

ACT ON YOUR DATA WITH TARGETED MESSAGES

DON'T JUST TRACK YOUR METRICS, INFLUENCE THEM

Encourage users to stay in your product longer, convert faster, or use a feature more often with Messaging. By bringing analytics and messaging together in a single tool, Mixpanel makes it easy to measure how your customer outreach impacts your business goals.

HIGHLY-TARGETED

The more targeted a message, the more likely it is to compel a user to take action. With Mixpanel, you can create highly-targeted messages that are sent based on actions your users have or have not completed during a time window.

For instance, re-engage your users and get them back in your app by creating a campaign targeting new users who haven't completed the onboarding process. After a week, send a push notification and watch your re-engagement numbers climb.

You can also use scores from [Mixpanel Predict](#) to reach users based on our machine learning calculation of how likely the user is to convert. This gives you extra precision to target the right users and not alarm those at risk of churning.

PERSONALIZED

Create customized messages with properties from a user's profile, like the last item they left in their cart or the last friend they played a game with. This makes messages more compelling and increases the chances they spur the user to action.

REACH YOUR CUSTOMER

- EMAIL
- IN-APP
- WEBHOOK
- PUSH
- SMS

TEST AND IMPROVE

Create up to five variations of a message - using different subject lines or content - to A/B test and discover which messages make the biggest impact.

TRACK THE IMPACT

Understand exactly how your messages influence users and impact metrics. With Mixpanel, easily track when a user is sent a message and when they open it. See your message data alongside your product data to discover how your targeted users convert or are retained after you communicate with them.

A CUSTOMER'S PERSPECTIVE

SITUATION

A Fortune-100 Financial Services Company wanted to drive more downloads of their app. They knew they needed to improve the rating in the Apple App store before they could meet their goal.

SOLUTION

Using Mixpanel, the company targeted users immediately after they had a positive in-app experience, sending a message to prompt the users to rate the app at the highest moment of happiness.

IN THEIR WORDS

"In a matter of a week, we got hundreds of five-star reviews, increasing our App Store ratings from 3.5 to 4.0 stars. Thanks to Mixpanel, we found our happiest users and turned them into advocates on the App Store."

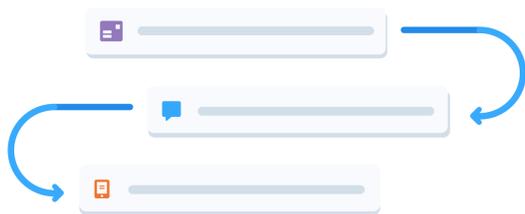


Fortune-100
Financial Services Company

TARGET USERS THROUGHOUT THEIR LIFECYCLE WITH CAMPAIGN

Mixpanel's rich user data helps you create highly-targeted and personalized messages. But successful user engagement campaigns require a coherent strategy across the user's entire journey. If messages are ill-timed and irrelevant, people will start to ignore them. If they're too frequent, people will unsubscribe.

Campaign was designed to help you deliver a series of messages tailored to each user's journey through your product, without the complicated setup. You simply set behavioral triggers and rate limits, then prioritize your messages, and Mixpanel will figure out the rest.



Create simple logic and Mixpanel does the heavy lifting.

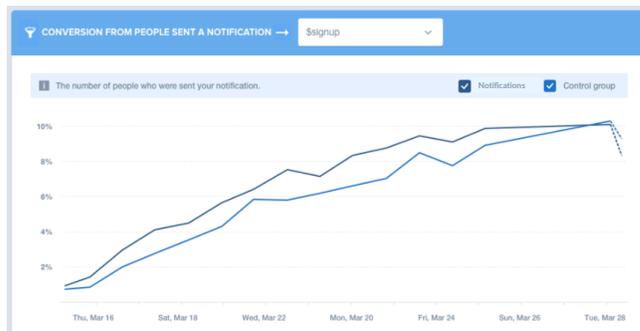
NUDGE USERS TOWARDS ACTION WITH RECURRING MESSAGES

Automatically drive users to take specific actions - like completing a checkout or paying a bill - by triggering a recurring message sent every time a user meets your criteria. Choose how many times a user can receive each notification (or leave it unlimited), and Mixpanel will send a message every time there's a match.

The screenshot shows the 'Update delivery settings' interface in Mixpanel. It includes a breadcrumb trail: Messages > Compose message > Target criteria > Delivery settings. The main heading is 'Update delivery settings' with a sub-heading: 'Determine when and how often a user should receive your message.' The interface has several input fields: 'Send' (Weekly), 'starting' (May 2nd, 2017), 'at' (09:00 am), and a dropdown for 'SPECIFIC TIMEZONE OF THE USER'. Below this is a 'Stop after' field set to 'Never'. The 'MESSAGE LIMITS' section allows setting 'Messages sent' to a 'maximum' of 5 'per user' and 'Frequency' to 'at least' 7 'days apart'. At the bottom, a status message reads 'This message will be sent Weekly on Tuesdays.' and there are 'Update' and 'Schedule' buttons.

HIT YOUR PRODUCT GOALS

While each of your users has their own reason for using your product, you have specific goals for your campaign. Mixpanel provides a dashboard that shows how your campaign impacted any goal metric you set. This could be registration, paid conversion, 2nd-week retention, or any other way you'd like to measure success in your product.



You can even implement a control group to see the difference in results between those who did and did not receive your messages.

"WITH MIXPANEL, WE'RE ABLE TO IMPLEMENT A BEHAVIOR-BASED COMMUNICATION STRATEGY WITH OUR USER BASE. WE CAN QUICKLY EXPERIMENT, RUN ANALYSIS ON CERTAIN SEGMENTS OF USERS, AND NUDGE THEM TO TAKE THE NEXT STEP. THE INTRODUCTION OF THE CAMPAIGN FEATURE MAKES IT ALL MUCH SIMPLER TO SET UP."

JASON MARTIN
DIRECTOR OF GROWTH AT BRANCH MESSENGER