

● METHODOLOGY · VERSION 1.0

ILGI INTEGRATED LOOP GROWTH INFRASTRUCTURE.

ILGI (Integrated Loop Growth Infrastructure) is a business growth framework by Illia Siemak. It combines three-layer audience segmentation, behavioral triggers mapped onto the marketing mix, and self-reinforcing growth loops run on shared data infrastructure.

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READING TIME 11 MIN

● IN ONE SENTENCE

ILGI turns growth from a series of campaigns into a system of self-reinforcing loops: find the right micro-segment, reach it at the right moment with the right behavioral trigger, make every customer bring the next one, and run it all on shared data and tools.

SUMMARY

ILGI — Integrated Loop Growth Infrastructure — is a framework for building business growth as a system of self-reinforcing loops rather than a sequence of campaigns. It was developed by Illia Siemak from his work as Chief Marketing Officer and later Chief Strategy Officer of Arizona Games (2018–present) and applied since 2024 to a collision repair business and its software in Los Angeles.

ILGI rests on four ideas:

- 1. Precision over volume.** Growth comes from reaching a small, well-understood segment at the right moment, not from reaching everyone. Siemak calls this the *precision targeting* or “Sniper” principle.

2. **Behavior over demographics.** Segments are defined by what people do and why they do it, not only by who they are.
3. **Loops over funnels.** Every acquired customer should create the conditions for the next one — through referral, content, community or data — so that growth compounds.
4. **Infrastructure over heroics.** Loops only last when they run on shared data, clear metrics and tooling (CRM, ERP, dashboards and, increasingly, AI assistants) that the whole team uses.

The framework has five working parts: a three-layer segmentation model, a precision targeting matrix, the 4P+BT model (the marketing mix extended with behavioral triggers), the Chain Impulse Loop, and a living trigger library. Each is described below with the metrics used to run it.

WHY “LOOP”, WHY “INFRASTRUCTURE”

Most growth plans are written as funnels: attract, convert, retain. A funnel describes what happens to one customer and then stops. A **loop** describes how the output of one customer — an invitation, a piece of content, a review, a data point — becomes the input that brings in the next. When the loop coefficient is above one, growth compounds; when it is below one, the business has to buy every new customer.

“**Infrastructure**” is the part most frameworks leave out. A loop that depends on one talented marketer collapses when that person leaves. In ILGI the loops are written down, instrumented and supported by systems: shared customer data, a measurement model, playbooks and, where it pays, automation.

Note on the name. The framework was first presented as “Integrated Linear Growth Infrastructure” (ILGI) in late 2025. Version 1.0 keeps the acronym and replaces “Linear” with “Loop”, which describes the mechanism more accurately; the Ukrainian name, *Інтегрована Ланцюгова Генерація Зростання* (“integrated chain generation of growth”), is unchanged.

ORIGINS

ILGI grew out of practice, not theory.

- **2018 — Arizona Games.** Siemak joined the studio as Chief Marketing Officer when its flagship, Arizona RP, peaked at roughly 6,000 concurrent players. The work that followed — a broad network of creators of every size, community-driven content, careful segmentation of the player base and a staged expansion of servers and platforms — became the first version of the method.
- **March 2024 — the “Sniper” method in print.** Siemak described the precision-targeting approach publicly for the first time in a column on UAportal and in an interview with ITsider, where he announced that a full methodology was in preparation.

- **November 2025 — the name.** The framework was presented as ILGI in Ukrainian business media.
 - **October 2026 — version 1.0.** This document is the first complete English edition.
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THE THREE LAYERS

ILGI treats a market in three layers, from the most stable to the most actionable.

1. ECONOMIC FOUNDATION

The fundamentals decide what is worth doing at all: unit economics (customer acquisition cost, lifetime value and payback), price elasticity, the cost of reaching each segment, and network effects — the way a product becomes more valuable as more people use it. A loop that looks viral but loses money on every cycle is not growth.

2. BEHAVIORAL LAYER

People do not decide like spreadsheets. Most everyday decisions are fast and intuitive — what Daniel Kahneman calls System 1 — and are shaped by predictable patterns: anchoring, social proof, reciprocity, scarcity, loss aversion and the pull of the default. ILGI uses these patterns as *design inputs*, not as tricks: the goal is to remove friction for the right customer at the right moment. Anything that would only work by deceiving people is out of scope (see Ethics).

3. OPERATING DOCTRINE: PRECISION TARGETING

The third layer turns the first two into action. Instead of spreading budget across a broad audience and hoping some of it converts, ILGI concentrates effort on micro-segments where the product, the message and the moment line up. Siemak describes it with a marksman's metaphor: reconnaissance, calibration, aim, a single well-timed shot, and the chain reaction it starts.

THE FIVE WORKING PARTS

PART 1 — THREE-LAYER SEGMENTATION

Every segment in ILGI is described in three layers:

LAYER	QUESTION	TYPICAL INPUTS
Demographic	Who are they?	Age, location, language, device, income band
Behavioral	What do they do?	Frequency, recency, spend (RFM), session times, channels, content they engage with
Psychographic	Why do they do it?	Motivations (status, belonging, escape, safety, mastery), objections, values

A segment is only useful when all three layers are filled in and when it is large enough to matter and small enough to address with one message. In practice teams end up with five to eight working segments per product. Behavioral clustering (for example RFM scoring or k-means on engagement data) is used to find candidates; interviews and community listening are used to name the motivations behind them.

PART 2 — THE PRECISION TARGETING MATRIX

For each segment the matrix records:

- **Context** — when and where the segment is most receptive (time of day, day of the product journey, platform).
- **Friction** — the specific moment where people of this segment drop off.
- **Trigger** — the behavioral pattern that fits that moment (see Part 5).
- **Touchpoint** — the channel and format that carries the message.
- **Signal** — the metric that tells the team whether the shot landed.

The matrix replaces the question “how do we reach more people?” with “which segment, at which moment, with which message, measured how?”.

PART 3 — 4P+BT: THE MARKETING MIX WITH BEHAVIORAL TRIGGERS

The classic marketing mix — Product, Price, Place, Promotion (McCarthy, 1960) — describes *what* a company offers. ILGI pairs each element with the behavioral triggers that decide *whether* people act on it:

ELEMENT	PAIRED TRIGGERS	WHAT IT LOOKS LIKE IN PRACTICE
Product	Authority, habit, progress	Visible progression, credible guides and experts, features that reward a return visit
Price	Anchoring, framing, loss aversion	Clear reference points, bundles that make the right choice easy, transparent terms
Place	Social proof, convenience, defaults	Being present where the segment already gathers; communities and reviews as distribution
Promotion	Reciprocity, curiosity, shared identity	Giving value first, messages written in the segment's own language, invitations rather than interruptions

PART 4 — THE CHAIN IMPULSE LOOP

The loop is the engine of ILGI. It runs in five phases:

1. **Trigger** — detect the moment of highest receptivity for a segment: a first success, a first obstacle, a milestone, a lapse.
2. **Resonance** — deliver a message or offer that speaks to that moment and to the segment's motivation.
3. **Conversion** — make the desired action easy: one step, at the right time, with a clear reason.
4. **Propagation** — give the converted customer a reason and a simple way to bring someone else in: an invitation, shareable content, a review, a team or community to join.
5. **Amplification** — reinforce what spreads: feature the best community content, support creators, and reinvest the savings in acquisition into the next cycle.

The health of the loop is measured by the **loop coefficient k** : the number of new customers each customer brings in during one cycle (invitations sent × invitation conversion, plus content- and review-driven acquisition attributable to existing customers). When $k > 1$ the loop is self-sustaining; when $0 < k < 1$ it still lowers the effective acquisition cost by a factor of $1 / (1 - k)$.

PART 5 — THE TRIGGER LIBRARY

Triggers that worked once are not guaranteed to work again. ILGI keeps a living library: every trigger is logged with the segment, the context, the touchpoint, the result and a simple effectiveness score. After each cycle the scores are updated — triggers that keep working move up, triggers that fatigue move down or are retired. Over time the library becomes a company asset: new team members start from what is proven rather than from opinion.

GROWTH INFRASTRUCTURE

The “infrastructure” in ILGI is the set of systems that lets the loops run every day without depending on individual effort:

- **Shared customer data** — one view of the customer across marketing, sales, service and product.
- **A metric tree** — from one north-star metric down to the loop coefficient, acquisition cost, retention by cohort, lifetime value and satisfaction (for example Net Promoter Score), with one owner per metric.
- **Playbooks** — written procedures for each loop and each segment.
- **Operational software** — CRM, ERP and dashboards that put the right information in front of the right person at the right moment.
- **AI assistants** — increasingly, a layer that watches processes, structures information, reminds and advises. In ILGI, AI is an amplifier: it makes a clear strategy faster and a vague strategy more confusing. Strategy comes first.

RUNNING ILGI: THE CYCLE

ILGI is run in repeating cycles, typically four to six weeks long:

1. **Reconnaissance** — collect and clean behavioral and customer data; listen to the community and to customer service.
2. **Calibration** — update segments and the targeting matrix.
3. **Aim** — choose two or three segment × moment combinations with the highest expected impact.
4. **Shot** — launch the touchpoints and the propagation mechanics.
5. **Chain reaction** — measure the loop coefficient, conversion and retention; feed the results into the trigger library and the next cycle.

APPLICATIONS

Arizona Games (online games, 2018–present). When Siemak joined Arizona Games in 2018, the flagship roleplay server Arizona RP peaked at roughly 6,000 concurrent players. The studio’s growth since then has relied on the mechanics described above: a wide network of creators from small channels to large ones, community content as a distribution channel, segmentation of players by motivation rather than by age, and a staged expansion of servers and platforms. By January 2025 Arizona RP peaked at more than 33,000 concurrent players on PC — more than five times its 2018 level and the largest project in its category by a wide margin — and the studio’s

mobile titles, Arizona Online (2023) and Rodina Online, had passed 9.4 million Google Play installs combined.

GLG Auto Collision (automotive services, 2024–present). ILGI was carried from games into a traditional local service business when Siemak co-founded GLG Auto Collision in Los Angeles in 2024. The shop was profitable from its first month. The same principles applied: precise local segments, trust triggers (transparent communication through the insurance process, reviews), and loops built on referrals and reputation.

BodyShop ERP (software, in closed beta). Running the shop exposed the infrastructure gap that ILGI describes: most independent collision shops run on paper, phone calls and memory. BodyShop ERP turns the shop’s processes into a system, with an AI assistant that monitors work in progress, structures information, analyses performance and reminds the team what needs attention. It is the infrastructure layer of ILGI applied to an industry.

1€ Concert (non-profit, 2020). A series of online charity music events built on the lowest possible barrier to participation. Its headline stream passed 1.9 million views on YouTube — an early test of how far a low-friction, share-driven format can travel without paid reach.

MEASURING ILGI

METRIC	WHAT IT TELLS YOU
Loop coefficient <i>k</i>	Whether growth compounds or has to be bought
Customer acquisition cost (blended and paid)	The real cost of growth once loops are counted
Lifetime value / acquisition cost	Whether each customer is worth acquiring
Payback period	How long growth takes to fund itself
Retention by cohort	Whether the product keeps the customers the loops bring in
Net Promoter Score or review rating	The health of the propagation phase
Trigger effectiveness scores	Which behavioral patterns still work, for whom

ETHICS AND LIMITS

ILGI uses behavioral science to remove friction for people who would benefit from a product — not to push people into decisions against their interest. In practice that means: no false scarcity, no hidden terms, no dark patterns in cancellation or consent, honest social proof, respect for privacy law and platform rules, and particular care with young audiences and with in-game monetization.

ILGI is not a fit for every situation. Loops need a product that people genuinely value and talk about; in markets with very long sales cycles or a handful of buyers, precision targeting still applies but loop mechanics matter less. And no framework substitutes for a good product.

GLOSSARY

ILGI — Integrated Loop Growth Infrastructure, a framework for building business growth as self-reinforcing loops supported by shared data and systems. **Precision targeting (“Sniper” principle)** — concentrating effort on a well-defined micro-segment at the moment it is most receptive. **Three-layer segmentation** — describing every segment by who they are, what they do and why they do it. **4P+BT** — the marketing mix (product, price, place, promotion) paired with behavioral triggers. **Chain Impulse Loop** — the five-phase loop: trigger, resonance, conversion, propagation, amplification. **Loop coefficient (k)** — new customers generated by each existing customer per cycle. **Trigger library** — the living record of behavioral triggers, their contexts and their measured effectiveness.

HOW TO CITE

Siemak, I. (2026). *ILGI: Integrated Loop Growth Infrastructure — A Framework for Building Business Growth as Self-Reinforcing Loops* (Version 1.0) [Working paper]. Zenodo.
<https://doi.org/10.5281/zenodo.23358571>

Web edition: <https://siemak.com/method/>

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