What is Strava?

It all starts with the world's best tracking.
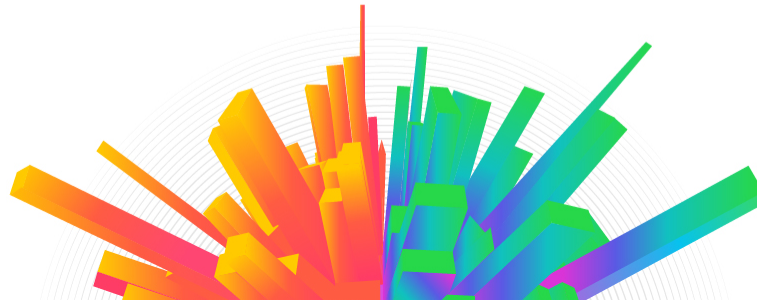
Athletes unlock their potential with tools and engaging content.

More than a fitness tracking app. Powerful Community.
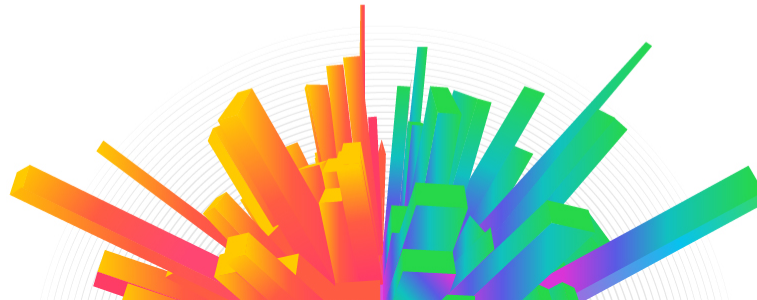
Presented by: iterable

MISSION

Connect athletes to what motivates them and help them find their personal best.

VISION

Be the record of the world's athletic activities and the technology that makes every effort count.

Scale of the Strava

Strava adds 1M new athletes per month.

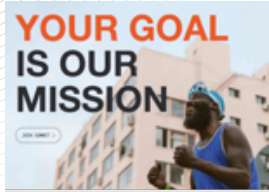Crossed over two billion activities uploaded by the community.

Over 2.3 billion kudos given between athletes last year.

40M + Members

195 Countries

Presented by: iterable

Strava as a Business

SUMMIT

Summit is our paid membership product, a simple offering of three different "packs" with different features.

METRO

Work with over 300 partners like cities and departments of transportation to provide data insights into commutes. 90,000 tagged commutes per day.

STRAVA FOR BUSINESS

Strava for Business helps organizations build and strengthen connections with Strava's engaged and authentic community of athletes.

Presented by: iterable

"

An independent study of 8,200 runners by Glasgow Caledonian University found: 69% of them feel happier from being part of the Strava community; 83% said Strava and its community motivated them to exercise; and 68% of women said using Strava had a positive impact on their self confidence.

Glasgow Caledonian University
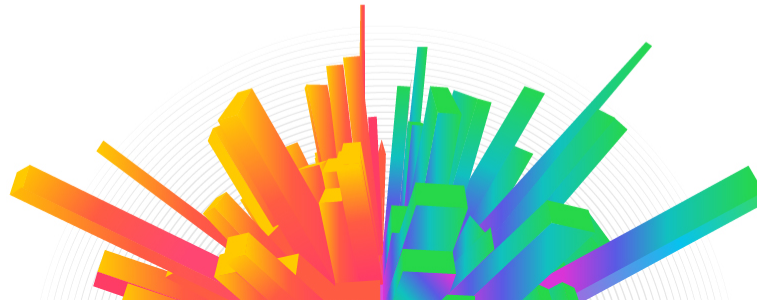
Input metrics vs. Output Metrics

There are two types of metrics:

- Input metrics
  - Focus on behaviors
  - You can influence or control

- Output metrics
  - Measurements of your product or business
  - Help you set goals

Source: Just search "Deep Sky Input Output Metrics"

Presented by: **iterable**

Focus on your Drivers

Drivers cause or influence another metric.

Identify drivers down to the smallest actionable increment.

Small behavior changes will have observable impact.

When setting goals, focus on the drivers.

Source: Just search "Deep Sky Input Output Metrics"

Presented by: iterable

Drivers, you say? ...like F1 racing, right?

Presented by: iterable

Where's the tyres?!

Focus on the inputs that you control 100%.

His crew called him into pit, and <u>they didn't have the tires ready</u>.

WHERE'S THE TYRES?

Presented by: iterable

Ricciardo sits in his pit for over 15 seconds...

Presented by: iterable

Hamilton overtakes him to win at Monaco
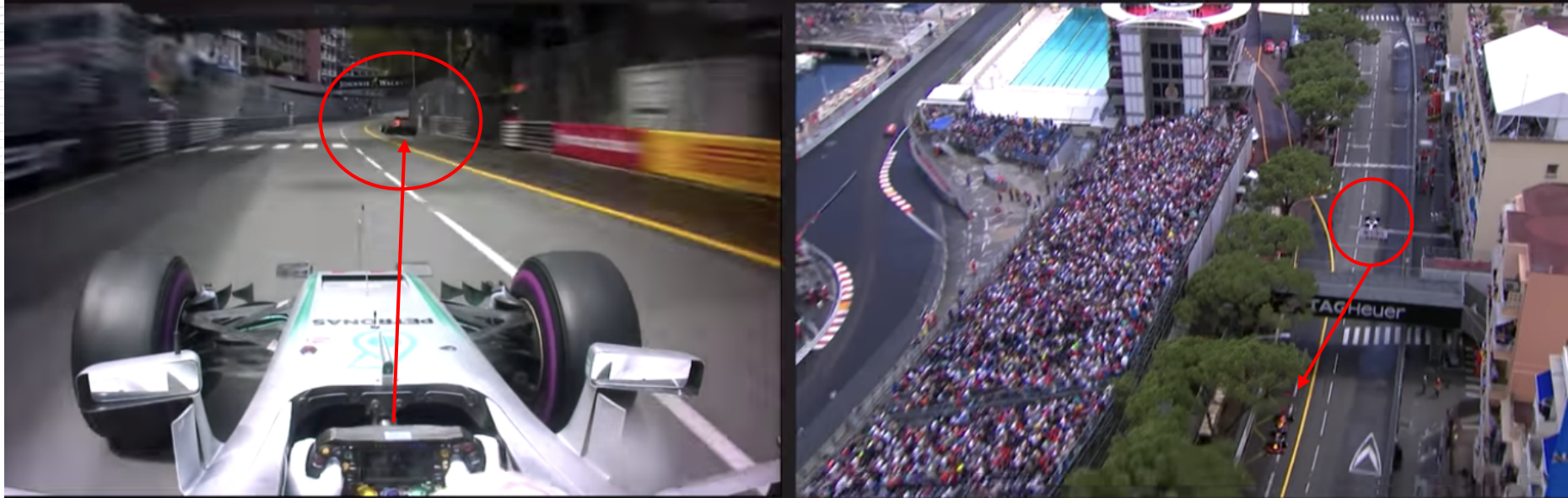
Hamilton wins the checkered flag

Presented by: iterable

Imagine the Monaco Race Post-Mortem

Danny Ricciardo: "YOU CALLED ME INTO THE PIT! YOU HAD ONE JOB!"

Red Bull Pit Boss: "Yes, we messed up the one thing we control."

Danny Ricciardo: "CORRECT! You control ONE THING. Changing my tyres, ideally in 2.3 seconds or faster!"

Driver

Red Bull Pit Boss: "Yes, those are my input metrics that strongly correlate with downstream, successful output metrics like winning the race."

Presented by: iterable

A Sales Funnel Example

Driver: <u>Web Visits</u> — 1% visit turns into conversation, needed 16,000 visits

Driver: <u>Sales Call</u> — At close rate of 1 in 5, needed 160 conversations

Driver: <u>Sales Won</u> — At avg. sale of 50k, needed 32 new clients.

Driver: <u>Revenue</u> — 30% profit margin, needed roughly $1.6m in revenue

Goal (**output metric**): To increase profit by 500k

Presented by: iterable

You control inputs. Drivers help you focus.

As a project manager, you control your input metrics:

- Changing the tyres in an F1 race in under 2 seconds
- Sending email
- Writing and testing subject lines
- Making lots of effective ad creative

But <u>Drivers</u> help you decide where to focus.

- Set goals and identify drivers, down to smallest actionable increment

Presented by: iterable

Examples of Success and Failure

A look at performance of Strava's paid campaigns and email.
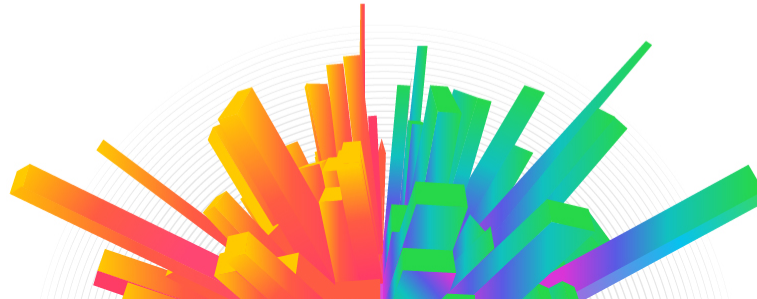
Same app, different users, different ways to value quality

For Strava, there are several different signals that indicate quality for us:

- Uploading an activity
- Activation - Uploading and following other users
- Signing up for a paid trial

All three of these correlate to positively to retention and monetization.

- Uploading is key to using the product.
- Activation is key to joining the motivational feedback loop - single player mode is lonely.
- Trials convert to $$
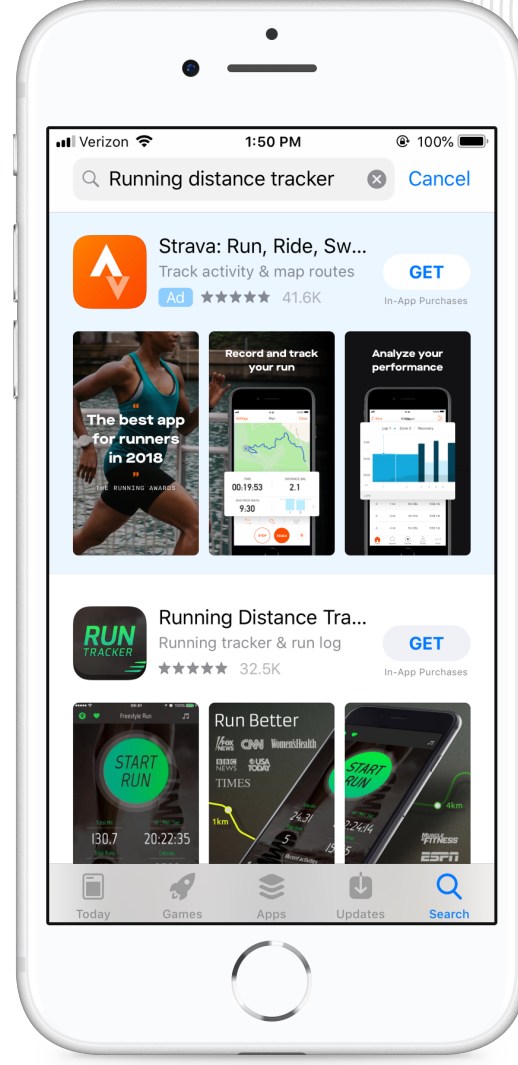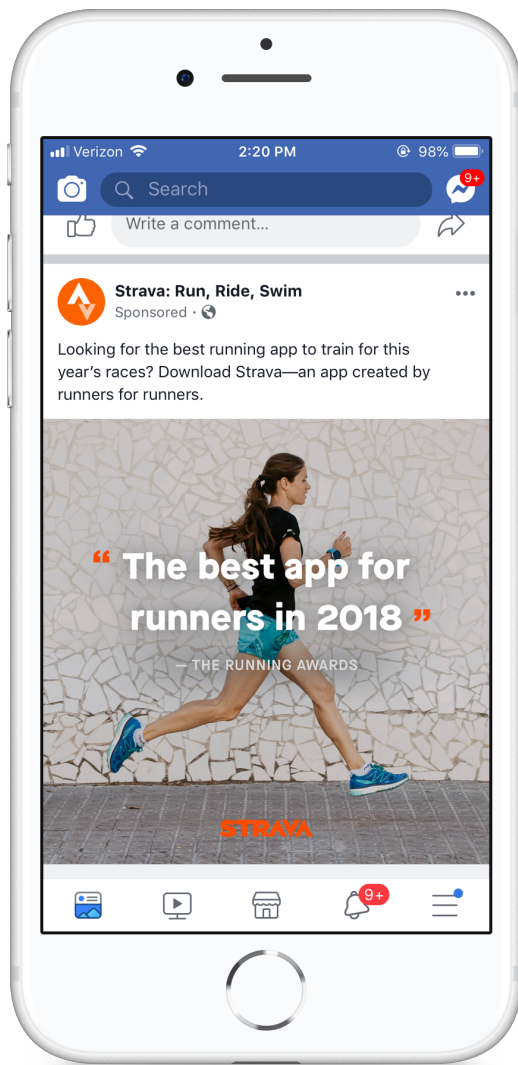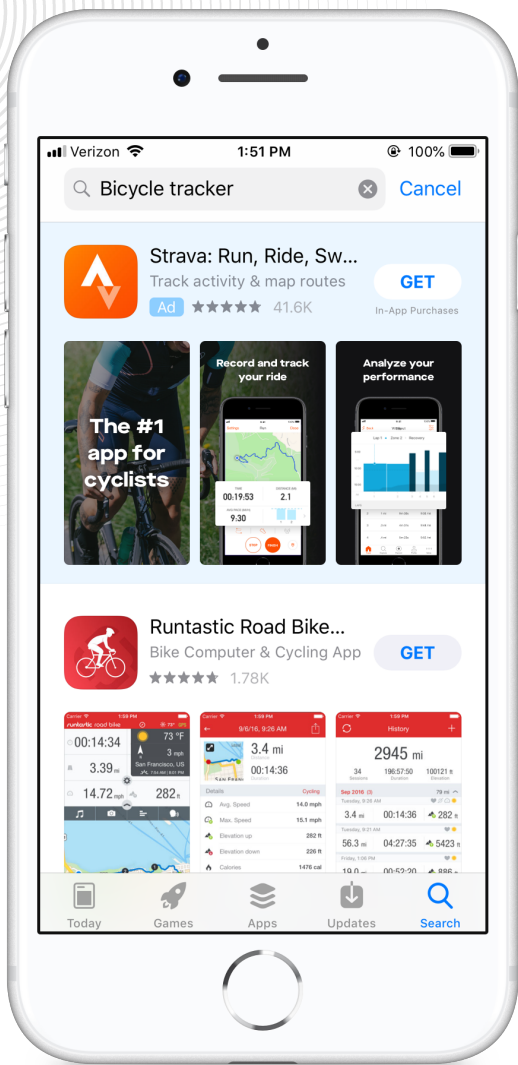
Input metric we control (to an extent)

Creative	CPM
Apple Search: Bicycle Tracker	$476
Facebook Ad	$10.64
Apple Search: Running Distance Tracker	$311

Presented by: *iterable*

Same Cost to Register Athletes

Creative	CPM	CPI	CPR
Apple Search: Bicycle Tracker	$476	$4.90	$5.97
Facebook Ad	$10.64	$5.39	$6.03
Apple Search: Running Distance Tracker	$311	$4.72	$6.12

Different behavior. Different quality.

Creative	CPM	CPI	CPR	Upload	Act	Trial
Apple Search: Bicycle Tracker	$476	$4.90	$5.97	38%	10%	6%
Facebook Ad	$10.64	$5.39	$6.03	19%	8%	2%
Apple Search: Running Distance Tracker	$311	$4.72	$6.12	40%	2%	4.8%

lulu 40/80

Strava and Lululemon partnered in January, 2019 to inspire Athletes to join a Strava Challenge and pick one of two goals that they had to complete between Jan 2 -15:

- Run 40KM
- Run 80KM

Set Your Bar High

The new year is here and so is the lululemon 40|80 Challenge. Pick a goal: 40 km or 80 km – then run the distance over the course of Jan. 2 to Jan. 15.

Total 80 km or more during the challenge period to get a unique finisher's badge in your Trophy Case, and athletes in eligible countries who complete either distance will also receive some post-challenge lululemon perks.

Join Challenge

See who else is starting their year off right and stay up on lululemon's latest running and recovery tips by joining the lululemon Strava club.

Visit the Club

"

"Strava is the world's most popular mobile tracking app that isn't owned by a brand or competitor. With millions of active, sweaty users across the globe, lululemon has an incredible opportunity to be introduced to new athletes, acquire new Guests, and to make life long relationships through thesweatlife."
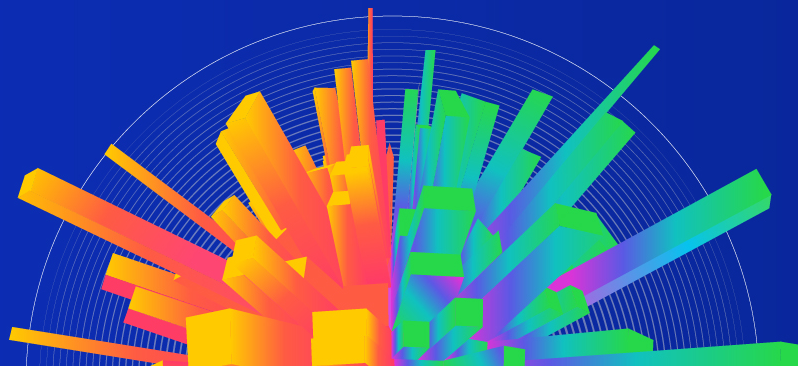
Components The Campaign

Goal — Drive Athlete participation in Lulu-branded content to help build visibility their brand, acquire new visitors, and help drive merch sales.

Participants were required to record GPS-based activities to complete the challenge. Virtual activities and manual entries also counted (but manual were not advertised as that could have lead to cheating).

Challenges completed were given a special offer by lululemon as a prize.

Subject

Kick off January with lululemon

Preheader

Run the lululemon 40 | 80 Challenge from Jan. 2 to Jan. 15

Headline

Set Your Bar High

CTA

Join Challenge

Launch Date	Sent	Subject line	Open rate (unique)	CTR (total)

Launch date	Sent	Subject line	Open rate (unique)	CTR (total)
December 2018	> 1 Millions	Kick off January with lululemon	~35%	~5%

DRIVER →

Relevant subject line drives open rates.

DRIVER →

Compelling CTA drives CTR.

Launch date	Sent	Subject line	Open rate (unique)	CTR (total)	Downstream impact
December 2018	> 1 Millions	Kick off January with lululemon	~35%	~5%	> 100Ks challenge joins

DRIVER →

Relevant subject line drives open rates.

DRIVER →

Compelling CTA drives CTR.

OUTPUT

Mostly out of our control.

Try to correlate with downstream metrics

Presented by: iterable

Give Summit

Strava offered an end of year gifting sale to get current Atheltes to bring other people into the subscription service.

ACTIVATE**19**

Components The Campaign

Goal — Increase revenue by driving new subscriptions.

Offer a gifting opportunity to current Summit Athletes to pull in new members to try our subscription service.

Athletes who purchased a gift code would receive two months free.

Presented by: iterable

Launch Date	Sent	Subject line	Open rate (unique)	CTR (total)

Launch date	Sent	Subject line	Open rate (unique)	CTR (total)
Dec 30, 2018	> 1 Millions	<u>Last chance:</u> Get two extra months in the new year	~40%	~3%

DRIVER →

Relevant subject line drives open rates.

DRIVER →

Compelling CTA drives CTR.

Launch date	Sent	Subject line	Open rate (unique)	CTR (total)	Downstream impact
Dec 30, 2018	> 1 Millions	**Last chance:** Get two extra months in the new year	~40%	~3%	> $10,000s new revenue

DRIVER →

Relevant subject line drives open rates.
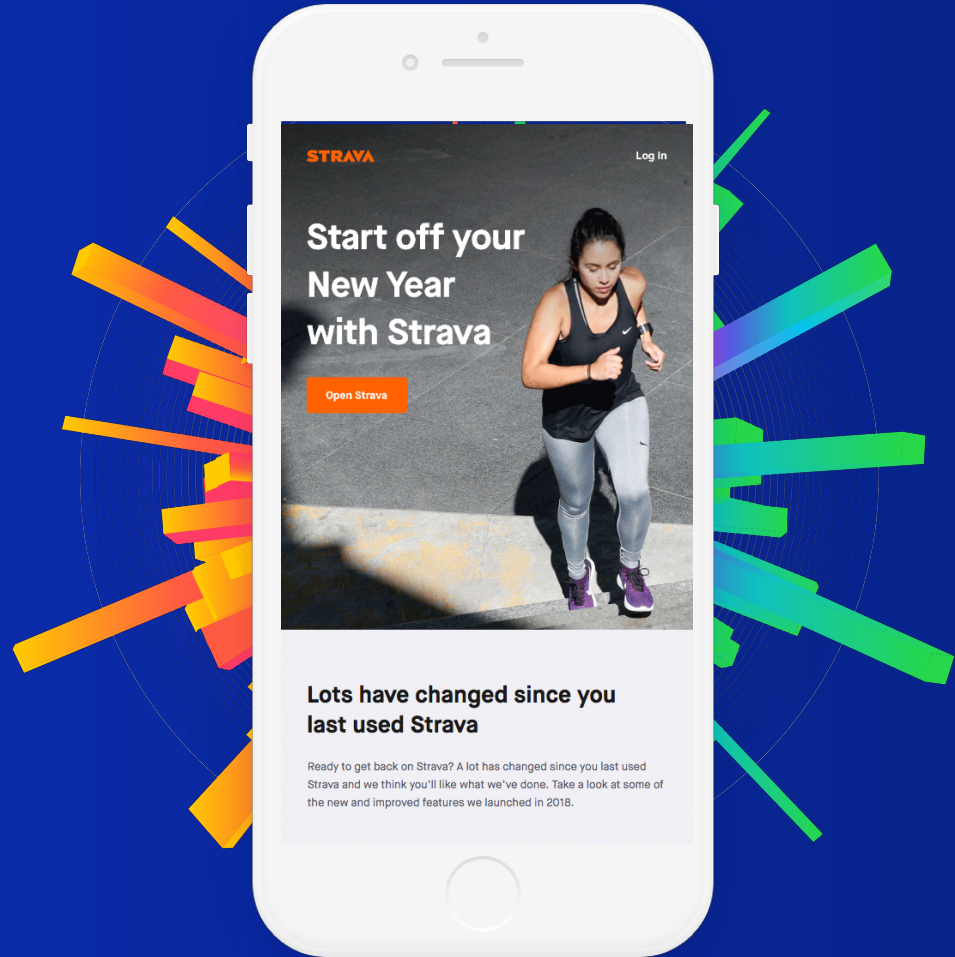
DRIVER →

Compelling CTA drives CTR.

OUTPUT

Mostly out of our control.

Try to correlate with downstream metrics

End of Year Winback

We launched a winback campaign at the start of 2019, inviting members to check out Strava since a lot has changed since they last logged in.

ACTIVATE**19**

Components The Campaign

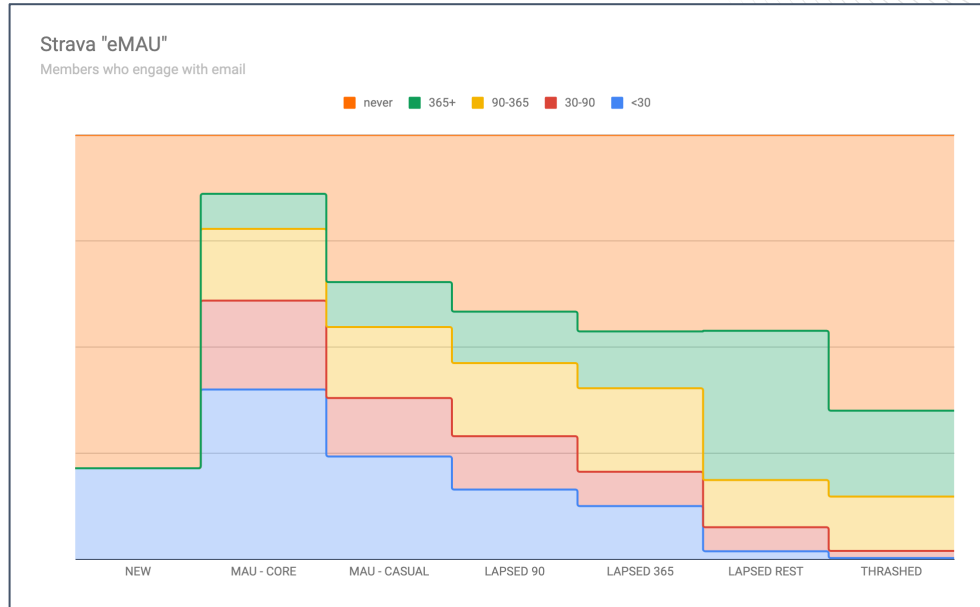**Goal — Winback dormant members by highlighting compelling reasons why they should give Strava a try again.**

Test several different subject lines to learn if different CTAs had greater impact on retention.

Test against a hold out group to study the effect of the emails.

Understanding the Marketable Audience

Started by defining a simple user state model based on activity in the app.

Then we used the same concept to define a user state for email, what we call "eMAU".

Strava "eMAU"
Members who engage with email

Legend: never · 365+ · 90-365 · 30-90 · <30

NEW   MAU - CORE   MAU - CASUAL   LAPSED 90   LAPSED 365   LAPSED REST   THRASHED

Presented by: iterable

Understanding the Marketable Audience

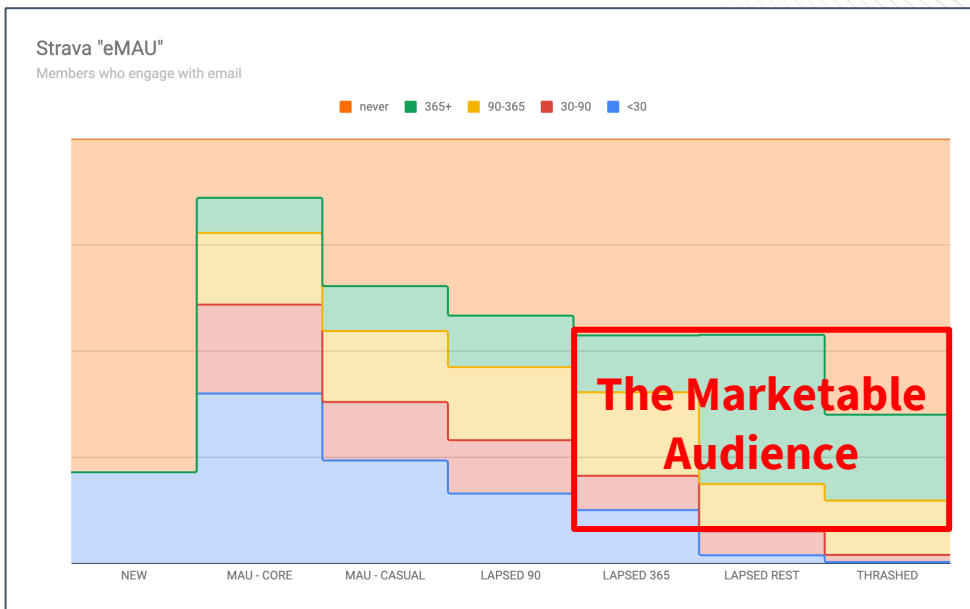Started by defining a simple user state model based on activity in the app.

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Strava "eMAU"
Members who engage with email

Legend: never | 365+ | 90-365 | 30-90 | <30

The Marketable Audience

NEW | MAU - CORE | MAU - CASUAL | LAPSED 90 | LAPSED 365 | LAPSED REST | THRASHED

ACTIVATE 19

Presented by: iterable

Test the drivers

Concept 1 - Restart

"Start off your New Year with Strava"
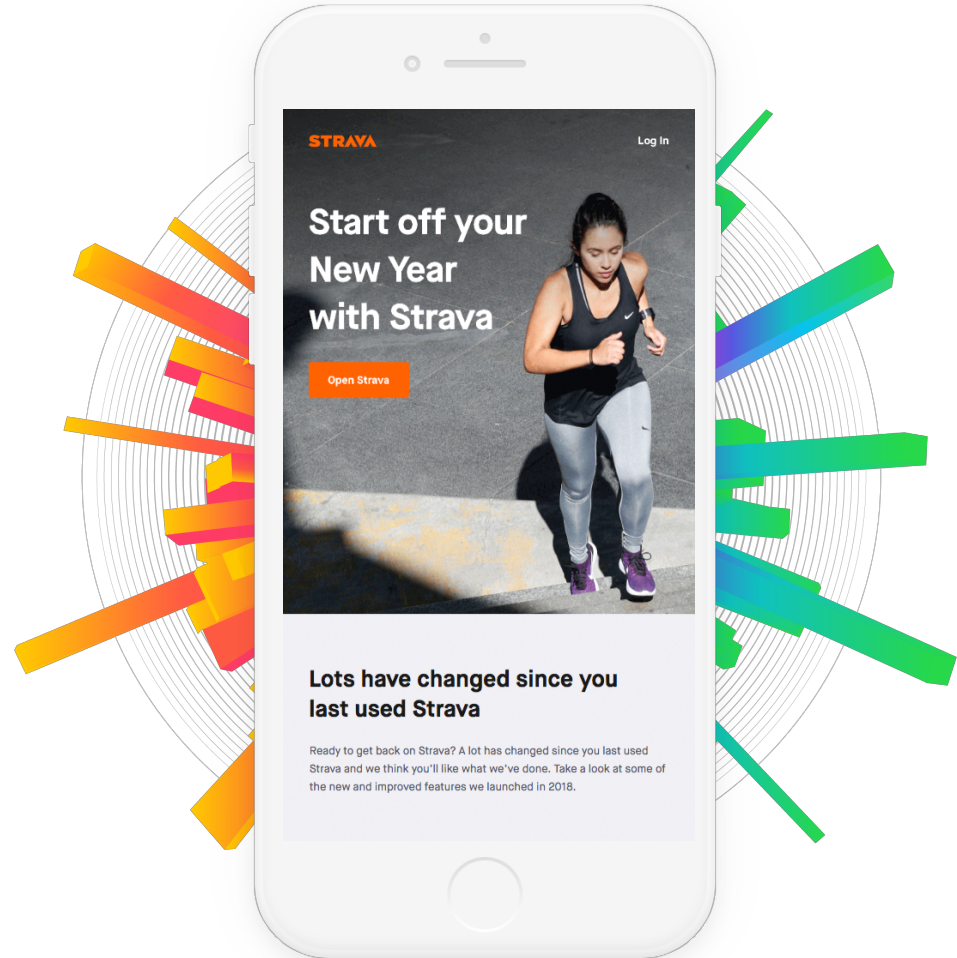
Concept 2 - Change

"Lots has changed since you last used Strava"

Concept 3 - Challenge

"Kick off the New Year and join a Strava challenge"

Concept 4 - Goal

"Set a goal for 2019"

Subject line	Open rate	CTR	Impact MAU

Subject line	Open rate	CTR
Restart	21.8%	1.27%
Challenge	24.8%	1.54%
Change	21.2%	1.19%
Goal	23.1%	1.42%
Control	N/A	N/A

DRIVER →
Effective subject line drives open rates.

DRIVER →
Effective CTA drives app opens.

Subject line	Open rate	CTR	Uploaders
Restart	21.8%	1.27%	0.875%
Challenge	24.8%	1.54%	0.911%
Change	21.2%	1.19%	0.870%
Goal	23.1%	1.42%	0.909%
Control	N/A	N/A	0.805%

DRIVER →
Effective subject line drives open rates.

DRIVER →
Effective CTA drives app opens.

OUTPUT
No effect. Out of our control.

So Email Doesn't Drive Uploads??

~~Don't send email.~~

We concluded that we can send good email with subject lines and CTAs that drive opens and clicks.

However, with an absence of a real content strategy to nurture those dormant users, we were not able to see a longer term effect on MAU.
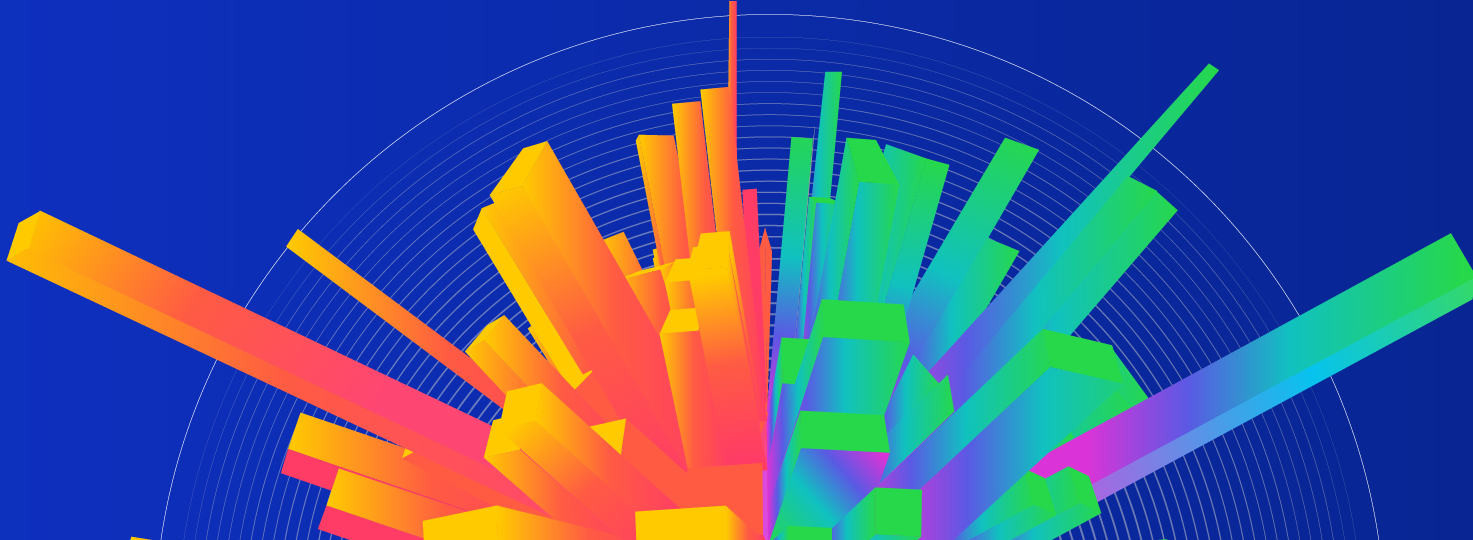
Presented by: iterable

Putting It All Together

Define your inputs, drivers, and output metrics. Also study your user state model.

Understand the input metrics you control and focus on the most granular drivers that cause effects.

Study the correlative relationships between your inputs and downstream output metrics.

Thank you!
sethb@strava.com

A Few Housekeeping Items!

- We want your feedback! Submit your session feedback in the mobile app.

- All session recordings will be available at the middle of May on activate.iterable.com

- Continue the conversation on social using **#Activate19**