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GROWTH HACKING 3.0

Personalization, Platforms and Performatics in the Algorithmic Era

Know when to hack. Let AI agents run the loop. Keep trust at the centre.

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1. The 10Ps of Marketing Mix 3.0

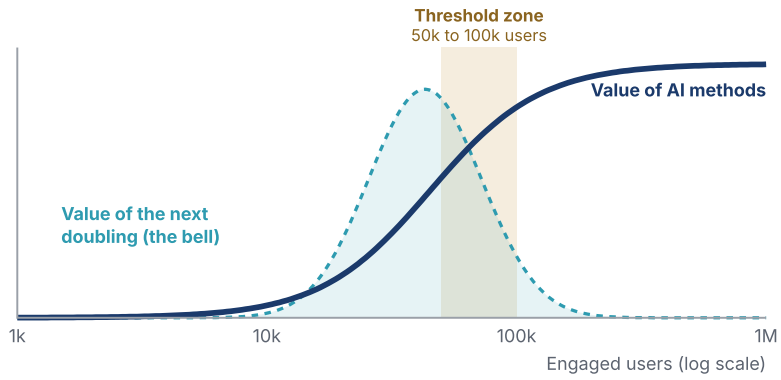
The seven classic Ps remain the foundation. Three new Ps form the algorithmic layer of modern marketing.

Product · Price · Place · Promotion · People · Process · Physical Evidence · ◆ Personalization · ◆ Platforms · ◆ Performatics

◆ **Performatics**, a term defined by Vivek Gujar: measuring, testing and learning from every interaction so that each decision improves the next.

2. Data Threshold Awareness

Algorithmic growth pays off only once you have enough data. Know which side of the bell you are on, and count interactions as well as users (Gujar, 2026).



Before
Borrow a base, build density, talk to customers, collect clean data.

At the peak
Each new user adds the most. Switch on testing and personalization.

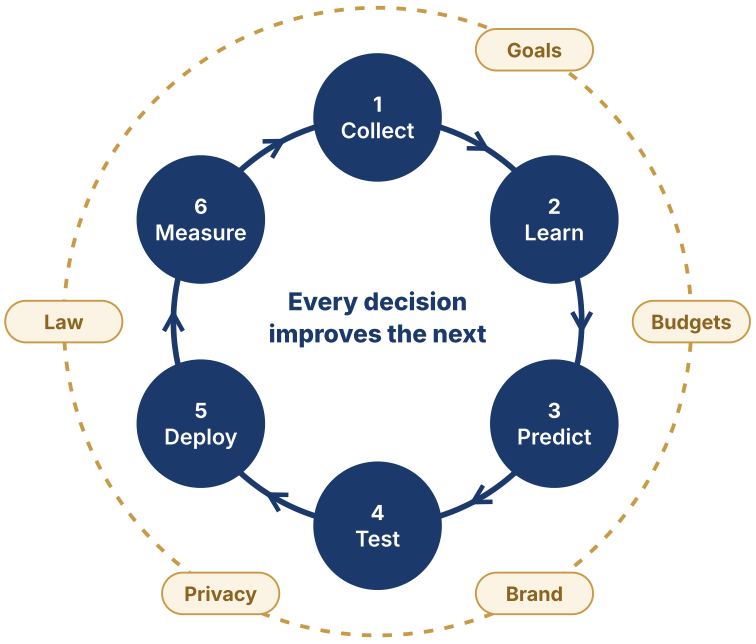
After
Let AI and agents run the loop; look for richer signals.

3. Ten principles of Growth Hacking 3.0

1. **Know where you stand against the threshold.** Before it, borrow, build density and collect cleanly; after it, let AI and agents scale the loop.
2. **Personalise for the customer's benefit.** If a recommendation would embarrass you when explained, do not make it.
3. **Build platforms, not just products.** Let others add value on top of what you offer.
4. **Make every number earn its place.** One North Star, a few input metrics and firm guardrails.
5. **Test, do not argue.** Settle questions with well-run experiments and holdouts.
6. **Let agents run experiments, not strategy.** People own the goals and the limits.
7. **Decide close to the data, learn far from it.** Use the edge for speed and privacy, the cloud for scale.
8. **Sell results you can define.** Outcomes are a strong basis for pricing only when both sides can verify them.
9. **Write for people and for their agents.** Clear facts, structured data and honest claims serve both.
10. **Treat trust as the growth engine.** Consent, transparency and a human within reach are not costs; they are why customers come back.

4. The Gujar-Rathore Performatics GH Framework™

A continuous six-stage loop, run inside guardrails of goals, budgets, brand, privacy and law. LLMs, vision language models, edge AI and AI agents are the tools that run it.



Score your company: free workbook and tools at www.brandpipers.com/growthhackingbook

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Threshold research: Gujar (2026), *Indian Journal of Computer Science and Technology*, 5(3)