The 10x growth checklist

The levers behind e-commerce brands that grew 10x, ranked by how often they appear, with examples, one self-audit question each and the guide to read next. More at 10xgrowth.club/checklist.

Built from 26 published cases that each grew at least 10x within 36 months and have 2+ publishers or a Verified source. Levers are grouped by keyword; a case counts once per lever and can sit in several. Source data: 10xgrowth.club/data/cases.csv.

- [ ] **Product range and packaging**

  Used in 16 of 26 cases (62%). Biggest examples: Sow Good Inc. (75x), Halo Top Creamery (70x), Fitbit (51x).

  Ask yourself: Which single product or pack does most of your growth, and is it the one you lead with?

  Guide: Product Page Design: What a Page Needs to Turn a Visit Into an Order (10xgrowth.club/blog/product-page-design)

- [ ] **Retail and distribution expansion**

  Used in 16 of 26 cases (62%). Biggest examples: Sow Good Inc. (75x), Fitbit (51x), Obvi (49x).

  Ask yourself: Which one new door, store or distributor could you add next, and what does each door sell at your margin?

  Guide: DTC vs Marketplace vs Retail: Choosing Where to Sell First (10xgrowth.club/blog/dtc-vs-marketplace)

- [ ] **Paid acquisition and heavy marketing**

  Used in 11 of 26 cases (42%). Biggest examples: Halo Top Creamery (70x), Overstock.com (50x), Obvi (49x).

  Ask yourself: Do you know your payback period per channel, and would you raise spend where it is shortest?

  Guide: Ecommerce Advertising Strategy: Paid Acquisition Economics and When to Scale Spend (10xgrowth.club/blog/ecommerce-advertising-strategy)

- [ ] **Social content and word of mouth**

  Used in 11 of 26 cases (42%). Biggest examples: Sow Good Inc. (75x), Halo Top Creamery (70x), Obvi (49x).

  Ask yourself: What do customers already post or say about you that you could ask for more of this month?

  Guide: User Generated Content for Ecommerce: Reviews, Photos and Community (10xgrowth.club/blog/user-generated-content-ecommerce)

- [ ] **Capital, listing and investors**

  Used in 9 of 26 cases (35%). Biggest examples: Brooklinen (48x), Amazon.com (39x), Mamaearth (Honasa Consumer) (27x).

  Ask yourself: What would extra capital buy that the current cash flow cannot, and what proof would an investor ask for?

  Guide: Ecommerce Growth Strategy: What Brands That Grew 10x Have in Common (10xgrowth.club/blog/ecommerce-growth-strategy)

- [ ] **Subscription and repeat purchase**

  Used in 9 of 26 cases (35%). Biggest examples: Amazon.com (39x), Dollar Shave Club (38x), Chobani (28x).

  Ask yourself: What share of revenue is repeat orders today, and what is one flow that brings buyers back sooner?

  Guide: Ecommerce Customer Retention: Repeat Purchase, Subscription and Email (10xgrowth.club/blog/ecommerce-customer-retention)

- [ ] **International expansion**

  Used in 7 of 26 cases (27%). Biggest examples: Zalando (85x), Fitbit (51x), Amazon.com (39x).

  Ask yourself: Which one country already sends you unprompted orders?

  Guide: Ecommerce Marketing Channels: Which Ones the Fastest-Growing Brands Used (10xgrowth.club/blog/ecommerce-marketing-channels)

- [ ] **Operations and fulfilment**

  Used in 7 of 26 cases (27%). Biggest examples: Sow Good Inc. (75x), Overstock.com (50x), Chobani (28x).

  Ask yourself: Which fulfilment or supply constraint would break first if orders doubled?

  Guide: Ecommerce Growth Strategy: What Brands That Grew 10x Have in Common (10xgrowth.club/blog/ecommerce-growth-strategy)

- [ ] **Pricing, value and shipping terms**

  Used in 7 of 26 cases (27%). Biggest examples: Zalando (85x), Halo Top Creamery (70x), Overstock.com (50x).

  Ask yourself: Is there one price, bundle or shipping term that makes the first order easier to say yes to?

  Guide: Ecommerce Conversion Rate Optimization: A Practical Guide for Store Operators (10xgrowth.club/blog/ecommerce-conversion-rate-optimization)

- [ ] **Amazon and online marketplaces**

  Used in 6 of 26 cases (23%). Biggest examples: Fitbit (51x), Quidsi (Diapers.com) (16.5x), Liquid Death (16.1x).

  Ask yourself: Would a marketplace listing test demand cheaply before you build more inventory?

  Guide: DTC vs Marketplace vs Retail: Choosing Where to Sell First (10xgrowth.club/blog/dtc-vs-marketplace)

- [ ] **Influencers, creators and endorsements**

  Used in 6 of 26 cases (23%). Biggest examples: Obvi (49x), Brooklinen (48x), Mamaearth (Honasa Consumer) (27x).

  Ask yourself: Have you sent product to 20 creators who already speak to your buyer, and tracked what each produced?

  Guide: Influencer Marketing for Ecommerce: How to Seed, Brief and Measure Creators (10xgrowth.club/blog/influencer-marketing-for-ecommerce)

- [ ] **Press and PR moments**

  Used in 4 of 26 cases (15%). Biggest examples: Halo Top Creamery (70x), Brooklinen (48x), Dollar Shave Club (38x).

  Ask yourself: Is there a launch or milestone dated in the next 90 days that an editor would cover?

  Guide: Ecommerce Content Marketing: What to Make, Where to Put It, How to Judge It (10xgrowth.club/blog/ecommerce-content-marketing)

The "Ask yourself" lines are our own wording, not case data. Counts describe this sample only and do not show that a lever caused growth.