Twitter Thread by Andrey ■ Azimov

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The best way to know if people like your product is NOT:

- Have a lot of emails in the waiting list
- Become #1 on PH
- Become #1 of HN or Reddit
- Have people that saing "I'll pay"
- Have a lot of free users

The best way to know if they're actually pay for it.

The only thing that matters is your product providing a value, and you can't know this until people will pay money for it.

We can have a first signal of a product/market fit after the launch by check how many sales we've got in the first 24h. Some scale:

200+ This has a high potential.
100+: This has a potential.
50+: Some people need it.
10+: People almost don't need it.
0+: People don't need it.

This is for a single time payment product. For a subscription probably it should be less because people hate subscription.

And obviously, you should have a lot of traffic like 3-5k+.

Here is a stat for my products (macOS apps) for the first 24h after the launch:

	Progress Bar OSX	Make OSX Great Again	MacBook Alarm
Visitors	8,477	7,638	3,400
Clicked buy	1,133	498	454
Sales	140	33	34
Revenue	$700	$320	$270
Ave revenue per sale	$5	$10	$8
Conv Visitor -> Clicked buy	13.37%	6.52%	13.35%
Conv Clicked buy -> Sale	12.36%	6.63%	7.49%
Conv Visitor -> Sale	1.65%	0.43%	1.00%

Justin Jackson @mijustin shared his SaaS benchmark:

Ask credit card upfront:
- Visitor to trial: 0.75% - 1%
- Trial to paid: 40% - 60%

Do not ask credit card upfront:
- Visitor to trial: 5%+
- Trial to paid: 8% - 20%

Here is one of the best example that I know for a single time payment product:

https://t.co/iyUSmsrFfH by @lukaszmtw and @PawelMag

First 24h stat:

- Visitos: 9,221
- Sales: 575
- Convertion rate from visitor to sale: 6.23%