Mixpanel Implementation and Training

September 2021
Housekeeping // Zoom 101

- **Chat** for technical difficulties, quick comments or thoughts, links & exercises
- **This meeting is being recorded** and will be available on [Mixpanel Community](https://www.mixpanel.com)
- **Everyone will receive the link to the recording after we close the presentation**
- Raise your hand if you have a question or want to pause for more clarification
- Use Q&A for questions (not chat, if you can help it!)
What’s important about an analytics strategy framework?
Welcome to Mixpanel!

- Introduce yourself! **Use chat** to share your greatest superpower!
  - I’m Kiley! My greatest superpower is ordering takeout!
- **Use Q&A** to share one question you have about implementing or using Mixpanel!
  - What’s the best place to start?
Product teams struggle to prioritize features and measure their impact

In a survey of nearly 500 product leaders across the globe, respondents say they aren’t confident they understand...

*2019 Mixpanel State of Product Analytics Survey*
Establishing an Analytics Strategy helps align various teams and stakeholders towards a shared vision for product development and execution.
How do we build a product analytics strategy?

What makes a good product metric?
Mixpanel’s framework is designed to capture all stages of the customer lifecycle

Mixpanel’s Focus Metric Framework

**Focus metric**
Matters most to your business

**Level 1 metrics**
Complement the focus metric
- Reach
- Activation
- Engagement
- Retention
- Business-specific

**Level 2 metrics**
More specific and drive the L1 and focus metrics

Example: L1 broken down by platform, region, segment, or feature

*Check out [Mixpanel’s Guide to Product Metrics](https://app.mixpanel.com/guide/product-metrics)*
GET STARTED QUICKLY AND POWERFULLY

Light RAE Framework

STEP 1
Reach

STEP 2
Activation

STEP 3
Engagement

BREAKDOWN BY:

User Property:

Event Property:
GET STARTED QUICKLY AND POWERFULLY

Light RAE Framework: [FOCUS METRIC]

**STEP 1**
Reach

**STEP 2**
Activation

**STEP 3**
Engagement

**KPI: 1**
Reach

**KPI: 2**
Activation

**KPI: 3**
Engagement

**BREAKDOWN BY:**
User Property: Segmenting User Data

Event Property: Segmenting Event Data
# Examples of focus metrics

<table>
<thead>
<tr>
<th>App</th>
<th>Key action</th>
<th>Example metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talkspace (therapy app)</td>
<td>Complete a therapy session</td>
<td># of users who complete a therapy session weekly</td>
</tr>
<tr>
<td>Hinge (dating app)</td>
<td>Swipe right and get a match</td>
<td># of users who swipe right and get a match</td>
</tr>
<tr>
<td>Classpass (fitness &amp; health app)</td>
<td>Complete a workout</td>
<td># of users who complete a workout weekly</td>
</tr>
<tr>
<td>Twitch (live streaming)</td>
<td>Watch 5+ mins of live stream</td>
<td># of users who watch 5+ mins of live stream weekly</td>
</tr>
<tr>
<td>DocuSign (electronic signature solution)</td>
<td>Sign a contract</td>
<td># of signed contracts monthly</td>
</tr>
<tr>
<td>OpenTable (reservation app)</td>
<td>Make a reservation</td>
<td># of users who make a reservation monthly</td>
</tr>
</tbody>
</table>
GET STARTED QUICKLY AND POWERFULLY

Light RAE Framework:

**Focus Metric (DAU, WAU, MAU)**

**STEP 1**
Reach

KPI: 1

Reach

KPI: 2

Activation

KPI: 3

Engagement

**STEP 2**
Activation

New User Event

Active User Event

**STEP 3**
Engagement

Engaged User Event

**BREAKDOWN BY:**

User Property: Segmenting User Data

Event Property: Segmenting Event Data
Examples of Reach, Activation or Engagement

<table>
<thead>
<tr>
<th></th>
<th>Financial Services</th>
<th>SaaS</th>
<th>Retail &amp; Ecommerce</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reach</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>How many people have used the product in a recent time period?</td>
<td></td>
<td></td>
<td>Paid subscribers, Viewers (3-month window)</td>
</tr>
<tr>
<td>Sample metric</td>
<td>Account holders, Signed-in users (3-month window), Subscribers</td>
<td>Users from paid accounts, Active licenses</td>
<td>Active buyers (6-month), Paid subscribers</td>
<td></td>
</tr>
<tr>
<td><strong>Activation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>What percentage of new users have onboarded and experienced your product’s value?</td>
<td>% of new users who:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sample metric</td>
<td>Made first deposit within 7 days</td>
<td>Completed registration within 30 days</td>
<td>Completed first purchase</td>
<td>Watched 5 videos in the first 7 days</td>
</tr>
<tr>
<td><strong>Engagement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>How engaged are your active users?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sample metric</td>
<td>Transactions / WAU, Deposits / WAU</td>
<td>Viewed reports / WAU, Multi-feature users / WAU</td>
<td>Conversions / WAU, Recommended product views / WAU</td>
<td>Minutes watched / WAU, Article reads / WAU</td>
</tr>
</tbody>
</table>
GET STARTED QUICKLY AND POWERFULLY

Light RAE Framework:
[Focus Metric]

**STEP 1**
Reach

**KPI: 1**
Reach

**KPI: 2**
Activation

**KPI: 3**
Engagement

**STEP 2**
Activation

**New User Event**

**STEP 3**
Engagement

**Active User Event**

**STEP 3**
Engagement

**Engaged User Event**

**BREAKDOWN BY:**

User Property: **Segmenting User Data**

Event Property: **Segmenting Event Data**
Mixpanel Data Model

Events, User Profiles, and Properties

Events
User interactions with your App / Website

Event Properties
Describe details about the event or the user who performed the event

Behaviors
What they did (events)

Demographics
Who they are (user profile)

User Profiles
Typically identified user (ie. not anonymous)

User Profile Properties
- Customer Since: 10/3/2016
- Browser Version: 3.1.4
- Device Type: Samsung
- User Location: Connecticut
- Zip Code: 06501
- Age: 27
- Gender: Female
- Last Login: 8/20/2019

User Properties
Describe user’s current behavioral or demographic state

Kari Granleese
Kari.Granleese@mixpanel.com
San Francisco, California, United States
28 hours ago

Title
Artist
Song ID
Favorite Genre
Lovely Day
Bill Withers
8161684
Classic
GET STARTED QUICKLY AND POWERFULLY

Light RAE Framework

[Focus Metric]

STEP 1
Reach

KPI: 1
Reach

KPI: 2
Activation

KPI: 3
Engagement

STEP 2
Activation

New User Event

STEP 3
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Active User Event

Engaged User Event

BREAKDOWN BY:

User Property: Segmenting User Data

Event Property: Segmenting Event Data
### Compile your evergreen Tracking Plan

**FOCUS METRIC:** The metric that matters most

- **Weekly Active Buyers (WAB)**

**REACH**

- **Yearly active buyers**

**REACH**

- **Monthly paid subscribers**

**ACTIVATION**

- **% Weekly first-time buyers / WAB**

**ENGAGEMENT**

- **Total weekly purchases / WAB**

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**Tracking Plan**

<table>
<thead>
<tr>
<th>KPI</th>
<th>Metric</th>
<th>Event Name</th>
<th>Property Type</th>
<th>Property Name</th>
<th>Sample Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOCUS METRIC: The metric that matters most</td>
<td>Weekly Active Buyers (WAB)</td>
<td>Complete Purchase</td>
<td>Event Property</td>
<td>Purchase Amount</td>
<td>10</td>
</tr>
<tr>
<td>FOCUS METRIC: The metric that matters most</td>
<td>Weekly Active Buyers (WAB)</td>
<td>Complete Purchase</td>
<td>User Property</td>
<td>UTM Source</td>
<td>Facebook</td>
</tr>
<tr>
<td>FOCUS METRIC: The metric that matters most</td>
<td>Weekly Active Buyers (WAB)</td>
<td>Complete Purchase</td>
<td>User Property</td>
<td>Lifetime Purchases</td>
<td>2</td>
</tr>
<tr>
<td>REACH</td>
<td>Yearly active buyers</td>
<td>Complete Purchase</td>
<td>Event Property</td>
<td>Subscription Length</td>
<td>6</td>
</tr>
<tr>
<td>REACH</td>
<td>Monthly paid subscribers</td>
<td>Subscribe</td>
<td>Event Property</td>
<td>UTM Source</td>
<td>Facebook</td>
</tr>
<tr>
<td>ACTIVATION</td>
<td>% Weekly first-time buyers / WAB</td>
<td>Complete Purchase</td>
<td>Event Property</td>
<td>Promo Code</td>
<td></td>
</tr>
<tr>
<td>ACTIVATION</td>
<td>% Weekly first-time buyers / WAB</td>
<td>Sign Up</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENGAGEMENT</td>
<td>Total weekly purchases / WAB</td>
<td>Complete Purchase</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DETENTION</td>
<td>Weekly FT retention</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Top tips

01  Tied to customer value (not revenue)

02  Leading indicator of success

03  You should not measure everything
Metrics to avoid

Vanity Metrics
Downloads
Visitors, visits, time spend, page views
(Except businesses monetizing traffic)

Value Metrics
Downloads with action
Visitors, visit with action

Lagging Metrics
Customer/Subscriber Churn
Revenue

Leading Metrics
Active User Retention
Orders/User

Many Correlated Metrics
Visit intervals
Visits

Few Metrics
Intervals of visits with action

Manipulatable Metrics
cSAT as OMTM

Measurement Framework
cSAT as L1/Secondary
For the next bit...

01 Sign in to Mixpanel; we’re doing it live!

02 You’ve been promoted!

03 You’ve got some questions to answer…
You’ve been promoted at #MixMedia!

You were promoted because you really figured out how to measure our success, but now we need to take it to the next level.

We have some problems:

1. How well are we reaching new users?
2. Who’s converting from new to active?
3. How well engaged are my users?
Light RAE Framework

**STEP 1**
**Reach**

**KPI: 1**
Reach: # weekly new user sign ups

**KPI: 2**
Activation: # weekly users who convert from sign up to video watcher

**KPI: 3**
Engagement: Videos watched/WAU
Subscriptions/WAU

**STEP 2**
**Activation**

**STEP 3**

**BREAKDOWN BY:**

**User Property:** Gender
Account type

**Event Property:** Browser
Campaign Source

1. How well are we pulling in new users after their first interaction?
Let’s solve problem #1!

- How well are we reaching new users?
- Open up the [Mixpanel Demo Data Set](#) and click into the Media experience
- Follow along with me!
- Help our team know for sure:
  - How many new signups are we seeing each week?
  - How are we trending over time?
  - What other minutiae are affecting new users?
    - Gender
    - Browser
Now it’s your turn!

- How well are we reaching new users? How are we trending week over week?
- What other minutiae are affecting new users?
  - Account type (user property)
  - Campaign source (event property)
- Help our team know for sure what our new user signup trend looks like
- Chat your resulting chart, with a little explanation of your findings
- You have 2 minutes
Drive Adoption

Light RAE Framework

**KPI: 1**

Reach: # weekly new user sign ups

**KPI: 2**

Activation: # weekly users who convert from sign up to video watcher

**KPI: 3**

Engagement: Videos watched/WAU
Subscriptions/WAU

**Step 1**

#MixMedia: Weekly Active Video Watchers

**Step 2**

Activation

Sign up
Watch video

**Step 3**

Engagement

2. Who’s converting from new to active?

Breakdown By:

User Property: Gender
Account type

Event Property: Browser
Campaign Source
Let’s solve problem #2!

- **Who’s converting from new to active?**
- Open up the [Mixpanel Demo Data Set](#) and click into the Media experience
- Follow along with me!
- Help our team know for sure:
  - How many users are converting from sign up to watching a video every week?
  - What other minutiae are affecting conversion?
    - Gender
    - Browser
Now it’s your turn!

- Who’s converting from new to active?
- What other minutiae are affecting new users?
  - Account type (user property)
  - Campaign source (event property)
- Help our team know for sure where and how we’re getting the best new users
- Chat your resulting chart, with a little explanation of your findings
- You have 2 minutes
Light RAE Framework

**STEP 1: Reach**

#MixMedia: Weekly Active Video Watchers

- **KPI: 1**
  - Reach: # weekly new user sign ups

- **KPI: 2**
  - Activation: # weekly users who convert from sign up to video watcher

- **KPI: 3**
  - Engagement: Videos watched/WAU
  - Subscriptions/WAU

**STEP 2: Activation**

- Sign up
- Watch video

**STEP 3: Engagement**

**2. Who’s converting from new to active?**

**BREAKDOWN BY:**

- **User Property:** Gender
  - Account type

- **Event Property:** Browser
  - Campaign Source
Let’s solve problem #3!

- How well engaged are my users?
- What kind of engagement should I be looking for?
- Open up the Mixpanel Demo Data Set and click into the Media experience
- Follow along with me!
- Help our team know for sure:
  - How much engagement am I getting from my weekly active users (WAU?)
  - Confirmation of events that lead to highly engaged users
Light RAE Framework

**STEP 1**

**Reach**

- **KPI 1**
  - **Reach**: # weekly new user sign ups

**KPI 2**

- **Activation**: # weekly users who convert from sign up to video watcher

**KPI 3**

- **Engagement**: Videos watched/WAU
- **Subscriptions/WAU**

**STEP 2**

**Activation**

- **Watch video**

**STEP 3**

**Engagement**

- **Watch video**
- **Subscribe/Purchase**

**BREAKDOWN BY:**

- **User Property**: Gender
  - **Account type**
- **Event Property**: Browser
  - **Campaign Source**

3. How well engaged are my users?
Now it’s your turn! Let’s solve problem #3!

- How well engaged are my users?
- How many purchases per WAU am I seeing? What’s the trend?
- Chat your resulting chart, with a little explanation of your findings
- You have 2 minutes
Additional resources

→ $1000 in Mixpanel credits for teams that implement with two weeks of today

→ Mixpanel partners ready and willing to help with implementation needs

→ New User Implementation Sessions happening again in October

→ Award winning support team for all technical questions

→ Dedicated Implementation Course page on Community

→ Onboarding Workplan for continuing implementation

→ Self paced Implementation Coursework videos
Product Analytics Certification (PAC)™

Build better products with data

Enroll Now FREE
This is the end.

IT WAS NICE MEETING YOU TODAY