



Startup Stories

Following immediate & high growth, marketing resource, Death to the Stock Photo leverages Visible to keep a remote team in tune with internal decisions.

Overview

Death to the Stock Photo is an Ohio-based online resource where anyone can find free photographs. In July 2013, Allison Lehman and David Sherry set out on the mission to help brands, bloggers, and creatives find images that fit their "vibe and tribe". What started by sending image packs to friends and family has turned into a company trusted by the likes of Uber, Pinterest, Slack, and Buffer. (Visible too! The photo above is Death to Stock's)

"We love helping creatives live their passion, and do more great work. Now, we're walking that talk on a bigger, more sustainable scale."

- David Sherry & Allison Lehman, Founders



Challenge

Death to the Stock Photo has a small team that is constantly traveling along with a number of contracted employees. They began to face the challenges of a remote culture and needed a way to keep everyone on the team in the loop and make sure everyone had a grasp on their key metrics. Before switching to Visible Death to the Stock Photo had to deal with the burden of navigating through a series of google docs to keep tabs on different aspects of the business.

Solution

With Visible, Death to Stock keeps the team involved and informed on where they have been and where they are heading. Since the team is constantly traveling and have a number of contracted employees it is vital to make sure everyone is on the same page. Visible is a place where DTS product owners can update their KPIs and keep them up to date so they team can continue to move in the right direction. When facing changes in the product Death to the Stock Photo will have everyone on their team check one of their charts and make sure they are on the same page. From here everyone will have a full understanding and can properly execute in the proper direction.

What is the Sean Ellis Test?

The Sean Ellis Test is a qualitative survey used by startups in their growth transition stage to determine if they have determine a Product/Market Fit. Basically asking how you would feel if you no longer could use the product. Death to Stock uses this metric to make sure that people's lives are better after using Death to the Stock Photo than before. Although they can't create this feeling for every user they try to make sure this is true for a chunk of their users.

Key Metrics

Number of Customers

Sean Ellis Test

The Stats

- 3 users actively using Visible
- Track 12 metrics on a monthly basis
- Use 9 different charts to visualize their data

The Rundown

- Deathtothestockphoto.com
- @Deathtostock
- Founded in July 2013
- Located in Columbus, OH
- 2 full time employees, 6 contracted employees, and 4-6 photographers

Most Valuable Metrics

Death to the Stock Photo routinely updates multiple metrics in Visible but finds the Sean Ellis Test and their Number of Customers to be most vital to their growth. (Check out more about the Sean Ellis test above). Being a young company DTS main focus is to ensure they are creating an immense value for their core user base. Both the Number of Customers and Sean Ellis test allow them to do this by making sure they are continuing to create "must-have" features for a portion of their user base.



Hear from a Death to Stock Team Member!

"When we make directional product decisions, we of course need to share the "what" with our team, but we also need to share the "why." The "why" isn't always derived from quantifiable metrics, but in the instances that it is, being able to quickly visualize those metrics allows us to efficiently get everyone of the same page so that we can move on to the execution.

Corey Morgan, Death to Stock Team Member

About Visible

Visible gives you the power to tell the story around your key performance and ownership data with beautiful dashboards, customizable metrics and robust cap table management.

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