

# Tracking your metrics in practice



LECTURE  
SUMMARY

## Covered in this lecture:

*Taught by:*



### Tools you can use to track your metrics

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- ▶ If you are at a company, you already have a list of metrics to track and the tools to do that
- ▶ If you just decided what metrics you want to track, but you don't know how to do it, you can use these tools:
  1. Google Analytics
  2. CrazyEgg
  3. KISSmetrics
  4. Mixpanel
  5. Optimizely
  6. Segment - this is a metrics hub, not a tool
    - it helps you keep your metric history from all the tools you used

*See you next lecture!*