## Discover

User learns about

in the context of

word of mouth, a

product invite, or

turning to Google

to get a solution to their problem.

the product typically

User se

User sees potential value in the product and decides to sign

up and try it for

themselves.

Start

User realizes the value that they were promised. Their usage grows into a habit, and they become an engaged user.

**Activate** 

User decides to take the relationship to the next level and becomes a paying customer.

**Convert** 

User deepens their relationship by expanding use cases, inviting their team, or growing their usage.

Scale

Drive relevant, high-intent traffic to your website

Keep CAC payback as low as possible

Educate website visitors on the value of the product

Convert traffic to create a free account

Shorten time-to-value

Guide users to their "aha" moment

Generate revenue efficiently

Prioritize sales outreach on high-potential accounts Facilitate deeper product usage

Expand revenue at highpotential accounts

Create viral loops to let your product grow in your sleep

## **OPENIVIEW**