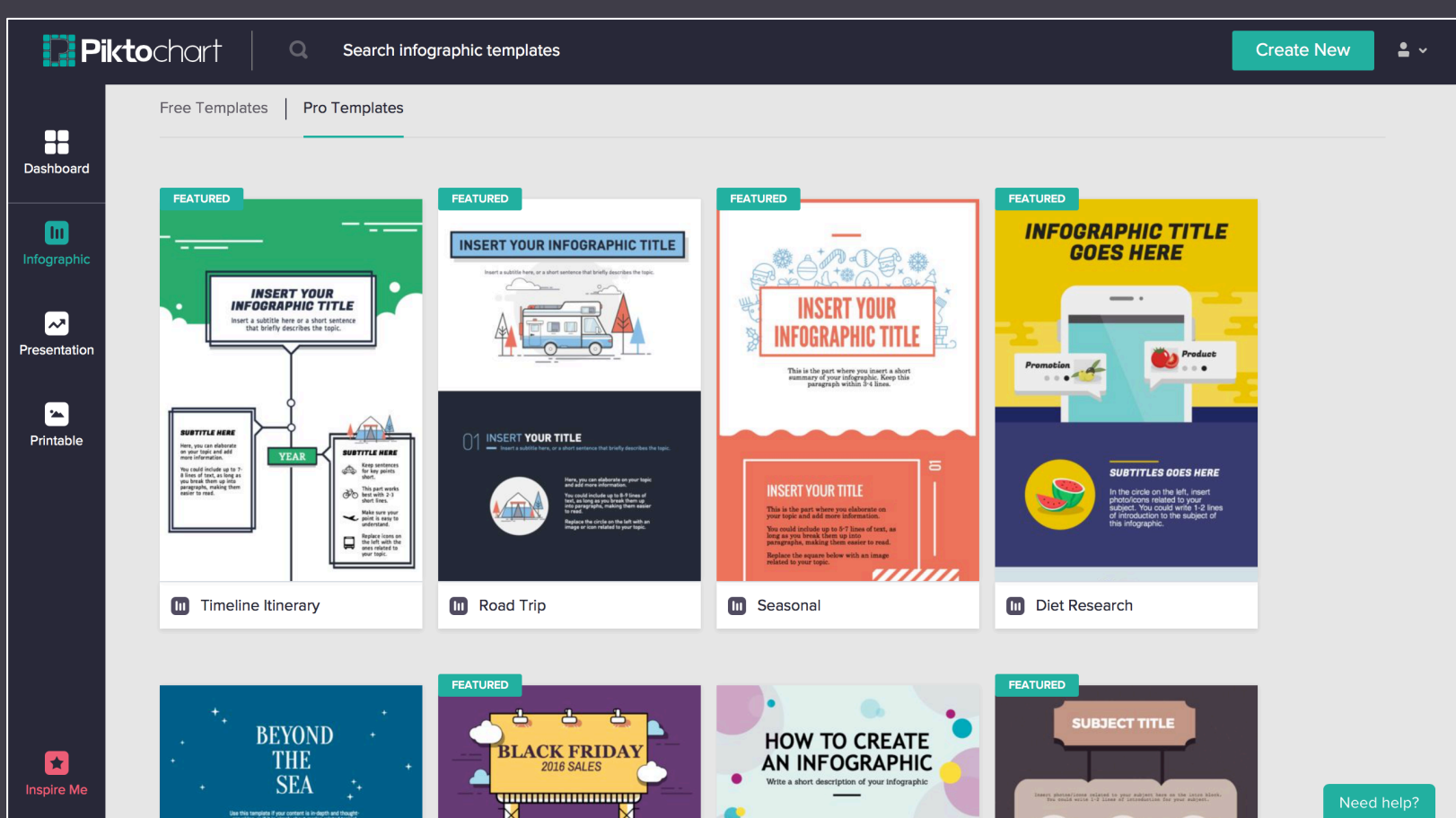




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G-lab 2016 Penang, Malaysia

Business Problem



Piktochart, a SaaS infographics startup based in Penang, Malaysia, has experienced incredible success since its launch in 2011. The company became profitable within a year, and continued to attract users to its platform through a free plan, as well as paid versions of its product. As their user base climbed into the millions, Piktochart started to notice that their conversion and retention rates were not keeping up. Piktochart approached our G-lab team with a project designed to help the company grow in a sustainable way by looking at a number of factors from the customer segments they are going after to the product experience to their pricing model.



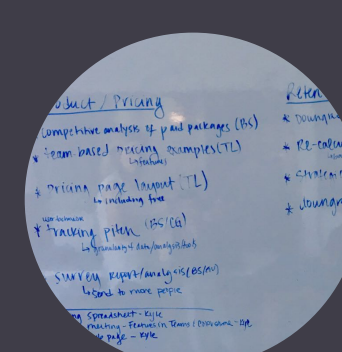
We got matched with Piktochart!



We did remote research and calls.



We presented our initial findings and hypotheses.



We prioritized and focused on top business problems.



We presented our recommendations to Piktochart.

Project Timeline

Recommendations

1

Retention

1. Evolve products based on user feedback
2. Personalize user engagement programs
3. Gamify user activity and reward loyalty

2

Segmentation

1. Use advanced customer segmentation analysis for targeted outreach programs:
 - CART
 - Clustering
 - Logistic Regression

3

Product

1. Understand value of product features
 1. Converting and retaining users
2. Understand customers' usage pattern
 1. One-time versus recurring usage

4

Pricing

1. Limit usage for Free accounts in order to convert recurring users
2. Monetize one-time use of templates & downloads
3. Provide more value for Lite and Pro users