Twitter Thread by Ari Paparo



Ari Paparo
@aripap

Based on my many years experience, I've developed 24 laws of ad tech product management. These are "laws", meaning they are always true, everywhere. Thread...

1. If you add something to targeting, it also must be in reporting.

2. The answer to the question "Do you need to forecast this?" is always yes.

3. The answer to "Is this forecast working well?" is always no.

4. If you give an agency customer two options, they will always choose "both."

5. There can never be enough levels of your object hierarchy.

6. If you add a short-cut to extend your product hierarchy (like a "tag" feature), it is inevitable that the customer will want it fully permissioned like a real level of your object hierarchy.

Thread got messed up, here's 7+ https://t.co/ikjy0HCami

> 7. There\u2019s nothing more important to your customers than macros.
>
> — Ari Paparo (@aripap) February 16, 2021