

ACTIVATION SERVICES

Activation Diagnostic

A three-week read of your data that shows where the revenue opportunity in your activation actually is, and what each piece of it is worth.

WHAT IT IS

I find which of your early user behaviors actually correlate with revenue, size what each opportunity is worth, and lay out where I'd look next if I were you. Fixed scope, fixed fee, and no obligation to continue.

WHY IT EXISTS

Most activation metrics fail on impact. A behavior correlates with revenue, the team pushes everyone toward it, and conversion doesn't move -- because the correlation didn't survive being optimized for. Sorting the durable proxies from the fragile ones is most of the work, and it's the part a dashboard can't do for you.

WHAT YOU COME AWAY WITH

- An activation model: which early behaviors relate to revenue, and why they plausibly do.
- A sized opportunity list, in honest ranges rather than headline numbers.
- A prioritized read on which bets are worth taking, and which ones you'd be spending a quarter of engineering to disprove.

WHAT I NEED FROM YOU

Access to your data, and a read on where you'd trust the numbers and where you wouldn't. I don't need spotless data -- nobody has that -- but if mobile signups were double-counted for a stretch last year, I'd rather hear it from you than hand you a wrong finding. Nothing from your roadmap: the diagnostic costs zero engineering cycles.

WHO IT'S FOR

Self-serve SaaS where activation matters but is under-defined, or conversion has plateaued without a clear rationale. Roughly 1,000+ signups a week is a useful floor, though it's the signal that matters, not your size.

\$10,000 fixed

THREE WEEKS · CREDITED FORWARD IF YOU CONTINUE



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Same-day reply, with a straight read on whether this is the right kind of help.