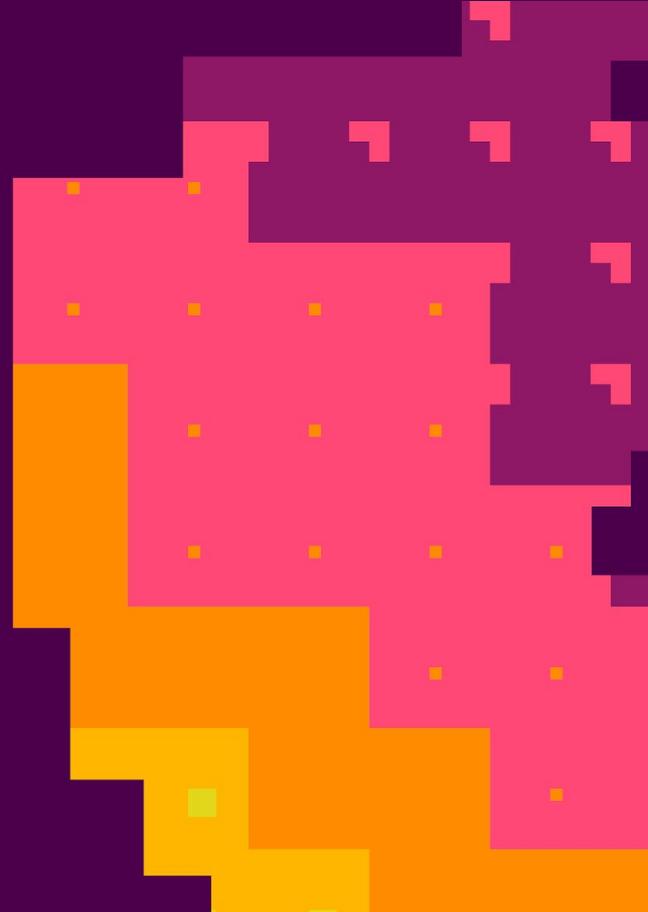


**PENDOMONIUM 2023**

# Going viral:

Product-led principles  
to drive product  
virality and growth





**Nichole Mace**

VP, Product Growth  
Pendo



**Tyson Brown**

Sr. Product Manager  
Calendly

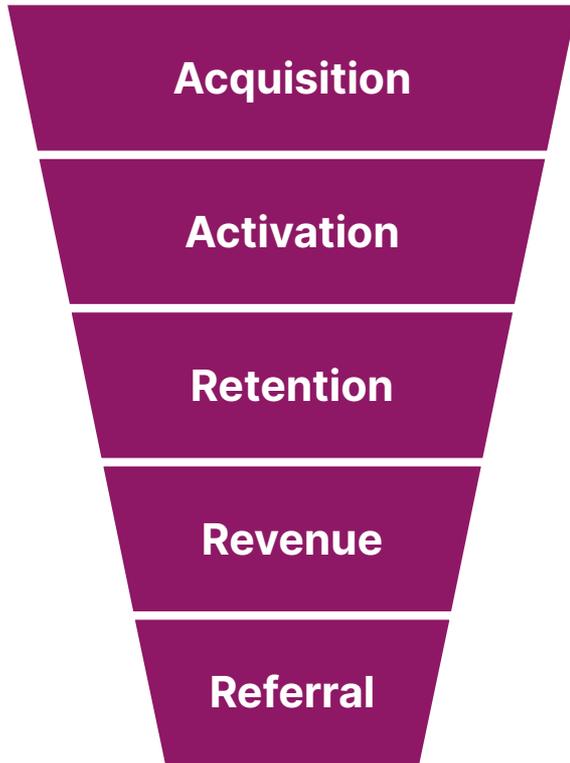
# Agenda

- 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

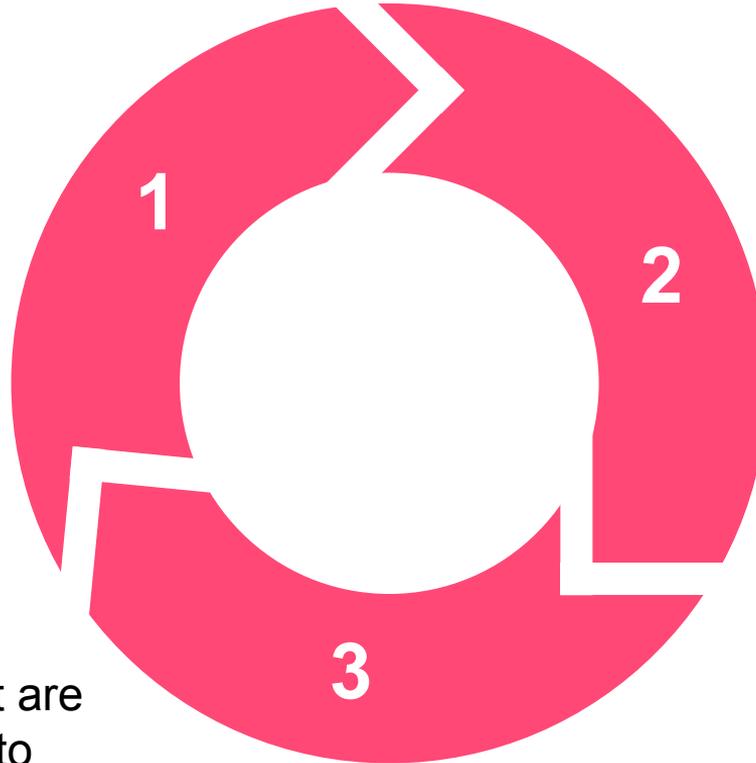
# Loops are evergreen & much more efficient

## **[Input] New User**

New or returning user created by output of loop

## **Output**

Result of actions that are directly reinvested into the input



## **Action/Step**

Series of actions or step(s) completed

# All different kinds of growth loops...



**Personal**



**Financial**



**Social**



**Content**



**Ad**



**Physical**

# ...both internal and external





# Types of Loops

powered by  
Calendly



## ✔ You are scheduled

A calendar invitation has been sent to your email address.

### Coffee Chat

Jasmine Chambers

3:30pm - 4:00pm, Thursday, March 16, 2023

Eastern Time - US & Canada

Web conferencing details to follow

### Schedule your own meetings with Calendly

Eliminate the back-and-forth emails for finding time

Sign up free with Google

Sign up free with Microsoft

[Sign up free with work email](#)



Content



External

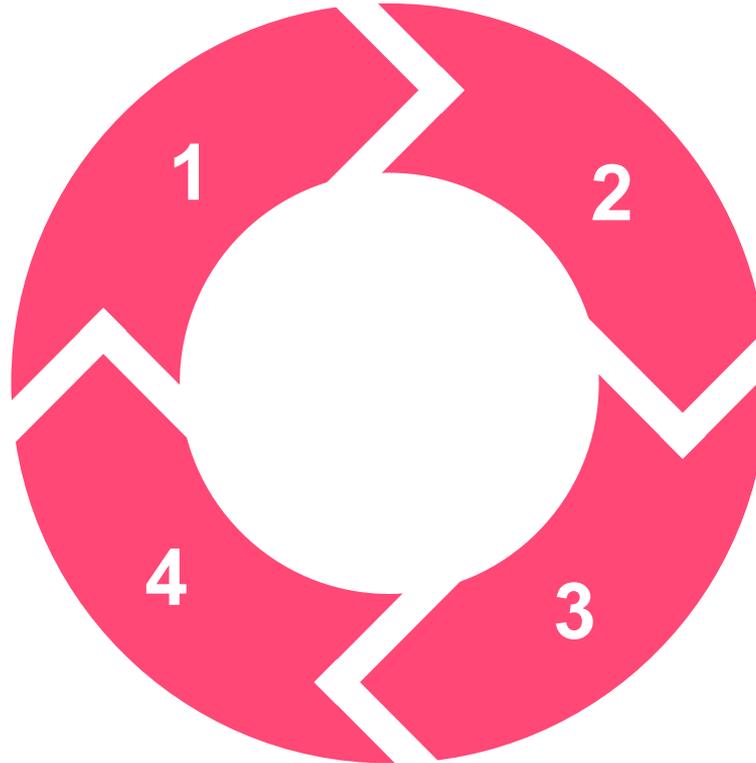
# Loop Example at Calendly

**[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

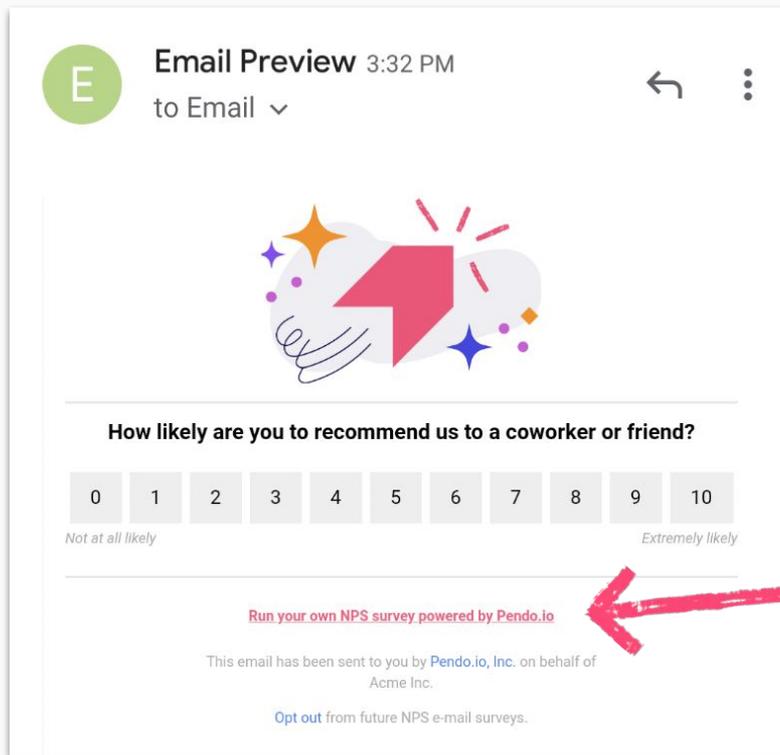




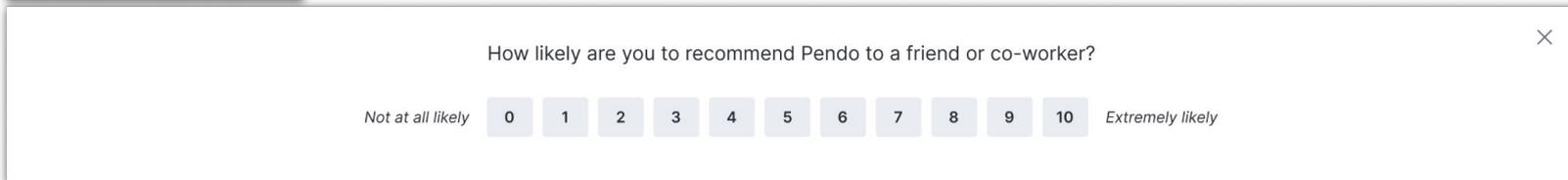
Content



External



Run Your Own NPS Score with  pendo

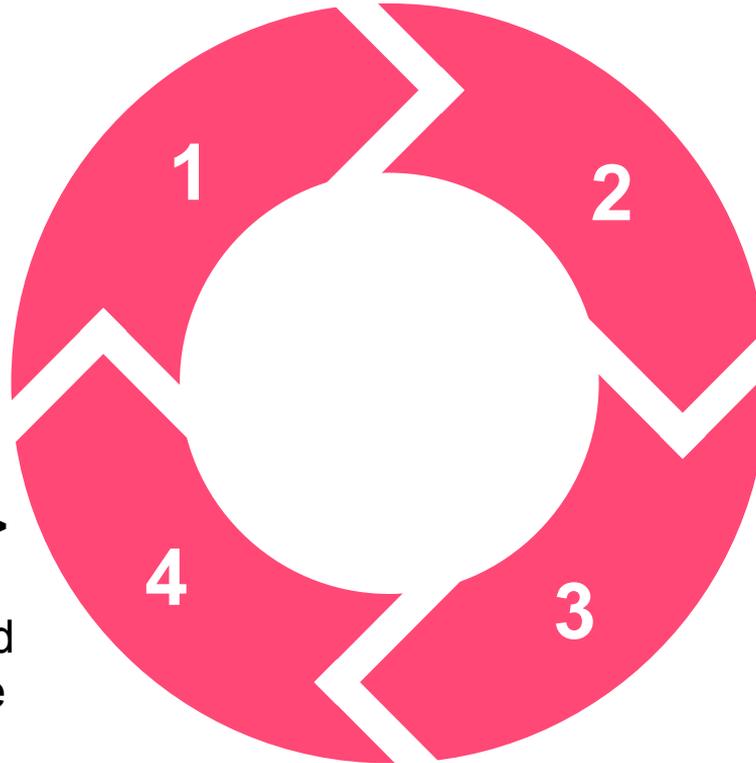


**PENDOMONIUM 2023**

# Loop Example at pendo

**[Input] Free User**  
creates a Pendo  
Branded NPS  
guide

**Guide is  
published to Free  
user's customers**



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

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



## Get up to 16 GB of free Dropbox space!

Invite your friends to join Dropbox, and for each one who installs Dropbox we'll give you both 500 MB of bonus space. If you need even more space, [upgrade your account](#).

Send





## You received a High Five from Maria Cradley at Green Enterprises

MC

scurry@warriors.com Loved the humor you bring to work every day! AND for running the question report for me at the drop of a 🍌 Thank you! ✨

Jul 16, 9:10 am

Reply to This High Five



### Why did I receive this email?

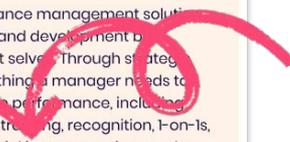
You are receiving this email because Maria Cradley at Green Enterprises gave you a High Five. You must be doing something awesome.

### What is a High Five?

**High Fives** allow you to send and receive appreciation. People using **15Five** can give a High Five by mentioning someone's email address to send praise their way.

### What is 15Five?

**15Five** is a leading continuous performance management solution that not only guides employee growth and development but also empowers people to become their best selves. Through strategic Weekly Check-Ins, 15Five delivers everything a manager needs to maintain visibility and impact employee performance, including continuous feedback, Objectives (OKR) tracking, recognition, 1-on-1s, and 360° reviews. Over 2,200 forward-thinking companies use the solution to bring out the best in their people, including Credit Karma, WPEngine, and HubSpot. [Get started today!](#)



Social



External

**PENDOMONIUM 2023**



Physical



External



# 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

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



Personal



Internal

*Created NRR growth during typical seasonal contraction periods*

**PENDOMONIUM 2023**



## User Permission Settings

**First Name \***



**Last Name \***



**Email \***



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



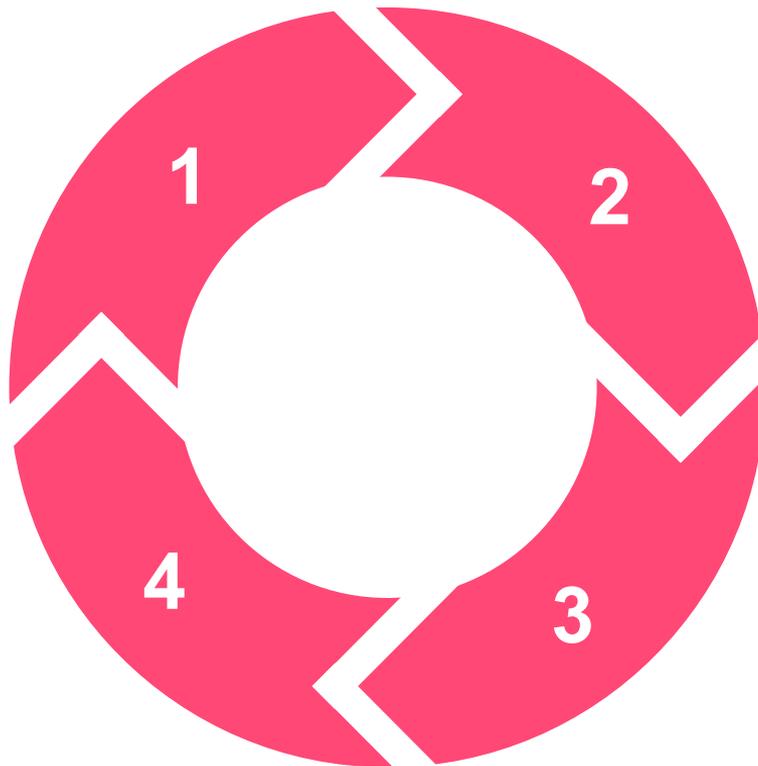
# Loop Example at Calendly & pendo

## [Input] New User

New user signs up for the product

## Increased usage

More usage → more viral growth signups



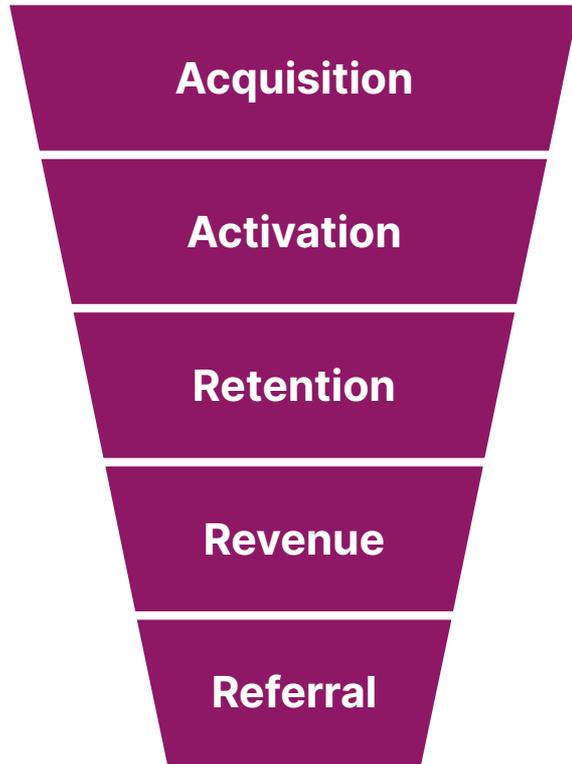
## Share a link

User sends teammates a link to join them

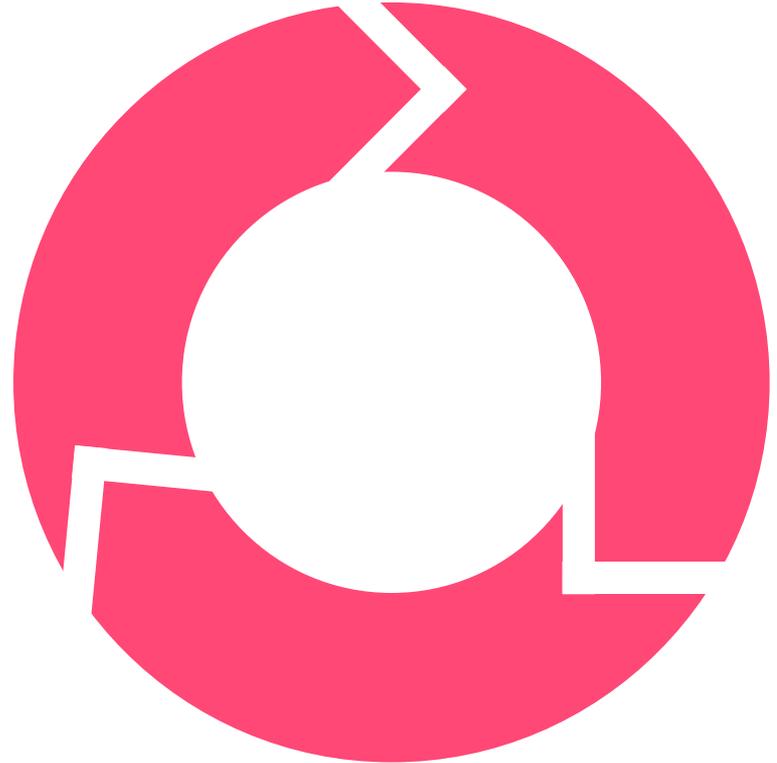
## Teammate joins

Additional users join together in same account

# Loops + funnels = optimal outcomes

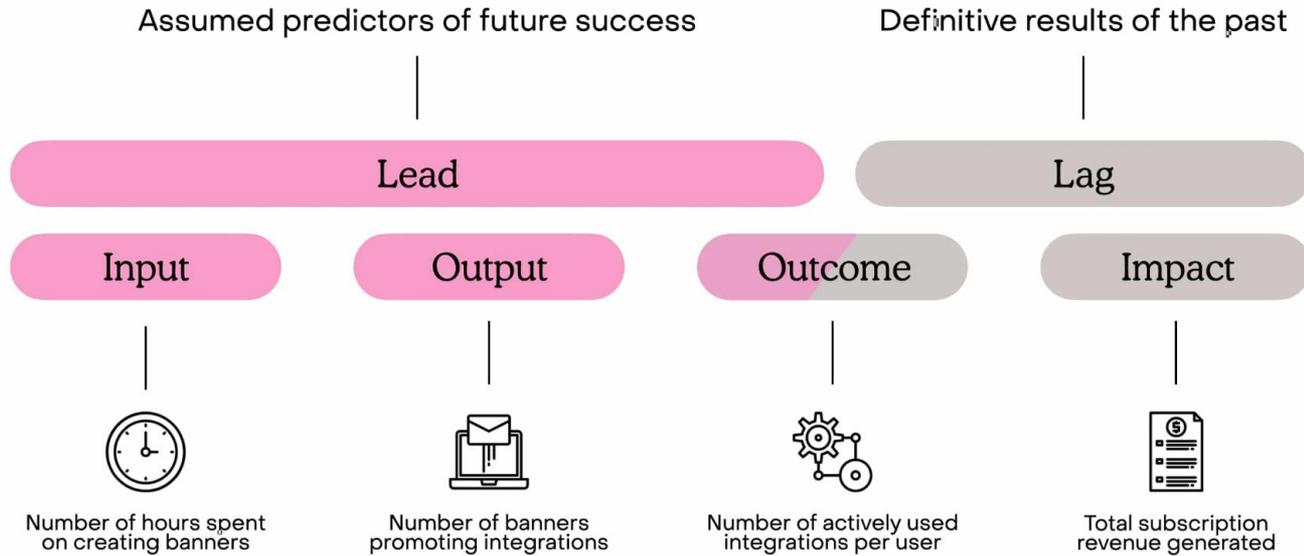


+





# MEASURING VIRALITY





Calendly logo

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

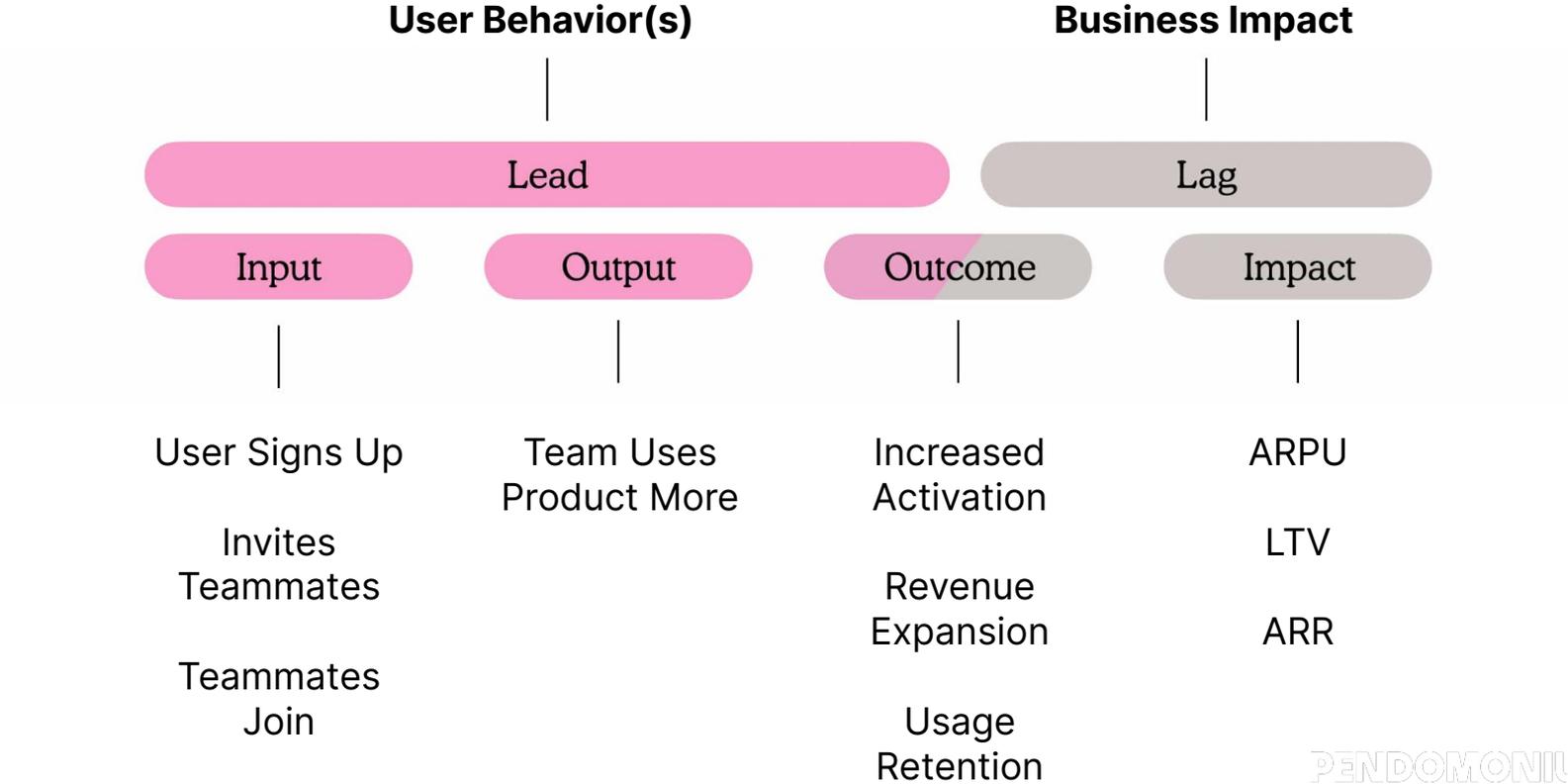
+ New Event Type

30-minute meeting  
30 mins, One-on-One  
[View booking page](#)

Copy link Share

Feedback

# Measuring teammate invite loop





# The Viral Coefficient a.k.a. “*The K-Factor*”

# Measuring the viral coefficient

*$K = \text{Users} \times \text{Avg Referrals per User} \times \text{Conversion Rate}$*

---

*100*

# Measuring the viral coefficient at

**PENDO  
MONIUM  
2023**

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

---

100

Users 100,000

x

Avg outputs  
per input

2

x

Conversion  
Rate

.05

÷

Stat Stuff

100

---

K

100



### ✓ You are scheduled

A calendar invitation has been sent to your email address.

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Eliminate the back-and-forth emails for finding time

Sign up free with Google

Sign up free with Microsoft

[Sign up free with work email](#)

POWERED BY  
Calendly



# The Pendomonium K-Factor

$$100 = 100k \times 2 \times .05$$

$$VC = \text{Users} \times \text{Avg } \textit{Outputs per Input} \times \text{Conversion Rate}$$

*Prioritize  
the most  
trafficked  
workflows*

100

*Test all sorts of ideas  
that drive different  
outputs*

*Experiment to  
optimize conversion  
rates*



# K-Factor is best when...

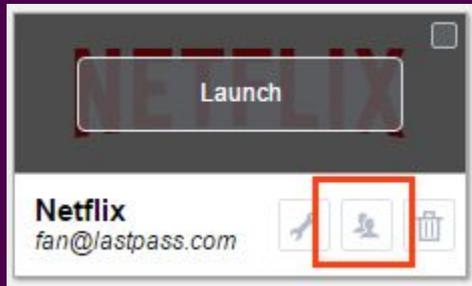
- ✓ Adapted to specific growth loops
- ✓ Used internally as an index for prioritization
- ✓ Measured against a feature or use case of the product
- ✓ Leveraging leading & lagging indicator framework



or



# Password Managers: Share a Password



Manage Shared Folder: Testing | LastPass... |

Invite Users or Groups:

Invite

Permissions:

- Read Only
- Administrator
- Hide Passwords

Name	Read Only	Administrator	Hide Passwords	Invite Accepted	Action
Cl...	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Yes	
P...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yes	
S...	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Yes	

Cancel Save



# 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



← Back

## Share your badge

Broadcast your achievement to friends and colleagues to get the recognition you deserve.



Product Management Basics Certification  
Issued by [Pendo](#)

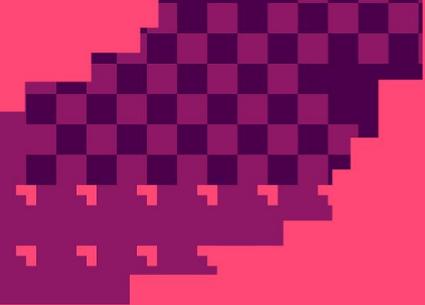
**Promote**  
Share your achievement on social media.

- LinkedIn
- Twitter
- Facebook
- ZipRecruiter

**Publish**  
Send your badge or take it offline.

- Email
- Embed Code
- Public Link
- Download Badge Image

[View badges](#) [View dashboard](#)



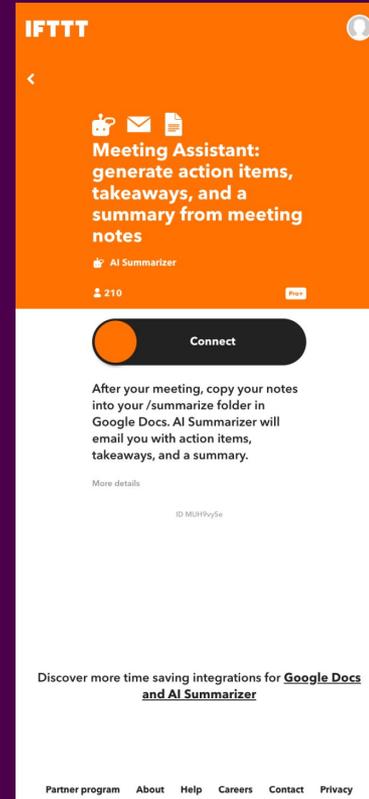
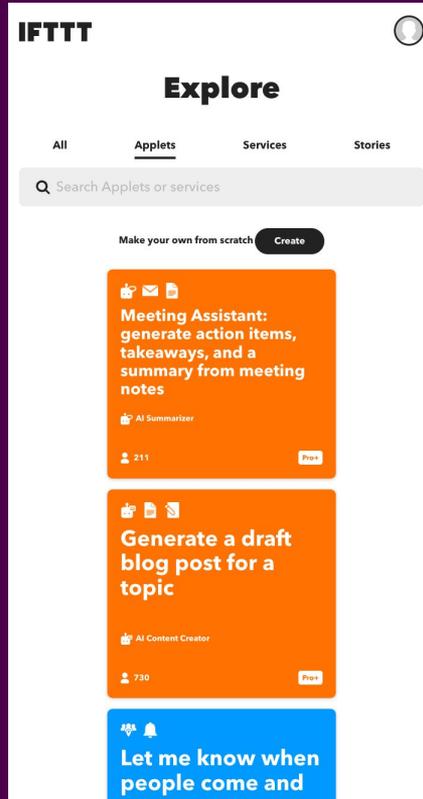
# Social sharing

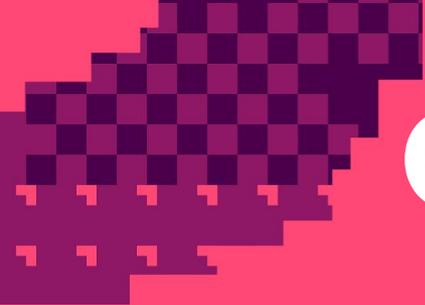
**Good!**

## 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



Get up to 16 GB of free Dropbox space!

Invite your friends to join Dropbox, and for each one who installs Dropbox we'll give you both 500 MB of bonus space. If you need even more space, upgrade your account.

Names or email addresses

Upgrade your plan Refer a friend

### Double your card limit by inviting your friends to Milanote

Increase your storage by 20 cards every time someone signs up using the link below (up to a maximum of 100 extra)

Your personal referral link

Invite friends via email

- 
- 

Share on social media

- 
- 



### WHEN YOUR COMMUNITY IS STRONG, YOU'RE STRONG

When you refer a friend to Jobber, they get a free month and VIP treatment from our team because you referred them, you help a fellow entrepreneur be more successful—and you get a free month too!

Share the link below or use your code **EMILY2**

#### YOUR REFERRALS

## Refer friends. Get free premium photos.

When a friend joins Canva and creates a design, you'll both earn a Canva Credit to get a premium element for free! You can choose from millions of photos, icons and illustrations. [Learn more](#)

Your referral link:

Share this link via



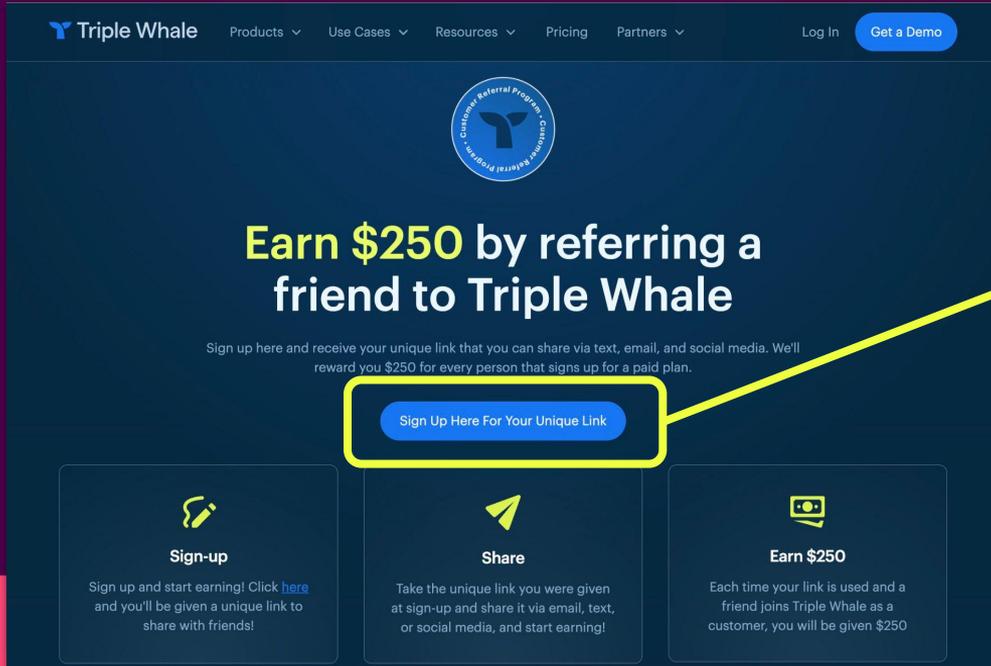
0 Canva Credits earned

## Share peace-of-mind and productivity.

Earn 2 free months of the Pro plan every time someone you refer upgrades to Pro.

Q4 2023

# Referral program



The screenshot shows the Triple Whale referral program landing page. At the top, there is a navigation bar with the Triple Whale logo, menu items (Products, Use Cases, Resources, Pricing, Partners), and links for Log In and Get a Demo. Below the navigation is a circular logo for the Customer Referral Program. The main heading reads "Earn \$250 by referring a friend to Triple Whale". Below this, a sub-heading says "Sign up here and receive your unique link that you can share via text, email, and social media. We'll reward you \$250 for every person that signs up for a paid plan." A yellow box highlights a button that says "Sign Up Here For Your Unique Link". Below the button are three columns: "Sign-up" (with a pencil icon), "Share" (with a paper plane icon), and "Earn \$250" (with a dollar sign icon). Each column contains a brief description of the step.

Triple Whale Products Use Cases Resources Pricing Partners Log In Get a Demo

**Earn \$250 by referring a friend to Triple Whale**

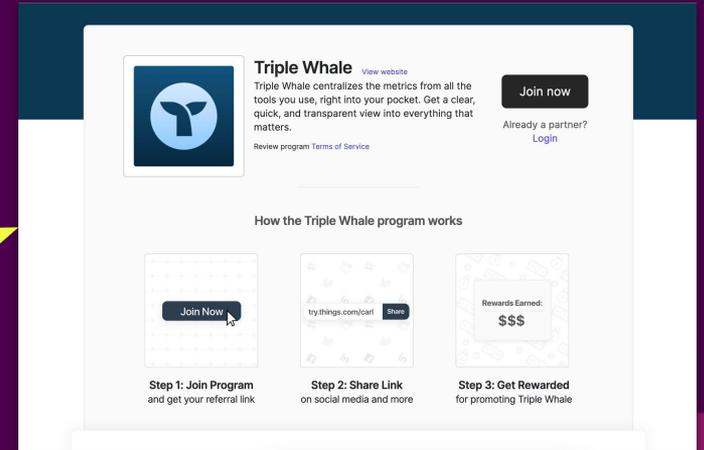
Sign up here and receive your unique link that you can share via text, email, and social media. We'll reward you \$250 for every person that signs up for a paid plan.

[Sign Up Here For Your Unique Link](#)

**Sign-up**  
Sign up and start earning! Click [here](#) and you'll be given a unique link to share with friends!

**Share**  
Take the unique link you were given at sign-up and share it via email, text, or social media, and start earning!

**Earn \$250**  
Each time your link is used and a friend joins Triple Whale as a customer, you will be given \$250



The screenshot shows the Triple Whale referral program details page. It features the Triple Whale logo, a "Join now" button, and a "Login" link for existing partners. The main heading is "Triple Whale" with a "View website" link. Below this is a description of the program: "Triple Whale centralizes the metrics from all the tools you use, right into your pocket. Get a clear, quick, and transparent view into everything that matters." A link to "Review program Terms of Service" is provided. The section "How the Triple Whale program works" is divided into three steps: "Step 1: Join Program and get your referral link" (with a "Join Now" button), "Step 2: Share Link on social media and more" (with a "Share" button and the URL "try.things.com/cart"), and "Step 3: Get Rewarded for promoting Triple Whale" (with "Rewards Earned: \$\$\$").

Triple Whale [View website](#)

Triple Whale centralizes the metrics from all the tools you use, right into your pocket. Get a clear, quick, and transparent view into everything that matters.

[Review program Terms of Service](#)

[Join now](#)

Already a partner? [Login](#)

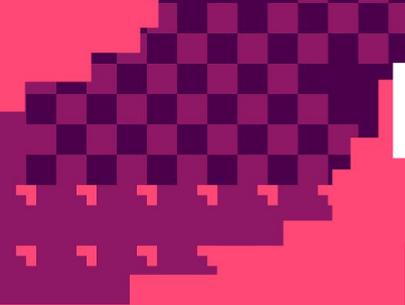
How the Triple Whale program works

**Step 1: Join Program** and get your referral link

**Step 2: Share Link** on social media and more

**Step 3: Get Rewarded** for promoting Triple Whale

Rewards Earned: \$\$\$



# 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.

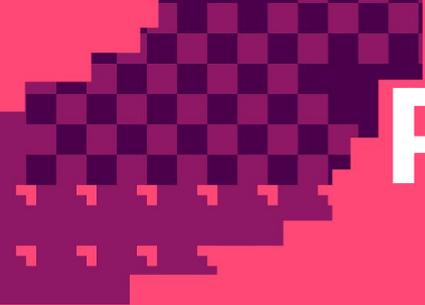
Custom share link

<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



**You are scheduled**

A calendar invitation has been sent to your email address.

**Coffee Chat**

- Jasmine Chambers
- 3:30pm - 4:00pm, Thursday, March 16, 2023
- Eastern Time - US & Canada
- Web conferencing details to follow

**Schedule your own meetings with Calendly**

Eliminate the back-and-forth emails for finding time

[Sign up free with Google](#) [Sign up free with Microsoft](#)

[Sign up free with work email](#)

[Cookie settings](#)

*Powered by Calendly*

**NPS Branding Test** PXL5lm09

**Email Preview** 3:32 PM to Email

How likely are you to recommend us to a coworker or friend?

0 1 2 3 4 5 6 7 8 9 10

Not at all likely Extremely likely

Run your own NPS survey powered by Pendo.io

This email has been sent to you by Pendo.io, Inc. on behalf of Acme Inc.

[Opt out from future NPS e-mail surveys.](#)

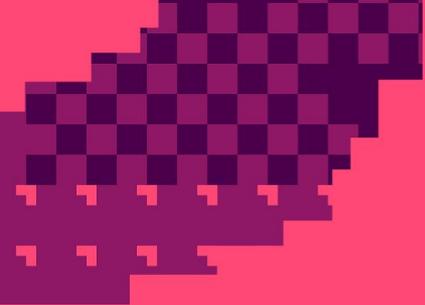
Run Your Own NPS Score with Pendo

How likely are you to recommend us to a coworker or friend?

0 1 2

Not at all likely Extremely likely

NPS surveys are branded with Pendo. Need to remove branding? [Upgrade](#)



# 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!

**PENDOMONIUM 2023**



# PENDO MONIUM 2023