# Growth Experiment Canvas

## Growth Objectives
What are the short-term growth objectives we wish to realize? Make them S.M.A.R.T, max. 3 months / 1 quarter ahead.

## Key Metrics
For each growth objective, what are the key metrics to measure success?

## Key Targets
For each growth objective and metric, what are the current and target values?

## Growth Team
Who is in our multi-disciplinary growth team? How much time per week can they contribute to experimenting?

## Key Stakeholders
Who are the key stakeholders inside and outside our organization we need to involve, inform and/or manage?

## Tools/Software
What tools and software do we need to conduct our experiments? To which existing platforms do we need data access?

## Experiment Budget
What is the monthly experiment budget we need to conduct our experiments? Includes: tools, ad-spend, agency fees etc.

## Awareness
Experiments creating initial awareness of our brand / offerings with our audience(s).

## Acquisition
Experiments contributing to initial interest from and engagement with our audience(s).

## Activation
Experiments activating our audience(s). Sign-up, trial, initial contact and interaction.

## Revenue
Experiments facilitating the sale / transaction and increasing conversion.

## Retention
Experiments motivating customers to come back, buy again, cross-sell and/or up-sell.

## Referral
Experiments boosting loyalty, advocacy and referral to others.

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[www.growthexperimentcanvas.com](http://www.growthexperimentcanvas.com)

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