Category of Hack: Acquisition, Activation, Retention, Referral	Pattern Name	Problem being solved - what is the hack? Explain why it is valuable	When to use (context)	Example 1	Example 2
Retention	Painless Re-payment	Customers have to navigate multiple and complex steps to complete repayment for services. Removing as many barriers to repayment and making it as easy as possible increases repeat use of the service.	For payment services	**Uber saves your credit card info and charges it automatically for each trip, removing the use of physical cash from the transaction between a passenger and a taxi.**	**Amazon's 1-click feature lets you buy items on its e-commerce store with just a single click, making it easy for customers to buy things on a whim.**
Retention	Upselling at the Right Time	Stagnation in use of product/service over time or getting the customer to pay for another cycle of service when their contract ends.	When a customer's payment cycle ends or when they reach a milestone in their usage, whether it depends on time or usage of the service.	**GoDaddy gives discounts and offers extra services when a customer completes a payment cycle so the customer signs up again for another year or so.**	Before your mobile service contract finishes, **SingTel sends you a substantial voucher to offer a discount for your next mobile service contract.**
Retention	Mapping a Journey	If the customer doesn't know what is needed from him, he might not use the app/service again or spend a longer time on it. It is valuable because it makes sure the customer has control over the process through a visual representation of the steps involved, and it also taps into a need for completion and perfection.	Perhaps most useful in a context where you want to keep users interested in your game or when the completion of a task is the desired outcome. Retention, in this case, is seen from two perspectives - getting a repeat customer, and retaining a customer for a longer duration.	**Candy Crush shows you all the stages of the game and where you currently are in the game.**	**Harvard Business Review has a progress bar at the top of the screen that indicates how much of the article you've read. This encourages a reader to complete the article.**
Retention	Simulate Value	Early on, stage your traffic in order to master retention. You test your funnel, including retention, when the stakes are low, so that when it's time to accelerate growth	For testing the Funnel for retention	A/B Testing, making sure you always use the option that gives you more retention	**Google Search gives you the impression that their search engines is fast and alot of search results which are not**
Retention	The Red Carpet	Engage special users doing something periodically that makes your primary users feel appreciated and important.	To make sure your loyal costumers keep championing and promoting you	Airlines when they give you upgrades, special acess to VIP areas, discounts, priority embark, when you are frequent costumers	Singapore Airlines rewards programme
Retention	General updates	Emails that update people about new product features.	For keeping the users interested in your product or service, giving the user a behind the scenes view of your company.	Apple general e-mails when new products are launched in your area / country	Uber newsletter telling special activities: Eg: Lion Dance, Ice Cream Dive, etc
Retention	Increasing Value	Overtime customers get bored with existing product. Adding new feature helps us improve the product and delight customers	When customers gets used to the product. Depending on what time of product, it can be from monthly to quarterly updates	**WhatsApp App WhatsApp constantly adds new features to improve their app, in hope of increasing usage and productivity**	**iPhone Apple updates their phones with new innovative features to delight their users as well as keepinng up with their competitiions**
Retention	Customer Support	When customers encounter problems with the product and unable to rectify. Instant and constant customer support assistance is rendered.	Throughout the customer usage journey	**Apple Customer Support** With 40% of customers surveyed reporting an excellent experience with the company, Apple has one of the best customer support services.	**Live Chat in Microsoft Store Microsoft includes a Live Chat by giving information to customers to help them in their purchase journey.**
Retention	Social Feature (Build Communities)	It is valuable because it taps into a need for completion and perfection. A person is more likely to return to complete the game if he knows that he's almost at the end of the game.	The platform has to be built before the product launch so that customers find information, get support even before their purchase	**Kickstarter** The projects are supported by a big coummunity and shared frequency using social media	**Strava App** They have leaderboards, challenges and very strong social sharing feature.
Acquisition	Viral marketing	Getting your users to market for you; in turn creating more users	At beginning of a product launch to generate hype	Twitter.com	http://www.alsa.org/ (ice bucket challenge)
Acquisition	The cross-post	Save time to reach to right target audience on platform where they hang out online	At the start of product launch & build product awareness	AirBNB created their own software thar automatically cross-posted new AirBnB listings to Craiglist. The Craiglist posts all contained links back to original posts on AirBnB	

Acquisition	The Waiting list	It helps to build buzz on social networks & made users feel like they need to be a part of the brand.	Using for product launch & slow down work load	Pinterest.com - When getting started, Pinterest was invitation-only. Users need to send request to receive invitation if they want to join.	After downloading the Mailbox app, users are told exactly which numbers you were in the queue
Acquisition	Affliation programs	Reach most relevant consumers quickly when you do not have large marketing budget	At the start of product launch + update regularly, when you want quick return	Brands Starbucks sell coupon to users for driving sales	Citysuper work with american express reward program: provide products/ coupon in exchange of points
Acquisition	Blogging	Increase awareness of your brand/company, building up a community around your product. Content curation is crucial in order to ensure that your content meets the needs of your community to keep them coming back for regular updates.	At the start of product launch + update regularly	mint.com launched blog regularly update how to save and live better to boost awareless their services	blogs.marriott.com CEO launched his own blog/twitter to explain his journey , life and view about his life and his company.
Acquisition	Public Speaking/Teaching There are many avenues of public speaking. 1) Live webinars 2) produce a series of short (< 3min each) Screencasts on how to use your product/service 3) Put together a eBook from existing content/interviews/contributions 4) Write a 7 day educational email course on your industry topic and promote the signup form on your website. This also has the effect of ceating a mailing list.	Building up credibility to your potenial audiences	When the product has build up a following	https://foodistkitchen.com/ (a homecooking startup) launched a 30 day crash course that teaches users how to cook without recipes.	moz.com
Acquisition	Remarketing	Reach people who have previously visited your website. Your ad will appear, as users browse websites that are part of the Google display network, or as they search for adwords related to your products/services using Google. Tips : 1) Set a expiration date for how long you allow the cookie to exist. 2) set up seasonal or anniversary remarketing list 3) make sure that the ad clicked on brings the user directly to the product/service page as shown on the image ad.	To reach out to **users who are considering your product/ services because they have visited your website before. By making your ad visible to those users they are more likely to convert to your product/service.**	Zalora uses remarketing to appear in facebook feeds of users who have visited Zalora.com before.	Expedia uses remarketing to promote their destinations/bookings on Facebook. A example is their last mnute deals shown on facebook.
Acquisition	(LEVERAGE OTHER PEOPLE'S AUDIENCE) SEO	Improve your search ranking in organic, natural, editorial and free searches. Optimize your website throug meta tags, header tags, easy navigation etc. These are all SEO best practices. The aim is to attract more users to your website through searches.	To build up your website hits. To reach out to users who are searching for answers to their questions/needs, new or repeated visitors.	Elle - Type "Fashion" and www.elle.com turns up at the top.	Ladyironchef - If you type "good food in Singapore", Ladyironchef turns up at the top of the search engine.
Activation	Reward 1st Use/Purchase	Improve your search ranking through organic, natural, editorial and free searches. Optimize your website through your meta tags, header tags, easy navigation. These are all SEO best practices. The aim is to attract more users to your website.	When you want to attract customers to try your product for the first time; overcome friction/inertia	Lifestyle App Sugar provides users who sign up with a SGD10 credit upon sign up. Hence, the first experience on the app is usually free of charge	iHerb provides SGD5 off your first time purchase
Activation	Freemium	Everyone likes free, and if users know they don't have to commit to a paid plan, they are more likely to sign up to give it a try.It's also a pricing Strategy - Use of base-line tier/ services for "lifetime" but payment required to upgrade or add on services	When you have a paid service which customers may be initially hesistant to try out, freemium gives the customer a taste of the full service for no cost, so that eventually he or she can decide if they want to upgrade	Asana, LinkedIn, Tableau offers free account to use in perpetuity. Offers a premium level of service for a certain amount of fee	Dropbox - Limited to 2GB however upgrade to pay $9.99/month to upgrade to 1TB of space, plus additional functions including higher sharing limits, priority support, manage permissions for shared folders etc

Activation	Free Trial	Minimize/remove effort and friction during the sign up process	When customers are unfamiliar with the functions or software type.	Netflix - you can enjoy the entire service for 30 days before you need to start paying for it	Adobe Creative Cloud's full suite is free for 30 days before you need to start paying in order to continue using it
Activation	Easy Social Sign Up		When users need to create a profile in order to start using the service	Tinder is uses your Facebook data to complete your profile without you having to fill out a form	Spotify allows you to sign in to the service with your Facebook account - you don't even need to create a Spotify account!
Activation	Scarcity	Forces the customer to get his/her experience with the service as fast as possible	Customers may be hesitant to use the service / product due to uncertainty about the value it brings to the customer	When you sign up for Lazada, you get 30 day limit to reap the benefits of the first discount coupon that is offered to first time sign-ups	Budget airlines like AirAsia often display the number of tickets left in order to force customers to quickly make their purchase decisions
Activation	Instant Social Network	Create a good first impression/experience by allowing user to save time in creating social network by using existing contacts.	Instant social network build	Whatsapp immediately populates your contacts the moment you sign in for the first time	Facebook recommend friends to connect with based on your email address book so you can immediately start enjoying your experience
Referral	Refer-a-friend: Double incentive	Helps encourage current user to refer by giving them an incentive to do so, and at the same time, giving them a reason to refer by offering their referee an incentive too.	Used during launch, when there are (artificial) limits placed on the product, which can be expanded/removed when new customers are signed up.	Dropbox's referral program gives you and your friends 500MB additional free storage space, up to 16GB	Inviting people to Airbnb can earn you—and the people you invite—travel credit to use toward a new reservation.
Referral	Refer-a-friend: In-product reward	Lower friend's barrier of entry by receiving a referral with an in-product incentive. Invite a friend or colleague to sign-up for the product, in exchange the friend receives an in-product incentive.	When you have an existing customer advocate. The advocate shares the product and reward with a friend, with no expectation of a personal reward.	World of Warcraft's recruit a friend in Azeroth and enjoy special in-game benefits for a full 90 days	
Referral	Recognition / Status level-up	Low to no cost referral method	Encourage referral by providing intrinsic, non-monetary rewards e.g. status, badge,	Receive tripadvisor badge and level upgrade when you write a review	
Referral	Suggest who to invite	Prompt existing customers to send a referral by suggesting who they should send it to. Could be freqeuntly contacted friends or family members.	When we have access to informaiton on their list of friends (tap on social media information e.g. Facebook)	Invite your colleagues to join Yammer now (with list of suggested colleagues).	Invite friends to join Wechat using your contacts on the phone.
Referral	Easy to refer	Provide a simple process or increase the number of channels to do so	When the referral process is perceived to be difficult.	Uber 3 easy ways of referring driver - support center, physical location, Uber partner App	
Referral	Share BuzzWorthy content	Promotes a product via it's very buzz worthy content. Solves a desire to share stories of the product to another person	When you want the content to be shared to communities that might be interested in the product	Dettol in China	https://www.buzzworthy.com/
Referral	Build your network	Get users to invite their own contacts (friends, colleagues etc) to join them on the platform	For products that are really only useful when you use them with others, for instance collaboration and communication products.	Slack.com	Canva.com
Referral	Offer Premium Treatment	After the referral program shows a downtrend, providing Premium treatment could be an opportunity to re-invent the wheel and bring back users who haven't surfaced in a while. This growth hack also helps in substantially bringing down the uninstall rate especially for mobile wallet apps.	After the customers growth rate is declining	Apple Wallet	Android Pay