



CERTIFICATE OF COMPLETION

_____ To certify that _____

**JUAN
CARLOS ZULOAGA**

successfully completed our
12-Week Growth Hacking Immersive
22/04/2021 - 08/07/2021



David Arnoux
Co-founder



Peter van Sabben
Co-founder



Quentin Lacointa
Co-founder

Et
Events based tracking

Om
One Metric That Matters

La
Lean analytics

Eg
Engineered marketing

Pi
Prioritization

At
Attribution

Ws
Webcrawping

Fa
Funnel analysis

Vm
Viral Marketing

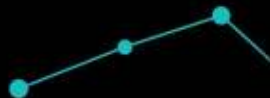
Lo
Landing page optimization

Ho
Hook model

Pi
Competitor piggybacking

Ut
Usability testing

Ac
Activation



Cog
Cognitive biases

Bf
BRASS Framework

Pf
PEs Framework

Co
Cognitive overhead

Sm
Symmetric messaging

Ex
Existing platforms

Rp
Rapid prototyping

Lm
Lift Model

Wo
Wow moments

Da
Data analysis

Pt
Persuasion techniques

Aa
AARRR

Mr
Measuring retention

Ed
Experiment design

