

Data: The (Not-So-Secret) Weapon for Mobile Success

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Big data, small data... it's just data.



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analyze
17+ billion actions every month to understand
how their
combined 225 million customers use their
products.



It's not the data, it's the question.



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Question

Games: Why do people stop playing my game after level 7?

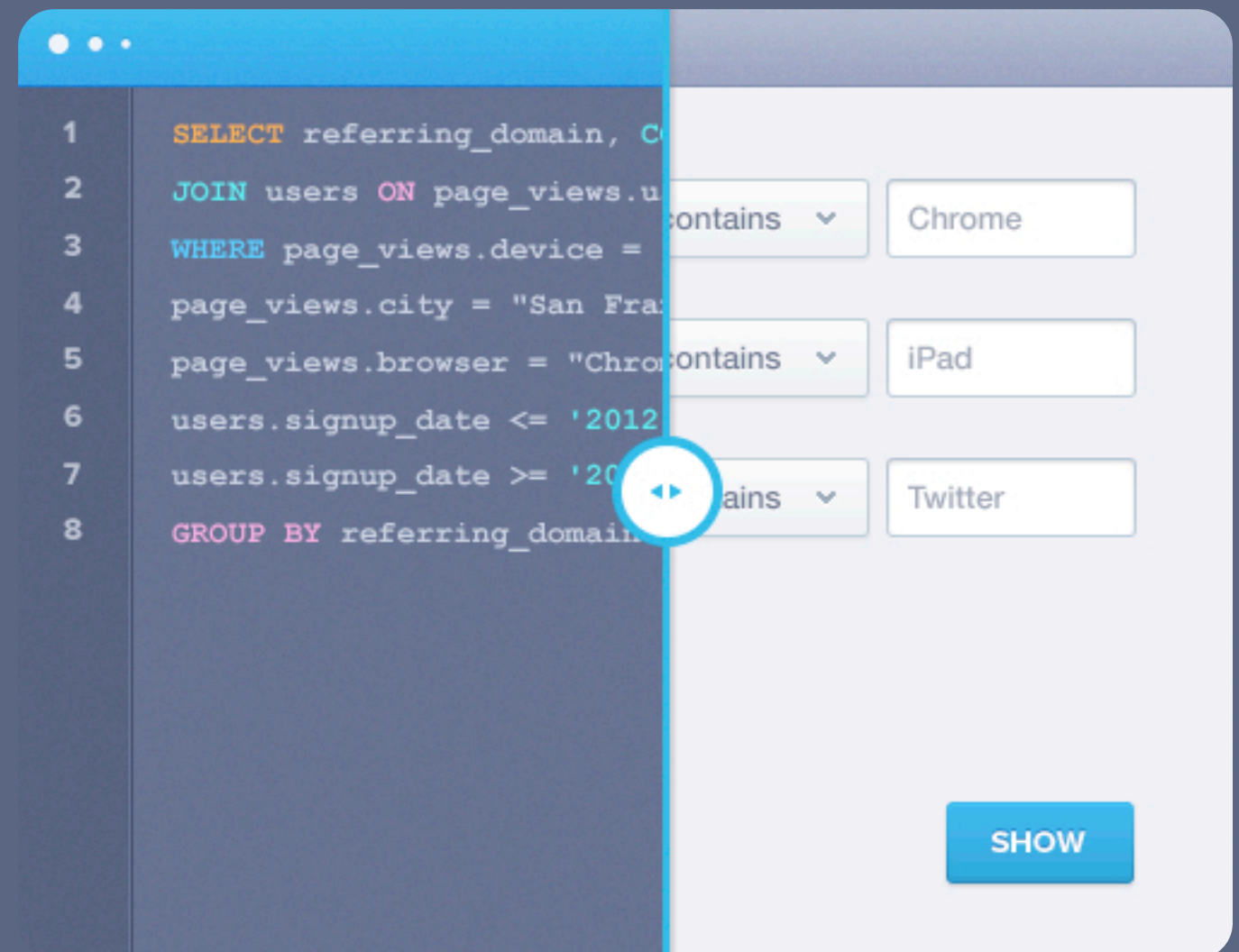
Social: How do my app's users invite their friends?

Commerce: Which one of your ad campaign gives us the most active users?



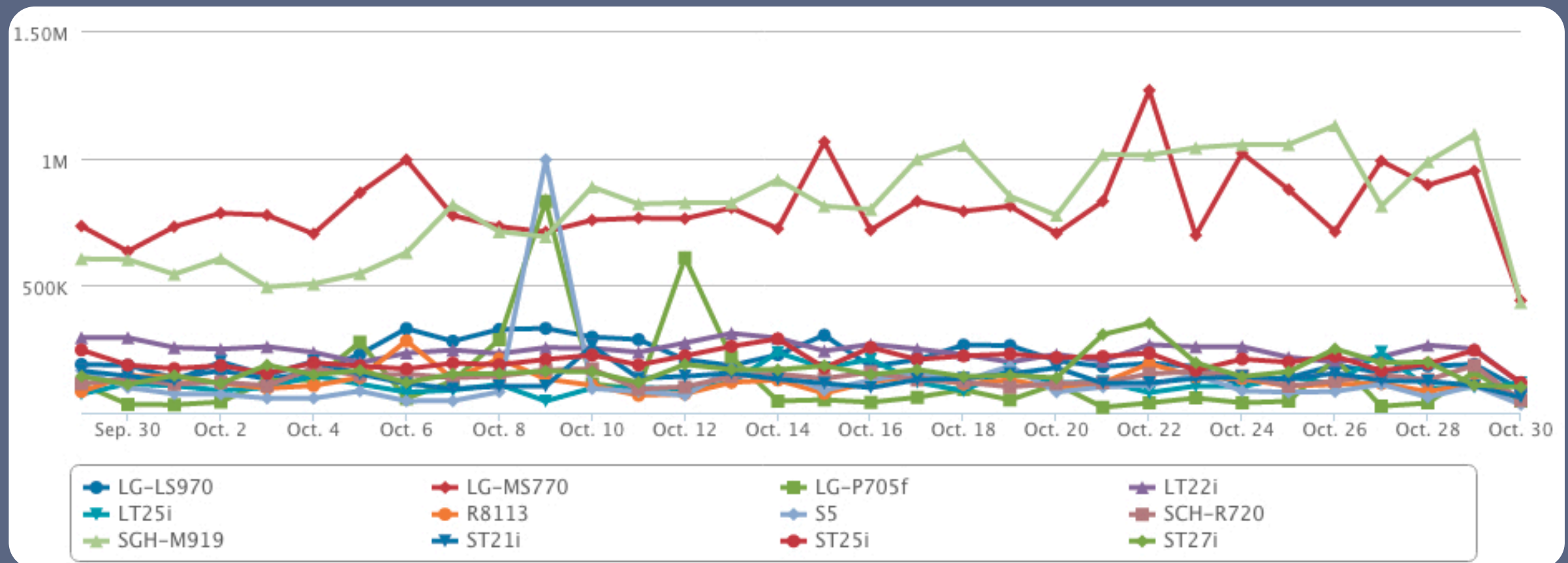
Analysis

It should not take a data scientist.



Three most common mistakes:

01/ Try to track everything



Three most common mistakes:

02/ Silo data between platforms



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Three most common mistakes:

03 / Focus on the wrong thing

Session **vs** Lifecycle
Time spent **vs** actions taken



Three best practices

01/ Reduce friction in activation

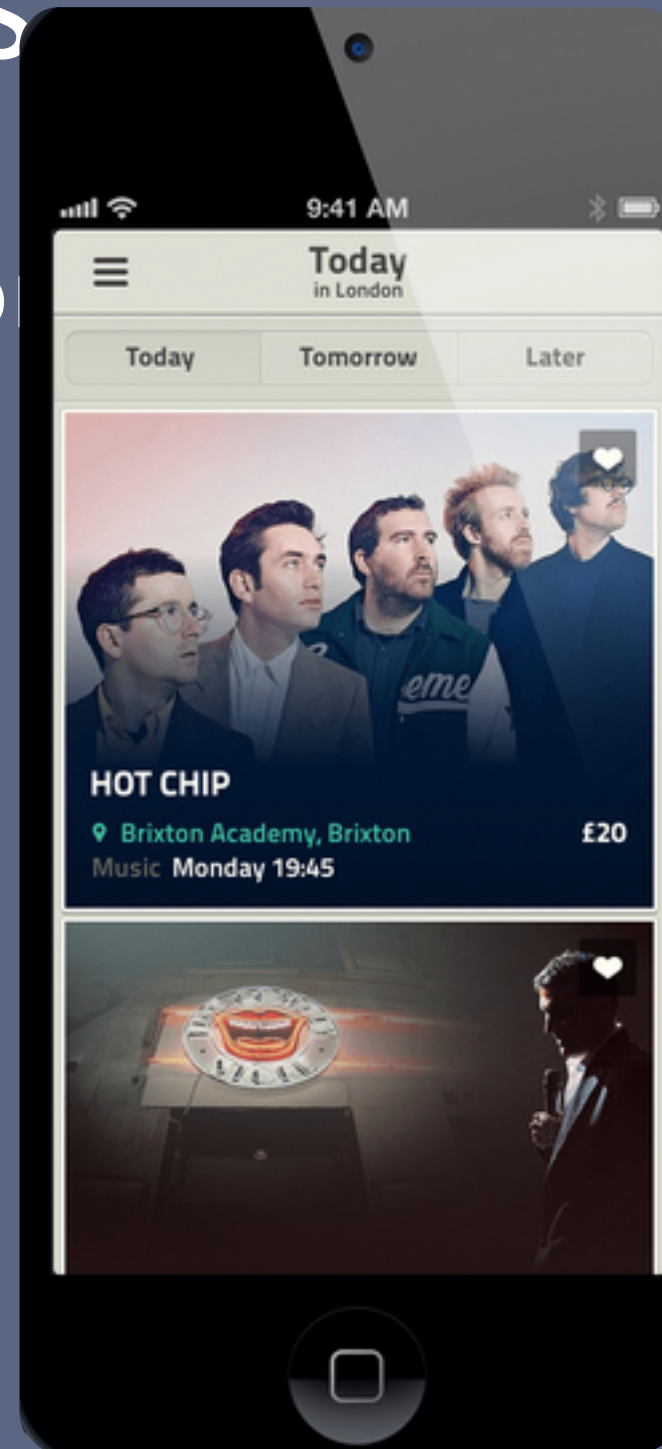
02/ Know what drives retention

03/ Find your OKM



Three best practices:

01/ Reduce friction in activation



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Three best practices:

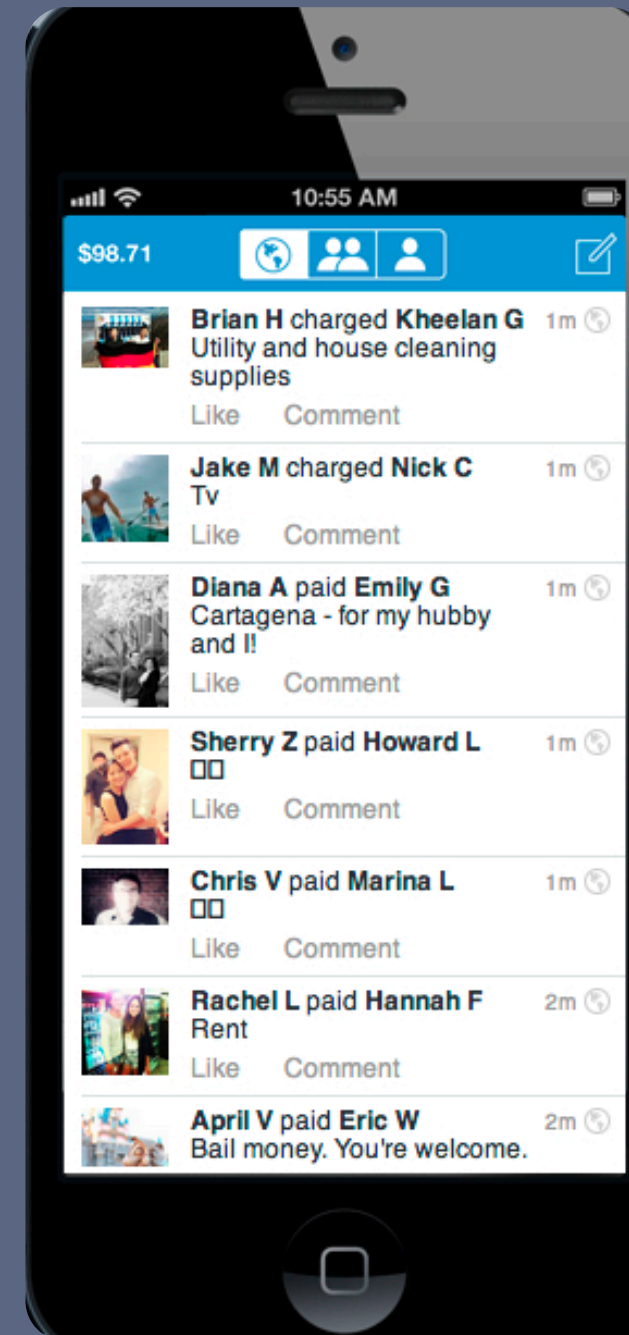
02/ Know what drives retention



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Three best practices:

03/ Find your OKM



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Thank You

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