

OKR Examples for Product Managers

Sample objectives and key results for product managers

What product managers do

Product managers guide a product's success and lead the cross-functional team that keeps improving it. The role sets the strategy, the work plan and the feature definition for a single product or a whole product line.

They need deep product knowledge to make strategic decisions. They study market conditions and what competitors are doing, then use that to shape a product vision that stands apart and meets what customers actually want.

Writing OKRs for product managers is not simple, because the work can lean toward engineering, sales or marketing. Set them to match the manager's career stage and how the role works in your company, and aim for goals that give the team energy and focus.

Sample OKRs for Product Managers

1 Launch the new product successfully

KR1	Raise the sign-up to trial conversion rate to 10%
KR2	Raise the trial to paid conversion rate to 12%
KR3	Grow referral revenue to Rs 1 lakh

2 Improve the product release process

KR1	Reduce bugs reported after release by 3%
KR2	Lift the app store rating of the new version to 4.5
KR3	Cut sign-up flow churn to 10%

3 Simplify user onboarding

KR1	Cut drop-off in the sign-up flow to 13%
KR2	Get 25% of new users activated

4 Increase user engagement

KR1	Grow the average time spent in the app by 30%
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KR2	Reach 6 sessions per user per day
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5 Improve customer satisfaction

KR1	Raise the satisfaction score from 3.0 to 4.5 out of 5
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KR2	Bring support requests down to 10 users a month
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6 Build a strong product team

KR1	Raise the team's own satisfaction score to 3.8 out of 5
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KR2	Hold 12 knowledge-sharing sessions led by team members, 3 a week
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KR3	Hold one off-site team meeting to improve coordination
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