

KEPLER & *WILDE*

EXPLORE THE EDGE OF MARKETING

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DEMYSTIFYING

Numbers

25

Over 25 years of combined brand and marketing experience.

Christy Harner, CEO

Tech Entrepreneur & Brand Strategist

Tara Fusco, CMO

Corporate Marketing & Brand Strategist



5

Important types of numbers
every startup/investor should
have in their pocket.

A female athlete with dark hair in a ponytail is running on a blue track. She is wearing a black sports bra and black shorts. The background shows a green field and a large stadium with blue seating under a clear blue sky. A red rectangular overlay is positioned on the left side of the image, partially obscuring the runner's head and torso.

1

Traction

“A marketplace model may be very different than a SaaS model so it isn’t really one size fits all.”

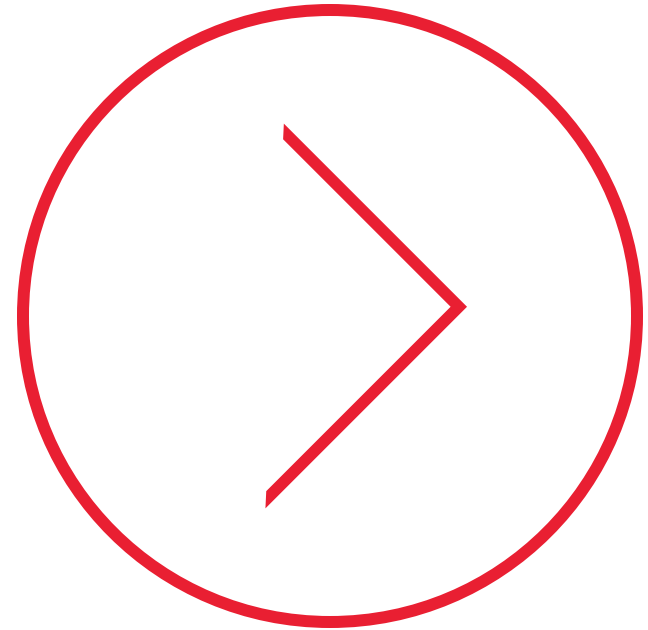
- Gregg Smith, Evolution VC Partners

Traction is quantitative.

For startups, as well as corporations investing in digital products, you are not only measuring your overall reach, but **you are looking for quantitative evidence** of market demand.



**So, what does
traction actually
look like?**



1. TRACTION

- ☐ Virtual Pipeline
- ☐ Contact Lists
- ☐ Quality Website Data
- ☐ Content Engagement
- ☐ CTAs
- ☐ Surveys

A group of young people, likely students, are sitting in a row. They are wearing blue and white striped shirts. Some are holding smartphones, and one person in the foreground is holding a brown paper coffee cup with a black lid. A large red rectangle is overlaid on the left side of the image, containing a large white number '2'.

2

Product

“Are your numbers communicating value within the userbase? Not just quantity, quality.”

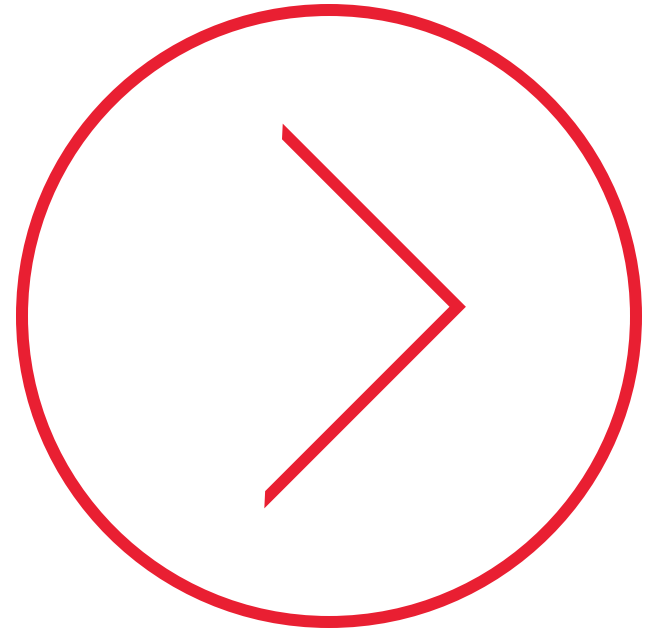
– Tim McLoughlin, Cofounders Capital

No smoke screens

Don't let product numbers be a smoke screen for your overall business. Be transparent and **prioritize engagement** and root cause over fluffy numbers.



**What are quality
product numbers?**



2. PRODUCT

- ☐ Active Users over Total Downloads
- ☐ Paying Subscribers
- ☐ Feature Stickiness
- ☐ NPS Scores

BONUS TIP:

FOR THOSE IMPLEMENTING STRICT
AGILE PRODUCT
DEVELOPMENT METHODOLOGIES...

Do you have a customer
advisory board? Are they
attending your
sprint reviews?





3

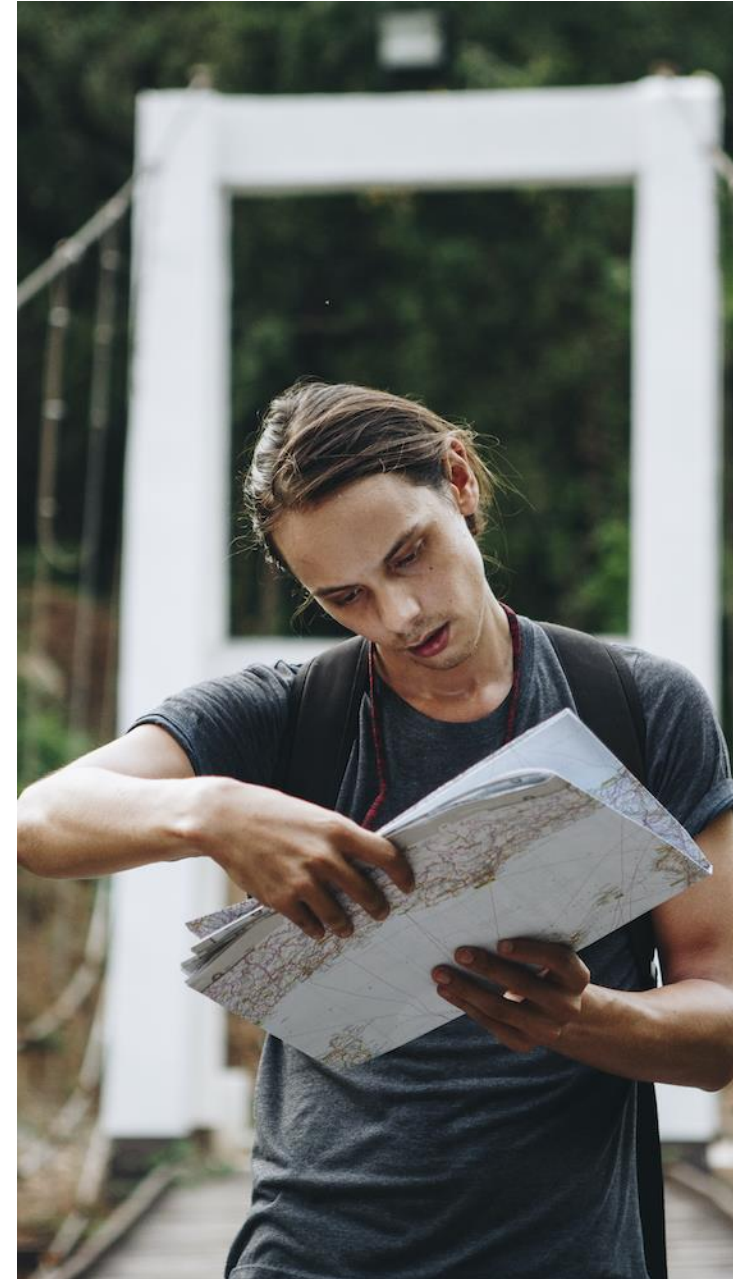
Adoptability

“Starting up takes longer and more money than you think it will...founders are (overly) optimistic about how quick customers will adopt and they think it’s ‘like 123 let’s go’ but that is hardly ever the case.”

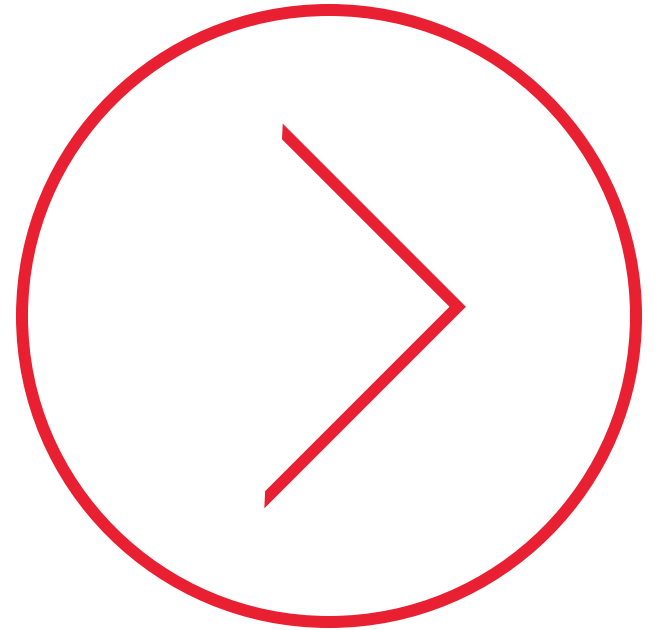
- Eric Kagan, Investor

Can you prove users are adopting your product?

If a user cannot successfully onboard, engage at a cadence that is productive to their role, provide feedback, experience value, and ultimately become a champion – then there is no chance an entire department or company will adopt your product.



**Which adoptability
numbers matter?**



3. ADOPTABILITY

- ☐ Client Onboarding Time
- ☐ Support Tickets
- ☐ Customer Churn



4

Spend

“When founders have a deep understanding of their numbers (the KPIs) that matter in their business and can articulate WHY they matter, that is a strong signal for me.”

- Mac Lackey, Founder of KYCK and CLT Investor

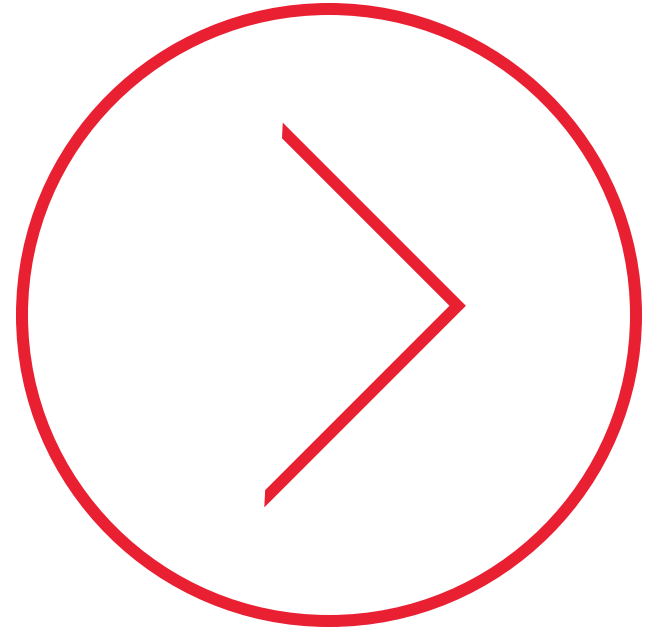
You can't mention numbers without mentioning spend.

Marketing spend is volatile and one of the first expenditures sacrificed if ROI is not clearly attributed or root cause of poor performance is not identified.

Showing visibility and proving agility is critical.



**How do you
measure spend?**



4. SPEND

Pro tip: Try the faucet method

- ☐ Channel Diversification
- ☐ Costs/Conversion Rate Per Channel
- ☐ CAC (Customer Acquisition Costs)

A group of seven business professionals are seated in a circle in a modern office setting, engaged in a discussion. The participants include a man in a dark suit, a woman in a patterned blouse, a man in a light blue suit, a man in a dark suit, a woman in a light blue blouse, and two other individuals partially visible. They are all looking towards the center of the circle, suggesting an active meeting. The background features large windows and a wooden wall.

5

Sustainability

“I like to ask, ‘How much does it (or will it) cost for you to acquire a customer, user, follower, like, email, etc.?’

If a founder does not know the answer ... they are likely either very green or have not done any market validation work- both represent a significant risk.”

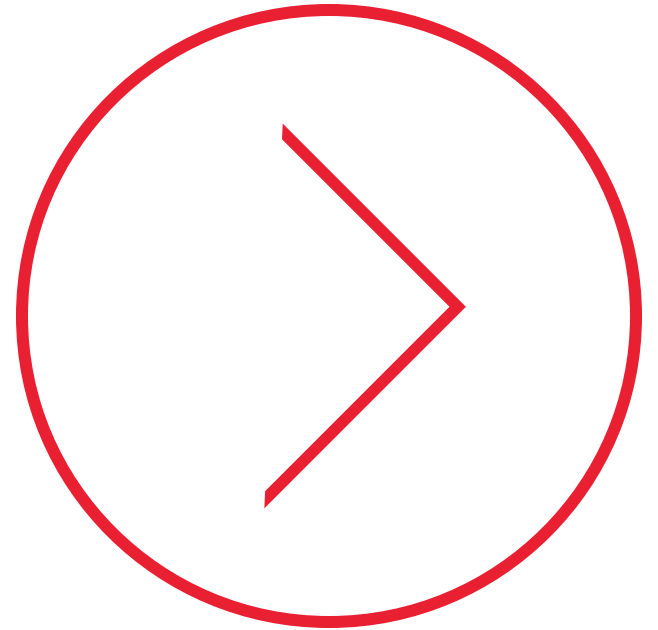
– Tom Ryan, Start100

Sustainable growth is represented in many ways.

From forecasting additional monthly users to investing in core competencies to support future development that meets market demands, there are qualitative and quantitative ways to show you know where to invest.



**What numbers show
you've calculated
sustainability?**



5. SUSTAINABILITY

- ☐ Customer Churn
- ☐ Paid Pilot Programs
- ☐ LTV (Life-time Value)
- ☐ Channel Partners

6. Commitment

Bonus

If I am investing in the company (and hence...the founder), I want to be sure they are "all-in"... and you have little choice but to survive and find success.

THEN our investments provide the founder relief from the everyday burden of survival and let them focus on executing their vision.”

- TJ Eberle, Lead Investor at ecomdash

6. COMMITMENT

- ☐ Is this full time?
- ☐ Are you getting paid fairly?
- ☐ Are you all in?



Marketing Strategy &
Implementation

Brand & Content
Development

Sales & Marketing
Alignment

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