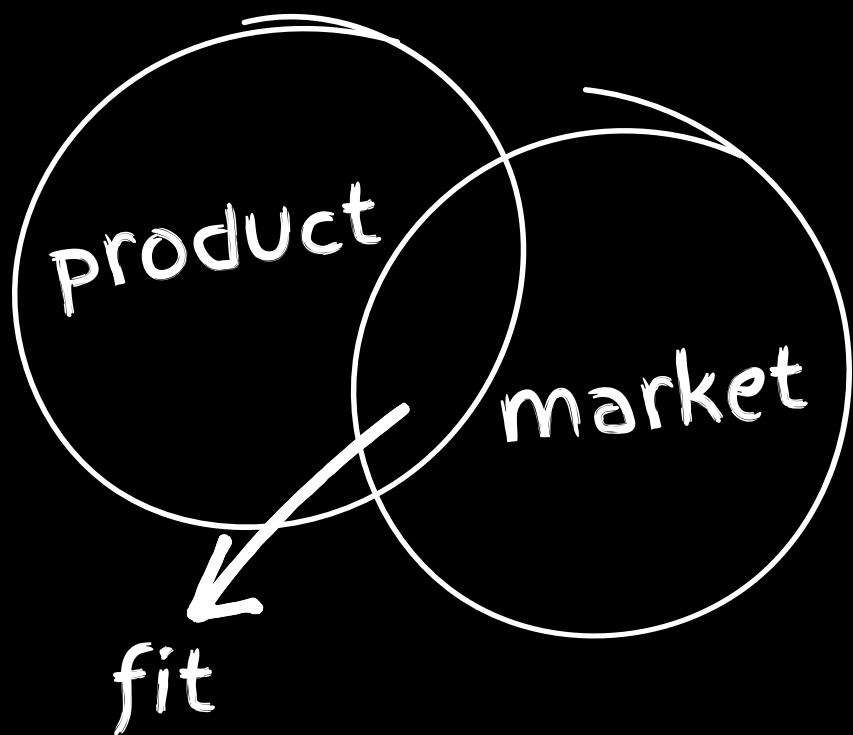


Measuring Product-Market Fit



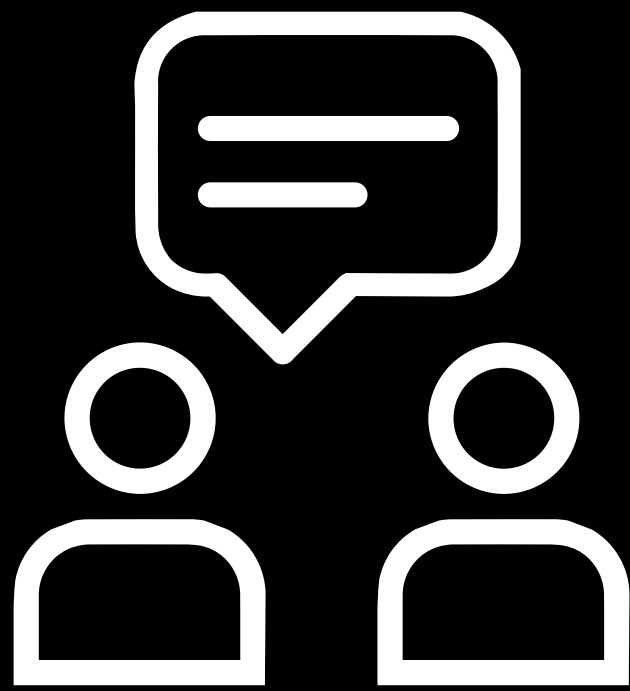
There isn't a single, definitive indicator of product-market fit.

It's essential to gather and analyze **quantitative** and **qualitative** data.

Here are 9 things to measure...



01

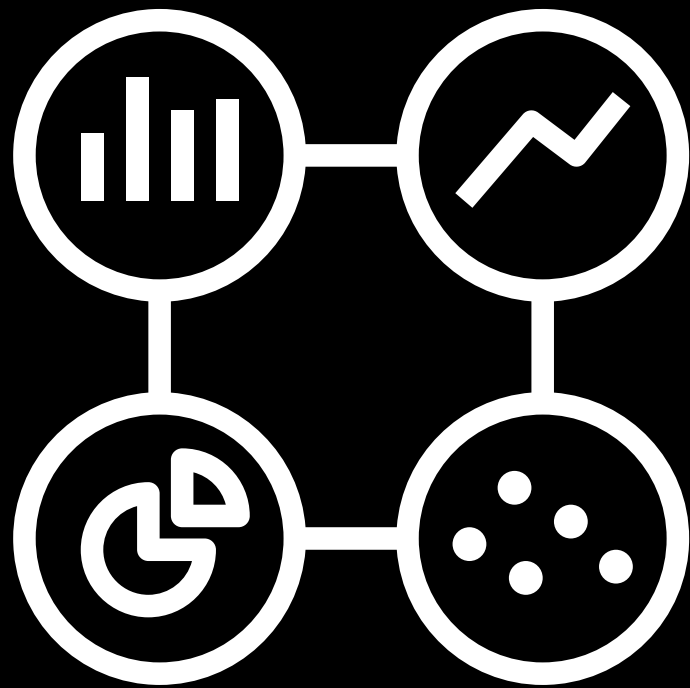


Customer feedback

Customer interviews provide deep insight.

Complement with surveys and comb through review websites.



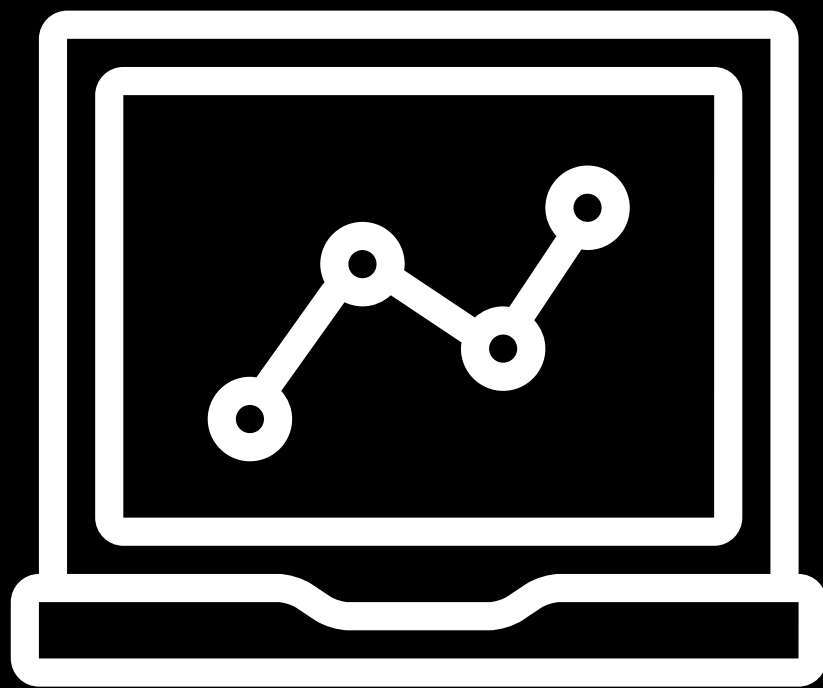


Metrics

Track key metrics such as customer acquisition cost compared to lifetime value, retention, and churn.

Measure the ones that make sense for your business.



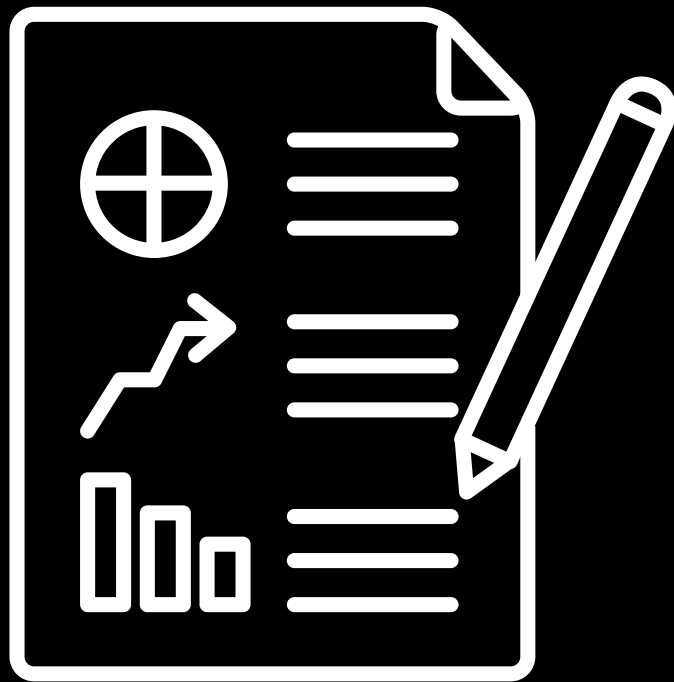


User engagement

Track how much time is spent using your product and the number of daily or monthly active users.

Low or falling use indicates weak product-market fit.





Sales data

Revenue data, the number of units sold, win/loss data, and the length of the sales cycle (compared to similar solutions) help to indicate fit.



NPS

Net Promoter Score

This customer satisfaction metric indicates the likelihood that customers will recommend your product or service to others.

A high score relative to your industry suggests a strong product-market fit.



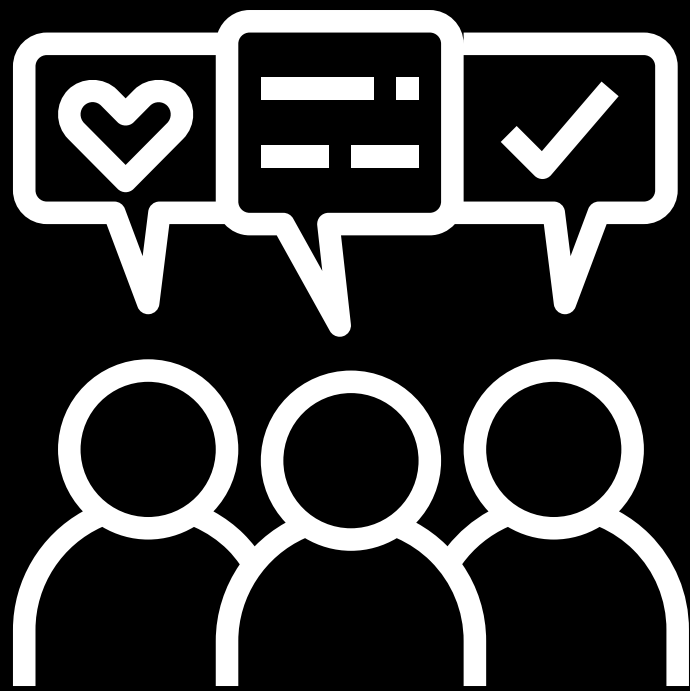


Market share

Tracking your market share relative to competitors can provide insight into the level of fit between your product and the market.

A growing portion signals strong fit.





Word-of-mouth referrals

Delighted customers tell others about your product or service.

If a high proportion of prospects say they heard about you through word of mouth, it's another indicator of strong fit.





Media and analyst opinions

Favourable coverage and reviews from the media and industry analysts indicate you have a winning product.



400%

Sean Ellis test

If more than 40% of customers say they would be “very disappointed” if they could no longer use your product or service, you likely have found product-market fit.



The importance of product-market fit and how to validate it

Read the full article at mcclurgmarketing.com



I help B2B tech founders and
CEOs **drive growth** with
marketing strategy and
execution guidance.

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