

AARRR

A growth diagnostic: measures acquisition, activation, retention, referral and revenue to find the stage that leaks users. Origin: Dave McClure (500 Startups)

ACQUISITION

ACTIVATION

RETENTION

REFERRAL

REVENUE

- **ACQUISITION:** How users discover and arrive. Name the real channels and judge them on quality, not raw volume.
- **ACTIVATION:** The first moment a user genuinely feels the product work. Write it as one specific value event, not 'completed onboarding'.
- **RETENTION:** Whether users come back on their own and keep getting value. Read it as a cohort curve, not MAU.
- **REFERRAL:** Whether happy users recruit others. Only works downstream of real retention - people share what they love.
- **REVENUE:** Whether users pay and how that revenue grows over their lifetime. Check it against acquisition cost (LTV vs CAC).