
	x
Conversion Rate	.05
	÷
Stat Stuff	100
K	100



The Pendomonium K-Factor



K-Factor is best when...

✅ Adapted to specific growth loops

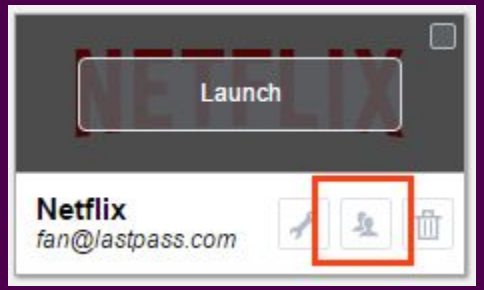
✅ Used internally as an index for prioritization

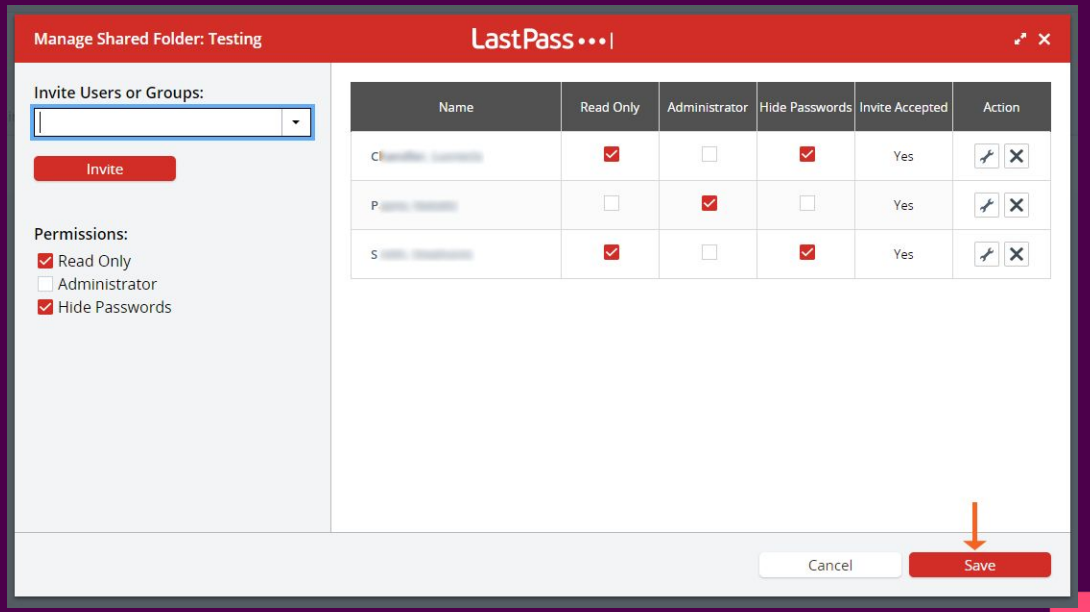
✅ Measured against a feature or use case of the product

✅ Leveraging leading & lagging indicator framework

or

Password Managers: Share a Password





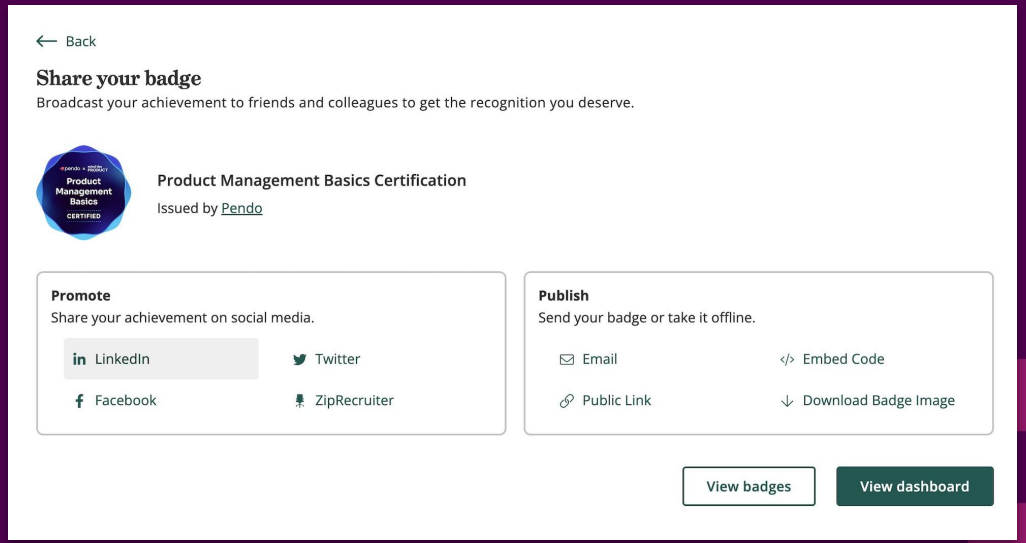
Password Managers: Share a Password

Good!

Why it's great:

- Innate to the product/core offering of a password manager
- People share passwords with those close to them
- Accepting a shared password requires an account signup
- Easy to measure and connect to a business outcome

Social sharing



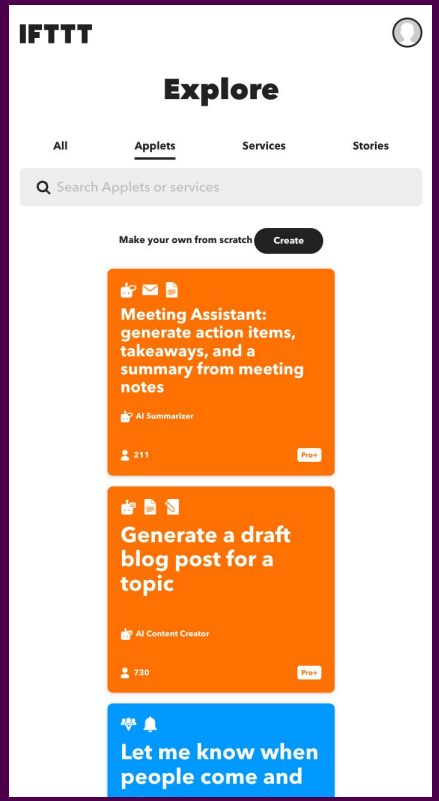
Social sharing

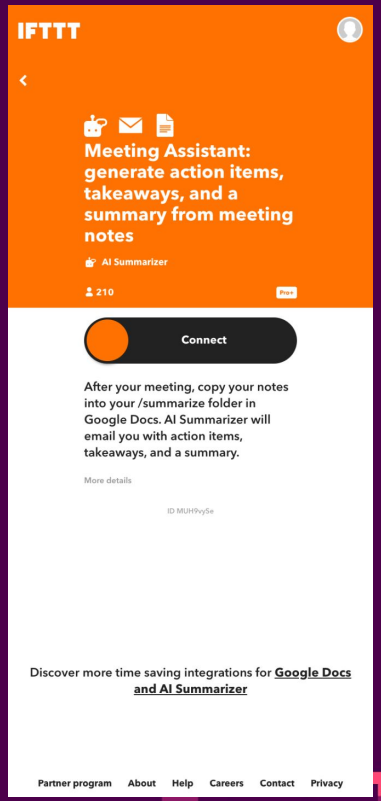
Good!

Why it's great:

- Certificate takers want to share their success - 92% acceptance rate for issued badges
- Certificates have a .2 clicks per view
- Views and clicks drive interest in others taking the certificate program - a viral loop!

Content sharing





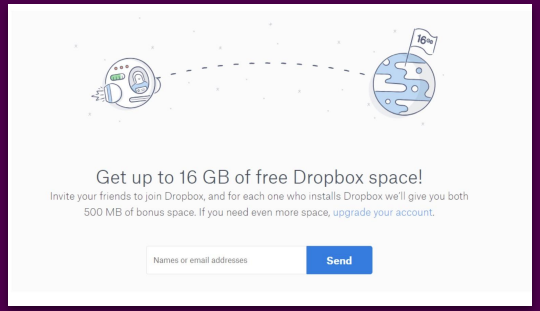
Content sharing

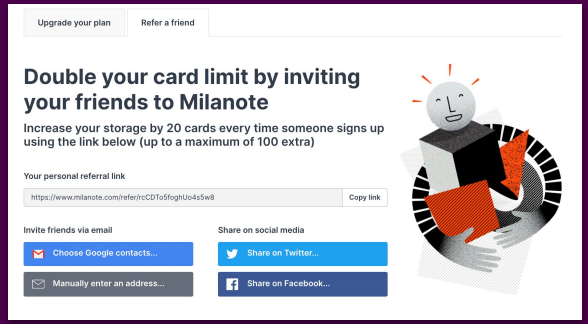
Miss!

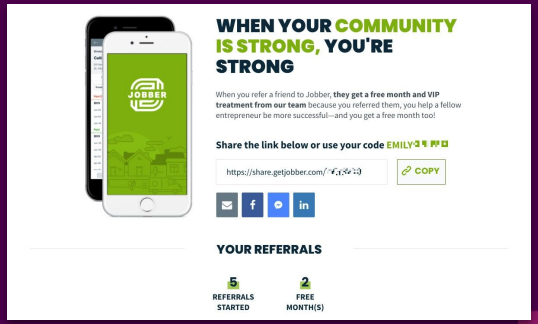
Why it's a miss:

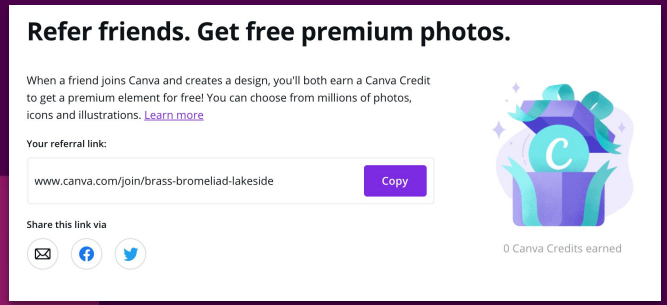
- Promoters can’t promote!
- Lower CAC from

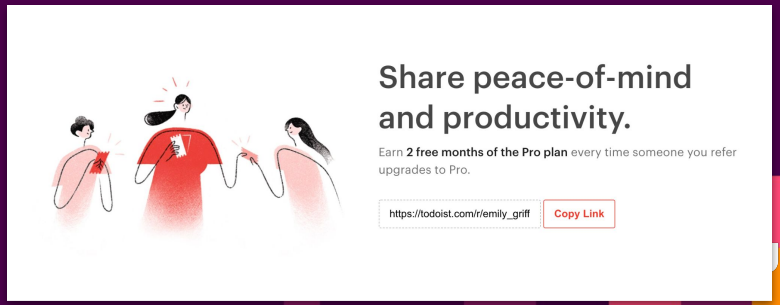
Referral program: Example of External Loop



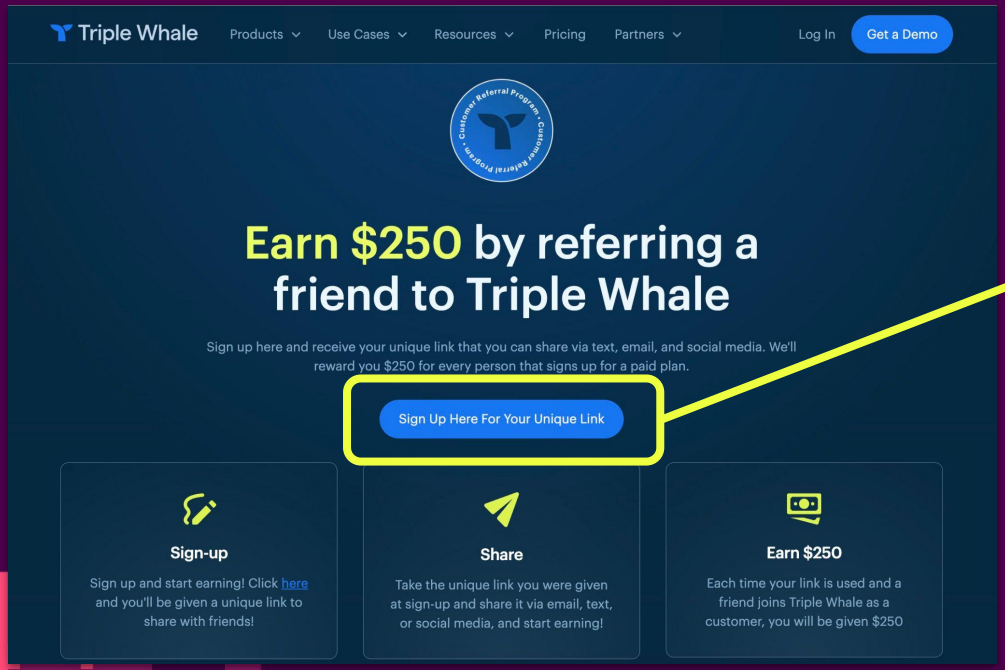


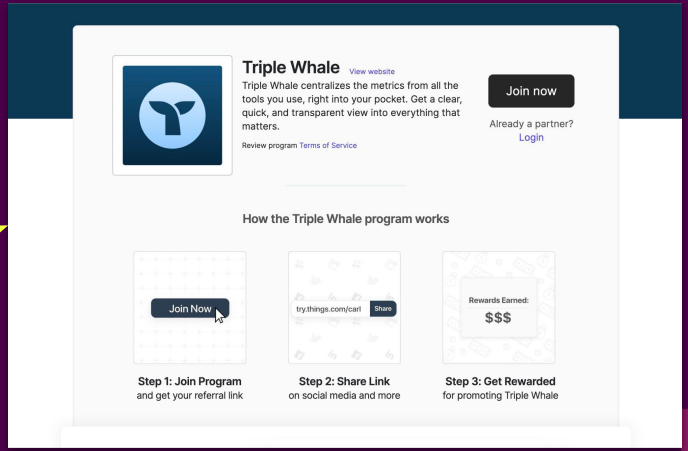






Referral program





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Referral program: monetary reward

OK

Why it's great:

- Simple rules of engagement make it easy to participate
- Universally appealing reward makes it feel worthwhile
- Customizable links are easy to share and get credit for

Even better if...

- Reward referrers and referees in a way that leads to more product usage

Referral program

Share the love!

Recommend Trello by adding collaborators to your boards and teams or use one of the share links below.

Custom share link

https://trello.com/emi /recommend

Share Tweet Email

Referral program: no reward

Miss!

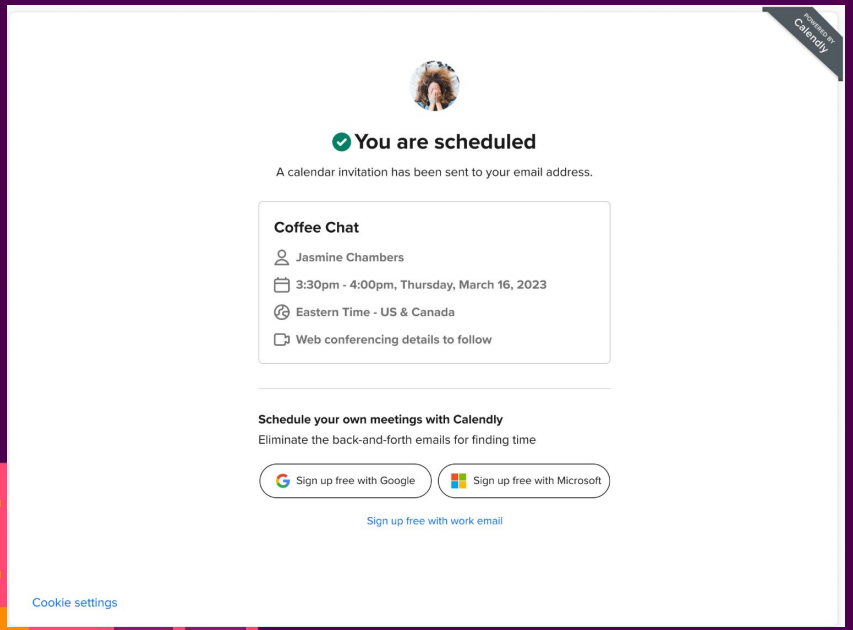
Why it's great:

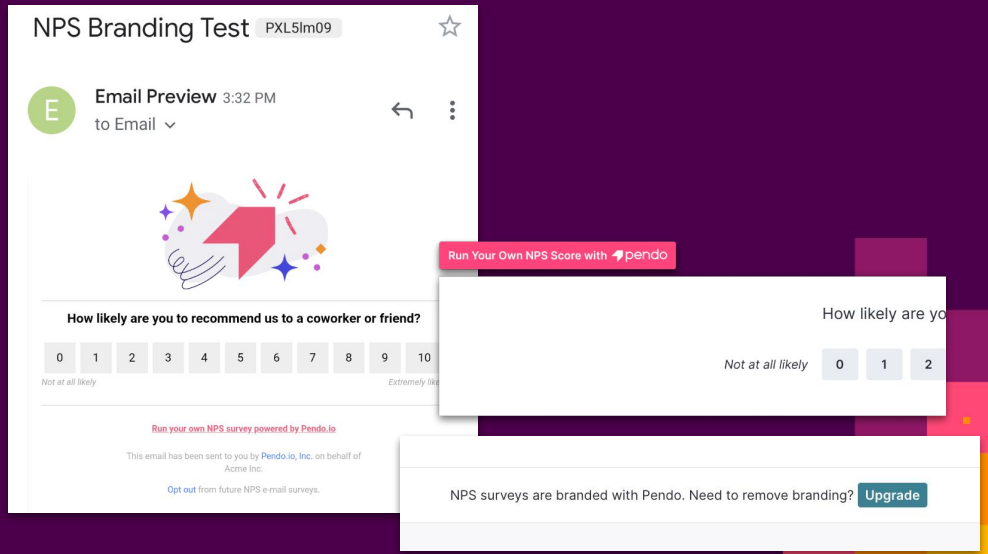
- Simple rules of engagement make it easy to participate
- Customizable links are easy to share and get credit for

Where it could improve:

- A reward system would provide motivation for referrer and referees and likely encourage participation/usage

Watermarks & branding





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Watermarks & branding

Good!

Why it's great:

- Gives your users a choice: pay via virality or pay via an upgrade
- Introduces your brand to the workflow of non-users
- Provides opportunity for plan differentiation

VIRALITY + YOU

7 things to TO DO NOW

1. Map your current funnels to find your first or next loop
2. Identify any innate virality that is part of your product/offering
3. Identify your ***internal*** growth loop opportunities
4. Get it on down - write a 1-pager on your virality strategy
5. Start today - run an experiment - invites, referrals are low hanging fruit
6. Set your baselines and target metrics for success
7. Have fun!

Q&A

Thank you!

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