

Map your full funnel — from first touch to revenue — and identify where you're losing users.

Stage	Definition	Current Metric	Target	Key Lever	Owner
ACQUISITION	How do users find you?				
ACTIVATION	Do they have a great first experience?				
RETENTION	Do they come back?				
REFERRAL	Do they tell others?				
REVENUE	Do they pay?				

Acq→Act: ___%	Act→Ret: ___%	Ret→Rev: ___%	Overall: ___%
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Biggest leak: _____

Next experiment: _____