Real life examples of metrics

Covered in this lecture:

Examples of metrics of popular companies

► Companies have a lot of similar metrics, but when it comes to enagagement, they have some metrics that are specific to their product

► **Twitter**

- Growth metrics: total new users per month, monthly/daily active users, activated users
- Engagement metrics: multiple logins per day, time spent on the website, number of tweets sent per user, average number of likes, re-tweets and follows, number of private messages sent

► **Youtube**

- Growth metrics: monthly/daily active users, total new users, activated users
- Engagement metrics: video views per user, average viewing time per user

► **Facebook**

- Growth metrics: new users, monthly active users
- Engagement metrics: newsfeed position clicks, number of messages sent, time spent on the website and on their partner websites (Instagram, What's App), average number of likes users give and get

See you next lecture!