

AARRR Metrics (일명 해적지표)

AD / Etc.	Acquisition 사용자 획득/유치	Activation 사용자 활동	Retention 사용자 유지	Referral 추천	Revenue 매출
유입경로 분석	순위 분석, 유저환경 분석	사용행태 분석	Funnel 분석	추천 분석	매출 분석
<div style="border: 1px dashed red; padding: 5px; margin-bottom: 10px;"> Impression Click CTR </div> <div style="border: 1px dashed red; padding: 5px; margin-bottom: 10px;"> CPM CPC CPI CPE CPA CPS </div> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 5px;">ROAS</div> <div style="border: 1px solid black; padding: 5px;">ROI</div> </div>	<div style="margin-bottom: 5px;">Download</div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">User → UAC(CAC)</div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">Session</div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">DAU/WAU/MAU → CCU/ACU/MCU</div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">PV</div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">Duration</div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">Frequency</div>	<div style="margin-bottom: 20px;">Bounce Rate</div> <div style="margin-bottom: 20px;">Exit Rate</div> <div style="margin-bottom: 20px;">PV</div> <div style="margin-bottom: 20px;">Duration</div> <div style="margin-bottom: 20px;">Frequency</div> <div style="margin-bottom: 20px;">Latency</div>	<div style="margin-bottom: 20px;">Retention Rate</div>	<div style="margin-bottom: 20px;">SNS Share Rate</div> <div style="margin-bottom: 20px;">↓</div> <div style="margin-bottom: 20px;">Viral Coefficient</div> <div style="margin-bottom: 20px;">NPS</div>	<div style="margin-bottom: 20px;">Conversion Rate</div> <div style="margin-bottom: 20px;">Revenue</div> <div style="margin-bottom: 5px;">↓</div> <div style="display: flex; justify-content: space-between;"> <div style="margin-bottom: 5px;">PU</div> <div style="margin-bottom: 5px;">→</div> <div style="margin-bottom: 5px;">Paying User Rate</div> </div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">ARPU</div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">ARPPU</div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">ARPPU</div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">Transactions</div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">LTR</div> <div style="margin-bottom: 5px;">↓</div> <div style="margin-bottom: 5px;">LTV(CLV)</div> <div style="margin-bottom: 20px;">Abandoned Cart</div>
마케터	기획자/프로덕트 매니저				영업/MD

