

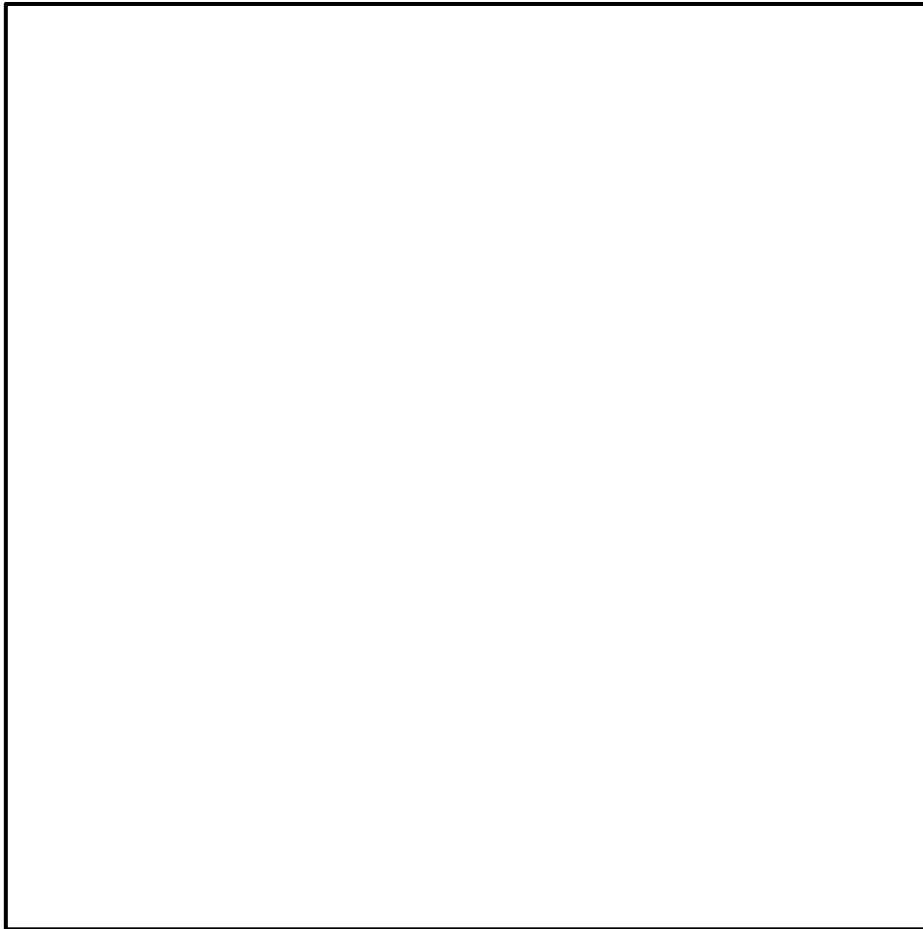
A Guide to Product Metrics

Presented by Mixpanel & AWIP

Workbook

VALUE MOMENT

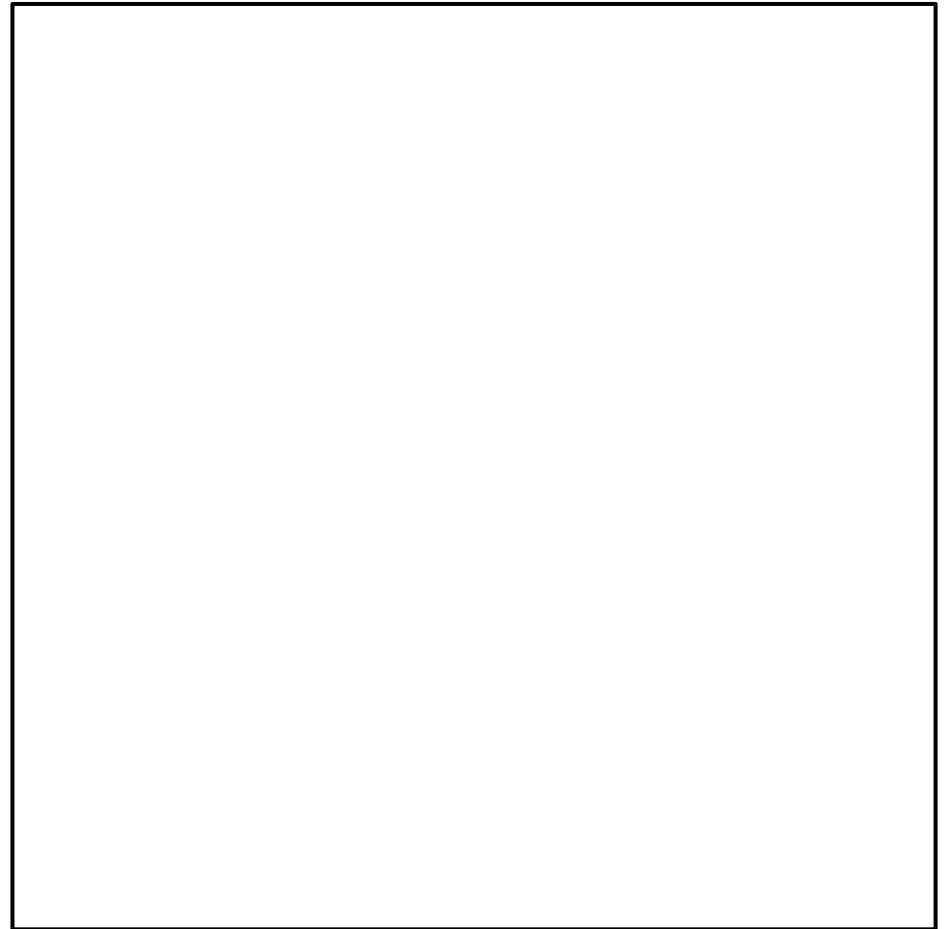
List the actions in your product that create value for users. Then, circle the most important one.



The more specific, the better you can measure important usage patterns. (ex: completed deposit vs. transacted.)

MEASUREMENT TIME FRAME

How often should a typical user be in your product? Be specific (daily, weekly, etc).



Remember: Frequent usage may be unhealthy. (ex: daily use of an app for managing a cell phone plan.)

Example: video streaming product

Focus Metric

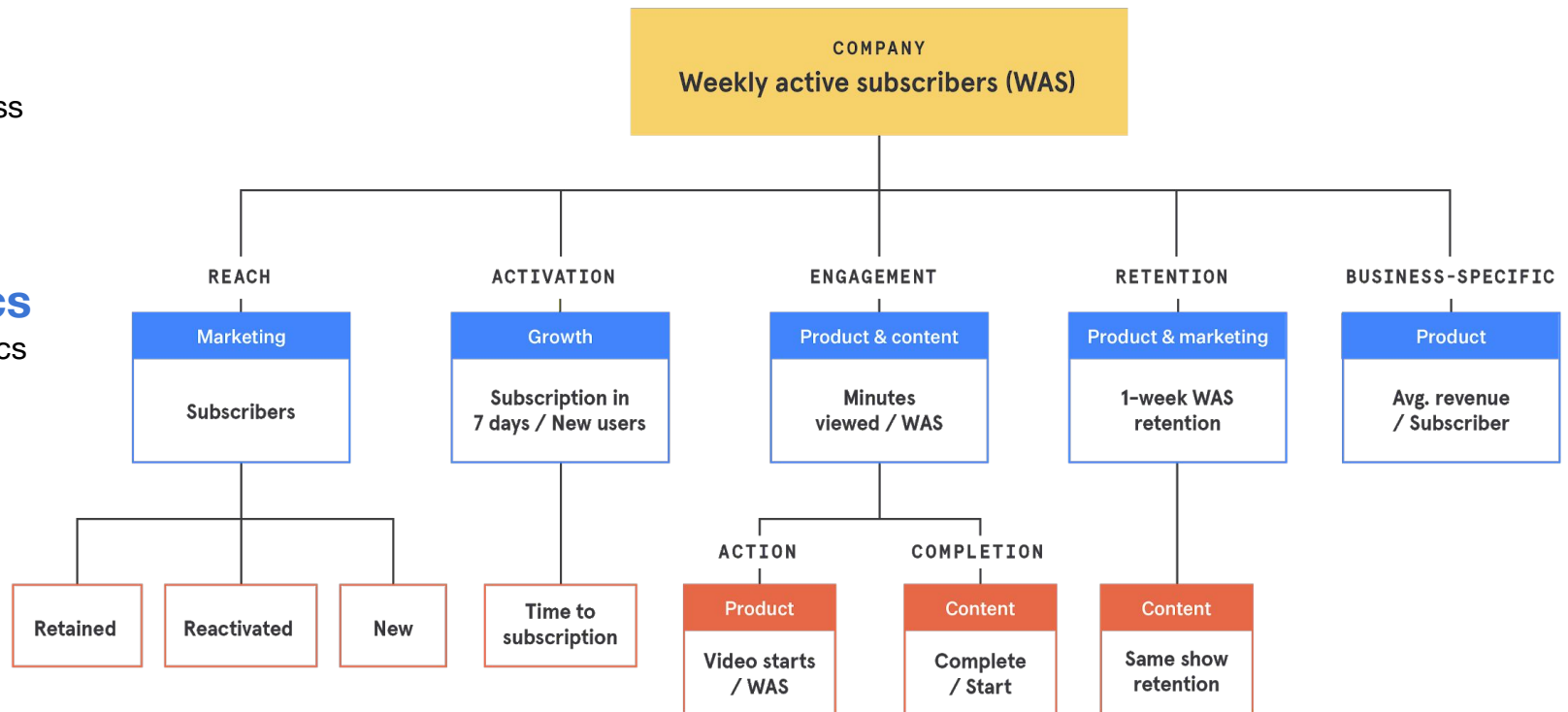
Matters most to your business

Level 1 Key Metrics

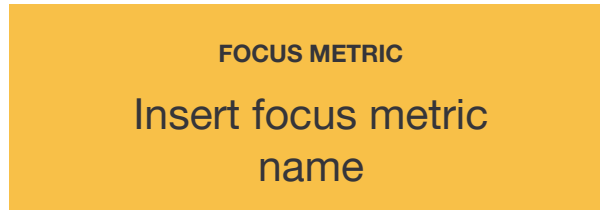
Complement the focus metrics

Level 2 Metrics

More specific and drive L1 and focus metrics



BUILD YOUR OWN



Reach

Activation

Engagement

Retention

Business-Specific

Team responsible

Team responsible

Team responsible

Team responsible

Team responsible

Metric definition

Metric definition

Metric definition

Metric definition

Metric definition

Product

Marketing

Team

Team

Team

Team

Team

Team

Team

Team

Metric definition

Metric definition

Metric definition

Metric definition

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Metric definition

Owner
KPI

FOCUS METRIC



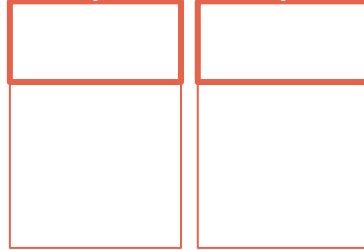
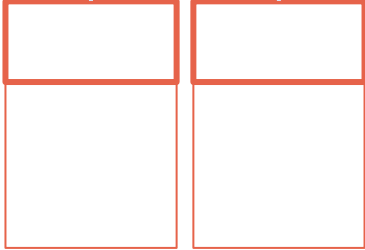
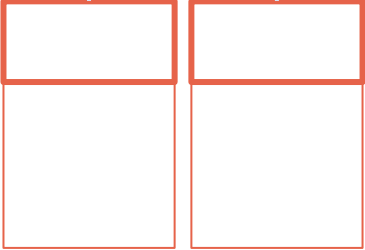
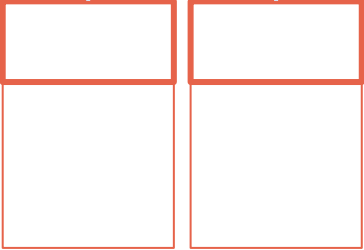
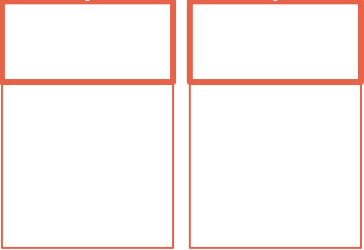
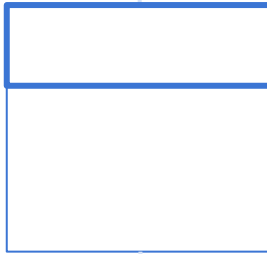
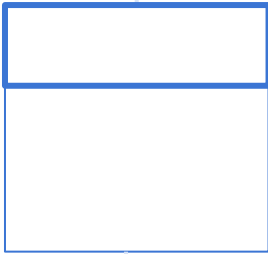
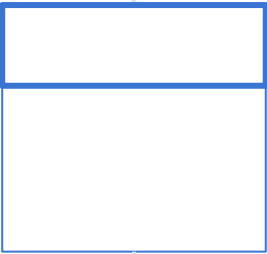
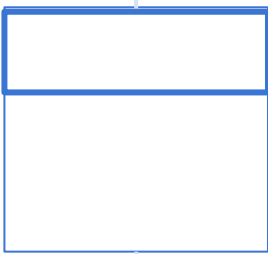
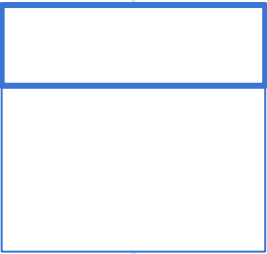
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Retention

Business-Specific



Owner
KPI

FOCUS METRIC



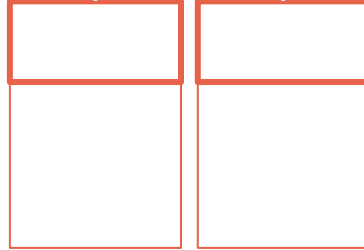
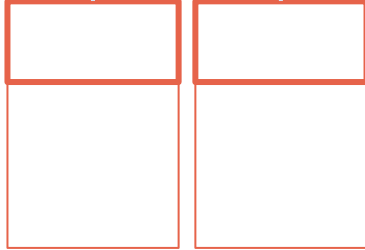
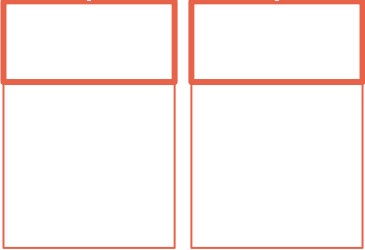
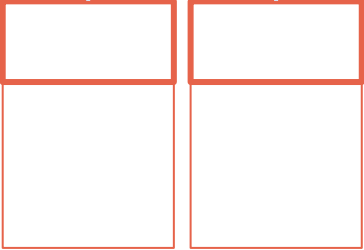
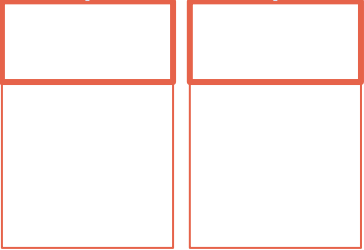
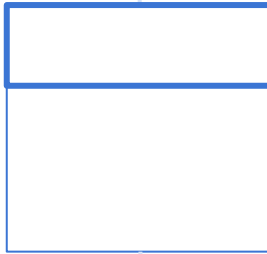
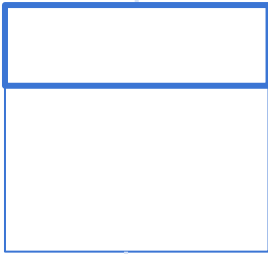
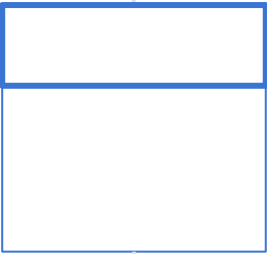
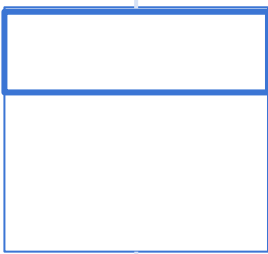
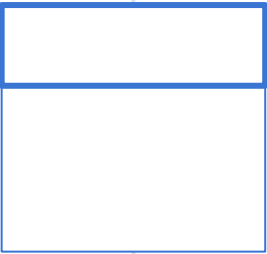
Reach

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Metrics should address the full customer lifecycle

Reach

How many people have used the product in a recent time period?

Activation

Are new users onboarding and experiencing your product's value?

Active Usage

Are people showing up regularly and performing a key action?

Conversion

At what rate have people signed up / purchased / completed a process?

Engagement

How deeply do people use your product?

Retention

Are users coming back?