Product Led Growth
What do all these successful companies have in common?
Product-Led Growth (PLG) is a business methodology that relies on using your product as the main vehicle to acquire, engage, and retain/expand customers.

Wes Bush, author of "Product-Led Growth: How To Build a Product That Sells Itself"
How does it look like for Duda?
Duda's product is the star of the show
Growth methodology

1. Find growth potential
2. Define the issue
3. Test or launch?
4. Check hypothesis with minimal effort
5. Prioritize based on potential impact
6. Prioritize based on effort
7. Analyze

Success? 🎉
Failed? Learnings!
01

Free Entry, VIP Vision
Remove initial usage barriers
Can we remove more barriers?

Data:
~40% of step 1 completions dropped before completing the full free trial registration process.

Hypothesis:
Providing earlier access to the product will engage more users and increase total free trial registrations.
Results

Free trials increased by 17%, self serve new mrr by 15%
How can the free trial registration be used to identify the high value users?
Free trial registration is an **intent signal** for sales led motion.

- Self-serve free trial registration questions combined with lead scoring mechanism route 7% of free trials to a sales-led motion.
- In 2023, this identification process led to 37% of new ARR generated in the sales-led motion.
In addition, we stimulate intent using feature locks, and personalized, value based messaging.
PGLs are more than intent generators

- **Identify advanced users:** the ones that indicate a higher level of interest and a greater chance of them finding value in your product.
- **Reveal needs:** allows tailoring sales conversations and offerings to address specific needs.
- **Identify urgency:** allows reaching out at the moment of greatest need, while it's fresh.

In the last 2 years, PGL’s increased total sales-led opportunities by 20%.
02

Level up user value
Data: WL is a premium feature

Solution: Added a new plan, identical to the Agency plan but with the WL capability
Results

Self serve new ARPU increased by 27% YOY
Data: Annual sites are less popular but churn rates are lower

Hypothesis: Emphasizing annual discount will increase annual sites sales

Result: A small design change increased annual site plans by 12%.
Data (fact): Compliance is becoming regulated around the world.

Hypothesis: Raising awareness to risk will increase app downloads.
Results

Compliance apps downloads increased by 90% within the self serve segment

Revenue from apps increased by 280%
It takes a village
In Duda, PLG methodology is applied to every part of the business

- Product
- Marketing
- Sales
- Customer Success

Data
PLG key takeaways

**Faster scalability:** Being driven by free trials with no dependency on sales availability, product-led growth tactics can be scaled up easily.

**Lower cost of Acquisition:** Since the product itself acts as a customer acquisition tool, acquisition costs are cheaper.

**Higher customer retention:** Customers are aware of how the product works when they make a purchase which creates a better user fit and decreases churn risk.
Thank you :)

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