



# PLG + ELG → THE BEST OF BOTH WORLDS

Product-Led Growth + Ecosystem-Led Growth

Aspect	Product-Led Growth	Ecosystem-Led Growth	How They Strengthen Each Other
<b>Growth Driver</b>	Self-serve product adoption	Partnerships, integrations, and network effects	PLG attracts users, ELG expands reach & retention
<b>Go-to-Market Focus</b>	Individual user activation	Ecosystem expansion through partners	PLG brings users in, ELG deepens the engagement
<b>Scalability</b>	Viral loops, organic adoption	Sustainable, long-term expansion	PLG fuels short-term growth, ELG ensures long-term success
<b>Customer Retention</b>	Product stickiness	High switching costs via integrations	Users stay longer when a product fits into their broader tech stack
<b>Competitive Edge</b>	Best-in-class UX & frictionless onboarding	Strong industry relationships & distribution	PLG attracts, ELG defends against competition