Launch Success Metrics

Define what this launch must achieve to win, keep, and grow customers, how you'll see progress early, and what will slow you down or give you the edge.

PRODUCT

FOCUS AREA	WIN Acquire new customers in your target market	KEEP Retain the customers you have and protect them from churn	GROW Expand revenue from existing customers through adoption and upsell
Success Metrics What must this launch achieve here?	Increase [metric] from [starting value] to [target value] by [date]		
Key Progress Indicators Early signals that show you're on track			
Obstacles What could stop or slow you down?			
Advantages What gives you the edge you can lean on?			