

# The AARRR Startup Metrics Model

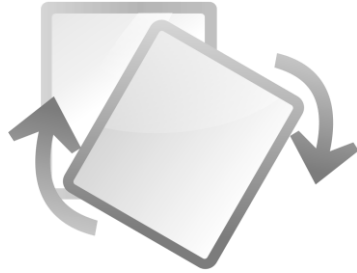
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## Acquisition

HOW DO CLIENTS  
FIND YOU?

A



## Activation

DO CUSTOMERS  
HAVE A GREAT  
FIRST  
EXPERIENCE?

R



## Retention

DO CUSTOMERS  
COME BACK?

R



## Revenue

HOW DO YOU  
MAKE MONEY?

R



## Referral

DO CUSTOMERS  
TELL OTHERS?