



HOW CANVA GREW 25X IN THE LAST 2 YEARS



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#GrowWithHubSpot

What I'll be talking about today

- Lesson 1: How we doubled activation for significant segment
- Lesson 2: How we improved week 1 retention by ~ 35%
- Lesson 3: How we tripled referral rate
- Lesson 4: The approach to acquire millions of users
- Lesson 5: How we improved mobile conversion rate by 82%

But before I start, let me tell
you about that time I tried to
buy a gift for my wife



Lesson 1

Know your user's Job To Be Done
(JTBD)



Original onboarding

The screenshot displays the Canva design tool interface. At the top, the Canva logo is on the left, and navigation options like 'File', 'Undo', 'Redo', 'Help', and 'All changes saved' are in the center. On the right, the current project is titled 'Card - Untitled Design', with buttons for 'Share', 'Download', and 'Show team'.

The left sidebar contains icons for 'SEARCH', 'LAYOUTS', 'ELEMENTS', 'TEXT', 'BACKGROUND', and 'UPLOADS'. The search bar shows 'Search 1,000,000 images...'. Below it, a 'Canva layouts' dropdown is set to 'NEW'. A grid of various birthday and holiday cards is visible, including 'I love you Mom!', 'HAPPY 40TH OF JULY!', 'HAPPY MOTHER'S DAY!', 'Happy Birthday', 'Happy Birthday Emily', 'Happy Birthday Son', and 'dad'.

The main workspace shows a selected card design. The card has a black background with three white ghost characters wearing colorful party hats (green, orange and white striped, and orange). The text on the card reads 'HOPE YOU HAD A SCARY GOOD TIME ON YOUR BIRTHDAY!' in a bold, yellow, sans-serif font. The background is decorated with small, colorful stars (yellow, green, white, and orange). The card is surrounded by a white border with small star icons.

At the bottom of the workspace, there is a '+ Add a new page' button. On the right side of the workspace, there are icons for zooming in and out, and a zoom level indicator showing '125%'.



New onboarding

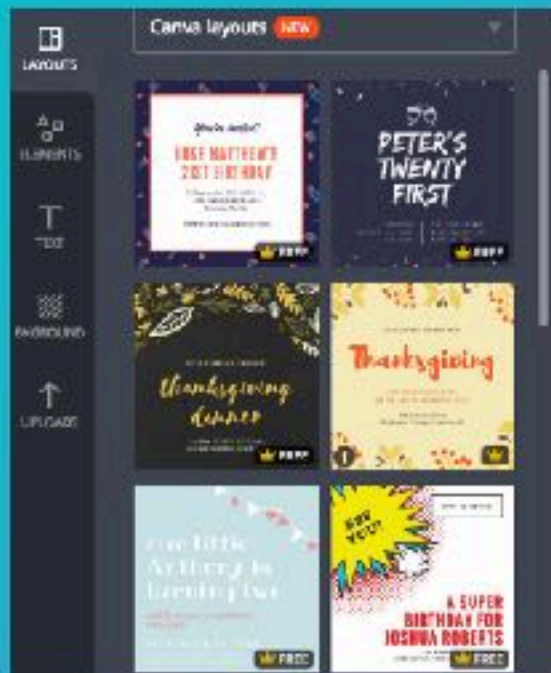
The screenshot displays the Canva design tool interface. At the top, the navigation bar includes the Canva logo, menu items (File, Undo, Redo, Help), and a status message "All changes saved". On the right side of the top bar, it shows the current design name "Invitation - Untitled Design" and buttons for "Share", "Download", and "Show team".

The left sidebar contains a search bar with the text "Search: 1,000,000 Images..." and a "Canva layouts" dropdown menu. Below these are icons for "SEARCH", "LAYOUTS", "ELEMENTS", "TEXT", "BACKGROUND", and "UPLOADS".

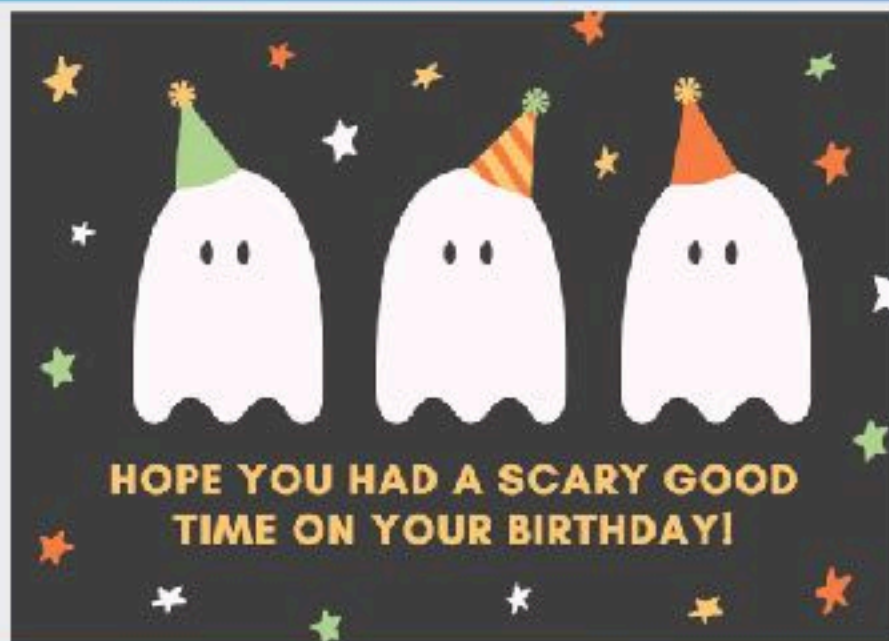
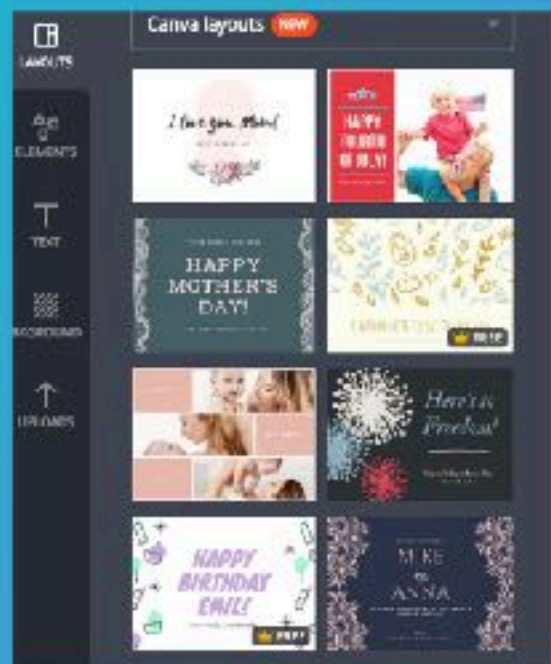
The main workspace shows a grid of template thumbnails. The selected template is a Halloween-themed birthday invitation. It features three white ghost characters wearing colorful party hats (green, orange, and orange) against a black background decorated with colorful stars. The text on the invitation reads: "HOPE YOU HAD A SCARY GOOD TIME ON YOUR BIRTHDAY!".

At the bottom of the workspace, there is a button labeled "Add a new page" and a zoom control bar showing "92%" with minus and plus icons.





New



Original





Activation Rate - From
signup to publishing a
design

Lesson 2

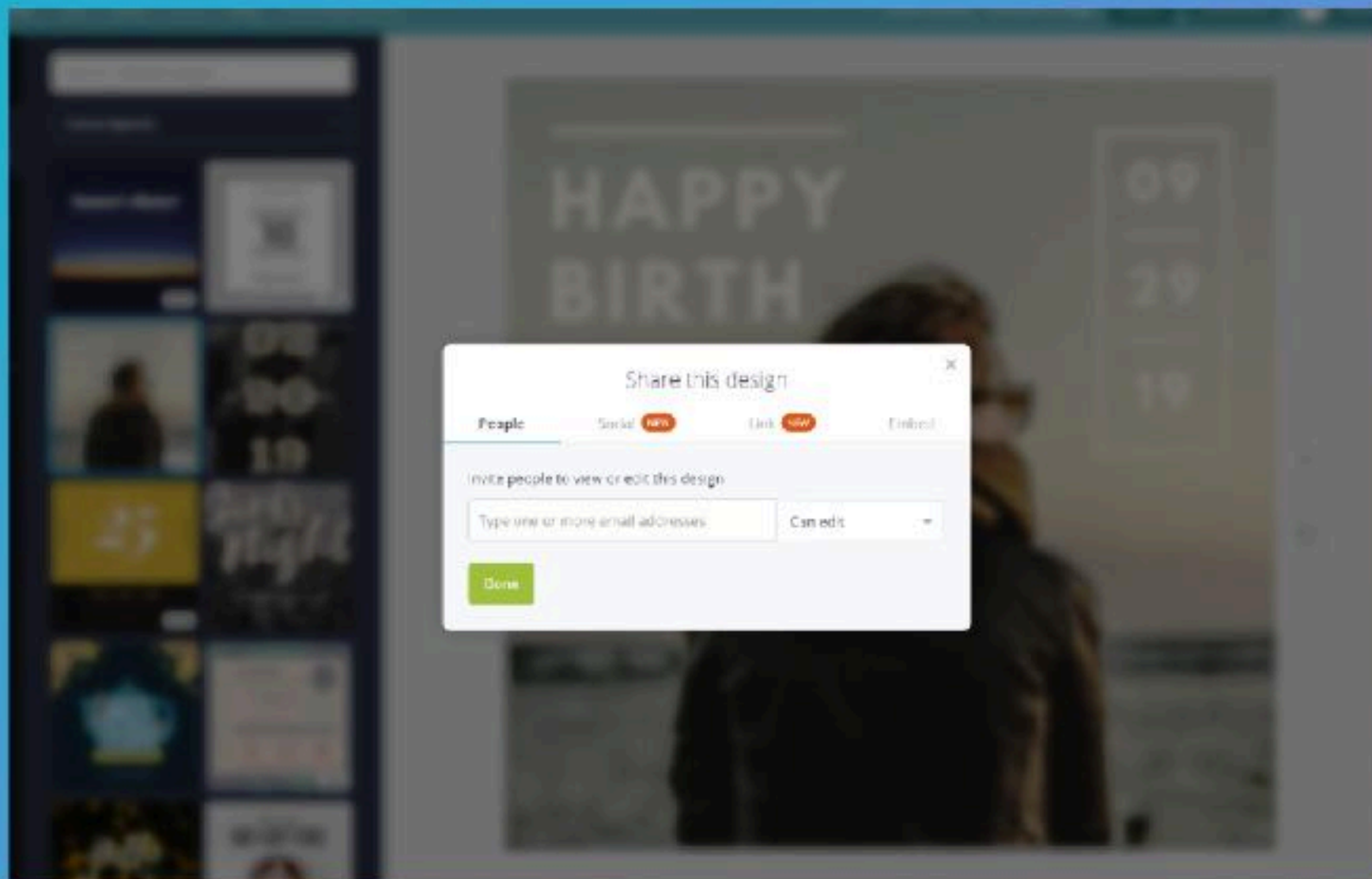
Pay attention to contextual relevance



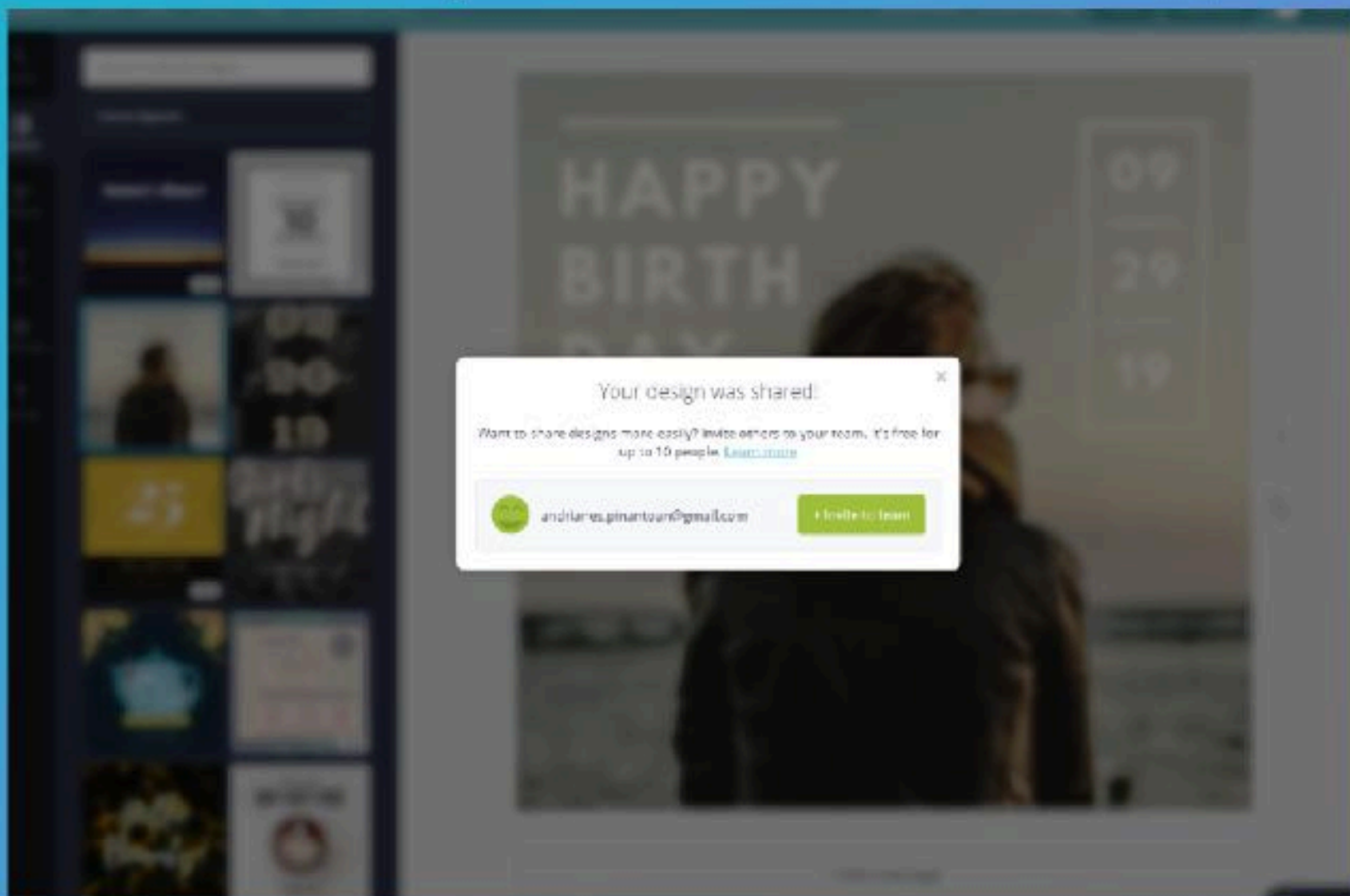
Inviting a team

The screenshot displays the Canva user interface. On the left is a dark sidebar with the user's name 'Andre' and email 'andre-test11@...'. Below the name is a green 'Create a design' button. The sidebar menu includes 'All your designs', 'Shared with you', 'Create a team' (highlighted with an orange arrow and a 'NEW' badge), 'Your brand', 'Add new folder' (with a '02' badge), and 'Trash'. At the bottom of the sidebar is an 'Upgrade' button. The main area is titled 'Create a design' and features a 'Use custom dimensions' button. Below this are seven design category thumbnails: 'Social Media' (with a 'NOT ALL WHO WANDER ARE LOST' poster), 'Presentation' (with a 'KILIMUNGUO' presentation), 'Poster' (with a 'ARLY'S' poster), 'Facebook Post' (with a 'Waffles' post), 'Blog Graphic' (with a 'HAPPY BIRTHDAY' graphic), 'A4' (with a 'REACH YOUR PEAK' graphic), and 'More...' (with a plus sign icon). Below the thumbnails is a preview of a 'Social Media - Untitled Design' featuring a person's back and the text 'HAPPY BIRTHDAY' and '09 29 19'.

Contextually relevant Invite - Step 1



Contextually relevant Invite - Step 2



Number of team members invited



Lesson 3

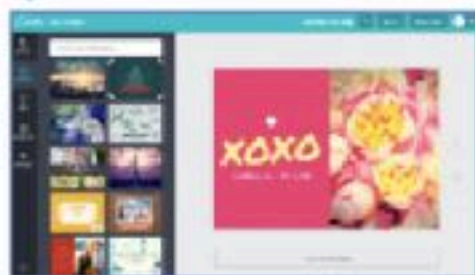
Context also applies to devices



↑ 82%

Show your friends and loved ones you care by creating stunning cards with Canva's simple card maker!

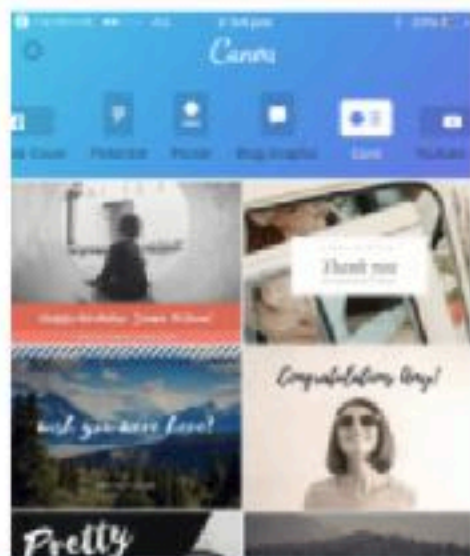
IMG_lazyloaded



Beautiful one-of-kind cards

Show your friends and loved

Show your friends and loved ones you care by creating stunning cards with the Canva app's simple card maker!



Canva

Lesson 4

Generate demand, not just fill it





Personalized retention email depending on your user persona

Users might only need to use your product once. Give them a reason to come back.





Erika Volk

May 11, 2016

Social Media
Marketing



How I used Canva and Facebook to gain 1,892 email subscribers [with templates]

Like many fitness professionals, I've worked hard to accumulate the knowledge, experience and training I needed to help people get fit.

But when I took my business online in 2014, my professionalism did not always shine through.

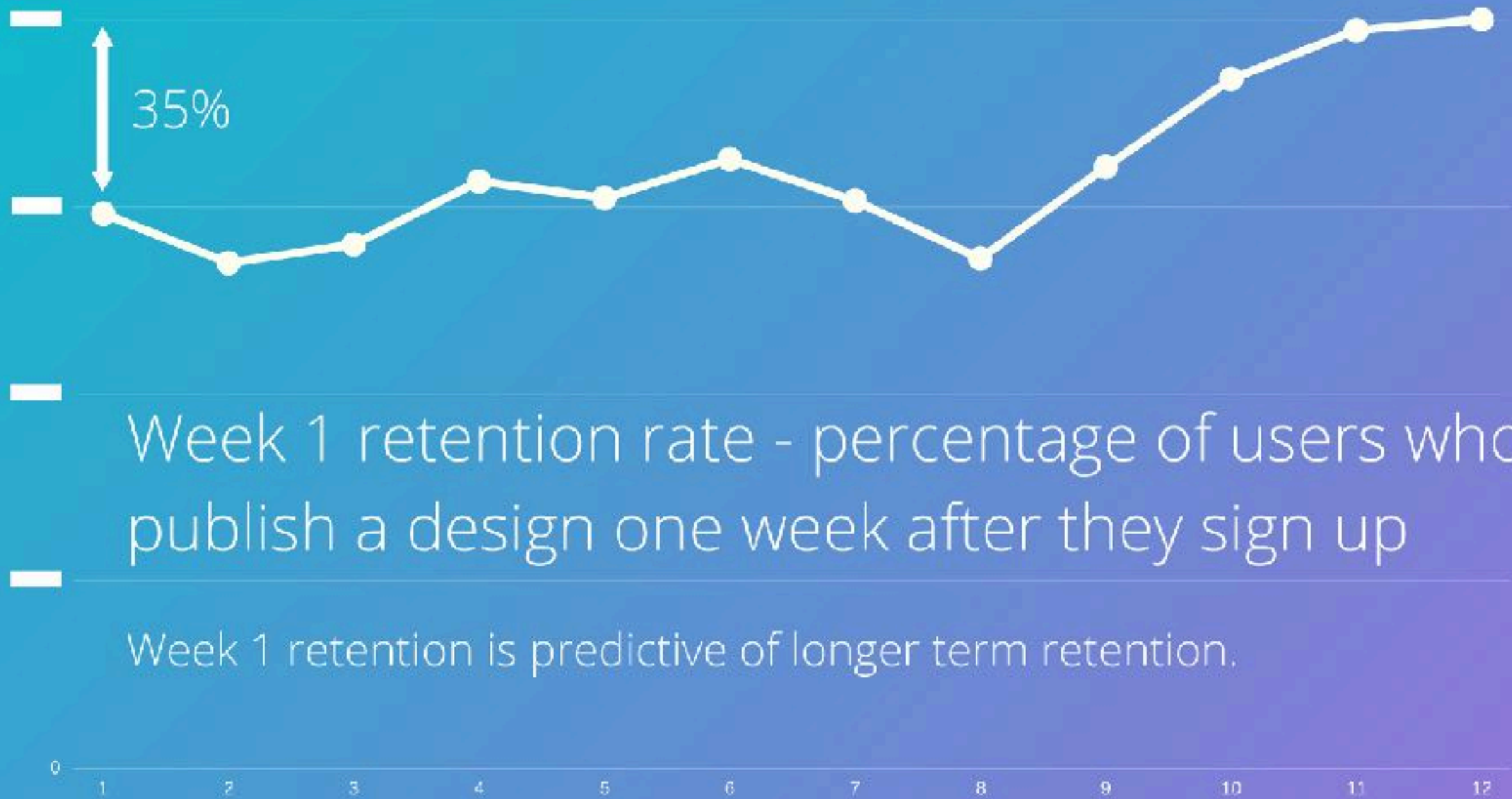
My small niche site did not have the budget for a graphic designer, and my attempts to design materials on my own often missed the mark.

Discovering Canva was a turning point for my business. I was finally able to produce marketing materials that looked professional.

Canva has given me the confidence to reach out to my audience and grow my email list from 200 to over 8,000 [in under a year](#).

Today, I want to tell you how I used Canva and Facebook ads to add nearly 2,000 subscribers to my email list in one month.

A case study
personalized to
the user's JBTD
and persona



Week 1 retention rate - percentage of users who publish a design one week after they sign up

Week 1 retention is predictive of longer term retention.

Lesson 5

*Package your product according to your
user's JBTD*

Example: Survey SaaS

Industry

- Marketing
- Education
- Human Resources
- Event Planning

Use Cases

- Net promoter score
- Conjoint analysis
- Management performance
- Parent survey
- Post event feedback

Benefits

- Increase conversion rate
- Re-engagement
- Employee Happiness
- Student satisfaction
- Attendee satisfaction

Canva expanded
our doctypes
dramatically



SoundCloud Banner Maker



Certificate Maker



Media Kit Maker



Mood Boards Maker



Scrapbook Maker



Flashcard Maker



Family Tree Maker



Personal Planner Maker



Event Program Maker



Book Cards Maker



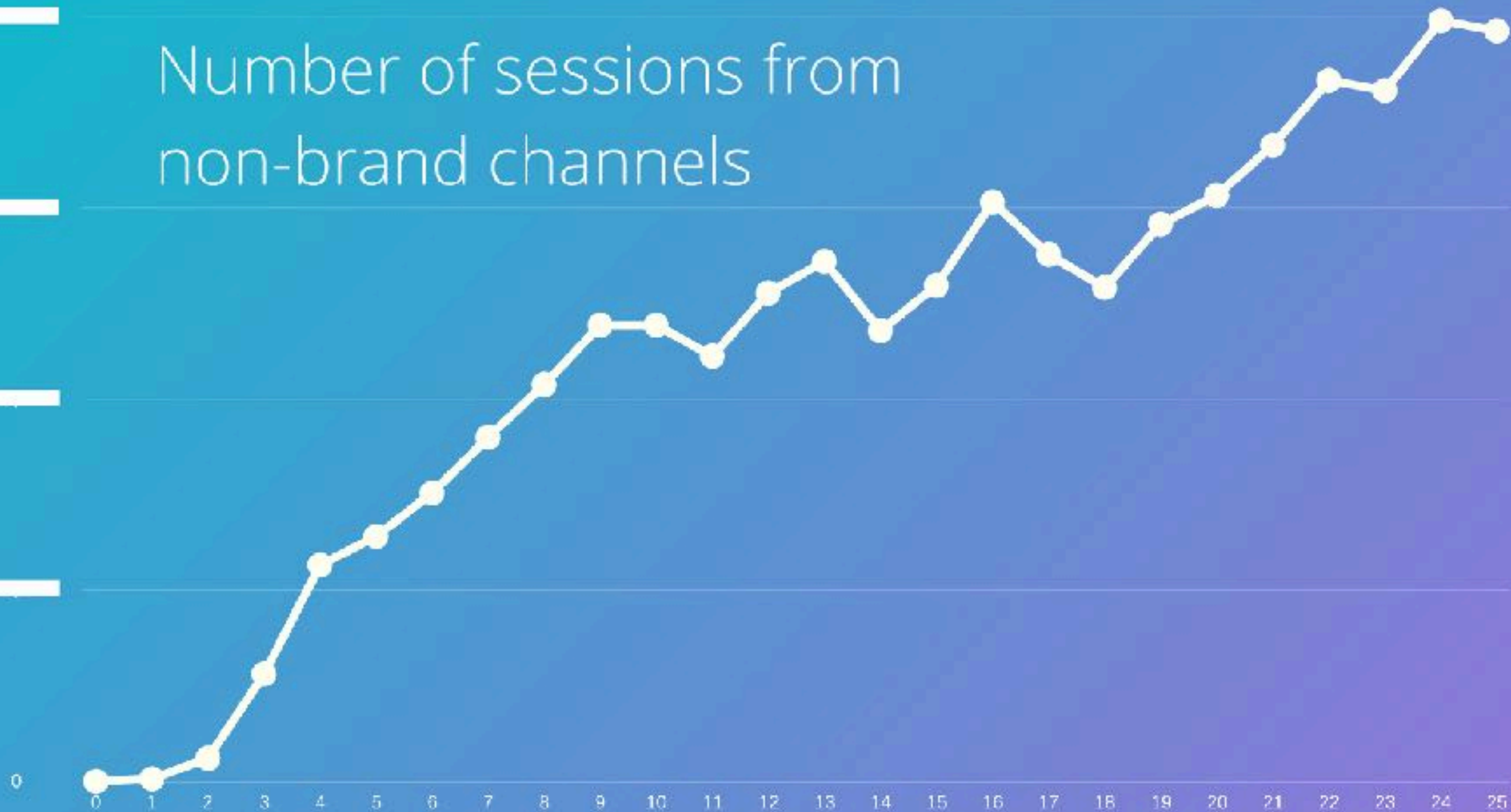
Christmas Tags Maker



Weekly Schedule Maker



Number of sessions from non-brand channels



Recap

- Know your user's Job To Be Done.
- Help your users to achieve their JBTD as quickly as possible.
- Personalize all aspects of your product according to their JBTD.
- And keep it contextually relevant

Thank you
(And we're hiring!)

Email me: andre@canva.com

