mixpanel

PROBLEM 1

Most of the world will make decisions by either guessing or using their gut. They will be either lucky or wrong.

PROBLEM 2

Companies on mobile & web are measuring bullshit metrics like page views and installs. It's really hard to be really sophisticated.

SOLUTION

Mixpanel has built analytics software for product and marketing. As we continue to penetrate organizations, we will build software for sales and finance next.
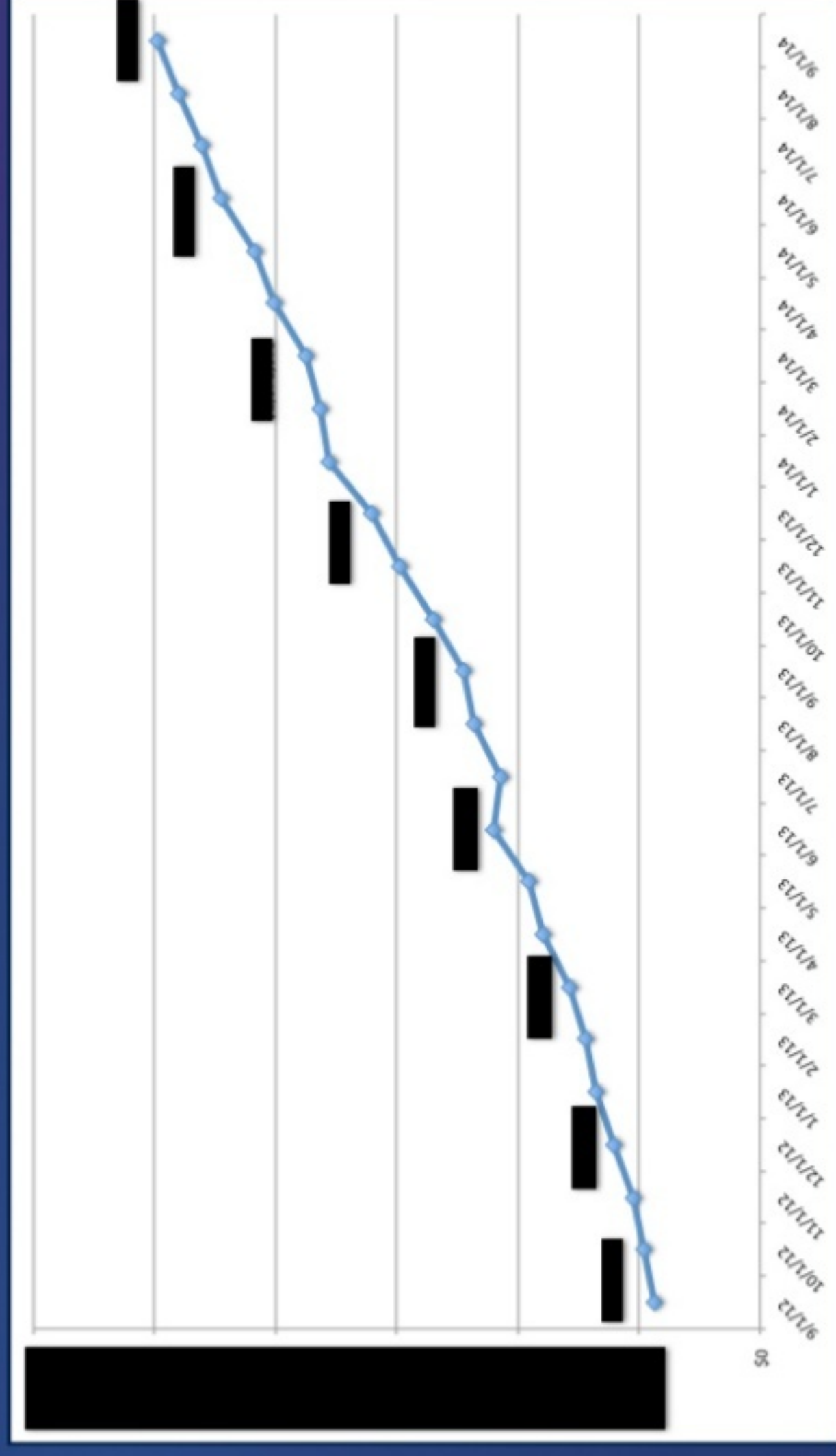
MISSION

Help the world learn from its data.

COMPETITIVE ADVANTAGE

In 2010, we built the most sophisticated analytics database engine to answer questions that existing technology could not answer. It's the reason we are winning.

MONTHLY RECURRING REVENUE OVER TIME

Sept, 2011 to 2012 growth rate: 405%

Sept, 2012 to 2013 growth rate: ▮%

Sept, 2013 to 2014 growth rate: ▮%

Sales KPIs

2015 target: ■% YoY growth - ■M (conservative), 63 sales reps

Avg revenue per customer: $■/mo; we have a wide distribution

Leads per month: ■; 26% of new customers are touched by sales

New customers per month: ■; 4x spend in 5 months, ■x in 12 months

Avg monthly revenue churn rate: ■%, ■% in Sept.

Started 2014 with 5 quota carrying sales reps, will end with 33

Sales payback rate is around 6 months; we will get this down in 2015

Marketing

- leads - most are organically acquired

- % of customers that sign up will integrate

- % will become paid customers

Our best marketing programs are freemium usage, world-class customer support, PR, and education

August snapshot:

General: $36K

PR: $5K

Advertising: $42K

Total: $83K

2015/2016 expansion plan

3x sales headcount and rapidly race towards distribution

Improve churn rates by expanding the CSM team by ■x - reduce churn under ■% per month

Reduce sales ramp time by 30-50% via sales enablement

Build out leadership team: CFO, HR, CMO

Expand customer facing teams like support, sales eng, etc. to accommodate new customers

Double headcount every 6-9 months

Double down on marketing to widen our lead flow to lower cost per acq. long-term

Expand into NY in 2015, international in 2016

Competition

	Free	Paid
Startups	Flurry	KISSmetrics Localytics Upsight Amplitude Heap Analytics
Incumbents	Google Analytics	Omniture

Financing history

	2009	2009	2011	2012
	$15K	$500K	$1.25M	$10.25M
	Seed	Seed	Seed	Series A
	Y Combinator	Max Levchin, Michael Birch	Sequoia Capital, Keith Rabois, Max Levchin, Michael Birch	Andreessen Horowitz, Marc Benioff, David Sacks