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Each case study shows you the specific strategies (we call them "growth engines") that these companies used to grow, both in the early stages and later in their development. From the growth hacks they used, to the unique growth playbooks they employed, you won't find a more detailed look at how startups achieve growth than through these case studies.

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25. “In the past underwhelming products could survive and thrive merely on distribution alone.

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5 Growth Hacking Case Studies From Amazing Startups. December 1, 2016. ... Revenue: The growth engine of PicMonkey. PicMonkey is a startup in one of the most competitive spaces - photo editing. However, building a great product with a freemium model has done really well for them.

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In the Lean Startup, Eric Ries defined the engine of growth as "the mechanism that startups use to achieve sustainable growth." He described sustainable growth as following a simple rule, "new customers come from the actions of past customers." The three engines of growth are the sticky engine, the viral engine, and the paid engine. Each of those can be measured and tracked by a few key metrics.

Breaking Down The Three Engines Of Growth -
FourWeekMBA

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In this growth study we're going to focus on the growth engine that made the company so successful and leave a deep dive into the management scandal and sexual harassment lawsuit—that forced their CMO and co-founder Justin Mateen to resign and early employee Whitney Wolfe to leave—for other sites with much deeper journalistic and investigative chops.

What Ignited Tinder's Explosive Growth? - GrowthHackers

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