

Improve your product with Mixpanel

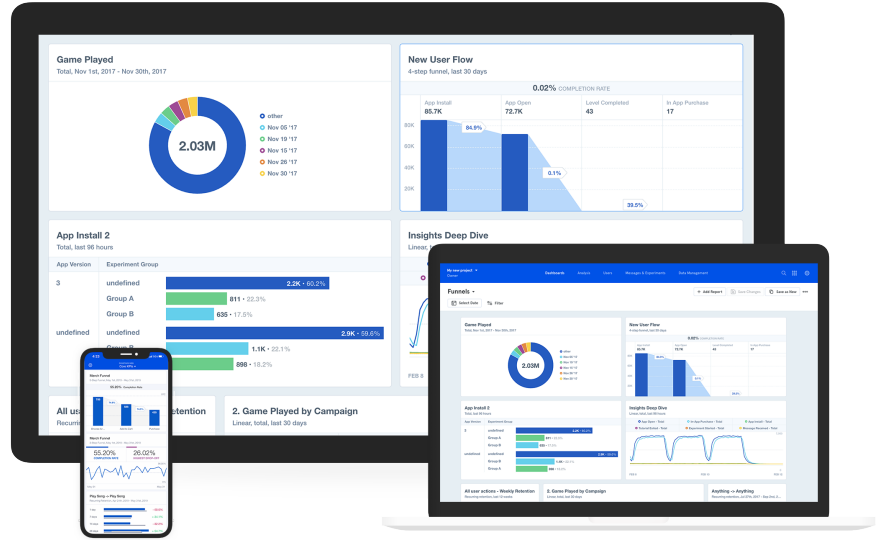
On average, Mixpanel customers experience:

31% Improvement in **conversion rates**

32% Improvement in **user engagement**

30% Improvement in **retention**

*2020 STATE OF PRODUCT ANALYTICS RESEARCH



Uber

“Mixpanel made analytics self-serve for the product teams at Uber so anyone can answer questions they have on user **conversion**, **retention**, and **activation** that are locally relevant and optimized for that region.”

Ingrid Bernaudin
Product Lead for Driver Growth

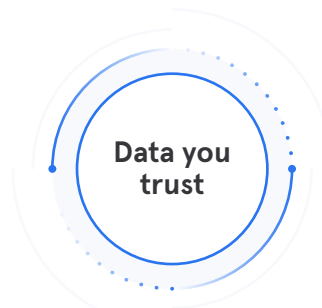
personal CAPITAL

“We can now group our user experiences, trend them, and figure out, ‘Generally, are we doing better? Are we doing worse? Where can we improve?’ With Mixpanel, our **decisions are backed by data** instead of conjecture.”

Vince Maniago
VP of Product Management

The most sophisticated product analytics solution on the market.

What happened & why?
Define and segment **any metric** to understand behaviors that matter.



What should I do?
Decide which **product ideas** are worth pursuing, in what order.

Did it work?
Measure the impact of features & experiments.

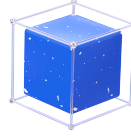
Why Mixpanel?

With Mixpanel, digital businesses innovate faster by analyzing, measuring, and improving their product experiences—over and over again. Grow your business by providing more answers to more people.



Better products, faster

Gather deeper insights about your product so you can build, measure, and learn quicker than ever.



Powerful analytics for all

Give people at all technical levels the ability to self-serve answers and make data-informed decisions.



Create product-led growth

Know why users convert, engage, and retain so you can make product improvements that they love.



Launch with confidence

Discover which feature releases, experiments, and engagement campaigns truly moved your metrics.

Hinge

Determined to stand out in the sea of dating apps, Hinge focused on helping its users find real relationships. After analyzing user behavior patterns, they redesigned their app with new features that nudged users to start and maintain conversations, got rid of swiping, and increased user retention by 400%.

RESULTS:

+400% Increase in user retention

DocuSign

To turn more free users into paid users, DocuSign took a deeper look at how upgraded users behaved. Using these insights, they tested different feature gates, and increased upgrade conversions by 5%, a significant boost among their 130k unique daily users.

RESULTS:

5% Increase in upgrade conversions

Lemonade

Modern insurance company, Lemonade, used Mixpanel to give every employee the insights they need to understand their users better. By using Mixpanel's Funnel report, they discovered where users were dropping off. By improving the product experience, they increased conversion rates across the board.

RESULTS:

+250% Increase in quote-view to purchase rate



Travel search site, Skyscanner, used Mixpanel to get deeper user insights that could be easily shared among teams throughout the world, ultimately helping to increase bookings while improving the company's return on investment.

RESULTS:

6.7% Average increase in bookings