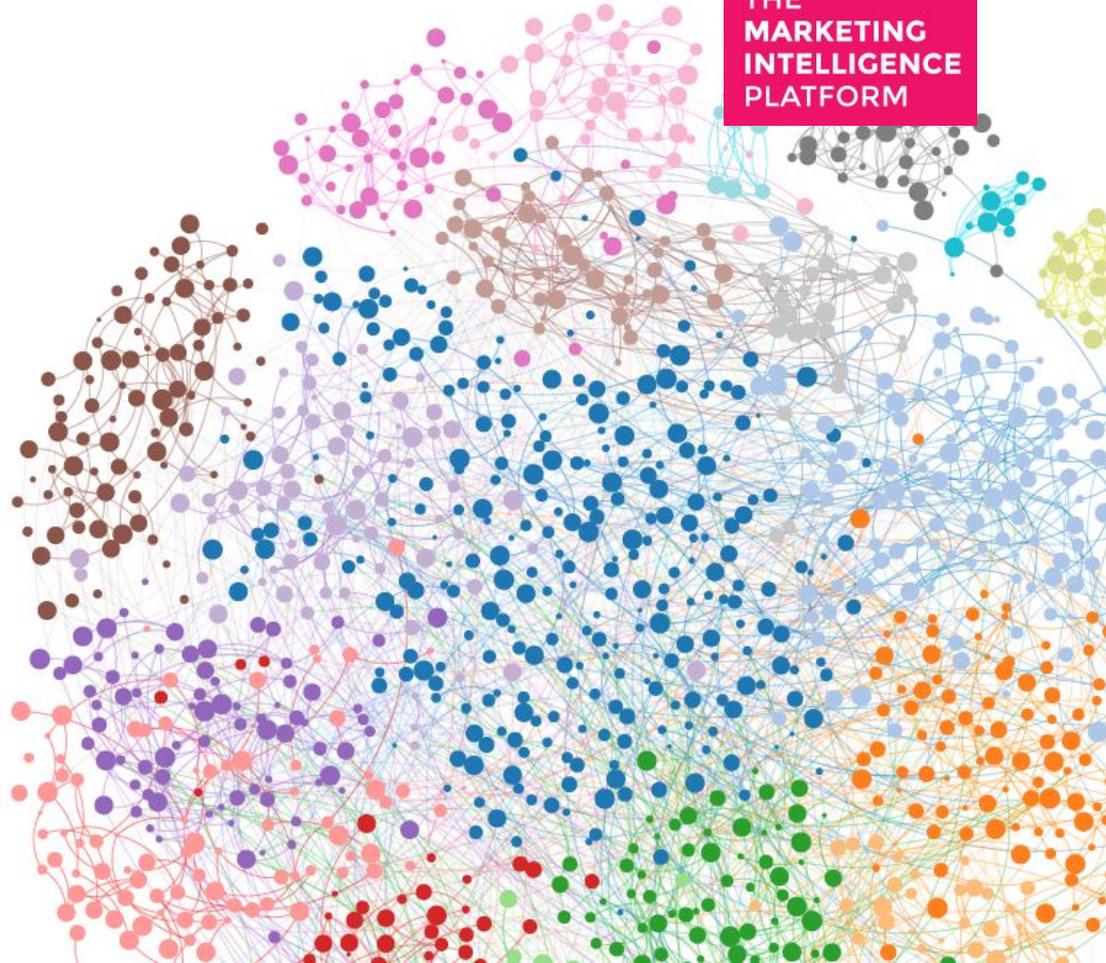


Affinio

***Data-driven growth : From
finding product-market fit to
scaling***

Sep 13, 2016

THE
MARKETING
INTELLIGENCE
PLATFORM



Agenda:

- About me
- Affinio
- Data

Stages:

- Early
- Growth

About me

- Came to Canada in 2004
- Holds two degrees from Dalhousie
 - Bachelor of Management
 - Masters of Computer Science-E Commerce
 - Lawtons Project
- Was offered a job at Target as a senior analyst at the Toronto HQ
 - Offer was rejected
- Instead, accepted a job offer from a small engineering firm
 - Tether.com, which would later turn into Affinio

History of Affinio

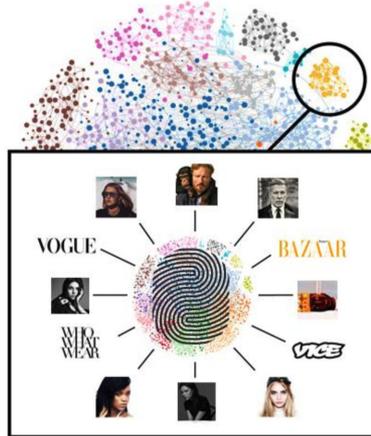
- Spun out of an R&D Lab that spent time solving some of the World's hardest problems
 - Clean Energy
 - Sustainable Fishing
 - Remote Data Access
- For each client, we saw a similar issue - Finding the *right* customer
- So, we applied our machine learning (originally used for Lobster scanning), to advertising
- The result was Affinio
- We start with team of 3 - now , we are 55 people.

So...what is Affinio?



1/ DISCOVER & EXPLORE AUDIENCE SEGMENTS

Understand what interest-based clusters exist in your audience. Be sure you are attracting the right audience



2/ ANALYZE & UNDERSTAND CULTURAL FINGERPRINTS

Uncover what each interest-based cluster in your social audience is influenced by, what they talk about, share, and ultimately care most about



3/ GENERATE AUDIENCE DRIVEN CREATIVE & STRATEGY

Leverage insights to drive business decisions and strategies that will resonate with your audience and maximize the impact of your content

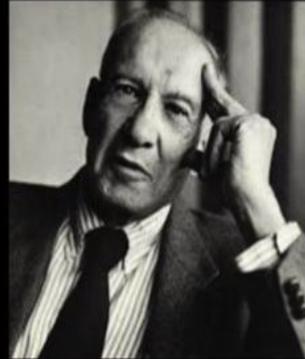
- **Since 2013, the number of Twitter posts increased 25% to more than 350,000 Tweets PER MINUTE!**
- **Youtube usage has more than tripled in the last two years, with users uploading 400 hours of new video each minute of every day!**
- **Instagram users like 2.5 Million posts every minute!**
- **Since 2013, the number of Facebook Posts shared each minute has increased 22%, from 2.5 Million to 3 Million posts per minute. This number has increased more than 300 percent, from around 650,000 posts per minute in 2011!**
- **Facebook users also click the like button on more than 4 Million posts every minute! That is nearly 6 BILLION Facebook posts liked each day!**
- **Around 4 Million Google searches are conducted worldwide each minute of everyday.**
- **Finally, 4 Million Text messages are sent each minute in the US alone!**

Power of data

Companies are vacuuming up data to make better decisions about everything from product development and Sales/marketing to HR.

Data is a funny thing. It's used by marketers, Sales and managers as the ultimate proof of truth -A cold hard NUMBER. You can't argue with a number. It was measured.

Affinio



“If you can’t
measure it,
you can’t
manage it”

Peter Drucker

For the first time, data about production processes, sales, customer interactions, and more were recorded, aggregated, and analyzed

The pioneering big data firms began investing in analytics to support customer-facing products, services, and features

They attracted viewers to their websites through better **search algorithms, recommendations from friends and colleagues, suggestions for products to buy, and highly targeted ads**, all driven by analytics rooted in enormous amounts of data

The real payoff will happen when the organization as a whole shifts to a test-and-learn mind-set

“A **startup** is a temporary organization used to search for a repeatable and scalable business model” - Steve Blank

90% Of Startups Fail

Here's What You Need To Know About
The 10%

Early - Stage

It's all about **Product- market Fit** :

“Product/market fit means being in a good market with a product that can satisfy that market.”.

Many people interpret product/market fit as creating a so called minimum viable product (MVP) that addresses and solves a problem or need that exists.

Early- Stage

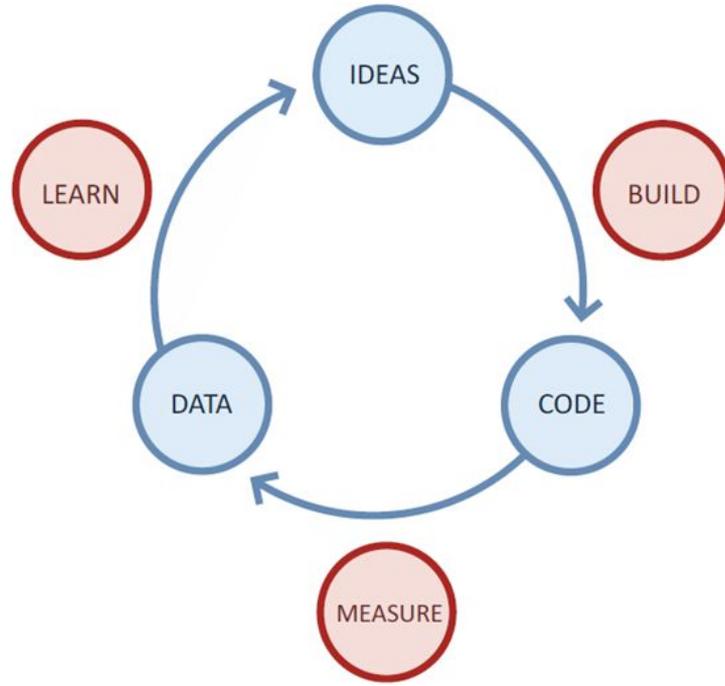
Analytics can help

Measurement

Rapid Prototyping

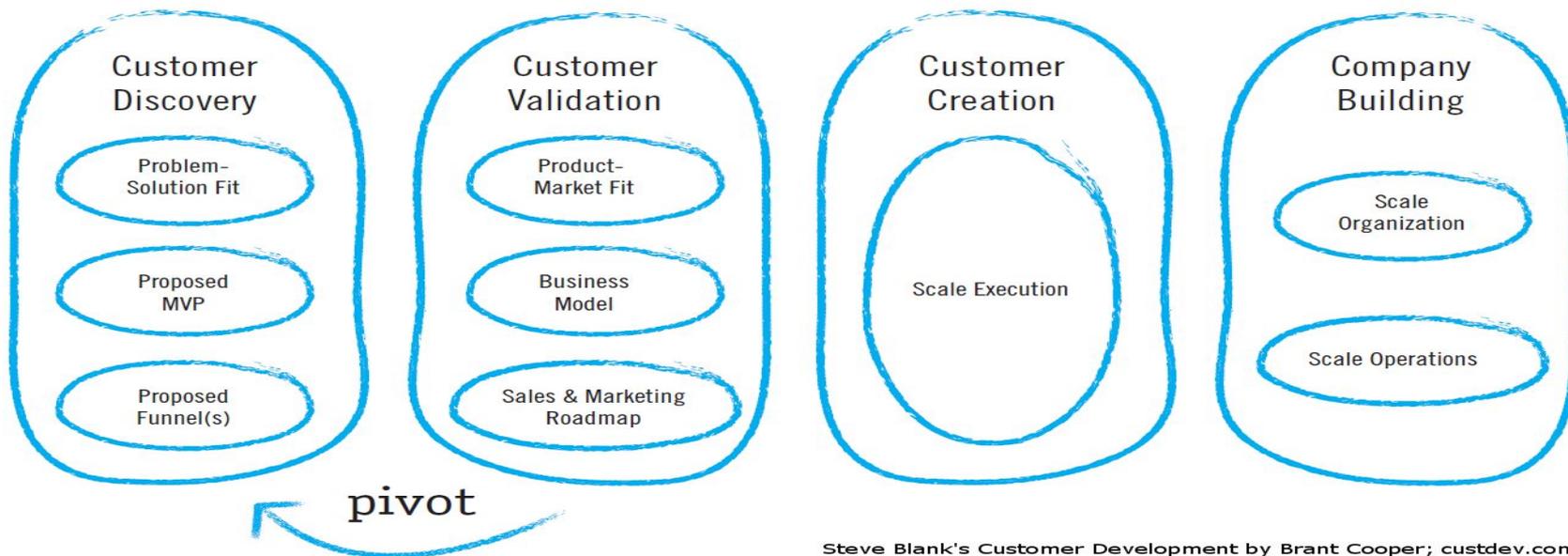
Cut the core - Pivot

Measure everything



Early - Stage

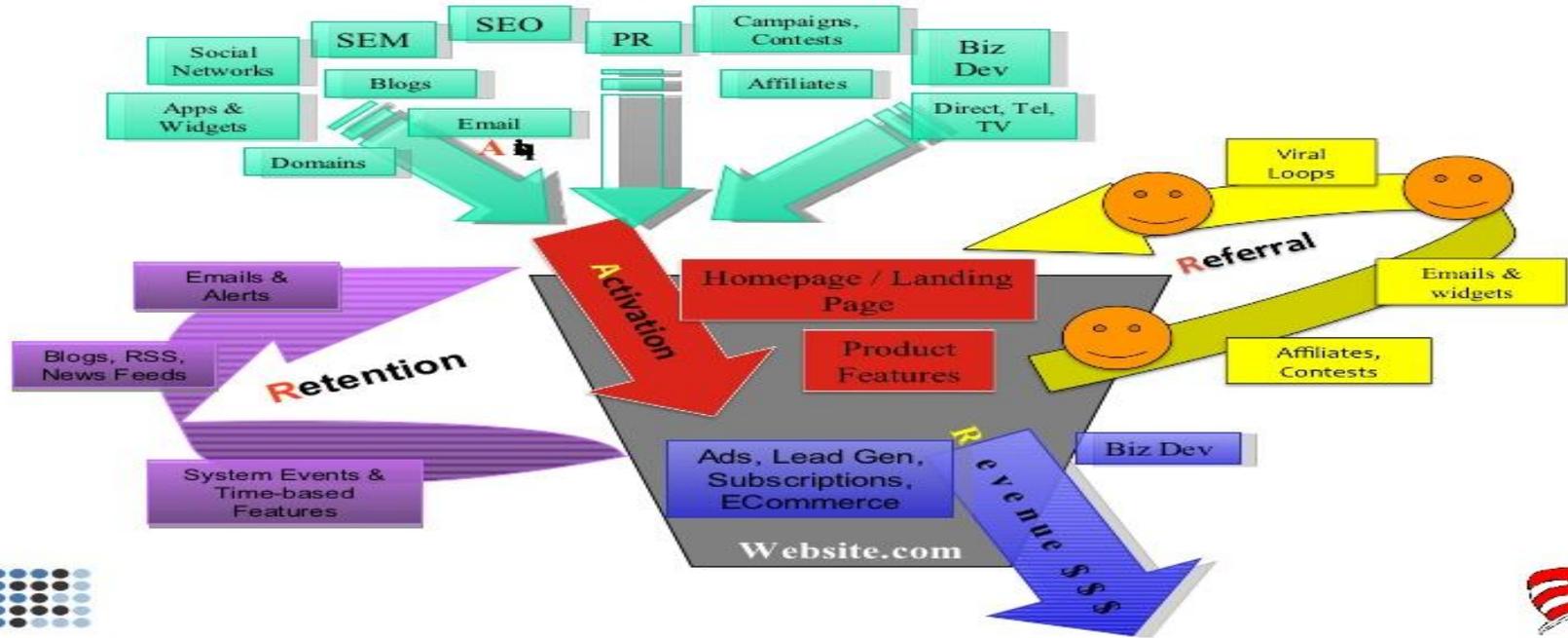
Customer Development



Steve Blank's Customer Development by Brant Cooper; custdev.com

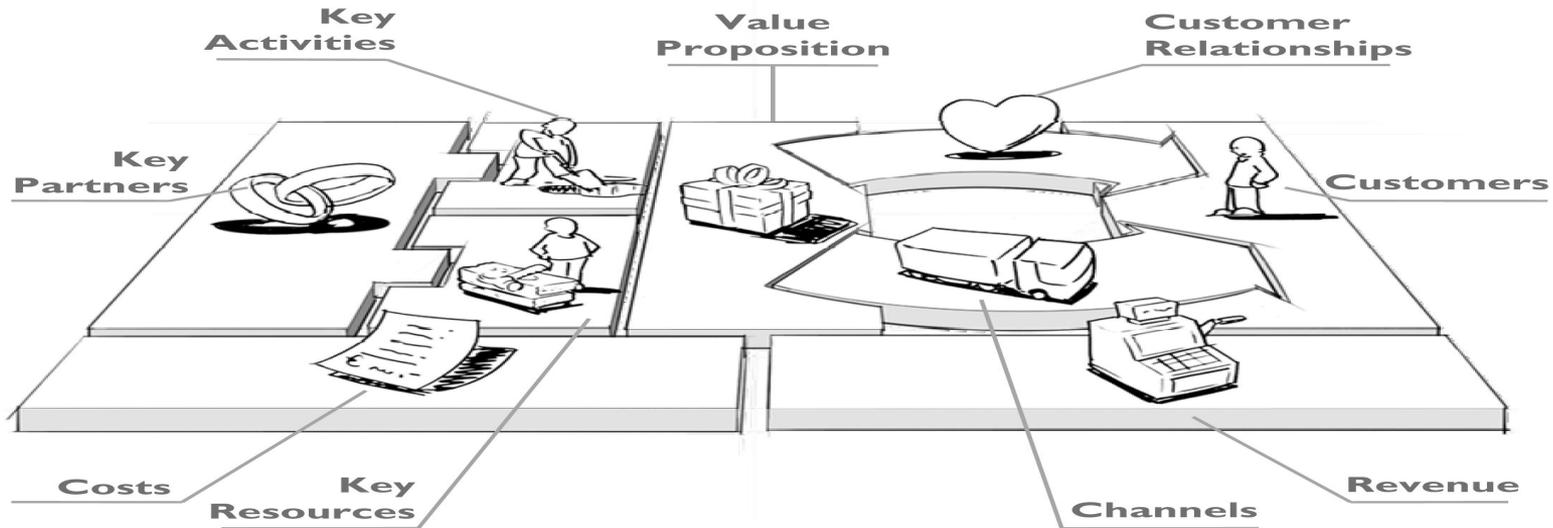
Early- Stage

AARRR!: 5-Step Startup Metrics Model



Early- Stage

Finding Repeatable/Scalable Business model



drawings by JAM

Early- Stage

Your Idea doesn't matter - It will change

Solve critical problem. Forget your idea

Does anyone care about your product

There is no secret sauce

Go solve real problem - Prove it with real data

Test Everything - Everything

Example:

Twitter was Podcasting company

Hotmail was Database company

Facebook was University dating app

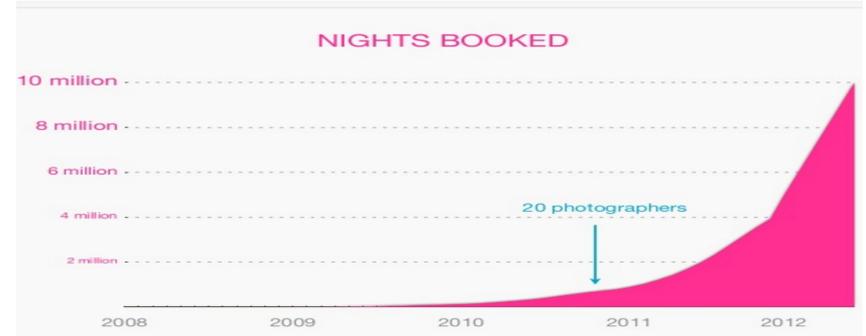
Early- Stage



First: It initially used a powerful email campaign in the first growth stage that helped boost the site to the next level of success.

Second: But the next brilliant move on Airbnb's part involved Craigslist spam. Airbnb used Craigslist to find listings of houses for rent and reached out to the renters to ask them to place their ads on Airbnb instead.

And Third: Study of high booking rooms



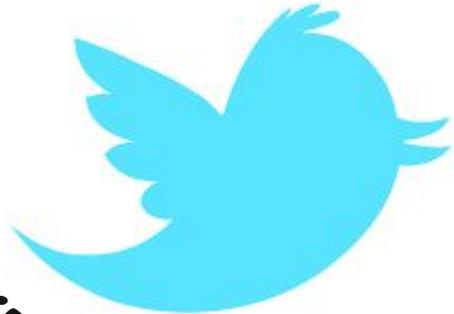
AirBnB tests a hypothesis



- The hypothesis: "Hosts with professional photography will get more business. And hosts will sign up for professional photography as a service."
- Built a concierge MVP
- Found that professionally photographed listings got 2-3x more bookings than the market average.
- In mid-to-late 2011, AirBnB had 20 photographers in the field taking pictures for hosts.

More Story

Twitter learned a variety of things about its users, such as the fact that if users selected 5-10 accounts to follow in their first day on Twitter, they would be much more likely to become long-term users. This is because once you've selected accounts that interest you, you are more invested in your account.



Affinio

Facebook- Was giving away embeddable badges and widgets that users could post on their websites and blogs, linking people back to their Facebook page. This alone led to millions of signups.



More Story

LinkedIn grew from 2 million to 200 million users by implementing technique that allowed users to create public profiles.



Affinio

YouTube is actually a search engine, in and of itself, and happens to be the second-largest search engine in the world after Google.

When you visit YouTube to watch a video, you're immediately presented with an embed code that allows you to share the video on your blog, website or social network.



What was in common? Data and
Customer

Growth-Stage

Now, You have repeatable and scalable business model

You have product- market fit

You have paying customer

Your problem is solving real problem

You have clear Value-Proposition

Now, You are optimizing product for the market

Growth-Stage

B2B

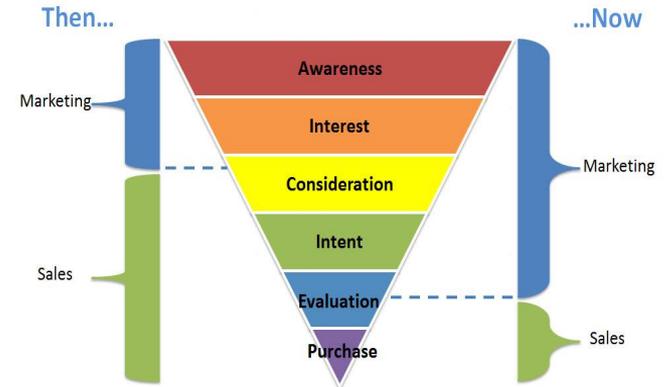
Scaling Marketing / Sales /Dev and Operation
(HR, Finance)

Growth-Stage

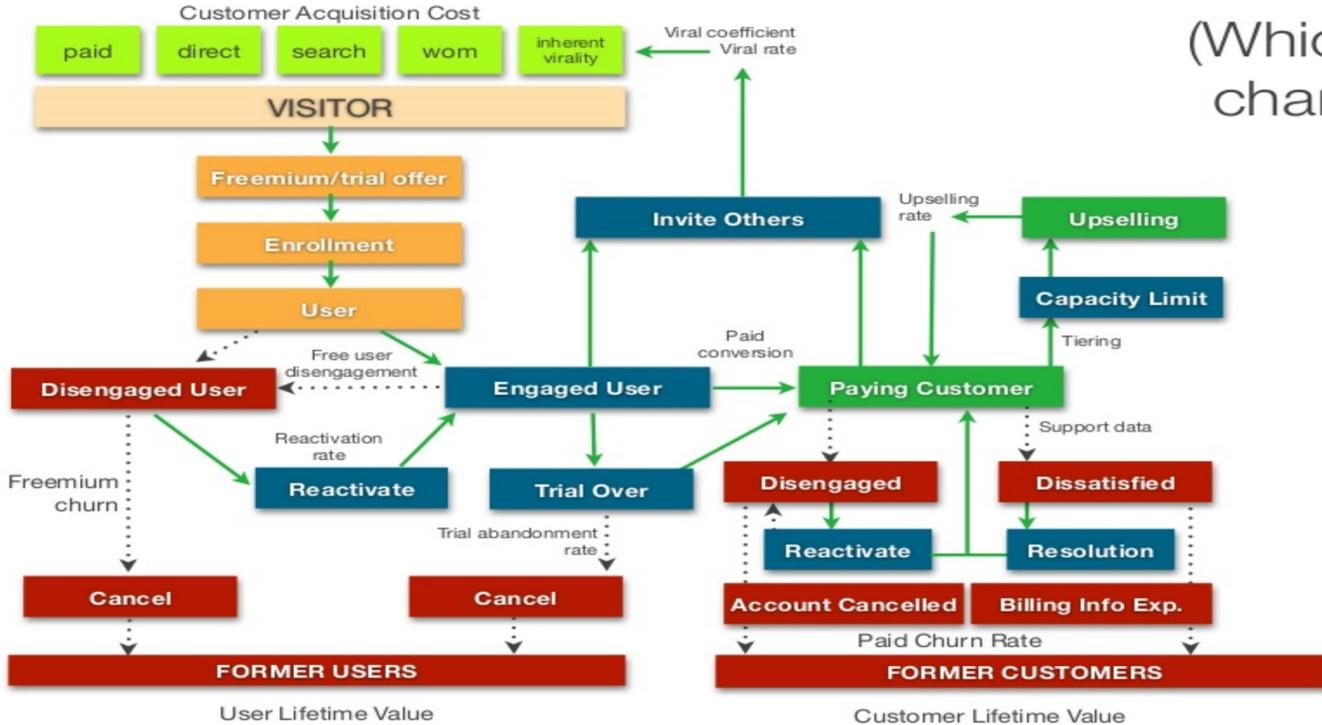
Marketing:

Software Marketing is Different from Every Other Type of Marketing

The New Marketing & Sales Funnel



Growth-Stage



(Which means eye charts like these.)

Growth-Stage

Old School:

Trade show

Logo design

Pitch decks

New School:

Demand Gen (Inbound vs outbound)

Database and SQL

Web technology (HTML/CSS, Javascript, etc)

Web development (HTTP, Web servers and etc)

Copywriting (Writing for web or email)

Design (Wireframing, Web design, Photoshop)

Analytics (web metrics, SAAS metrics and etc)

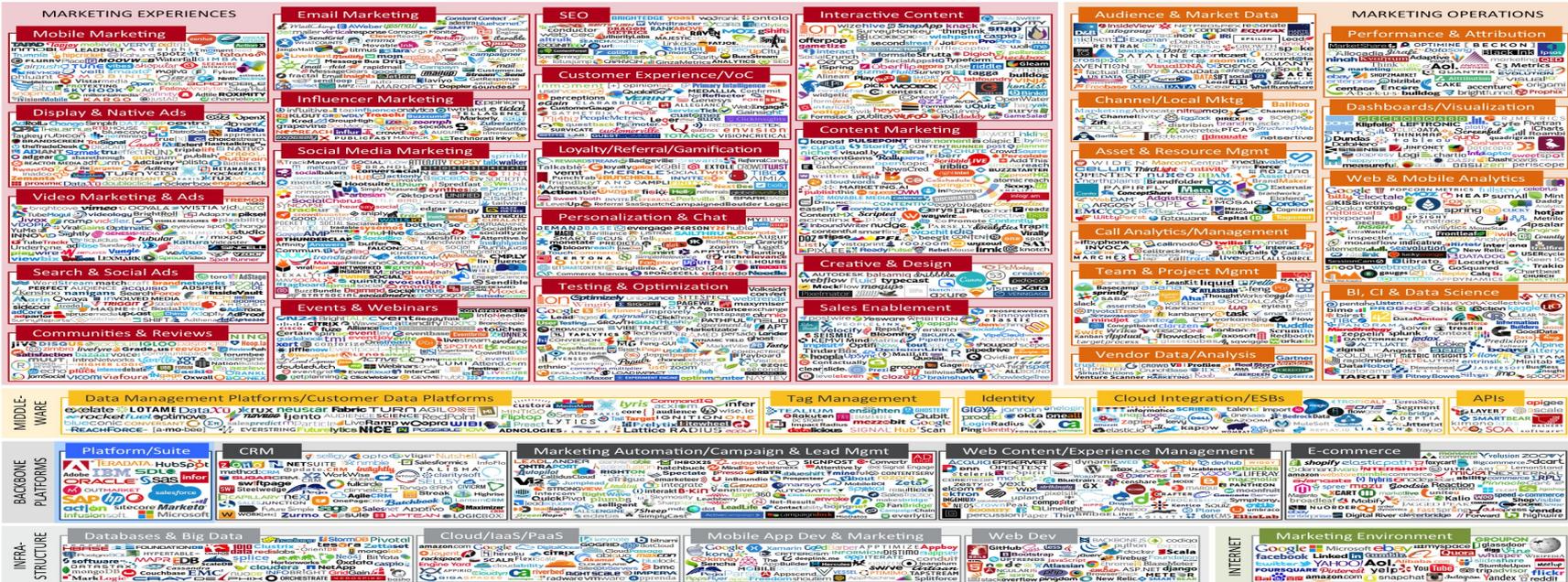
Forecasting/Statistics





chiefmartec.com Marketing Technology Landscape

January 2015



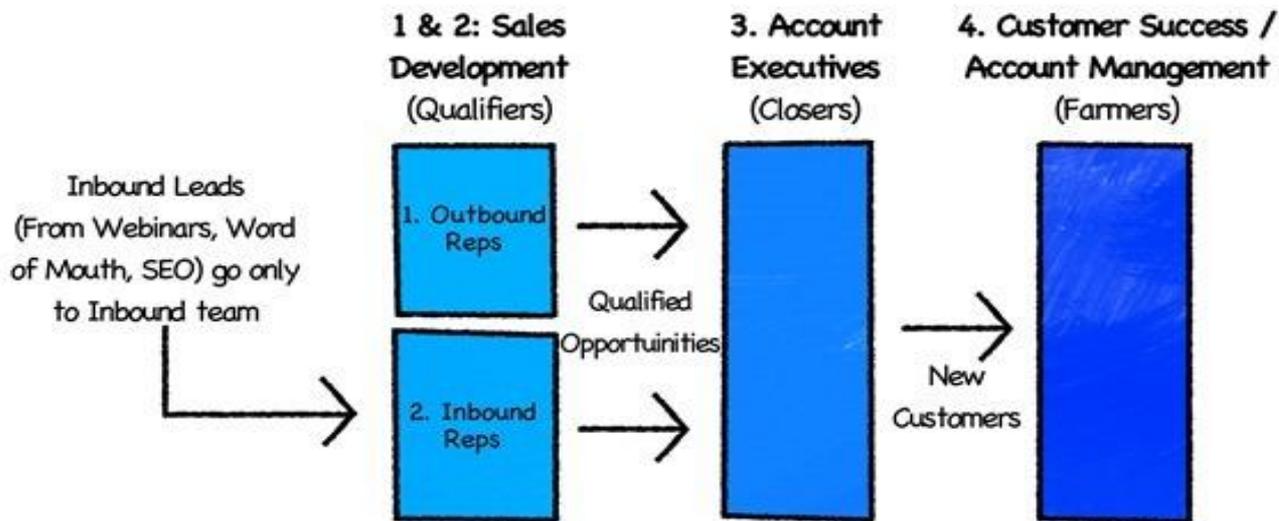
by Scott Brinker @chiefmartec <http://chiefmartec.com>



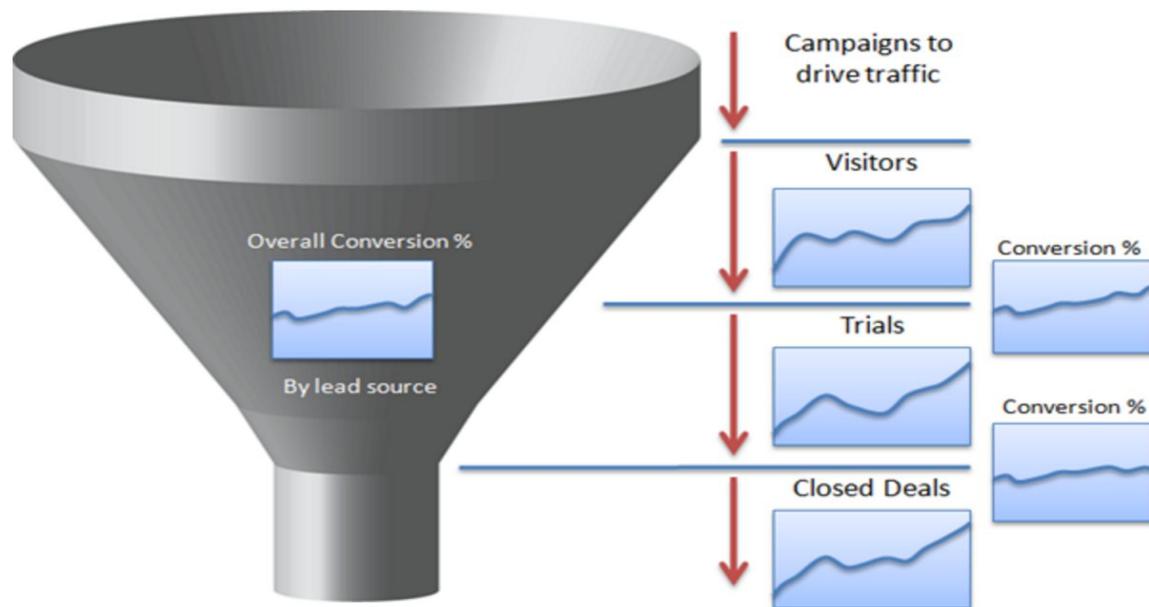
Growth-Stage

Sales

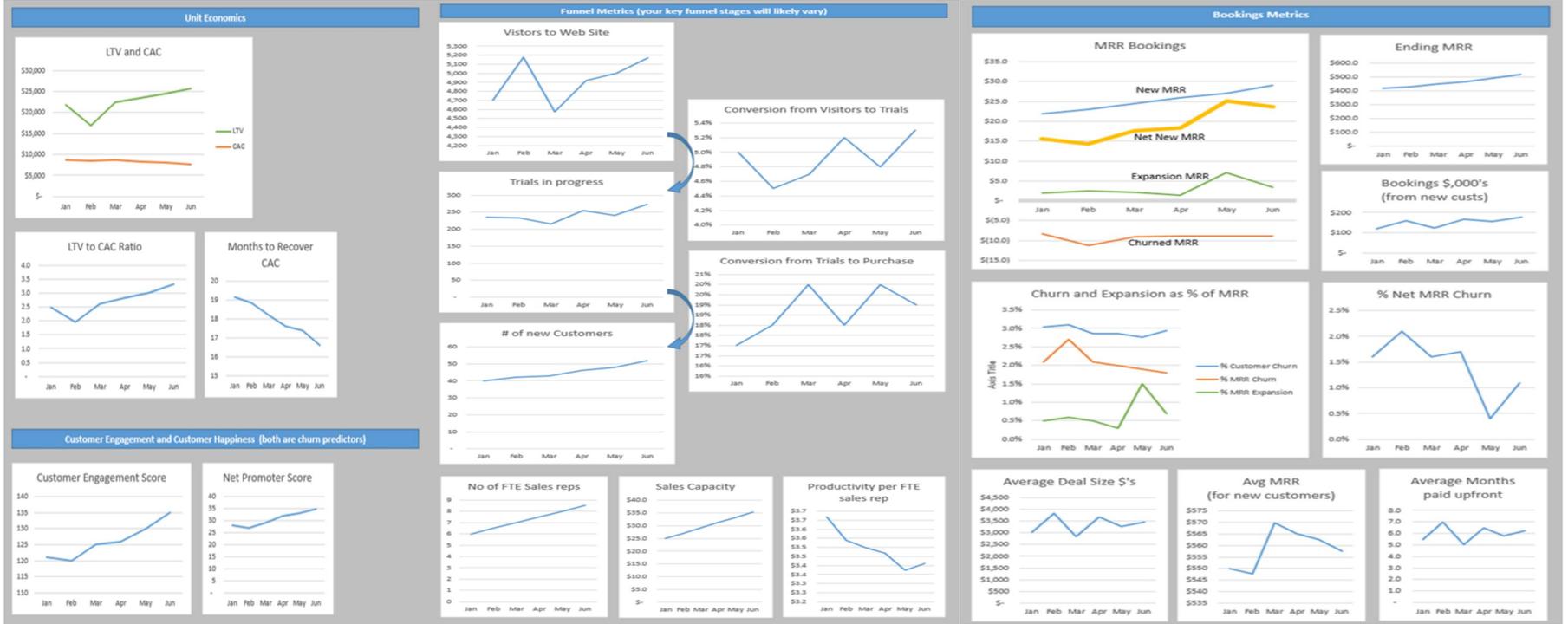
Specialize Your Four Core Sales Roles



Growth-Stage



Growth-Stage



Growth-Stage

HR - Hiring

Ex: Linear regression

HubSpot Sales Candidate Assessment

CANDIDATE SUMMARY

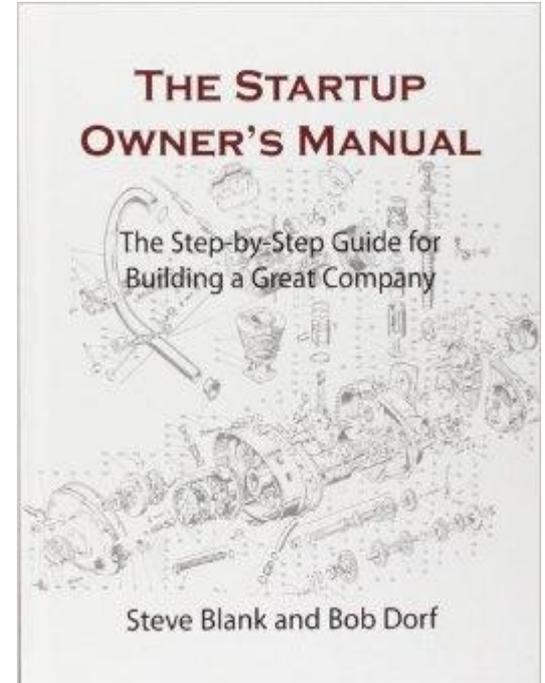
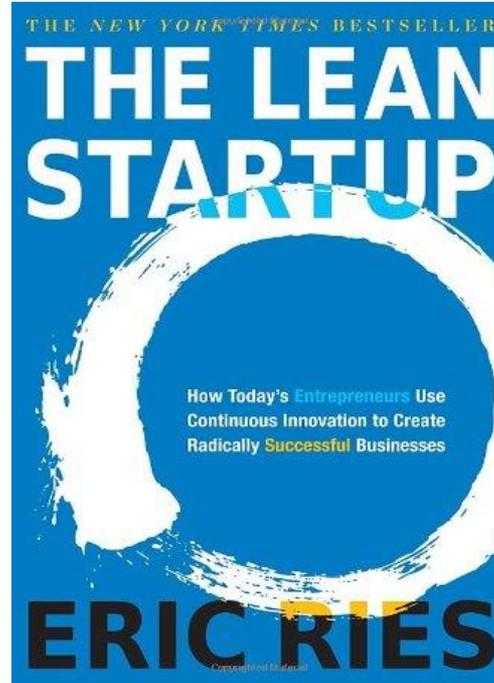
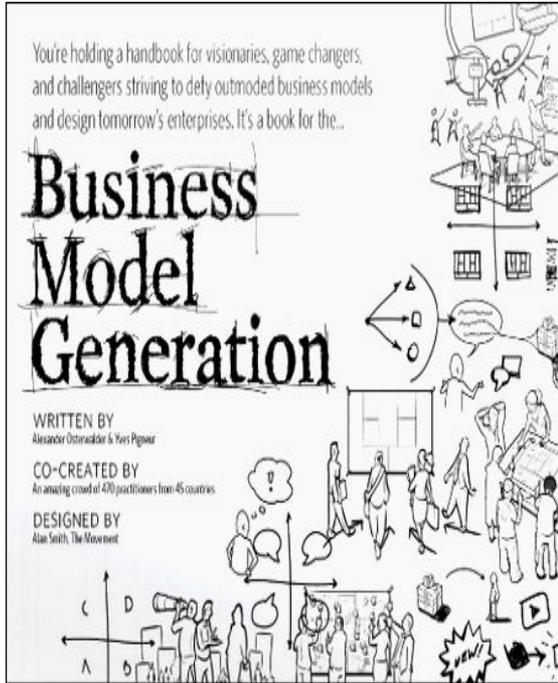
Candidate Name:	John Doe
Date of Interview	1/1/2012
Interviewer:	Mark Roberge
Primary Criteria Score:	71%
Summary of Strengths:	<Insert Strengths>
Summary of Weaknesses:	<Insert Weaknesses>
Next Step Recommendation:	<Insert Recommended Next Steps>

PRIMARY CRITERIA	Score	Weight	Weighted Score	Max Score
Coachability	8	9	72	90
Curiosity	9	9	81	90
Work Ethic	7	8	56	80
Intelligence	6	8	48	80
Prior Success	4	7	28	70
Passion	8	5	40	50
Preparation	8	3	24	30
Adaptability to Change	7	3	21	30
Competitiveness	8	3	24	30
Brevity	6	3	18	30
TOTAL			412	580
				71%

Mentor's Role

- Big fan of having a mentor
- Finding the right mentor is the key
- I had this excellent mentor during my undergrad study which guided me.
- He/she should be someone who went through similar, if not exactly the same, challenges as you. Someone who has “been there and done that”.

Book recommendation:



Questions ?

“Success consists of going from failure to failure without loss of enthusiasm”

Winston Churchill

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