

# Madrid Product Hackers Day: Prioritizing Your Analytics Strategy for Success

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# Introductions



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# What is Mixpanel?

Mixpanel helps you understand your users in order to build a better product.

Building a product people love is about measurement, not intuition.

To know how people are using your product, you need a tool that can easily surface those insights.



# Defining Success for Today

Our goals for today:

- Emphasize the detailed **preparation** required for crafting an analytics strategy
- Explain the importance of **ingraining the planning process** into your culture

# Concepts



# Concepts

## 1. Work backwards from end goal

- a. What actions are required to get to the goal you want to improve?

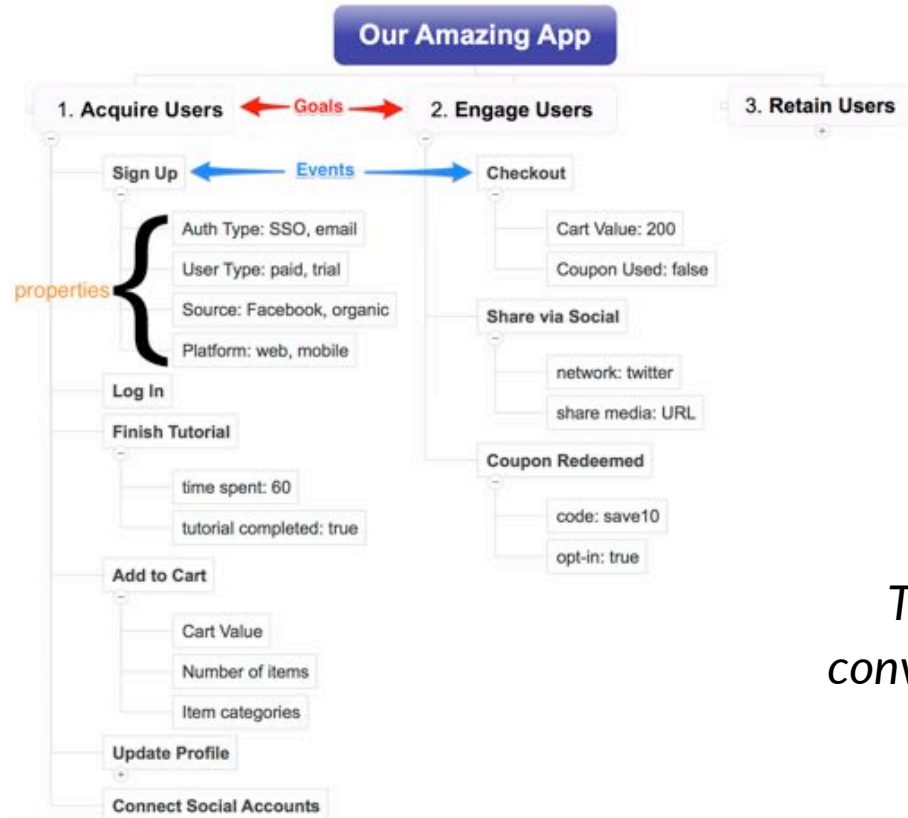
## 2. Planning is vital

- a. Sending Events is easy, figuring out what to send is hard
- b. A good plan leads to good data
- c. Tie each metric to a business goal - what does it help you measure?

## 3. Measure and plan again

- a. The metrics you need will constantly evolve with the current state of the business and changing goals
- b. Make a quarterly review a habit

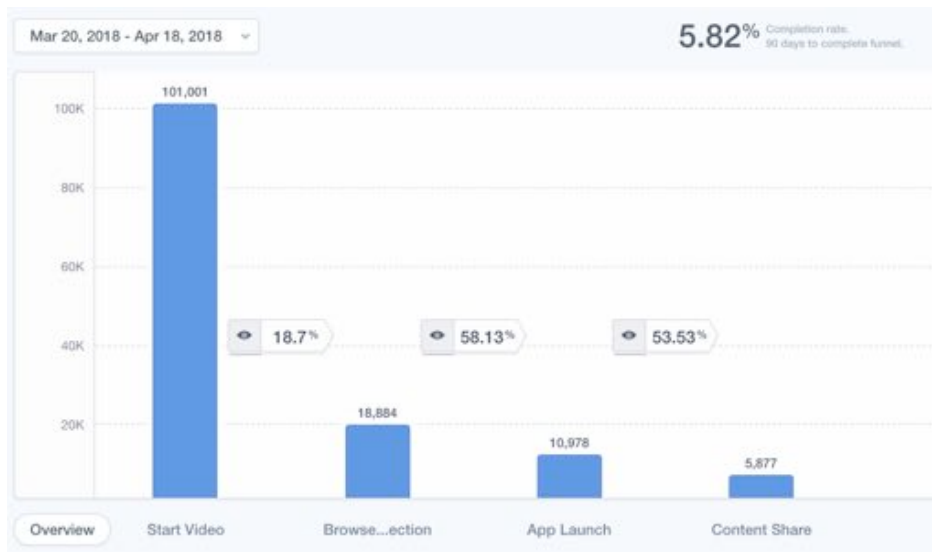
# Planning Framework Examples



*Tip: Use same naming convention across events to keep syntax clean*



Mixpanel Event Name	KPIs using this Event	Trigger	Custom Properties	Type	Sample Values
App Open	New user registration conversion rate.	User opens application			
Registration Step 2	New user registration conversion rate.	User successfully submits video preferences			
Complete Registration	New user registration conversion rate.	User successfully completes and submits registration			
Started Subscription	New subscription volume , New subscription volume	User begins filling out subscription form	Cost	Numeric	10
			Tier	String	Gold
			Type	String	Monthly
Purchased Subscription	New subscription volume , New subscription volume	User successfully purchases subscription	Cost	Numeric	10
			Tier	String	Gold
			Type	String	Monthly



*Tip: Mixpanel also has industry-specific sample plans to help you get started! (Appendix)*

# Keys to Success

1. Someone must **own the doc and process**, always
2. **Start small** and use properties - pick the most important actions first
3. Start building your spec plan - 2 options to think through:
  - a. **A business goal**
    - i. Where does it fall under [AARRR](#): Acquisition, Activation, Retention, Revenue, or Referral
  - b. **A question** about user behavior & user flow to answer that question
4. **Identity Management**: consider how dynamic the medium can be and plan for it
  - a. Different workflow across different mediums
  - b. Identity must persist across all mediums



# Customer Story

# Customer Success Story: EasyPark

“Extracting, cleaning and analyzing user data was extremely time consuming. We had data all over the place – in Google Analytics, Facebook Ads Manager, AdWords, Google Sheets, Excel, another BI platform, and NPS survey tool.”

“Once implemented, Mixpanel quickly became our go-to place for all our data, giving us deep insight into our product, users, and how our campaigns performed.”

“As EasyPark looks to relaunch its latest website, Mixpanel is being implemented right from the start.”



**14%**

increase in completion  
rate from registration to  
parking complete

**25%**

increase in call-to-action  
exposure and invite page  
views using Notifications

**33%**

decrease in median time  
from app open to  
registration

# Things to Remember

1. Train your team to always think of measurement along with goals, not as an afterthought
2. Use a living planning doc to keep track of your events - tie to business goals!
3. Hold cross-functional quarterly metrics review to realign tracking for latest goals and needs

***Building a product people love is about measurement, not intuition.***

Q&A

# Appendix



# Industry Specific Sample Plans

Mixpanel has industry specific sample plans to help you get started:

- [Social](#)
- [E-commerce](#)
- [Gaming](#)
- [Media](#)
- [SaaS](#)