

ACTIVATION SERVICES

Activation Engine

An ongoing program that turns more of your signups into durable revenue -- month after month, not just once.

WHAT IT IS

Together, we run experiments based on your strongest opportunities and find out which ones actually move revenue. Each round sharpens the picture and turns up the next set of bets, so the work compounds rather than resetting.

HOW IT RUNS

- We dig into why the behaviors that matter to users actually matter, so the experiments are aimed at causes rather than symptoms.
- Each test's win condition -- primary metric, MDE, and guardrails -- is set in writing before it runs, so the bar isn't moved after the fact.
- Everything is measured against a control rather than a trend. What proves out gets scaled; what doesn't gets dropped, and we move to the next lever.

WORKING TOGETHER

I run no more than two engagements at a time. Expect 10-15 hours of committed work per week, focused on analysis, research, experiment scoping, and reporting. Primarily async, though I recommend at least one standing weekly meeting, and am available as needed otherwise. Same-day responses to emails and chats.

WHAT I NEED FROM YOU

- A read on your own data -- where you'd trust the numbers, and where you wouldn't.
- An executive sponsor. Activation cuts across product, growth, and marketing, and the touchpoints usually belong to no one in particular.
- A commitment to ship. Early experiments are small -- "use an empty state to guide more people to their first template", not feature-level rebuilds -- but they need real room to happen.

\$15,000 / month

THREE MONTHS TO START · DIAGNOSTIC CREDITED FORWARD



Samuel Hulick
samuel@valuepaths.com

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