

5 Famous Growth Hacking Examples

This is an extra resource to go along with the original article:
[Essential Growth Hacking Tips That You Can Implement Today](#)

[Airbnb](#)

When Airbnb first started, they created an integration that allowed their users to post directly to Craigslist. This allowed Airbnb users to leverage Craigslist's popularity and increase traffic to their listings.

[Facebook](#)

Facebook sends emails to a user's contacts when they are tagged or mentioned in a post. This keeps users engaged and makes them feel connected to others.

[Gmail](#)

Google used scarcity to grow demand for its email service, Gmail. Gmail started by invitation only, which created an increased demand.

[Hotmail](#)

Hotmail's growth hack was a simple note attached to the bottom of users' outgoing emails. The note was PS: I Love You. Get Your Free Email at Hotmail. It was an attention grabber.

[PayPal](#)

PayPal literally gave away money in its early days to attract more customers. While this growth hack did cost a whopping \$60 million, PayPal went on to become a \$98 billion dollar business.