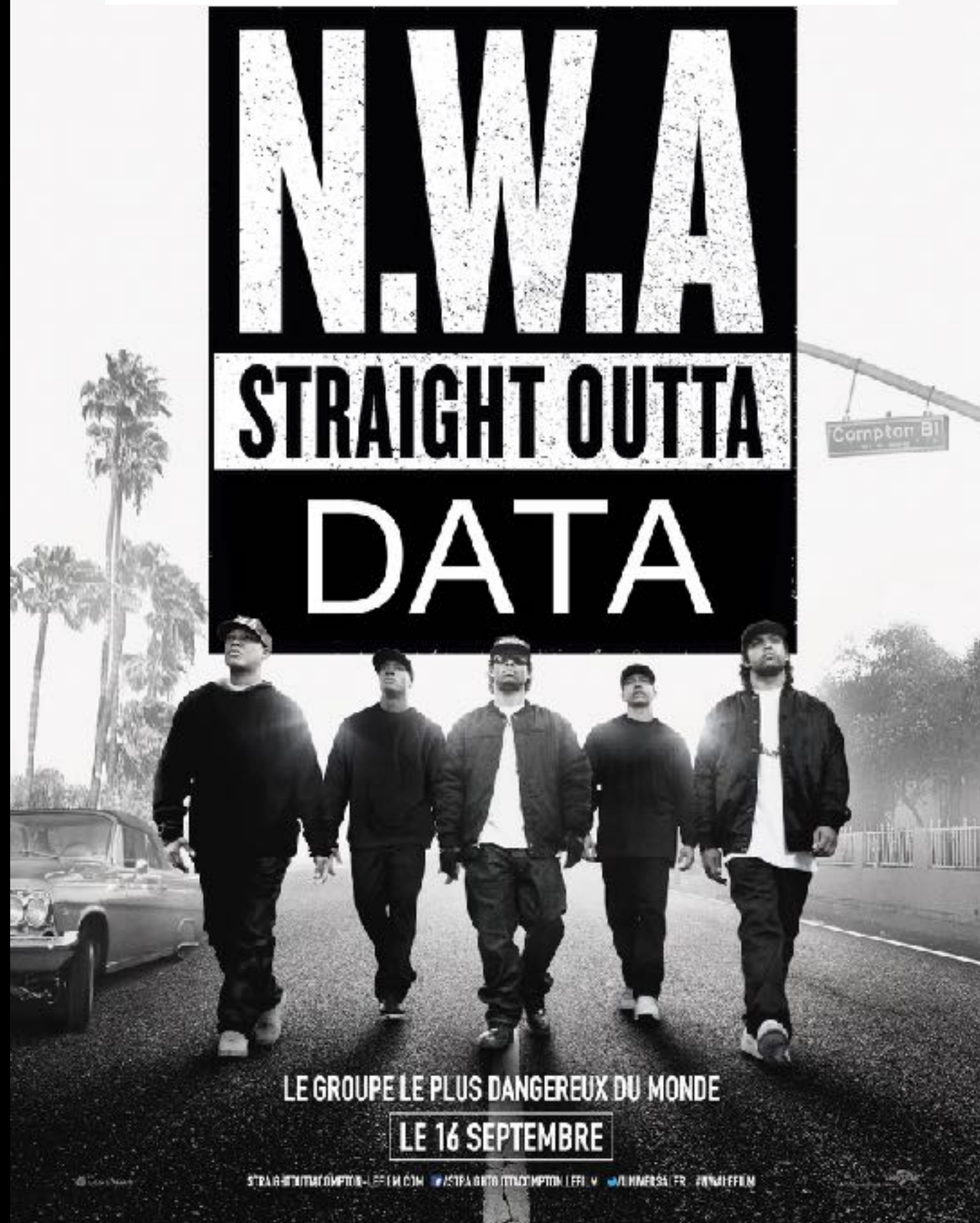


# Quan MT @ VWS





How data-driven helping  
Beeketing reach \$720k ARR  
& raise \$400k

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Quan MT

[quan@beeketing.com](mailto:quan@beeketing.com)



# About Me

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Quan MT

Founder & CEO Beeketing



Batch 15

# History

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- Start coding 04/2012
- First launch 03/2013
- Next big update 06/2013
- Acquired 01/2015



- Start 01/2014
- Launch 03/2014
- 06/2014 - 20 users
- Closed 07/2014



- Start 08/2014
- Launch 08/2014
- 80,000 business users
- Profitable with \$720,000 ARR
- Raised ~\$400,000

Time to build first version:

1 year

3 months

1 week



“Almost all startups that died has  
a product”

# The Leaky Bucket

---

Growth hacking?

Add feature?

Change design?

Ads?



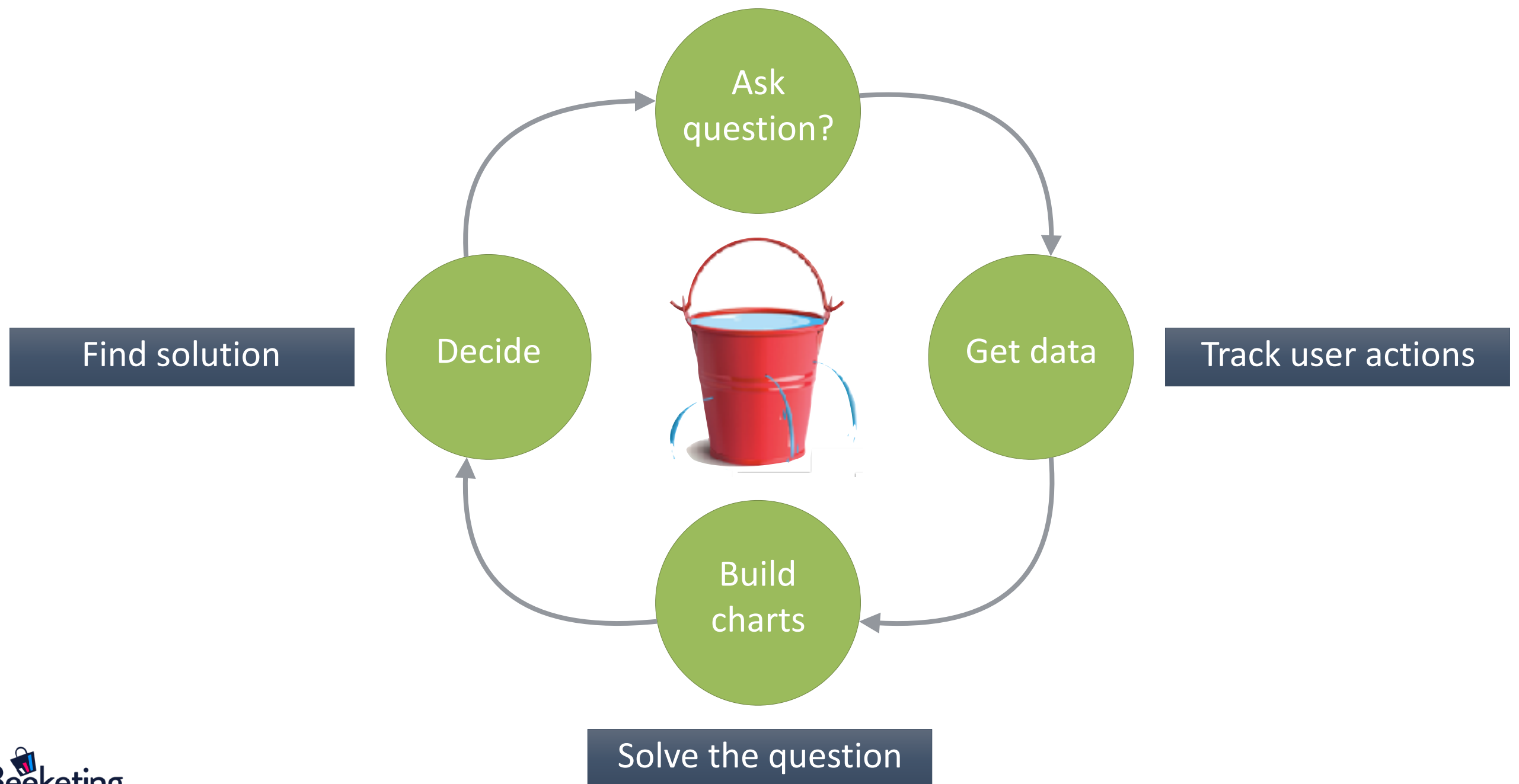
CHECKOUT COMPARING  
PROJECTS WITH COMPETITORS

ABANDONED CARTS

CHECKOUT FAILURES

# To Fix The Leaky Bucket

Determine the right problem





# Beeketing's Data Driven Culture



---


1. Use data to decide what need to improve
2. Build smaller features and ship faster
3. Constantly improving product (2 weeks sprint)


We can create a much better product and result for **REAL** user in shorter time.





# Tracking

 BETTER COUPON BOX 


WANT MORE SALES?  **Truong Manh Quan**  
The Better Coupon ...


 Settings

 Themes

 Translate

Tips for sellers  
Beeketing website

 Like 370

 Follow 81 followers

## Truong! Welcome to Better Coupon Box

The easiest way to share your coupon code and grow your social followers at the same time.  
With Better Coupon Box, your customers will see a popup that motivates them to follow your social profiles to get coupon code.

Great! now let's set up your coupon box

**Subject \***  
Save 20% for summer holiday  
Keep it short to get customer's attention.

**Message**  
Click Like and get 20% discount coupon. Enter the coupon at the shopping cart page. Valid until July 30th.  
Explain more about the condition of your coupon box







**Coupon Code**  
COUPON CODE  
Haven't had a coupon code? [Create one here](#) then come back to paste the code. Leave empty if you don't want to offer coupon.

Reference: A Sample Coupon Box

SAVE 20% FOR SUMMER HOLIDAY  
Click Like and get 20% discount coupon. Enter the coupon at the shopping cart page. Valid until July 30th. [Click for demo](#)

YOUR COUPON CODE

Follow us to See your Coupon Code


 100  10000  35  
 Like  Follow  Follow

Continue

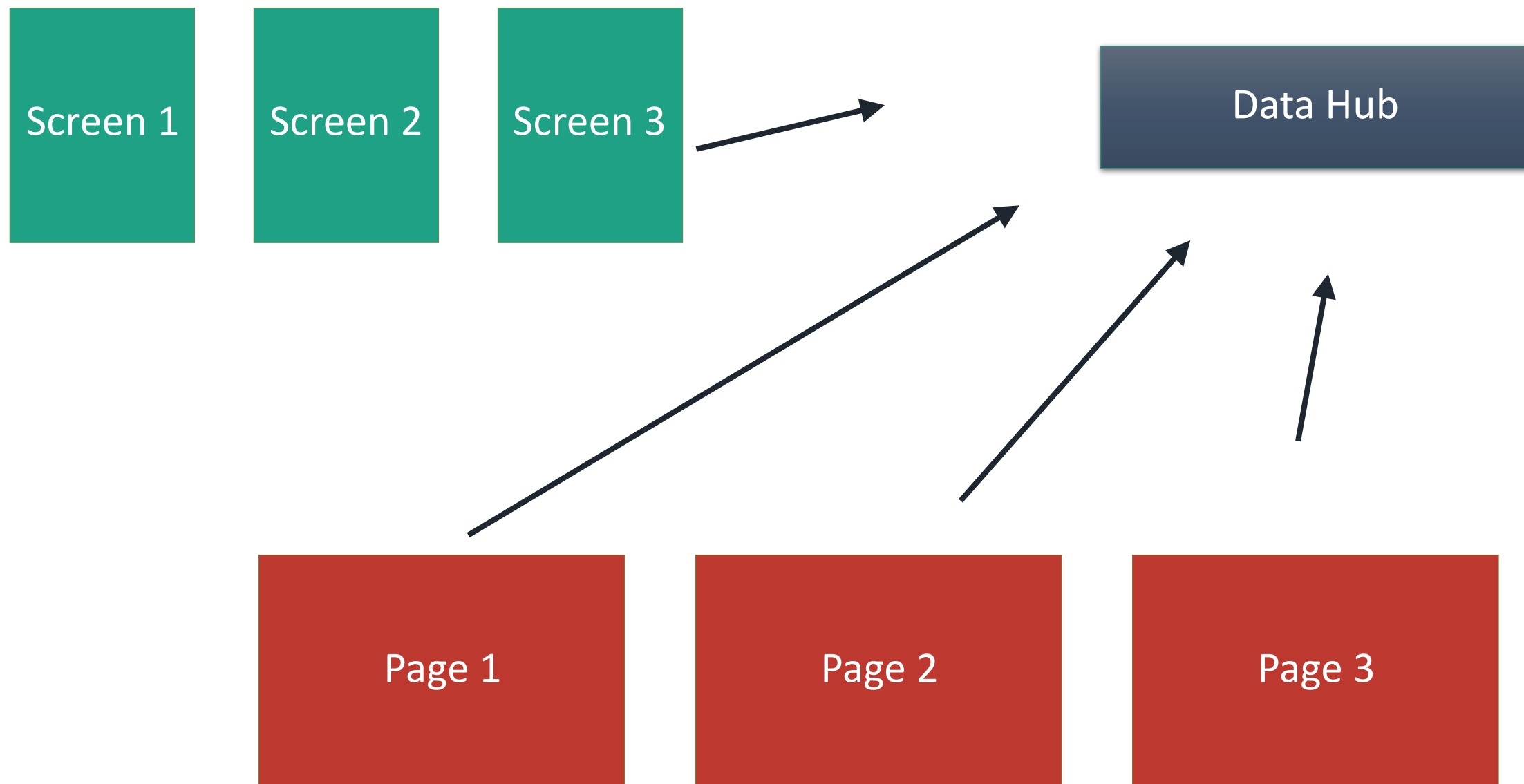
(1) Click continue

Ok. Now let's enter your social network profiles you want customers to follow (2) Select section [section=2]

More options (You can skip and use recommended values) (3) Select section [section=3]

 Bee

# Tracking



# Analytic Thinking

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- **Goal oriented:**

Example: Increase revenue v.s. Increase number of orders

- **Data analysis has 2 goals:**

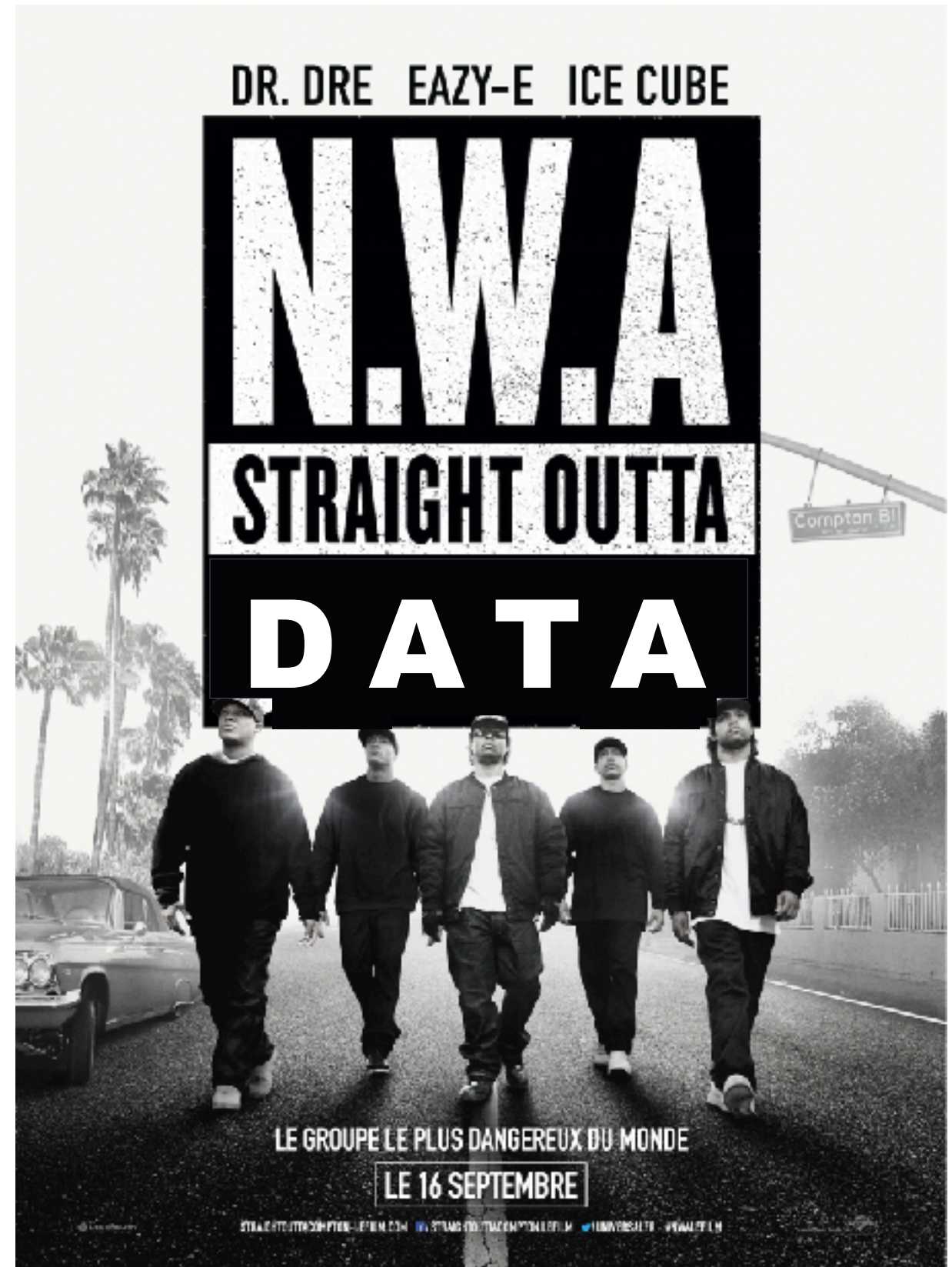
- Determine what you should do when you need to make a decision (answer the decision question).
- Get an insight.

- **First step:**

Define your question, what do you need to decide?

# Simple Question Only!

- Only simple question can be answered straight out from data.
- If the question is complicated you need to break it to more simple questions.



# Break down the question

Q: What need to be done to reduce number of users deleting the app?



Q1: How to fix problems make user delete the app?



Q2: What are problems that make user deleting the app?



Q3: Who are the customers that delete the app?



Read database, then email / call them and ask for the reason.



Q4: When do customers delete the app?



Q5: What days after install the app do users usually uninstall it?



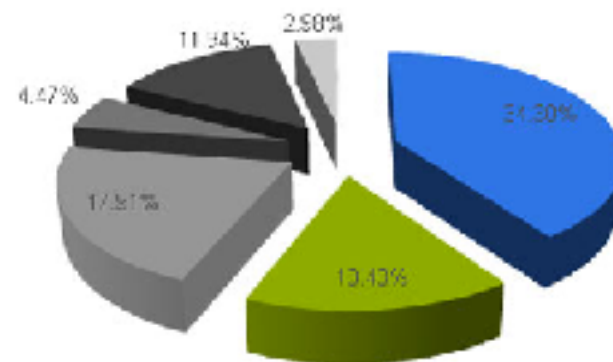
Use segment chart

# Common Charts & Analytic Methods

## Funnel



## Segmentation

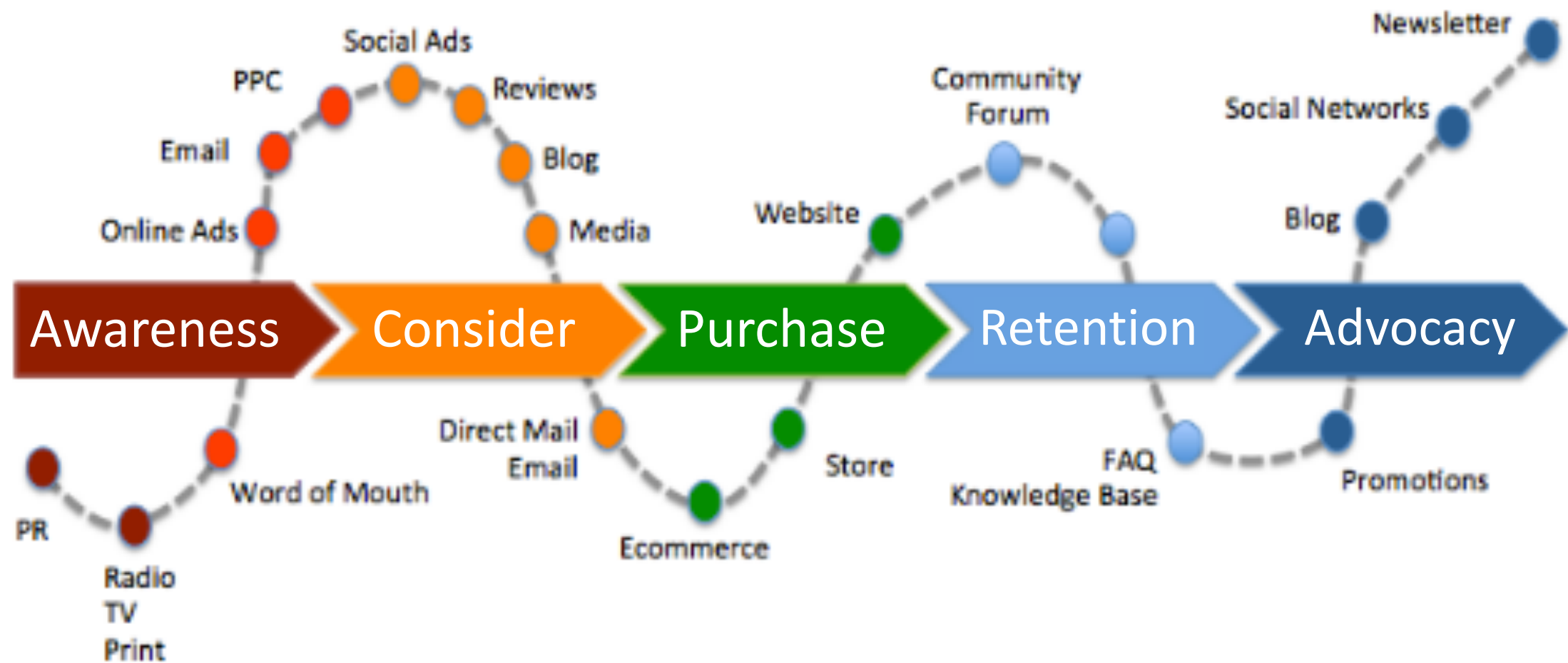


## Retention

96%	92%	90%	86%	86%	85%	85%	83%	82%
98%	93%	89%	86%	86%	83%	82%	80%	
100%	95%	91%	89%	87%	83%	80%		
99%	95%	93%	91%	86%	84%			
98%	92%	88%	85%	84%				
96%	93%	90%	86%					
95%	90%	87%						
97%	91%							
97%								



# Funnel Chart

1. Understand effective of a flow.
2. Where do people drop off in a flow?








# Measure conversion funnel


 BETTER COUPON BOX 

WANT MORE SALES?

 **Truong Manh Quan** ▼  
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Explain more about the condition of your coupon box

**Coupon Code**

COUPON CODE

➔ Haven't had a coupon code? [Create one here](#) then come back to paste the code. Leave empty if you don't want to offer coupon.

Continue (1)


Ok. Now let's enter your social network profiles you want customers to follow (2)

More options (You can skip and use recommended values) (3)


**Reference: A Sample Coupon Box**


SAVE 20% FOR SUMMER HOLIDAY


Click Like and get 20% discount coupon. Enter the coupon at the shopping cart page. Valid until July 30th. (see for detail)

 YOUR COUPON CODE

Follow us to see more Coupon Code

 100

 35

 15

Like

Follow

Follow



# Measure conversion funnel



Mixpanel chart

# Segment Chart

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Segment analysis help you compare the result between options of an action.



Most users buy white or black Mercedes?

# Segment Chart

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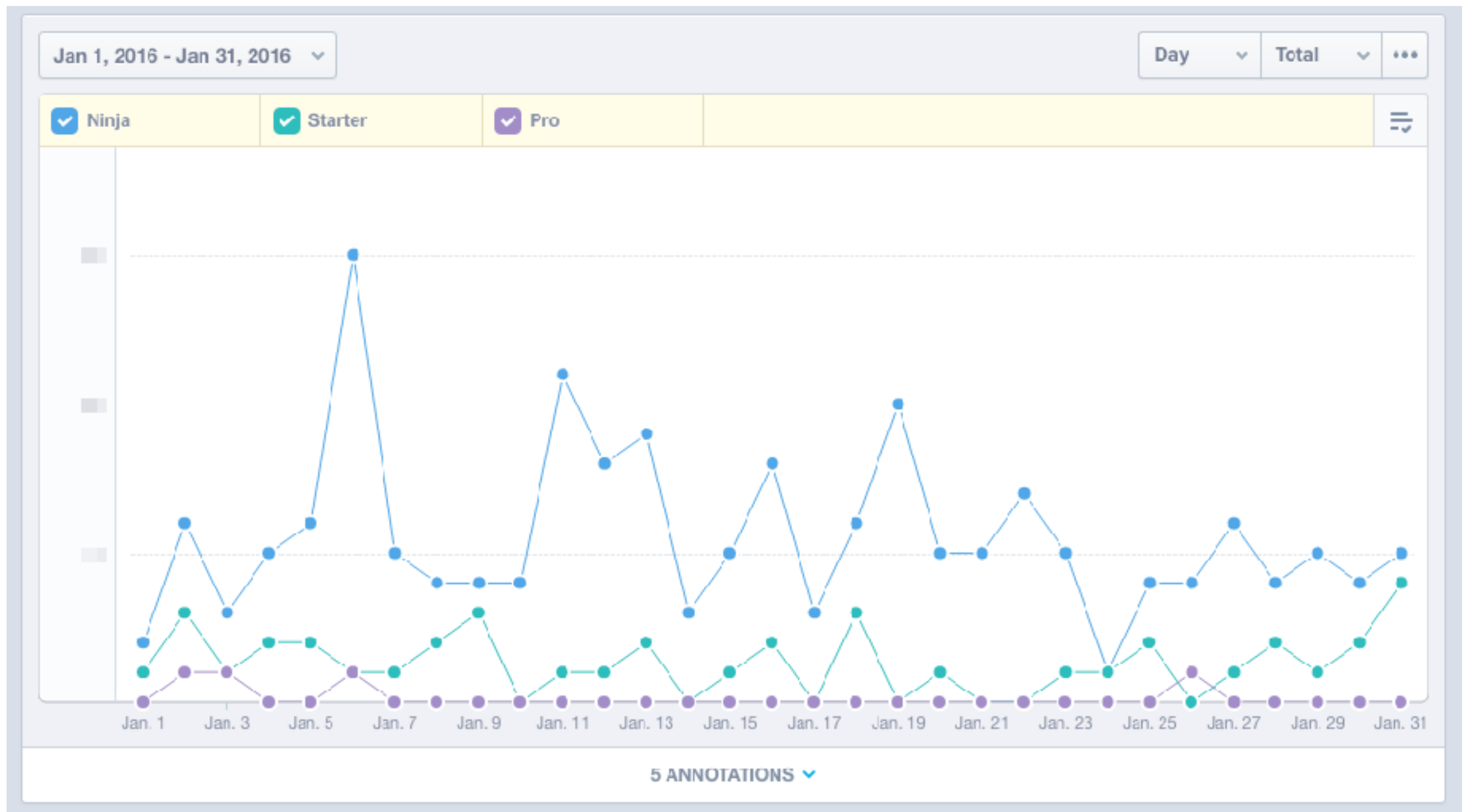
## Example questions:

- Compare when users “Click add offer button”, they click it from “Dashboard” page or “List offers” page
- When user “Click upgrade button”, which package do they select the most? Starter, Pro or Ninja?
- When user “Uninstall” app “bsales”, what number of days since install date that user usually uninstall the app?

# Increase Product Price

	STARTER	<div>Most Popular</div> NINJA	PRO
	\$ 20 /MO	\$ 29 /MO	\$ 27 /MO
	Start 15 day free trial	Start 15 day free trial	Start 15 day free trial
Basic offers <i>1 checkout-boost offer applied on all products</i>	✓	✓	✓
Smart offers <i>You can customize condition for each offer</i>	—	Unlimited	10
Themes	1 basic theme	17 trendy themes	5 trendy themes
Success orders per month	Up to 30	Unlimited	Up to 100
Exit intent technology	—	✓	—

# Success! Most users select Ninja package



# Retention Chart

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Tell you how loyal are your users?





# What is Churn?

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Churn happens when user used / paid last month but then stop using / paying this month.

Churn rate is a critical metric, if our churn rate is high we will have a leaky bucket



# Measure churn rate

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$\text{MRR Churn} = \text{Churned MRR} / \text{Beginning of Period MRR}$

1. Split churn group to many segments as you grow

1. Second-month churn

2. By user group (Hanoi, Saigon user)

2. Focus more into churn than growth if it cost you a lot to grow and vice versa.

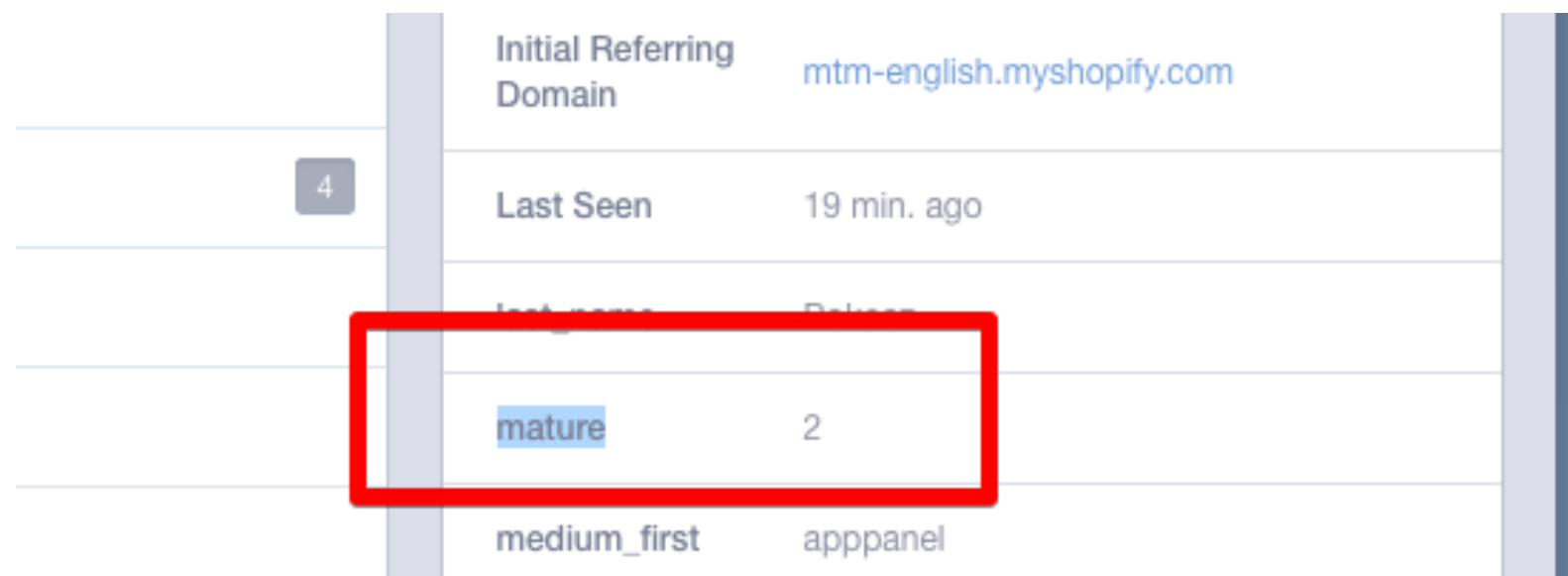
# Retention chart

People		Days later ▾											
		1	2	3	4	5	6	7	8	9	10	11	12
May 15, 2014	660	5.76%	5.00%	8.48%	8.79%	8.03%	7.88%	5.15%	2.88%	6.21%	7.58%	5.76%	6.82%
May 16, 2014	290	4.14%	10.34%	15.17%	14.14%	11.72%	8.62%	4.83%	6.90%	10.00%	7.93%	11.38%	7.93%
May 17, 2014	211	7.11%	7.58%	9.95%	9.48%	9.48%	3.32%	7.11%	7.11%	4.74%	5.21%	6.16%	2.84%
May 18, 2014	517	9.67%	7.74%	7.16%	5.42%	1.93%	5.42%	6.58%	5.80%	6.00%	6.38%	2.13%	
May 19, 2014	669	10.16%	8.82%	5.83%	3.74%	4.19%	7.52%	6.88%	7.47%	5.98%	2.84%		
May 20, 2014	701	10.13%	8.13%	3.00%	4.42%	8.13%	6.85%	8.27%	6.70%	2.57%			
May 21, 2014	676	9.62%	4.69%	4.14%	8.88%	7.69%	8.28%	6.66%	3.55%				
May 22, 2014	571	5.08%	6.48%	9.28%	7.36%	8.76%	7.18%	2.63%					
May 23, 2014	334	5.39%	8.38%	9.88%	10.18%	6.29%	2.40%						
May 24, 2014	183	9.29%	8.74%	8.74%	6.56%	2.19%							
May 25, 2014	698	9.60%	9.89%	7.88%	2.58%								
May 26, 2014	620	12.58%	10.65%	5.00%									

# Find the reason why user churn

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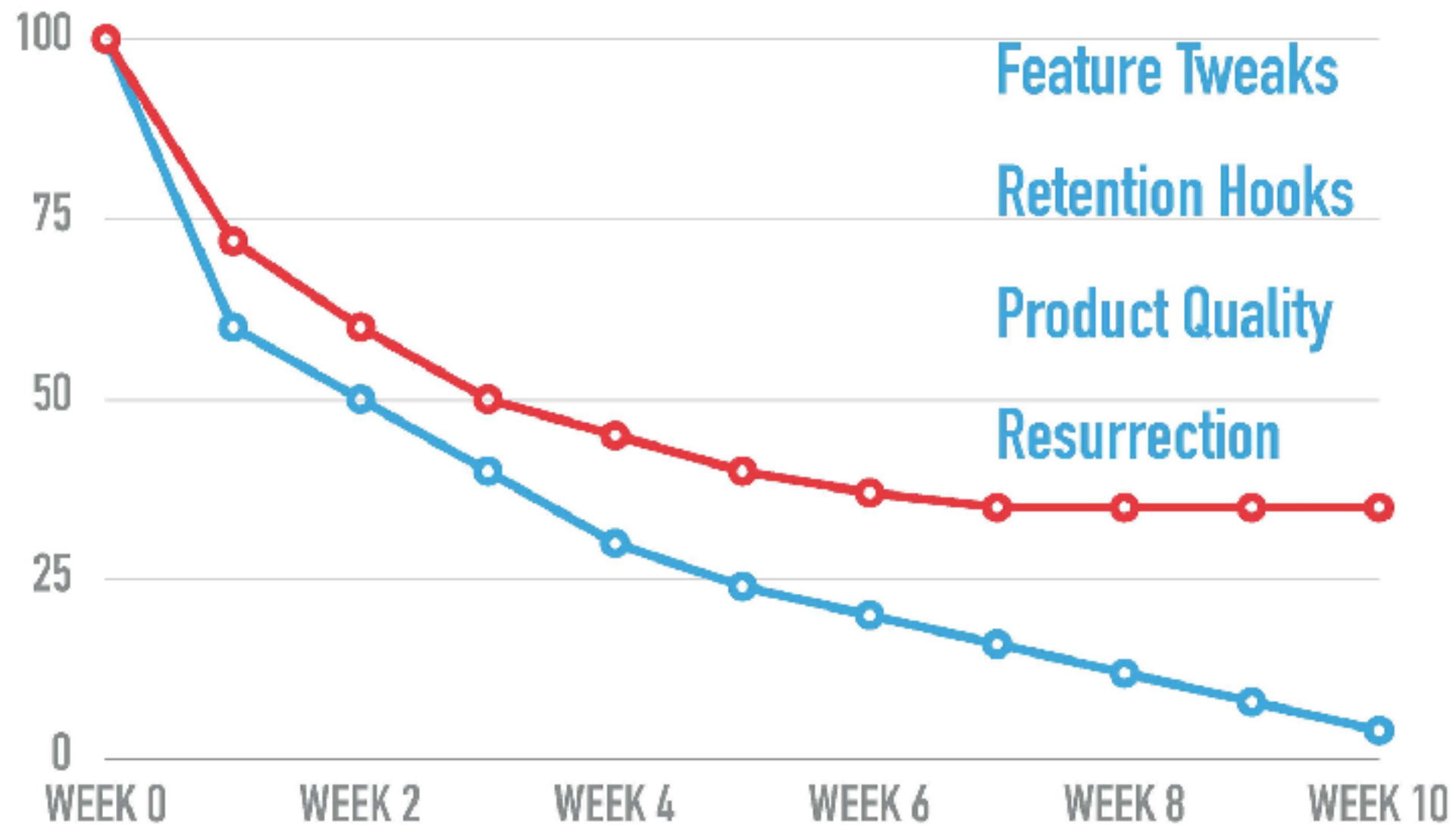
1. Call / meet / interview user
2. Use Mixpanel explore to find what churn user group have in common
  1. List all churned users
  2. View their parameters, behaviors with Mixpanel profile
3. Fix this in next sprint



Initial Referring Domain	mtm-english.myshopify.com
4 Last Seen	19 min. ago
Initial Name	Delia
mature	2
medium_first	apppanel

Google: "6 growth experiments sidekick ran"

# IMPROVING RETENTION



Dan Wolchonok - @danwolch - <http://danwolch.com>

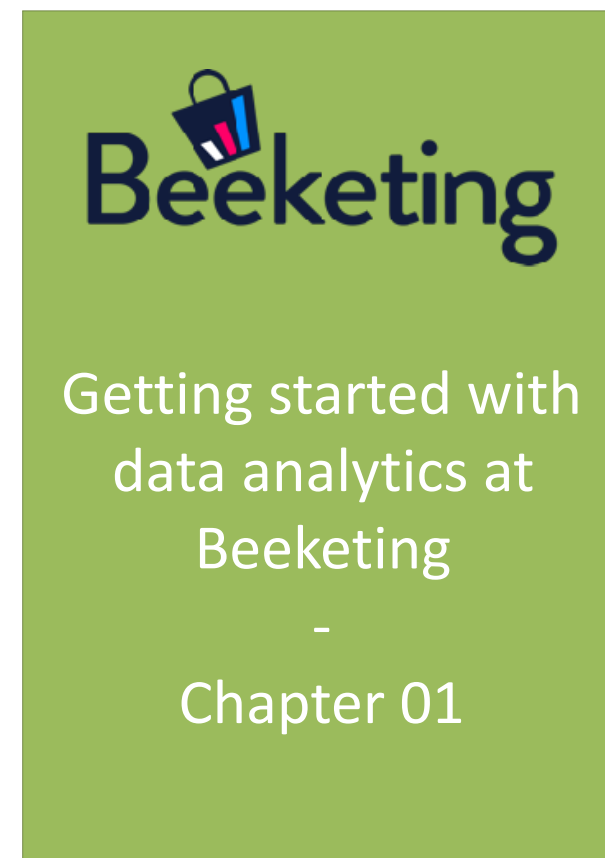
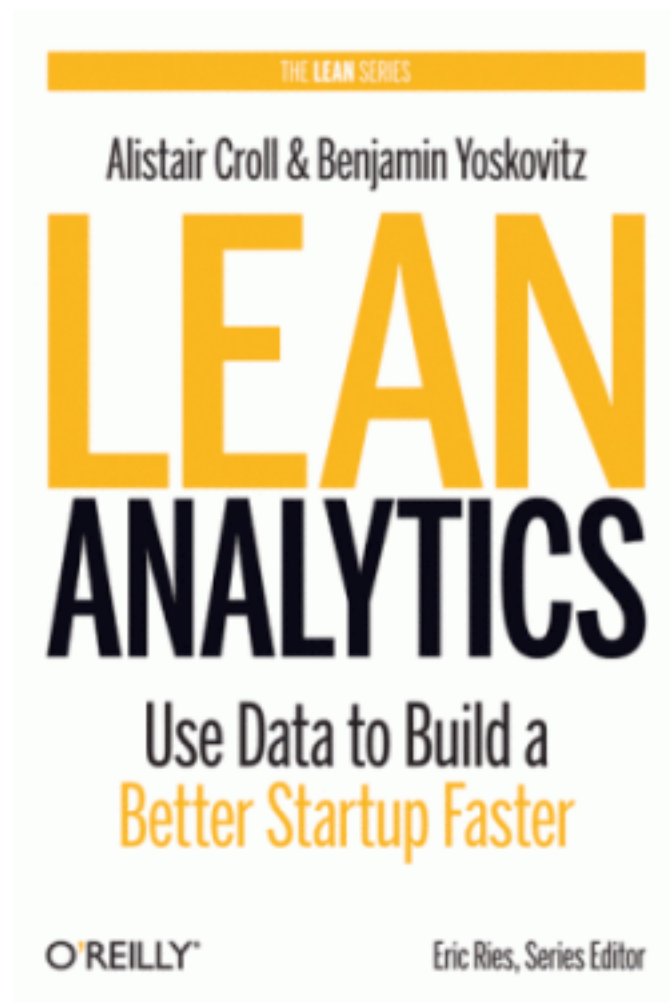
# How to become data driven?

- Look at analytic chart before making a decision.
- Look at reports first thing in the morning before start working.
  - Slackbot send chart to members 8am everyday
- Make it easy so all team members can build analytic chart (use Mixpanel)



# Further reading

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<http://bit.ly/beeketing-da>



# Thank you

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## Quan MT

quan@beeketing.com