



**Uniwhere**

**From 0 to 100K,  
with Science and Creativity**

**Uniwhere:  
shape your future**



9:41

< Back

# Economic Policy

**N/A**  
Exam result

**9**  
ECTS

**12/17**  
Registration

## GRADES

**23,91**  
Average Grade

Difficulty

## REVIEWS

**98%**  
Positive Rating

100+ reviews

98%  
2%

**GIANLUCA S.**  
15/02/2018

Quello che ho trovato utile è stato

9:41

**HI, VALENTINA!**  
I like you. It's a pity I'm an app.

### OPEN TESTS

The **Economic Policy** exam will be at **10.30** on **2018/05/01**, at class **C**.

### FEES

**Argh!** A fee of **251,38 €** is due soon. You need to pay it by **2018/05/18**.

### STUDY PLAN

You passed **12** exams out of **34**.

### STATS

**27,34** Your GPA

**UNIWHERE COMMUNITY**

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**ContactLab**  
Milan, Italy

**7/10**  
popularity Index

**204**  
estimated employees

### Customer engagement, digital communication, engagement marketing

Contactlab provides the leading Engagement Marketing platform for commerce-focused companies and fashion & luxury brands to develop successfully digital communication programs that enable personalized marketing to unlock demand and build lasting customer preferences.

Internships | Content

#### INTERNSHIP: PYTHON ANALYST

Position: Padua  
Needed: Now, part time

#### FIRST JOB: BACKEND DEVELOPER

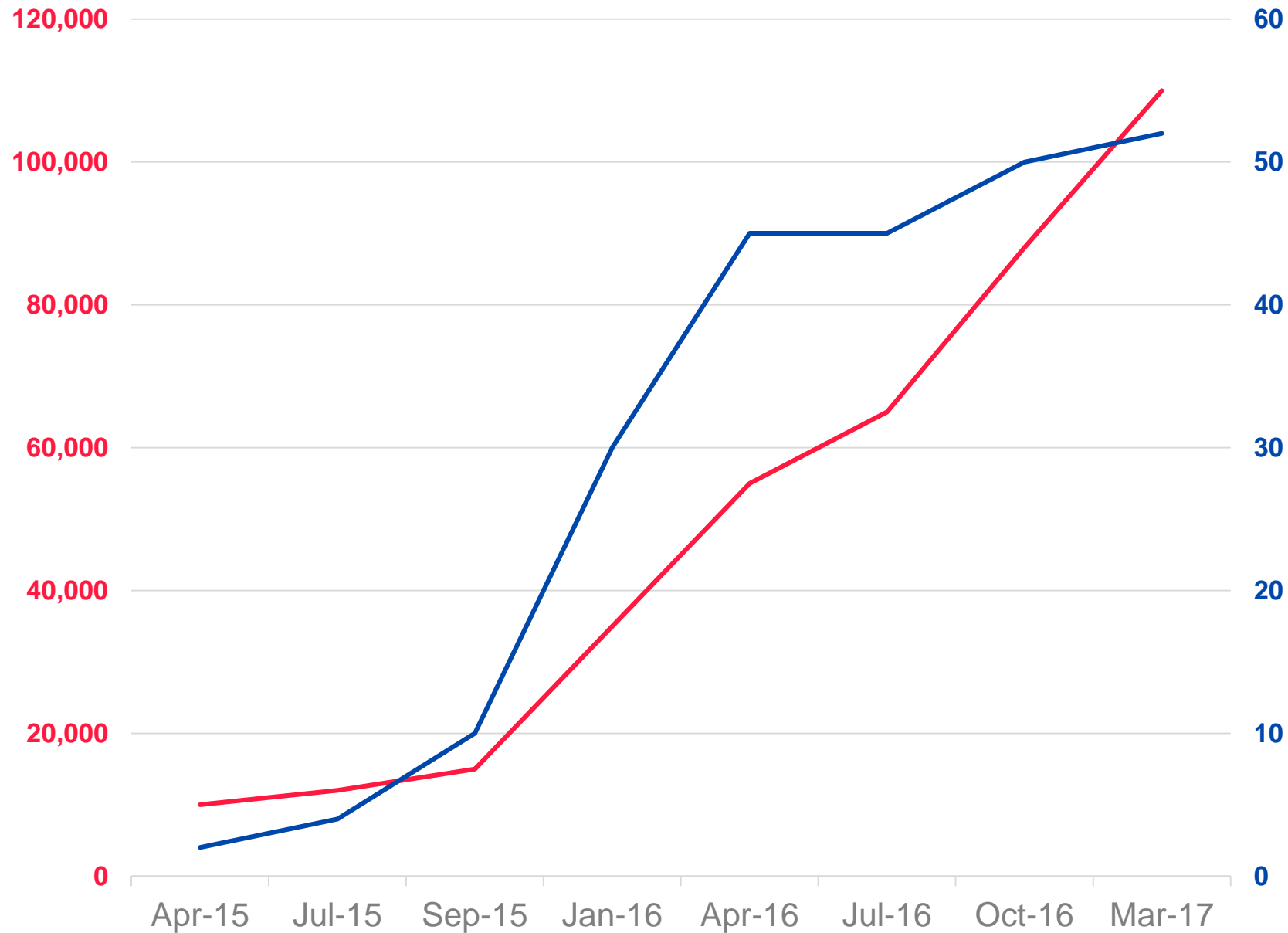
Position: London  
Needed: Now, full time

**FOLLOW TO KEEP UPDATED**





— Registered users  
— Universities Integrated



And we raised 500,000€.  
Which is nice.



# Context



**You must prove that you  
can grow without money  
from investors.**

*(Because you won't have any)*





imgflip.com



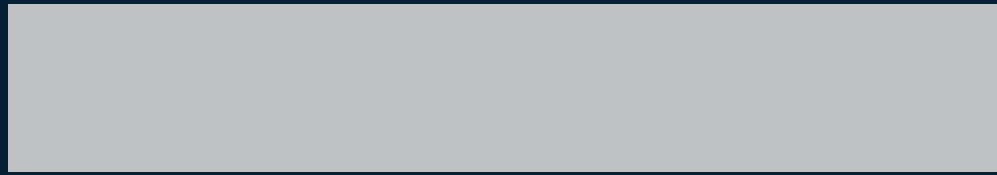


- Measure everything
- Scientific audience-fitting
- Scale via tech means



# AARRR: metrics for pirates

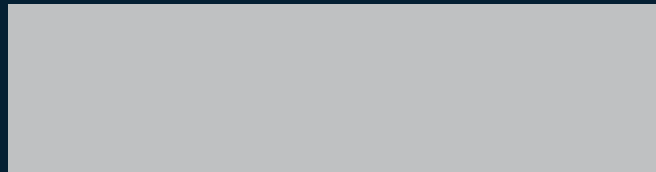
Acquisition



Activation



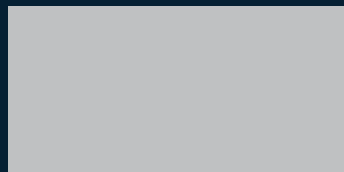
Retention



Referral



Revenue



# AARRR: metrics for pirates



# Improve Acquisition: a few examples



# Example #1: increase awareness using content marketing

- Wrong approach:
  - Assume which topics are best
  - Write about them
  - Continue
- Right approach:
  - Make an educated guess about which topics are best
  - Measure a key metric
  - Keep what works, change what doesn't



# CTR and CPR dramatically different for different types of messages

CTR	Cost per Result
2.40%	€0.11 Per Post En...
0.99%	€0.21 Per Post En...
1.11%	€0.17 Per Post En...

doesn't work

CTR	Cost per Result
14.81%	€0.01 Per Post En...
9.12%	€0.02 Per Post En...
9.94%	€0.02 Per Post En...

works

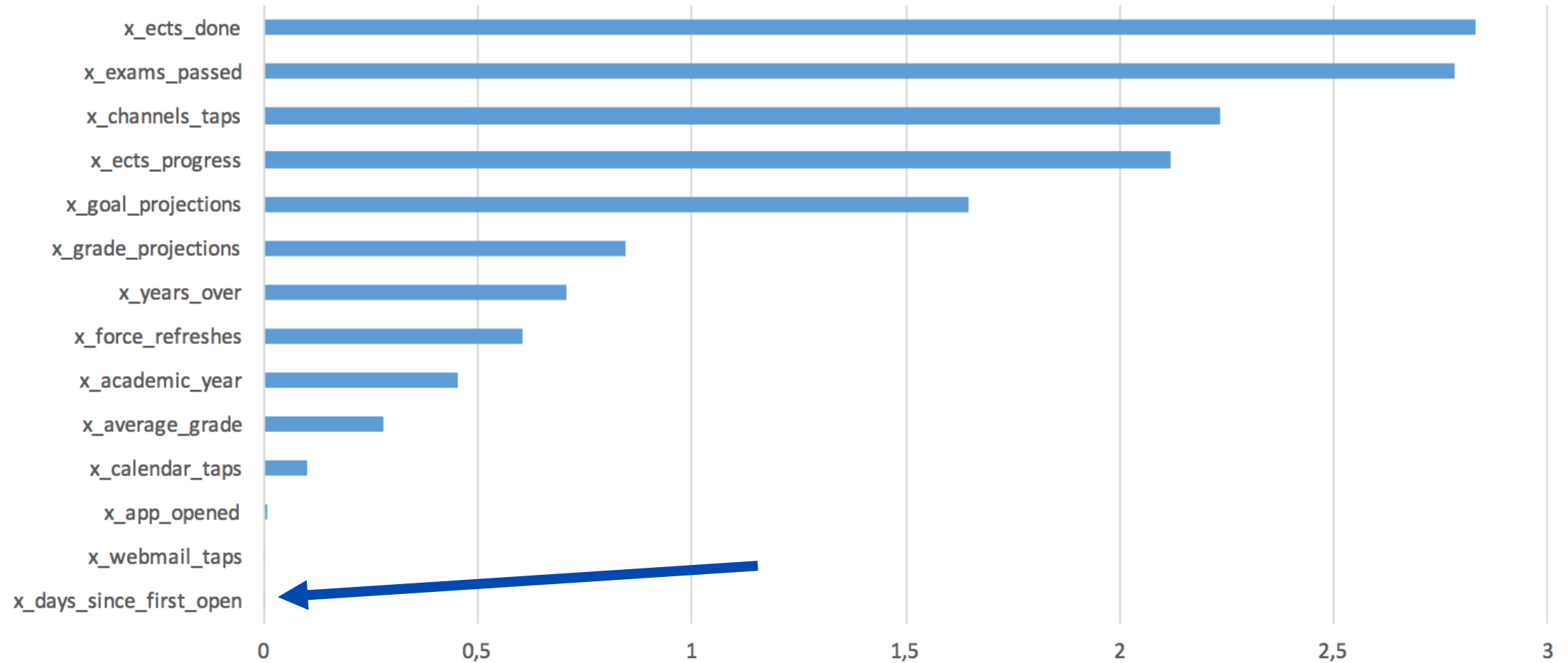


# Example #2: asking for reviews

- Wrong approaches:
  - Ask to anyone, right at the beginning
  - That's it.
- Right approach:
  - Use machine learning to do the heavy lifting



# Feature Informativeness





# Example #3: Automating Instagram

```
python3 (Python)  #1  ubuntu@ip-172-31-6... #2

=====
                        DasBot v2.1
=====

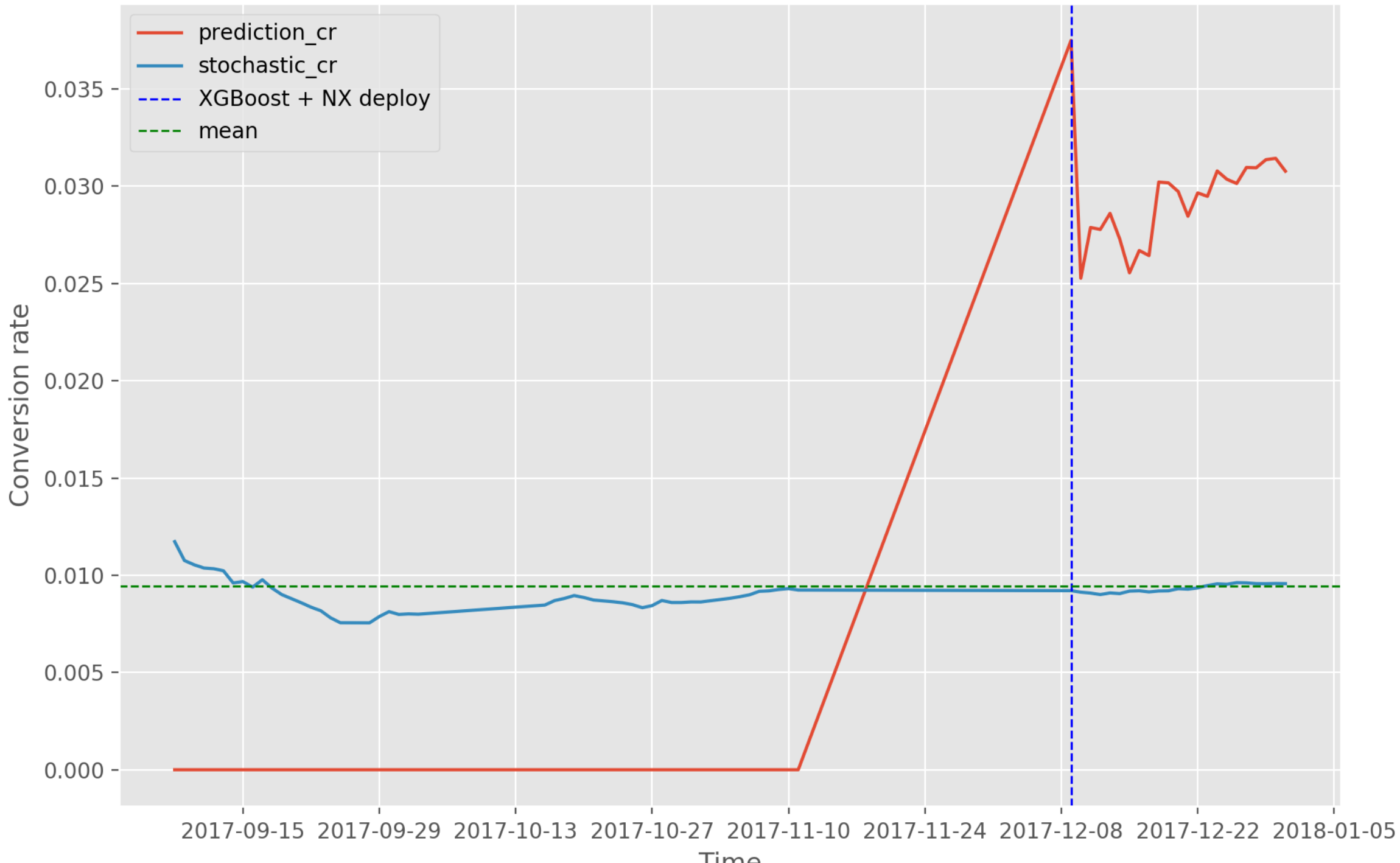
Developed by: Gianluca Segato

Welcome: giansegato

=====

DEBUG: 08:29:19 config.py:167 - sync_with_firebase > Synced user's configuration.
DEBUG: 08:29:21 DasBot.py:89 - initialize > User giansegato session correctly synced
DEBUG: 08:29:21 Hooks.py:53 - make > Syncing hooks list
DEBUG: 08:29:21 Hooks.py:81 - pull > Pulled out 539 hooks: 475 tags, 64 geotags
DEBUG: 08:29:22 DasBot.py:163 - fetch_and_sync_followers > Updating followers status
DEBUG: 08:29:22 DataManager.py:264 - update_user_obj > Correctly updated user giansegato - 31255614
DEBUG: 08:29:22 DasBot.py:182 - fetch_and_sync_followers > Total followers: 3621 - (before: 3620; dif
DEBUG: 08:29:22 DasBot.py:185 - fetch_and_sync_followers > Fetching & syncing new followers
DEBUG: 08:29:22 utils.py:36 - wait > Sleeping 5s
DEBUG: 08:29:28 DasBot.py:192 - fetch_and_sync_followers > [actual: 197]
DEBUG: 08:29:28 DasBot.py:154 - sync_followers > Syncing tranche of followers no. 0 (len: 197)
DEBUG: 08:29:28 DataManager.py:287 - sync_user_followers_in_parallel > Already found user bigbig_digi
4
DEBUG: 08:29:28 DataManager.py:287 - sync_user_followers_in_parallel > Already found user libertytrip
```





# Improve Retention: a few examples



**The methodology is still the same: iterate, with a metric in mind**

*Ok, fine: but which metric?*



# When you just launched: talk

- If you have less than 100 users, you can very well talk with most of them:
  - What do you like?
  - What you don't?
  - Why did you churn?
  - Why are you staying?
  - ...



**When there's too many user to talk  
with them**

*(still talk with them)*

**Cohorts analysis**

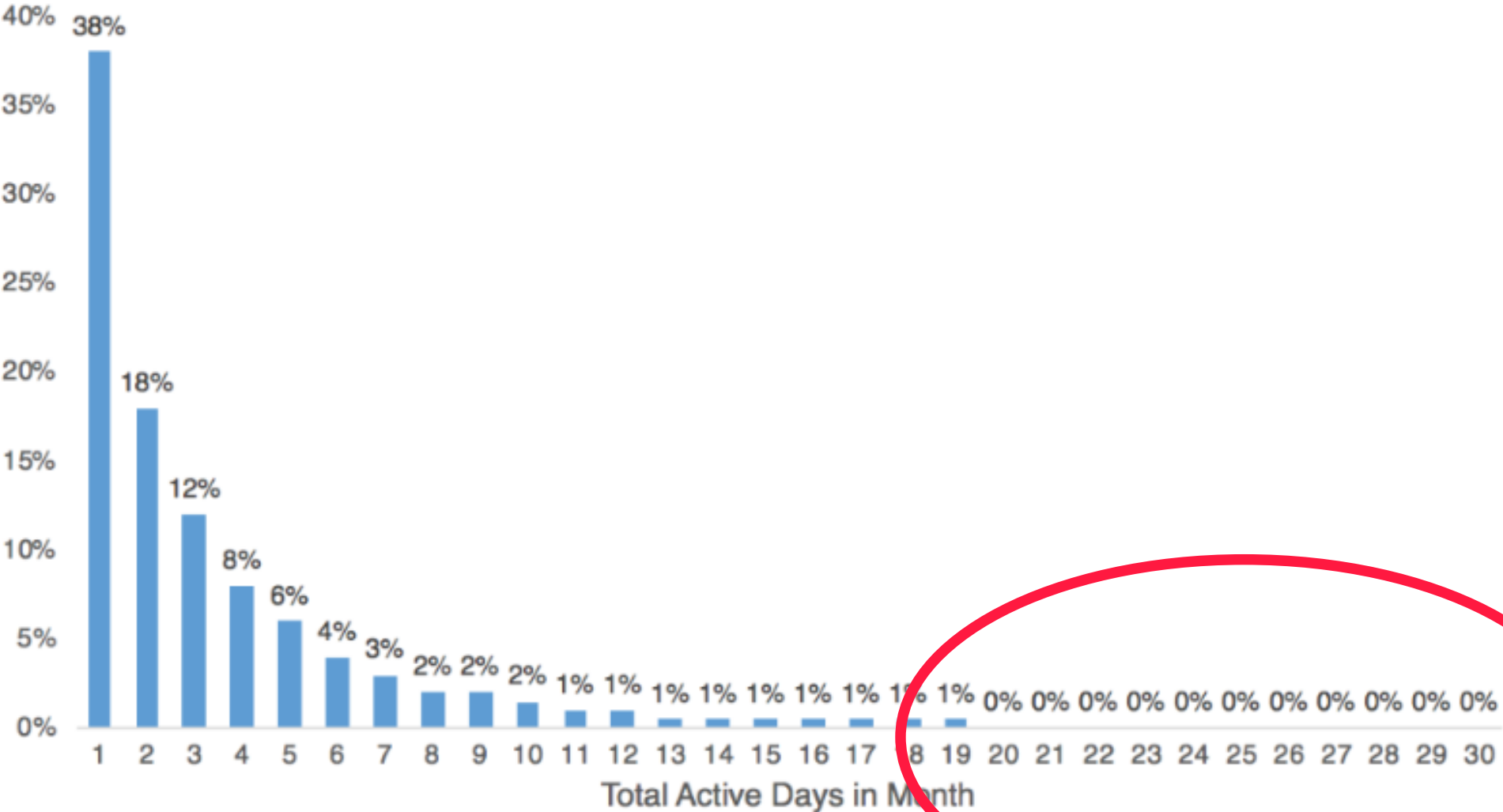


# Cohorts analysis can help you reach the product-market fit

- Baseline: when you launch, your product sucks
- You must change it until it's so much appreciated that can grows organically -> **your product fits the market needs**
- Old users will not stay in the app / website
- New users should, if you make the right changes

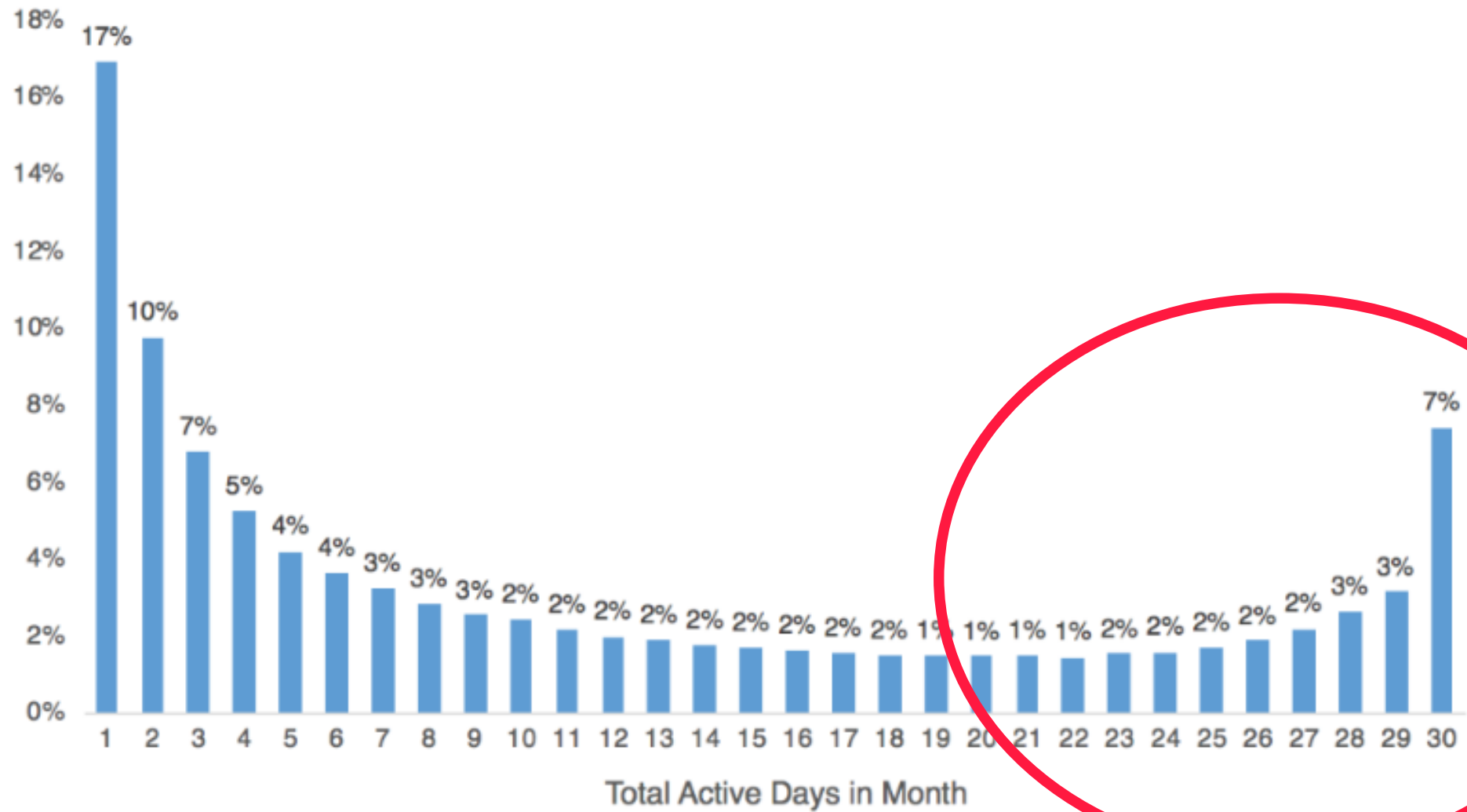


# January





# May





**Uniwhere**

**Yo,  
Thanks :)**

@giansegato – @uniwhere