DocuSign

INDUSTRY

- Business-to-business

PRODUCTS USED

- Segmentation
- Funnels
- A/B Testing

PLATFORMS

JS

GOALS

- Implement product analytics to track key conversion flows
- Test and measure success of gated features
- Increase new account creation, free-to-paid conversion
- Improve new user onboarding success rates
- Optimize key metric of Successful Transactions

SOLUTION

DocuSign implemented Mixpanel across product, marketing, and engineering teams to better track and optimize their company-wide, customer-focused key metric, Successful Transactions.

"Mixpanel helps us enable our customers for success. What started as a need for simple marketing metrics turned into custom product metrics for more than 100 different stakeholders across the company."

Drew Ashlock,
Senior Product Manager, DocuSign

DocuSign uses Mixpanel to accelerate the growth of its 100 million-strong user base
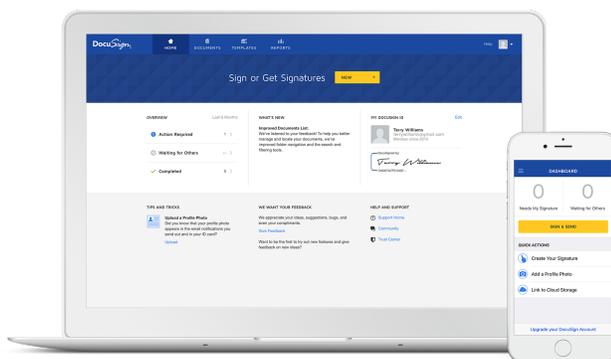
15%

Increase in account creation due to A/B tests

10%

Increase in Signer-to-Sender conversions

100+

Instances of Mixpanel across Engineering, Product, and Marketing

THE GOALS

DocuSign is the global standard for Digital Transaction Management (DTM) and eSignature, with more than 100 million users globally. Working with 250,000 companies in 188 countries, DocuSign helps individuals and companies go fully digital to help them keep life and business moving forward.

DocuSign prides itself on offering a world-class experience for organizations of every size, industry and geography. It's one of the few companies whose technology touches its customers' customers. Called "Signers" by DocuSign, many of them have never electronically signed anything before experiencing DocuSign.

"Making sure that DocuSign is easy to use so that our customers' agreements get returned completed and signed as fast as possible is key to our customers' success," says Drew Ashlock, Senior Product Manager. "We want our customers and their customers to love the experience of DocuSigning because that's what fuels the network effect and virality."

The more people who send out documents, the more people are exposed to DocuSign: in fact, this network effect of its core product flow brings in 130,000 new unique users every day. Key to scaling for this massive growth is having fast, easy, and targeted product analytics.

"We measure our success by our customers' success," Ashlock notes. "Successful Transactions — the number of documents that our customers successfully complete using DocuSign — is our one key metric. It ensures that every employee is aligned to making it as easy and fast as possible for customers to complete their transactions on the DocuSign Global Trust Network."

THE SOLUTION

DocuSign uses Mixpanel in a variety of ways across the company. As DocuSign's needs have grown over time, Mixpanel has easily grown with them.

"When we originally started using Mixpanel in 2013, it was just for marketing," says Ashlock. "We wanted to better understand how many users were actually converting to paid customers."

"Then we wanted to ensure Signers were able to be successful and complete documents," Ashlock continues, "because increasing successful Signers helps grow use of DocuSign and the total number of Successful Transactions."

Today, DocuSign uses Mixpanel at every step of the customer journey, from acquiring new users to converting those users into paid customers.

"As long as our Successful Transactions are growing, that means continued success for our customers and continued growth for our company."

"WITH MIXPANEL, EVERYBODY CAN SEE WHO MADE IT THROUGH THE FUNNEL."

THE RESULTS

Using Funnels to test features increased upgrade rates by 5%

Most users are accustomed to DocuSign's generous freemium features, and so Drew Ashlock and his product team knew there were numerous opportunities to encourage free users towards upgrading as they used DocuSign more.

They reasoned that by exposing certain gated premium features, they would incentivize more free users to upgrade.

"When we decided to expose some premium features to our free users," says Ashlock, "we used super properties and Funnels to track which features drove conversions for our free users."

Their Funnels demonstrated that feature walls resulted in a 5% lift in upgrade conversions. "Given that we see 130,000 new unique users every day, this is a significant boost for us," says Ashlock.

A/B testing for a 15% jump in account creation

DocuSign used Mixpanel to monitor an A/B test to see if they could increase another important metric: New Signer Accounts.

New Signers are able to create a free account after signing a document. The free account retains a copy of the signed document and allow Signers to use DocuSign as a Sender.

Using Mixpanel to monitor this essential funnel, DocuSign increased free account creation by 15%.

"Where the value of Mixpanel comes in is in being able to monitor that viral funnel to ensure New Signer success," says Ashlock.

First user conversion rate boosted by 10%

Prior to Mixpanel, DocuSign didn't have a clear window into new user behavior. When the team noted a significant drop off in conversions immediately after the initial sign up, they turned to Mixpanel to understand why.

DocuSign suspected they were missing a step in the onboarding process and decided to test the impact of a first user experience for new users.

"Initially, we were leaning on our UI and let new users explore our web app on their own," says Ashlock. "But with Mixpanel, we could monitor how users interact with the web app as we test and launch new features."

"Now, we walk customers through sending a document when they log into our web app for the first time," says Ashlock. By adding this curated "first user" experience, DocuSign boosted Signer-to-Sender conversions by 10%.

WHAT'S NEXT

As DocuSign has grown, it has accumulated a massive quantity of data across data stores old and new.

"We're building a data ecosystem now, gradually adding more data that we want people to have easier access to," says Ashlock.

"We're integrating all the data that actually powers DocuSign into a data warehouse, adding event-based user tracking across all our different applications, and syncing up with billing data, back end data, and email data. It's going to be great to have all of that disparate data available in a single place where we can query it," Ashlock says.

"Being able to then tie Mixpanel events to our backend data is going to be big for us. **Mixpanel helps makes our data more valuable.**"