Mixpanel is delighted to offer $50K USD in credits to use on the Mixpanel Growth Plan over 12 months through the Mixpanel for Startups Program. These credits let startups build a custom plan based on their current users, and can be adjusted over time to account for the company’s growth. Credits can be used to buy a plan to analyze data on 100K monthly tracked users (MTUs) and 100M events per month; cover overages for analyzing data of up to 430K MTUs and 430M events per month; and purchase add-ons such as Group Analytics and Data Pipelines. If you expect rapid growth of well above 430K MTUs or would like assistance configuring your plan, reach out to startups@mixpanel.com.

ABOUT THE PROGRAM

Mixpanel for Startups FAQ
Questions about the plan? Not sure how the credits work? All your questions answered in one place

Mixpanel Community
A great forum for asking and answering questions of your fellow Mixpanel users

Introduction to Mixpanel
Join us for a weekly interactive, introductory Mixpanel experience. We’ll work together to create product metrics, then build and visualize them in real time

Submit a ticket
Get direct assistance from our support team

Technology Partners Directory
With more than 50 integrations, Mixpanel helps you bring in all of the right data and trigger targeted actions throughout your stack

Solution Partners Directory
Need help with implementation? Mixpanel’s Solution Partners help our customers with everything from growth and analytics strategy to technical implementation services

FAST-TRACK YOUR ANALYSIS

Company KPIs Dashboard Template
Implementing just two events gives you nine out-of-the-box, fully customizable reports that make it easy for anyone to measure engagement, retention, and growth metrics.

Create your tracking plan
Check out this handy guide for figuring out what to track and how to track it.

BEST PRACTICES, TIPS + TRICKS

The Product Resource Hub
Stock full of reports, eBooks, blogs, and other useful content

Guide to Product Metrics Report
A guide to help you decide what metrics are most important for your product and business

Product Analytics Certification
A free online Product Analytics Certification course, in partnership with Product School where you’ll learn how to build behavioral metrics from scratch, and unpack complex topics like acquisition metrics, retention metrics, and experimentation

GET IMPLEMENTED

No dev resources for implementing?
Check out our integration with Freshpaint for a codeless tracking implementation