

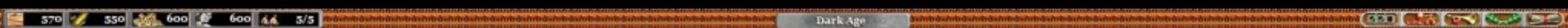
H&F Pro Dev

Agosto 2017



¿De qué va?

- Historia del equipo y proceso.
- Proceso de desarrollo actual.



We will need many soldiers to defend our homeland.
To win, you will need to create 4 Militia.

Click the Buildings button, click the Build House button, then click where you want to build the House.



Builder



25/25

Celts
Spd

3



AGE
EMPIRES
2D EDITION





- 4 meses de desarrollo.
- 1 materia reprobada.
- \$1,200 MXN de inversión



iniciar sesión
registro

[¿Cómo funciona?](#) [Preguntas Frecuentes](#) [Contacto](#)

Anuncia tu marca en Twitter



Realiza campañas estratégicas con las recomendaciones de Twitteros y paga únicamente por los resultados obtenidos.

[Soy anunciante, registrarme](#)

Gana dinero en Twitter

¿Cuánto gano por mis Tweets?

@ Usuario

Ingrresa tu nombre de usuario.

[Calcular](#)



Convierte tus Tweets en dinero por recomendar a tus marcas favoritas.

[Soy twittero, registrarme](#)



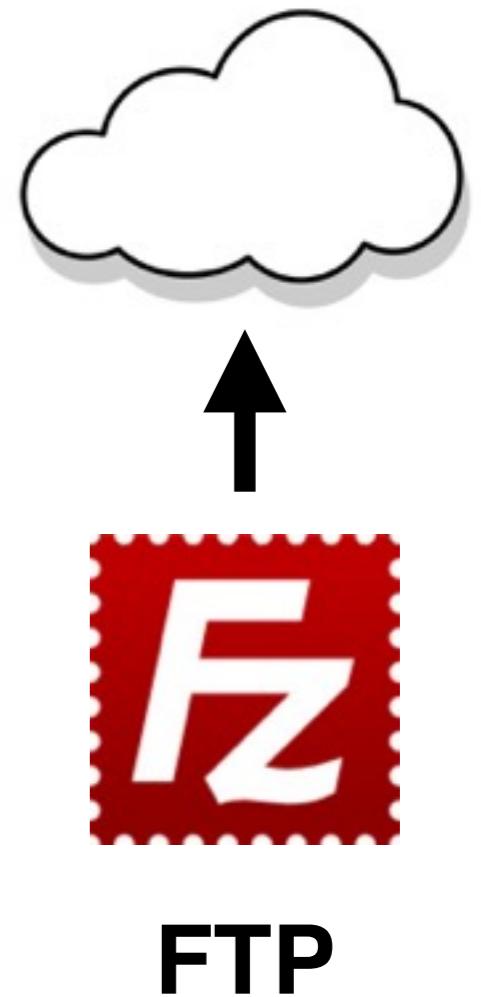


AWS micro





AWS micro

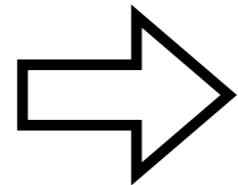


FTP

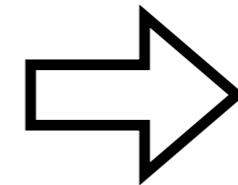
```
public function applyBalanceDeposit($twitterRegistered, $balance_deposit_id){  
    if(!$twitterRegistered || !$balance_deposit_id){throw new Exception('Wrong vars'); return false;}  
    require_once ROOT.'/php/class/reweetiUser.php';  
    $mysqli = self::getMysqli();  
    $query = "SELECT b.balance_amount, b.payment_in_id, pi.currency_id, pi.status FROM balance_deposits AS b, payments_in AS pi  
    WHERE b.balance_deposits_id = ".$balance_deposit_id." AND pi.payment_in_id = b.payment_in_id AND deposited = 0;";  
    $result = $mysqli->query($query);  
    $balance_deposit_data = $result->fetch_assoc();  
    if(!(float)$balance_deposit_data['balance_amount'] > 0.0 || $balance_deposit_data['status'] != 'COMPLETED')return false;  
    $deposit_money = new money(money::BALANCE_DEPOSITED, (float)$balance_deposit_data['balance_amount'], (int)$balance_deposit_data['currency_id']);  
    self::depositBalance($twitterRegistered->getParentUser(), $deposit_money);  
    $query = "UPDATE users SET addCreditEmail_timesSend = 0 WHERE user_id = ".$twitterRegistered->getParentUser()->getUserID();  
    $mysqli->query($query);  
    $query = "UPDATE balance_deposits SET deposited = 1 WHERE balance_deposits_id = ".$balance_deposit_id;  
    $mysqli->query($query);  
  
    // PAY COMMISSIONS  
    $query = "SELECT cset.commission_amount AS amount, c.to_user_id AS user_id  
    FROM commissions_sales_set AS cset, commissions_sales AS c  
    WHERE cset.status = 0 AND cset.payment_in_id = ".$balance_deposit_data['payment_in_id']."  
    AND c.commission_sales_id = cset.commission_sales_id AND c.from_twitter_id = ".$twitterRegistered->getTwitterId();  
    $result = $mysqli->query($query);  
    while($row = $result->fetch_assoc()){  
        $commission_sales_money = new money(money::BALANCE_COMMISISSIONS_SALES, (float)$row['amount'], (int)$balance_deposit_data['currency_id']);  
        self::depositBalance(new reweetiUser($row['user_id']), $commission_sales_money);  
    }  
    $query = "UPDATE commissions_sales_set AS cset, commissions_sales AS c SET cset.status = 1  
    WHERE cset.status = 0 AND cset.payment_in_id = ".$balance_deposit_data['payment_in_id']."  
    AND c.commission_sales_id = cset.commission_sales_id AND c.from_twitter_id = ".$twitterRegistered->getTwitterId();  
    $mysqli->query($query);  
    return true;  
}
```

```
public function applyBalanceDeposit($twitterRegistered, $balance_deposit_id){  
    if(!$twitterRegistered || !$balance_deposit_id){throw new Exception('Wrong vars'); return false;}  
    require_once ROOT.'/php/class/reweetiUser.php';  
    $mysqli = self::getMysqli();  
    $query = "SELECT b.balance_amount, b.payment_in_id, pi.currency_id, pi.status FROM balance_deposits  
    WHERE b.balance_deposits_id = ".$balance_deposit_id." AND pi.payment_in_id = b.payment_in_id AND de  
    $result = $mysqli->query($query);  
    $balance_deposit_data = $result->fetch_assoc();  
    if((float)$balance_deposit_data['balance_amount'] > 0.0 || $balance_deposit_data['status'] != 'COM  
    $deposit_money = new money(money::BALANCE_DEPOSITED, (float)$balance_deposit_data['balance_amount']);  
    self::depositBalance($twitterRegistered->getParentUser(), $deposit_money);  
    $query = "UPDATE users SET addCreditEmail_timesSend = 0 WHERE user_id = ".$twitterRegistered->getPa  
    $mysqli->query($query);  
    $query = "UPDATE balance_deposits SET deposited = 1 WHERE balance_deposits_id = ".$balance_deposit_  
    $mysqli->query($query);  
  
    // PAY COMMISSIONS  
    $query = "SELECT cset.commission_amount AS amount, c.to_user_id AS user_id  
    FROM commissions_sales_set AS cset, commissions_sales AS c  
    WHERE cset.status = 0 AND cset.payment_in_id = ".$balance_deposit_data['payment_in_id'].".  
    AND c.commission_sales_id = cset.commission_sales_id AND c.from_twitter_id = ".$twitterRegistered->ge  
    $result = $mysqli->query($query);  
    while($row = $result->fetch_assoc()){  
        $commission_sales_money = new money(money::BALANCE_COMMISISSIONS_SALES, (float)$row['amount'], ($i  
        self::depositBalance(new reweetiUser($row['user_id'])), $commission_sales_money);  
    }  
    $query = "UPDATE commissions_sales_set AS cset, commissions_sales AS c SET cset.status = 1  
    WHERE cset.status = 0 AND cset.payment_in_id = ".$balance_deposit_data['payment_in_id'].".  
    AND c.commission_sales_id = cset.commission_sales_id AND c.from_twitter_id = ".$twitterRegistered->ge  
    $mysqli->query($query);  
    return true;  
}
```

```
--> $WHERE = "twitterusers.twitter_id = u.user_id AND u.user_id = ads.user_id AND ads.status = 1--> --> AND IF((SELECT MAX(posts.date) FROM posts WHERE posts.user_id = '".${$twitter_id}."' AND posts.ad_id = ads.ad_id) > (DATE_SUB(NOW(), INTERVAL 1 WEEK)),0,1)--> --> AND IF((SELECT COUNT(posts.post_id) FROM posts WHERE posts.user_id = '".${$twitter_id}."' AND posts.ad_id = ads.ad_id) >= 1,0,1)--> --> AND (ads.budget_remaining > 0.0) AND (u.balance_deposited > 0.0)--> --> AND ads.approved = 1--> --> AND ((--> --> (ads.gender = '0' OR ads.gender = '".${registeredData['gender']}."')--> --> AND (ads.min_followers = '0' OR ads.min_followers <= '".${followers_count}."')--> --> AND (ads.max_followers = '0' OR ads.max_followers >= '".${followers_count}."')--> --> AND (ads.min_age = '0' OR ads.min_age <= ".$userAge.")--> --> AND (ads.max_age = '0' OR ads.max_age >= ".$userAge.")--> --> AND IF(--> --> (ads.interests = 0 OR ads.interests = NULL)--> --> OR--> --> EXISTS (SELECT adinterests.ad_id FROM adinterests, userinterests WHERE adinterests.ad_id = ads.ad_id--> --> AND userinterests.user_id = '".${$twitter_id}."' AND adinterests.interest = userinterests.interest)--> --> , 1,0)--> --> AND IF(--> --> (ads.countries = 0 OR ads.countries = NULL)--> --> OR--> --> (--> --> (ads.states = 0 OR ads.states = NULL)--> --> AND--> --> EXISTS (SELECT adcountries.ad_id FROM adcountries WHERE adcountries.ad_id = ads.ad_id AND adcountries.country = '".${registeredData['country_code']}."')--> --> )--> --> OR--> --> (--> --> EXISTS (SELECT adstates.ad_id FROM adstates WHERE adstates.ad_id = ads.ad_id AND adstates.state = '".${registeredData['state']}."')--> --> )--> --> )--> --> , 1,0))--> --> OR ads.user_id = '".${$twitter_id}.");--> --> $FROM = "ads, users AS u, twitterusers ";
```

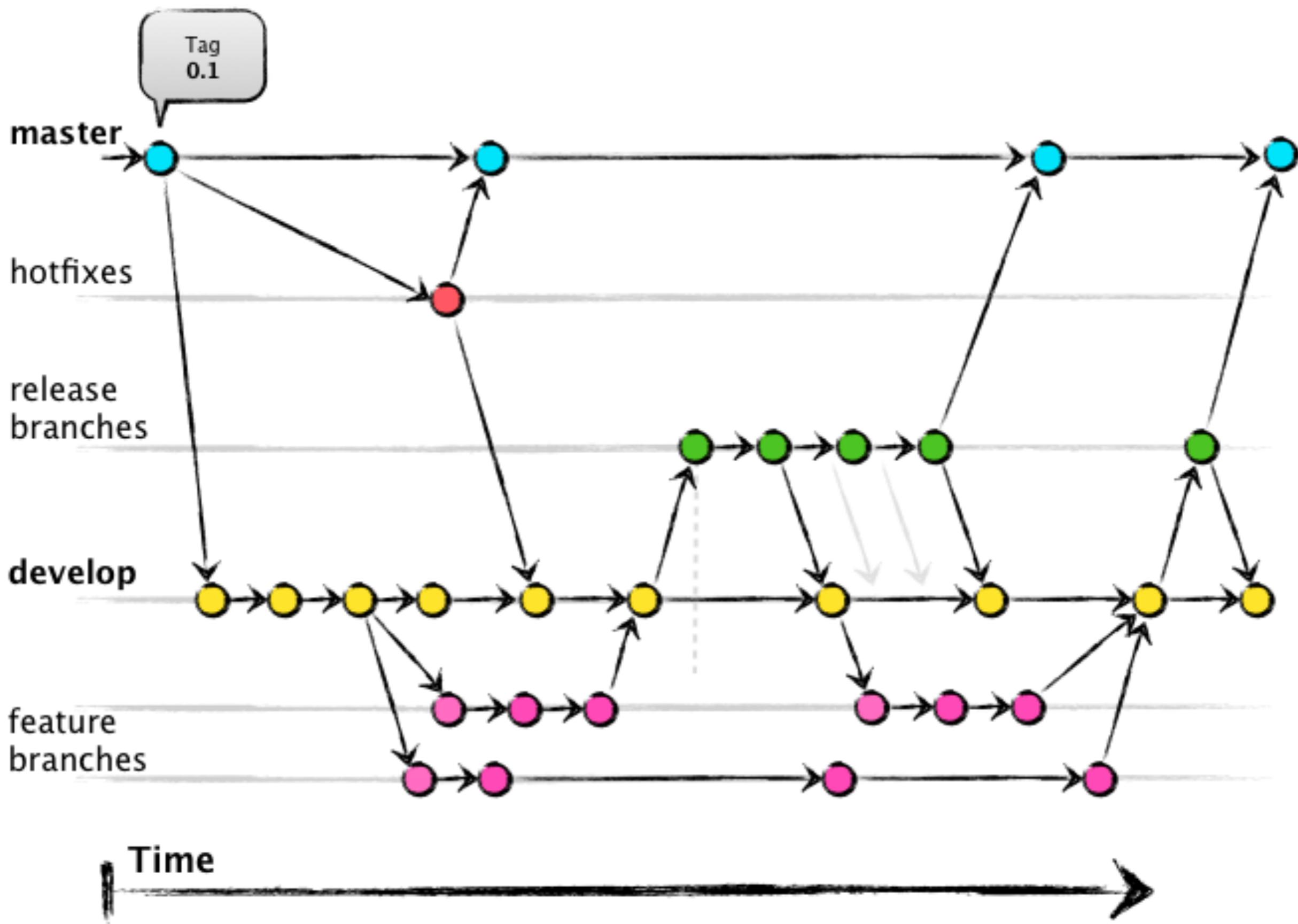


Agave Lab





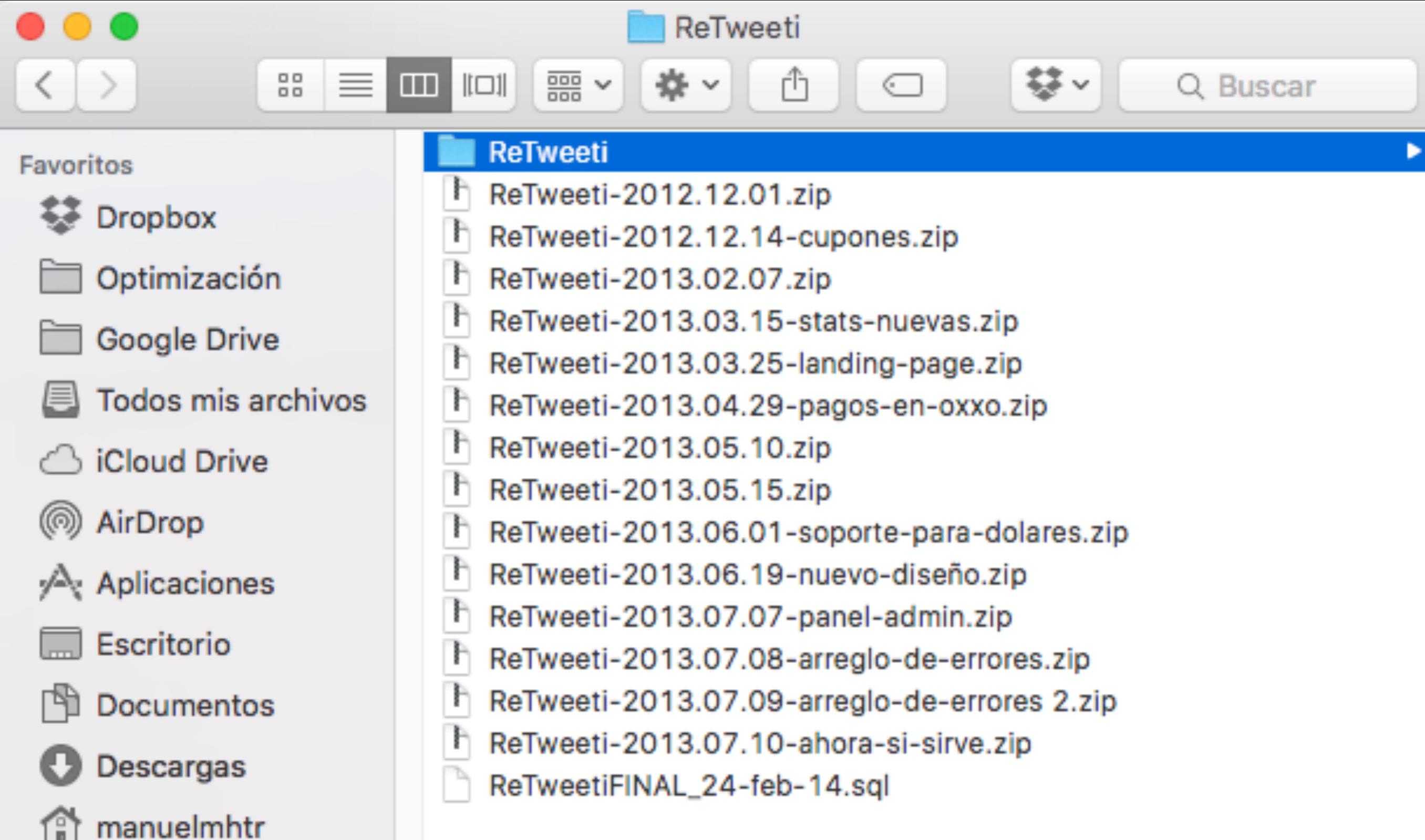
git?



GIT?

**DICES QUE EN
ZIP ESTÁ MAL?**





Primera oficina

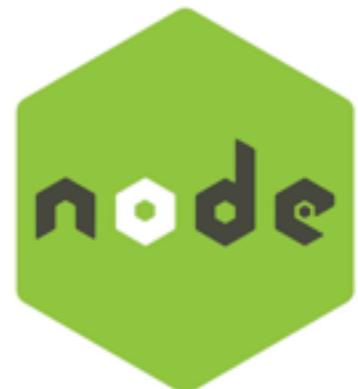
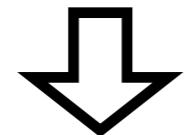


Primer equipo de desarrollo



I HAVE NO
IDEA WHAT
I'M DOING

- 3 developers (incluido yo).
- 3 meses de coding.

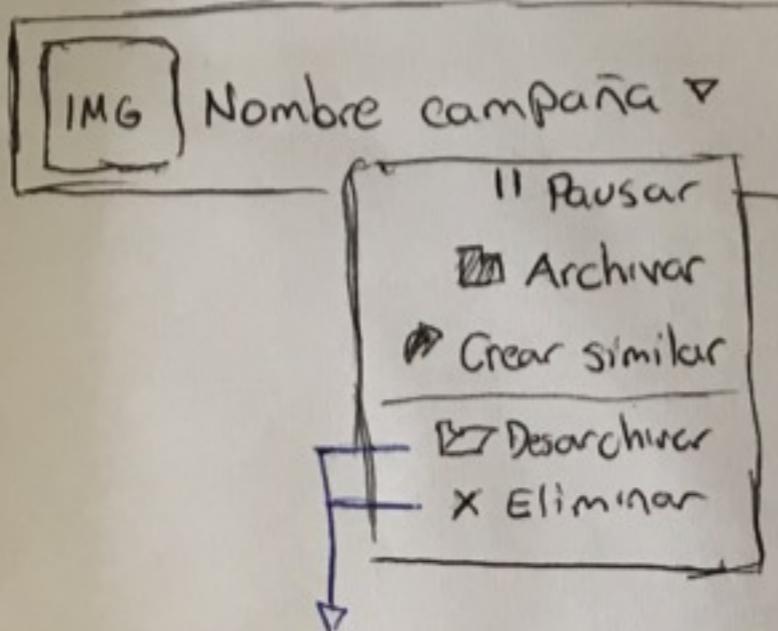


Proceso en 2013 - 2014

- El NO-proceso.
- Equipo pequeño.
- Comunicación rápida.



Vista: [Campaña]

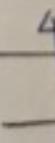
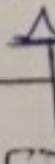


Visto
Si está archivada

Desde Fecha

Periodo

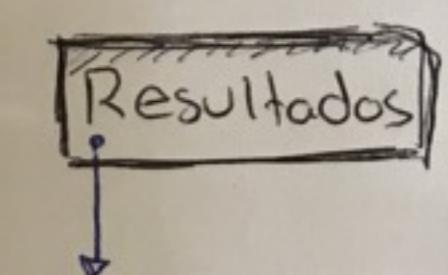
Hasta Fecha



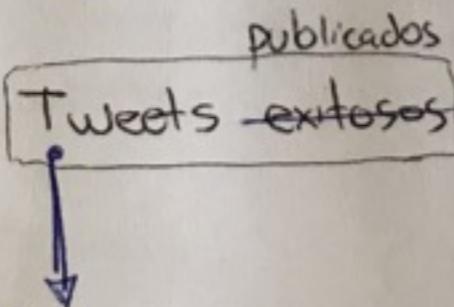
30 días

- Todo el periodo
- Personalizado
- 30 días
- 15 días
- 7 días

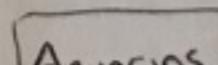
Menú campaña regular:



[Resultados de
campaña]



[Tweets
publicados]



[Anuncios]



Espacio para
botones de cada
menú



Gana dinero a través de tu influencia en las redes sociales

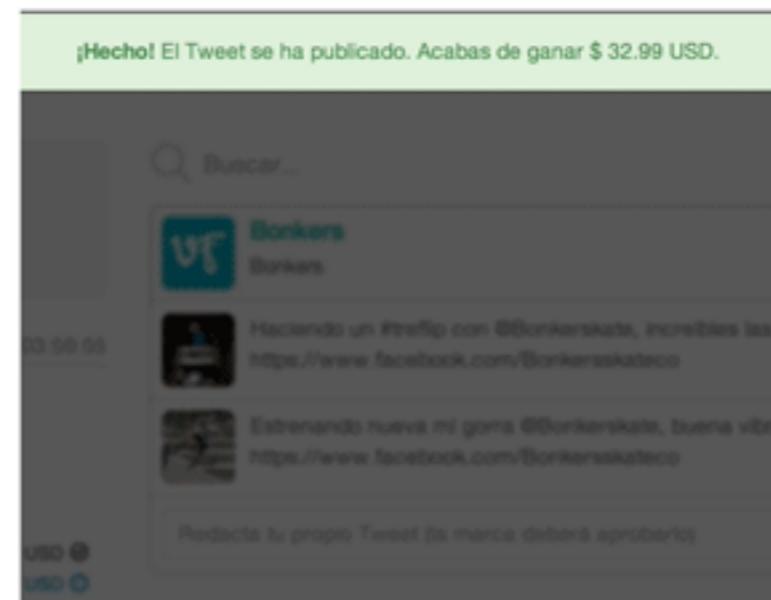
[Pruébalo Ahora](#)[Conoce Más](#)

¿Cómo funciona?

Publica un tweet que le guste a tu audiencia

1

- ✓ Elegir entre los existentes o redactarlos tu mismo.
- ✓ Se muestran según tus intereses.
- ✓ La ganancia se calcula en base a tu influencia



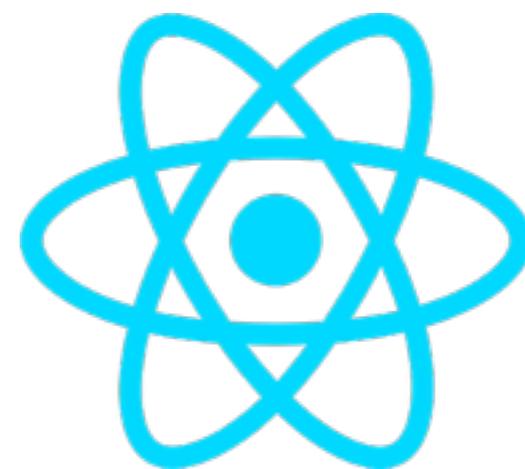
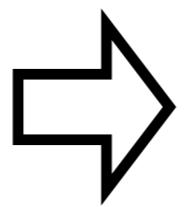
Primer gran error



- Nueva plataforma... porque sí
- Nuevo diseño, nuevo lenguaje



Tren dei mame



Lanzamiento de VoxFeed 2.0

- Después de casi 1 año.
- Sin pruebas: NADA.
- Proceso forzado.
- Presión del resto del equipo.
- Justo después de la 2da inversión.





HilariousGifs.com

Status del equipo

- El avance era lentísimo, demasiados bugs.
- Percepción mala del equipo.
- Priorización mala (falta de comunicación entre desarrollo y comercial).

Primeros aciertos

- Pruebas automatizadas.
- Nueva arquitectura (Clean architecture).

Importancia de las pruebas automatizadas

Producción



Tiempo



Producción

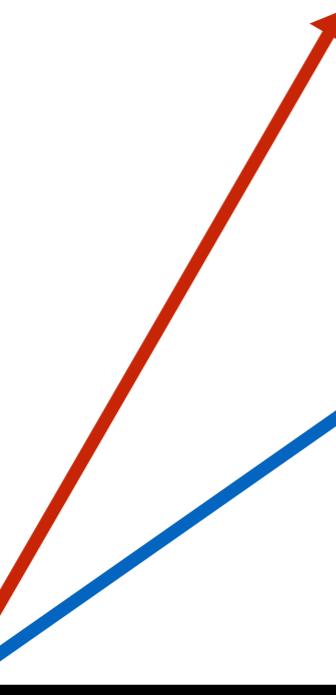


Tiempo

Producción



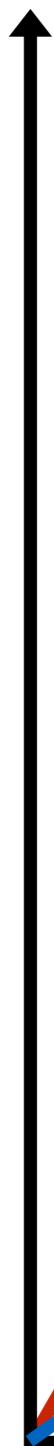
Tiempo



↑

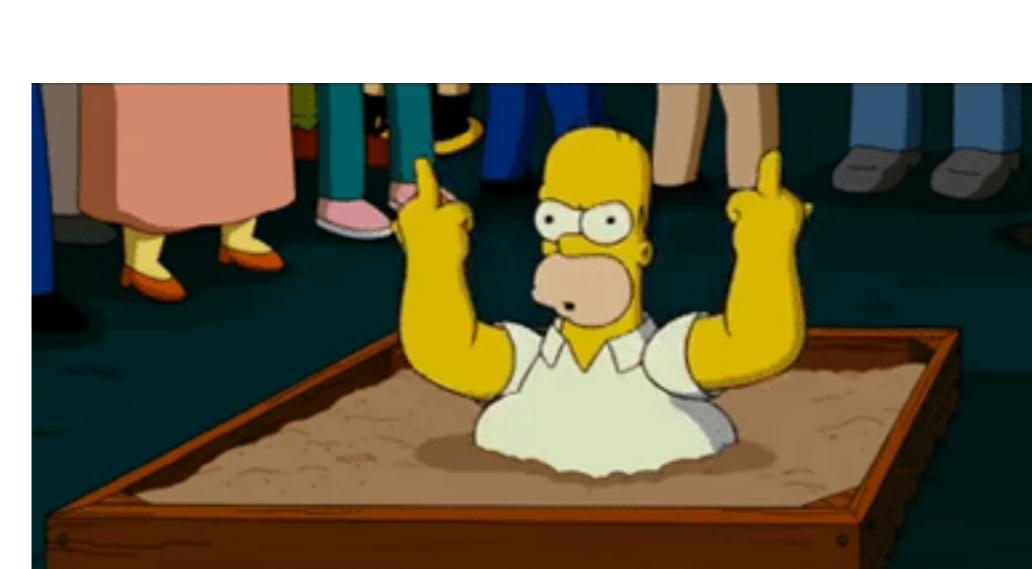
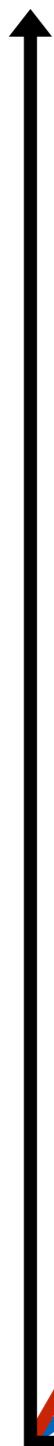
↑

Producción



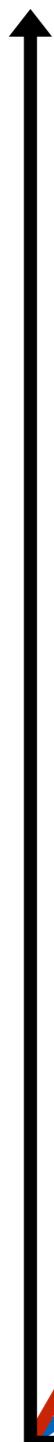
Tiempo

Producción



Tiempo

Producción



Tiempo

Producción



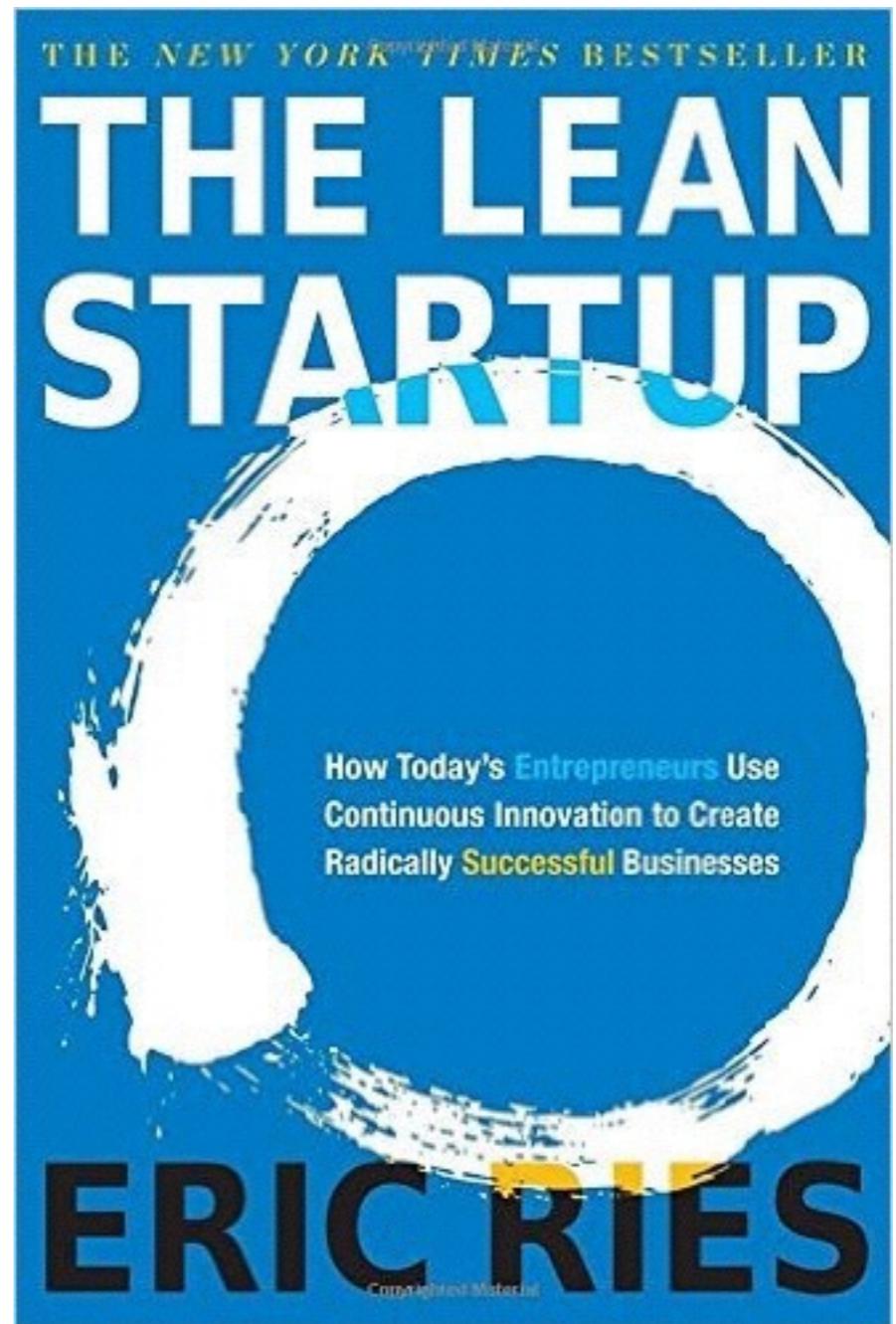
Tiempo

Tests automatizados en VF

Componente	# Modulos
Backend	2300
Frontend	150
Stats	165
TOTAL	2615

Siguientes aciertos

- Asesoría correcta (otros CTOs).
- Mejores contracciones.
- LEAN Startup.
- Scrum mejor hecho.



Proceso actual



Planeación

Diseño

Desarrollo

Pruebas

Lanzamiento

1. Proponer ideas / Features

- Slack (#feedback-plataforma)
- Google forms
- Focus groups / Feedback clientes
- Metas / Visión de la compañía



VoxFeed backlog

*Obligatorio

Feature idea

Idea *

Tu respuesta

Description *

Tu respuesta

Category *

- UX
- User attraction and retention
- Post Quality
- Automation and scalability
- Segmentation and moderation
- Platform infrastructure
- Business model
- Bug fix

2. Priorizar features

- CTO, Project manager, Diseñador de producto.
- + Opinión de cada área



Google
Sheets

Features

Archivo Editar Ver Insertar Formato Datos Herramientas Complementos Ayuda Todos los cambios se han guardado en Drive

			\$ % .0 .00 123	Arial	10	B I									
--	--	--	-----------------	-------	----	-----	--	--	--	--	--	--	--	--	--

fx

	A	B	C	D	E	F
1	STATUS	BUSINESS VALUE	DIFFICULTY	IDEA	COMMENTS	RO
2	Done	3	1	Fix campaign budget header. It must not show negative numbers.		
3	Pending	1	1	When using CSV files to invite influencers, ignore "rejected" accounts.		
4	Pending	1	3	Limit influencers charges to once every 60 days.		
5	Done	2	5	Lucy 2.0		
8	Pending	1	3	New invite flow for advertisers		
9	In Progress	1	4	Advertiser 2.0		
10	In Progress	2	3	New register flow for influencers		
11	In Progress	1	3	New register flow for advertisers		
12	Pending	1	3	Verify social network accounts		
13	Done	3	1	Gamification - More events		
14	Pending	1	3	Gamification - Milestones		
15	Pending	2	3	Gamification - Influencer level	Calculated with the combination of points and milestones.	
16	Pending	1	1	Gamification - Advertisers		
17	Pending	1	2	Improve "Hide influencers"		
18	Pending	1	3	"Ask" to participate in a public campaign, instead of "Accept" to participate, for influencers		
19	Pending	1	3	New participation-posts flow.	Posts will live inside a participation, and they will be ordered like a "whatsapp conversation" between the ADV and the INF.	
20	Pending	1	3	Advertiser tutorials		
21	In Progress	2	1	Advertiser simulators	1) Public page. If I invest X amount, what results can I have. 2) Public campaign. With the segmentation that I used and the campaign parameters, what can I expect. 3) While inviting. With the influencers I selected and the amount I offered, what can I expect.	
22	Done	3	1	Activity timeline for advertisers		
23	Done	3	3	Advertiser permissions: Admin, Edit, Watcher		
24	Pending	1	3	Block users with less than 10 estimated engagements		
25	Pending	2	3	Clearly show to the influencer inside the platform the remaining time for each step of the participation process		
26	Pending	1	1	Break down "advanced" campaign settings per social network, instead of for the whole campaign.		
27	Pending	2	2	Influencer community: Forum		
28	In Progress	3	3	Add sections for Academy in our public page		
29	In Progress	1	4	Improve the register page to clearly show if they are registering as INF or ADV		

1. Crear un PRD (Product Requirements Document)

- ¿Qué se quiere lograr? (descripción)
- ¿Para qué se debe hacer? (justificación)
- ¿Cómo debe funcionar? (use stories)
- ¿Qué implica? (apps, apis, back, fórmulas...)
- ¿Cuándo está terminado? (test cases)





Tags

Influencer can describe more about their SNA by adding meta tags to have a better background of the interests previously selected. These tags are unlimited and will be stored for others to add them to their SNAs.

USER STORIES

1. As an Influencer I want to set my SNAs in the right way, So that I can have better campaigns based on the interests of my accounts.

Description:

When an Influencer links a SNA, they must specify what type of account and content is.

What it must do:

1. Choose account type.
2. Can choose and change interests as many as they want.
3. Add and remove tags as many as they want.
4. Specify if SNA have explicit content.

What it must not do:

1. Can't duplicate a tag.
2. Once account type and explicit content are selected, the influencer cannot edit.

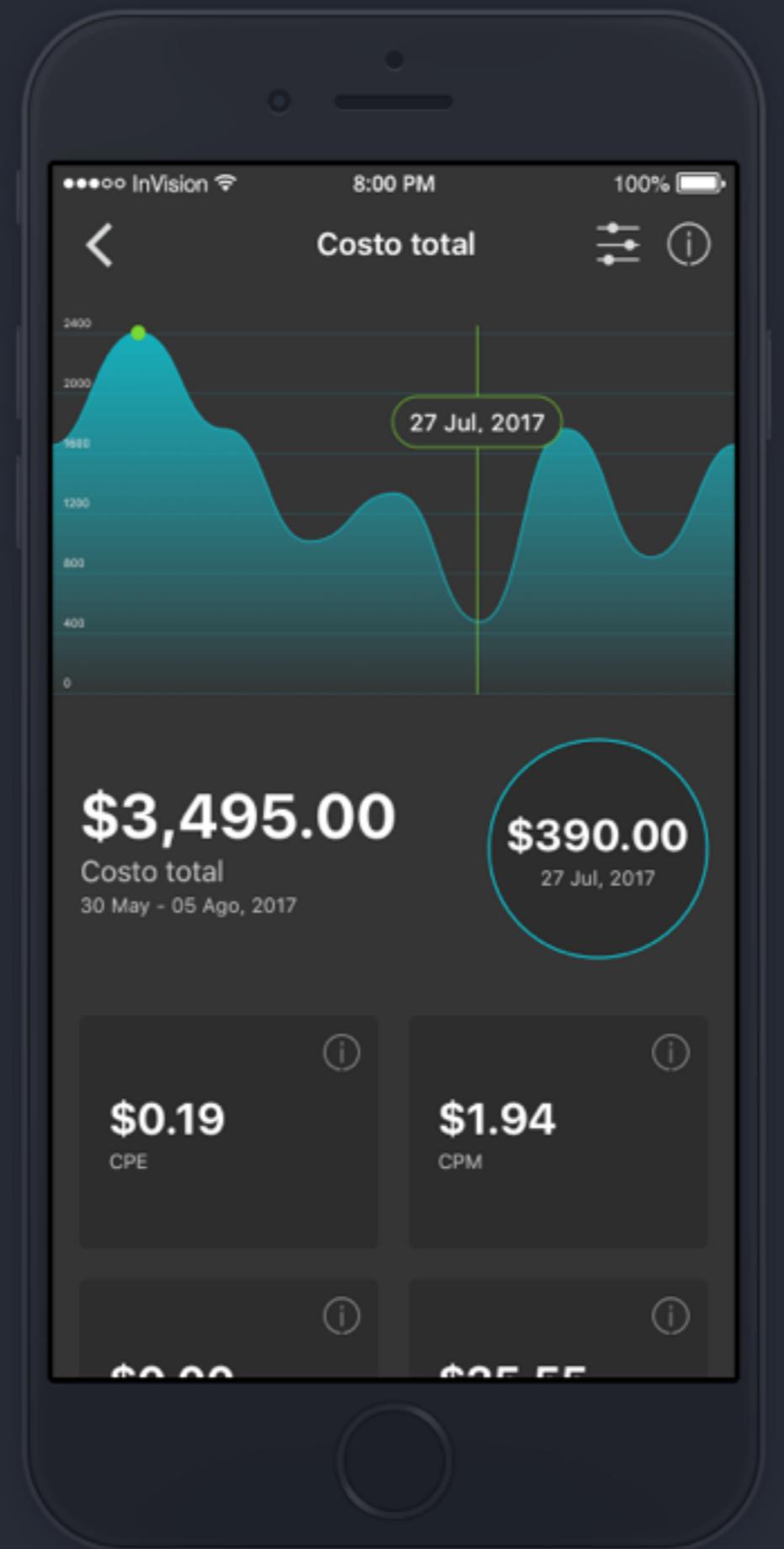
How it works:

At the first time, the influencer will see a step by step wizard to set their SNA.

2. Diseño de interfaz

- Wireframes (poco frecuente)
- Sketch
- Invision





1. Planear el sprint

- Último viernes del sprint anterior.
- Sprints de 2 semanas.
- Asignamos responsables por cada tarea.
- Nos comprometemos a un alcance.
- Elegimos al bombero del sprint.

- Dialogo crédito Mario

+ API

- Estadísticas / uso

• Backend de compañías

- ACL Loguito

• Determinar servicios facilitados

- ADV 2

• Detalles API (?)

- Simulador public page

• Front

• API

• Consumo

- Autentificación, pedir UI / Género

• 1 redactor propuesto

• Fábrica mensajes

• Dialogo de page

• Lowline retroalimentación

• Facilitación equipo

- Front ADV 2

• Funcionalidades mareas

* - Nuevo login Mario / Paul

- Front

- Diseño

* - Búsqueda ciudades con recinto / Género

* - Invite notifier error ↙

* - Página autenticación, Consumo

- Research

- Simulador empresa pública (Diseñado) Parte 1

- Diseño

- Front

* - Back

* - Acuerdos / Manifiestos

- Diseño

- Mailchimp

- Configurar retargeting

* - Tags

- Booklet

• Login

• Simulador

• Estadística

• Acuerdos

• Flujos de

• Simulador

• públicos

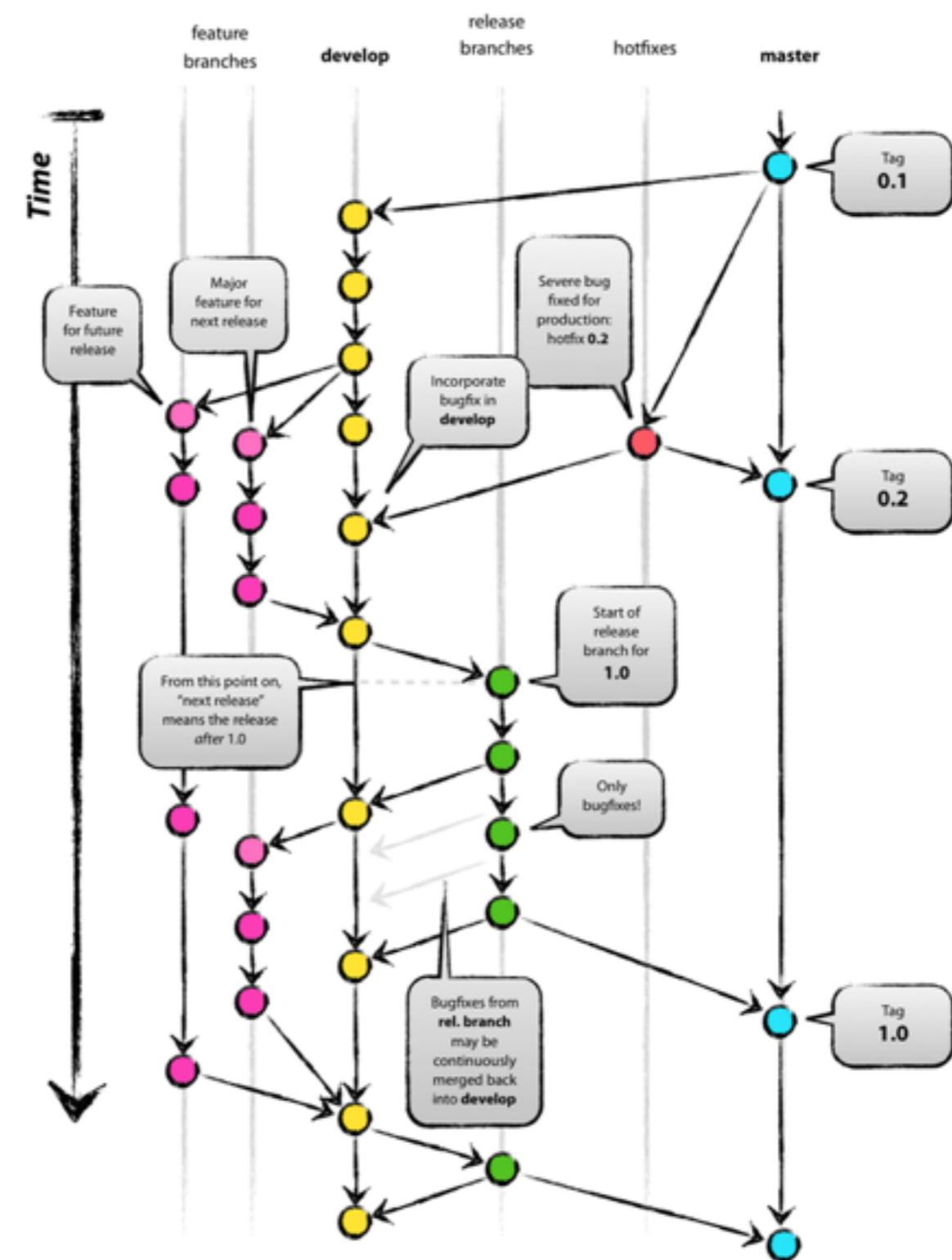
2. Crear tareas

- Estimamos en horas y puntos de dificultad (escala de Fibonacci).
- Cada quien es responsable de dividir y crear sus tareas.



3. Gitflow

- #dev es nuestro #master.
- Rebases, no merges.



Graph	Description	Commit	Author
	VF-2560 feature: Fix demo login (adv 2)	655644e	Arturo Meza <jart.mez@gmail....
	VF-2608 Bugfix: Fixed date filters in proposals view (#1054)	b46ce70	Cesareo Meza <meza.cesareo....
	↳ origin/bug-dates Fixed date filters in proposals view	eb6fdb1	Cesareo Meza <cmeza@voxf... e
	↳ origin/VF-2601 VF-2601 Fix wrong credit alert display	90448da	Arturo Meza <jart.mez@gmail....
	↳ origin/VF-2302-advertiser-remake VF-2594 improvement: Avoid to show a header in user setting...	6d8b836	Arturo Meza <jart.mez@gmail....
	↳ origin/adv-remake-bugs Correccion al agregar/eliminar direcciones de facturacion en marca nueva	4e9402a	Arturo Meza <jart.mez@gmail....
	Correccion en la actualizacion del badge de propuestas pendientes	d878369	Arturo Meza <jart.mez@gmail....
	WIP	5d1945d	Arturo Meza <jart.mez@gmail....
	VF-2594 improvement: Avoid to show a header in user settings view	4bb08f1	Arturo Meza <jart.mez@gmail....
	VF-2589 improvement: Implement tours for new advertiser views	e7f8320	Arturo Meza <jart.mez@gmail....
	VF-2576 Fix features related to add/remove from favorites, report and hide influencers	0972d6d	Arturo Meza <jart.mez@gmail....
	VF-2570 Repair broken influencer views involved in participation flow	b19ceff	Arturo Meza <jart.mez@gmail....
	VF-2360 Fix views that used deprecated currentRequest attribute	d31f06c	Arturo Meza <jart.mez@gmail....
	VF-2484 Fix advertiser registration wizard	9f54149	Arturo Meza <jart.mez@gmail....
	VF-2483 Fix influencers invitation wizard	d0cc5a7	Arturo Meza <jart.mez@gmail....
	VF-2436 improvement: Enable users management	fb03107	Arturo Meza <jart.mez@gmail....
	VF-2126 improvement: Modification on register view, to accept a registration invite	a058548	Arturo Meza <jart.mez@gmail....
	VF-2550 Feature: fix to disable adv users to delete account	0da487b	Arturo Meza <jart.mez@gmail....
	VF-2541 Feature: View to search brands in admin	8f6a05f	Arturo Meza <jart.mez@gmail....
	VF-2476 improvement: Consume API service for brand users management	ed7d9fc	Arturo Meza <jart.mez@gmail....
	VF-2478 improvement: Adjustments to dialog for credit deposits	c81fdb2	Arturo Meza <jart.mez@gmail....
	VF-2479 improvement: Fix campaign creation/edition	93bf34e	Arturo Meza <jart.mez@gmail....
	VF-2480 improvement: Consume API to archive/unarchive/delete a campaign	557c380	Arturo Meza <jart.mez@gmail....
	VF-2468 Fix credit alert popup	b54d083	Arturo Meza <jart.mez@gmail....
	VF-2437 improvement: Populate brand user list with real data	c2a44d8	Arturo Meza <jart.mez@gmail....
	VF-2410 improvement: Redesign of campaign dashboard header	2283aa9	Arturo Meza <jart.mez@gmail....
	VF-2387 improvement: Redesign of brand campaign list	01414a0	Arturo Meza <jart.mez@gmail....
	VF-2320 improvement: Add brands list with CRUD functionality	9d49df2	Arturo Meza <jart.mez@gmail....
	VF-2303 improvement: Remake of advertisers main layout	e8e4039	Arturo Meza <jart.mez@gmail....
	VF-2546 bugfix: Fake low budget alert on campaign stats (#1044)	9f88f76	Mario Ismael Mejia Diaz <mari...

4. Pruebas automatizadas

- 3 casos:
happy, ugly, weird.
- 3 tipos:
small, medium, large.

Google Testing Blog

Feature	Small	Medium	Large
Network access	No	localhost only	Yes
Database	No	Yes	Yes
File system access	No	Yes	Yes
Use external systems	No	Discouraged	Yes
Multiple threads	No	Yes	Yes
Sleep statements	No	Yes	Yes
System properties	No	Yes	Yes
Time limit (seconds)	60	300	900+

5. Peer review

- 1 o 2 revisores.
- Pruebas pasando (CI).

VF-2636 improvement: Hide elements in campaign dashboard views #1068

[Open](#)

jartmez wants to merge 4 commits into `adv-acl` from `VF-2636`

Conversation 0

Commits 4

Files changed 27



jartmez commented 16 minutes ago

+

No description provided.

jartmez added some commits 3 days ago

- Ocultamiento de elementos en cabecera del dashboard y en vista de des... [...](#) ✓ 851567b
- Ocultamiento de elemento del listado de participaciones ✓ 001c239
- Ocultamiento de costos en la vista de publicaciones exitosas ✓ 336ced6
- Eliminacion del permiso para consultar estadisticas de campañas ✓ e094b66



manuelmhtr approved these changes 5 minutes ago

[View changes](#)

Add more commits by pushing to the `VF-2636` branch on VoxFeed/VoxFeed_Web.



Changes approved

1 approved review [Learn more](#).

[Show all reviewers](#)

All checks have passed

1 successful check

[Hide all checks](#)

continuous-integration/codeship — Build succeeded

[Details](#)

This branch has no conflicts with the base branch

Merging can be performed automatically.

[Squash and merge](#)

You can also [open this in GitHub Desktop](#) or view [command line instructions](#).



CODESHIP

Solución de bugs

- No llegan al backlog, se resuelven en el mismo sprint.
- Hay un encargado (bombero).
- Se envían a producción asap.



1. Pruebas por el mismo desarrollador

- Según los criterios establecidos en el PRD.

Cost-stats 09/06/2017 (dev arturo)

Se agrego la tercera gráfica de advertiser que muestra los costos, test cases:

1. checar tooltips ✓
2. checar que los mensajes por redactar tenga el indicador correcto ✓
3. checar que los mensajes por aprobar tenga el indicador correcto ✓
4. checar que los mensajes agendados tenga el indicador correcto ✓
5. checar que los mensajes para publicar hoy tenga el indicador correcto ✓
6. checar que los mensajes exitosos tenga el indicador correcto ✓
7. checar que los mensajes cancelados tenga el indicador correcto ✓
8. Checar que el filtro por red social funcione ✓
9. Checar que el filtro por tipo de invitación funcione ✓

2. Quality assurance (QA)

- Mismos criterios que PRD.
- Pruebas automatizadas: Funcionales.

Cost-stats 09/06/2017 (dev arturo)

Se agrego la tercera gráfica de advertiser que muestra los costos, test cases:

1. checar tooltips
2. checar que los mensajes por redactar tenga el indicador correcto
3. checar que los mensajes por aprobar tenga el indicador correcto
4. checar que los mensajes agendados tenga el indicador correcto
5. checar que los mensajes para publicar hoy tenga el indicador correcto
6. checar que los mensajes exitosos tenga el indicador correcto
7. checar que los mensajes cancelados tenga el indicador correcto
8. Checar que el filtro por red social funcione
9. Checar que el filtro por tipo de invitación funcione



cucumber

1. Documentar

- Anunciar lanzamientos.
- Tutoriales en Zendesk.

The screenshot shows a Zendesk interface with a green header bar containing the text "¿Cómo te podemos ayudar?". Below the header, there is a search bar with placeholder text "Busca y resuelve tus dudas (cómo publicar, pagos, contraseña, etc...)". The main content area features two cards:

- Cómo usar VoxFeed**: Includes an icon of a smartphone with a plus sign and a checkmark, and a "Ver artículos" button at the bottom.
- Ser un buen influencer**: Includes an icon of a person with a speech bubble and a heart, and a "Ver artículos" button at the bottom.

Both cards have descriptive text below them:

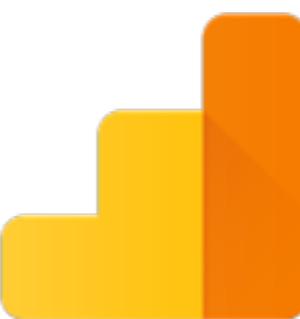
- "¿Nuevo en VoxFeed? Encuentra lo básico de nuestra aplicación, tips y consejos."
- "¿Mala racha creativa o estás un poco perdido? Inspírate, ve ideas y consejos de otros influencers."



INTERCOM

2. Medir

- Mixpanel (funnels, cohorts).
- Google Analytics (conversiones, bounce rate).
- Hotjar (heatmaps, screencasts).



Google Analytics

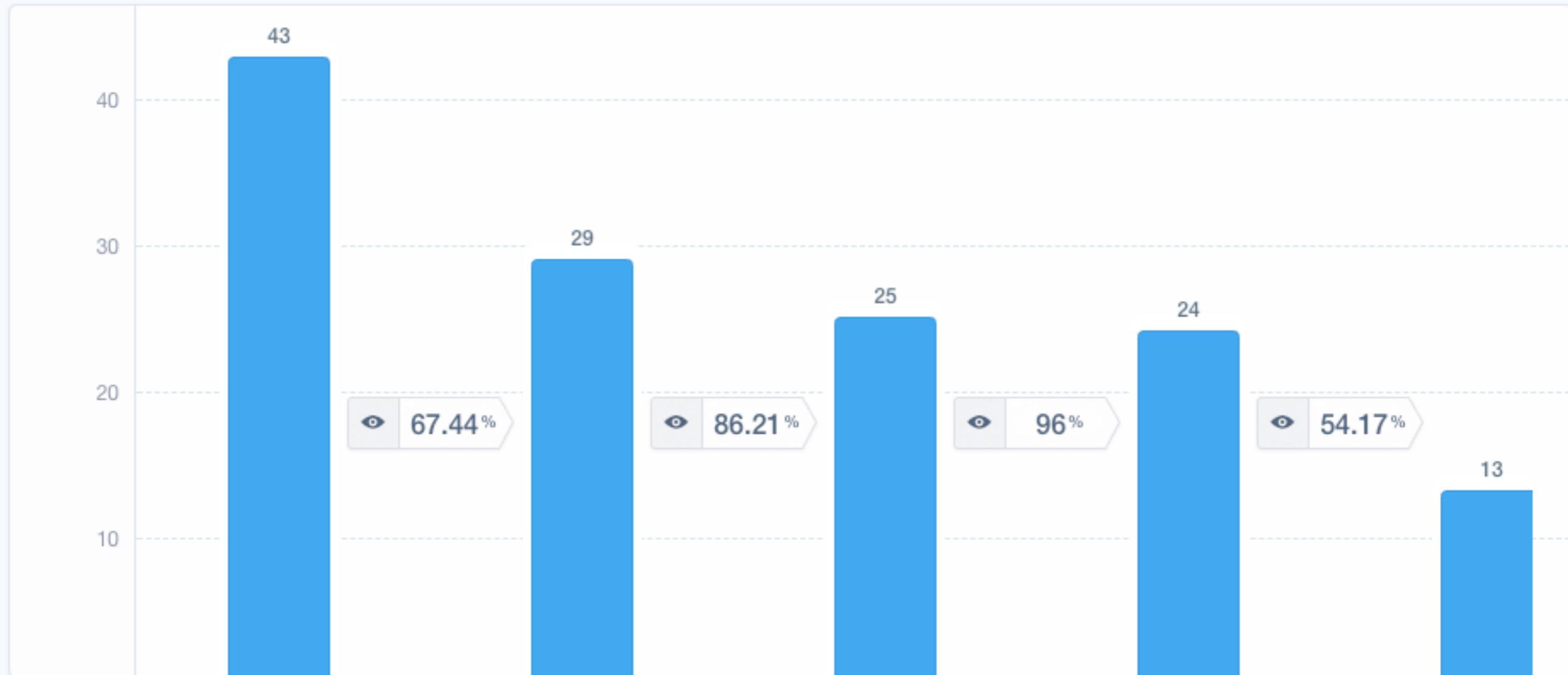


ADV.II: Advertisers - Invite influencers



Jul 16, 2017 - Aug 14, 2017

30.23% Completion Rate



Overview

ADV - ...Invite

ADV - ...Step 1

ADV - ...Step 2

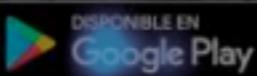
ADV - ...Step 3

ADV - ...nv

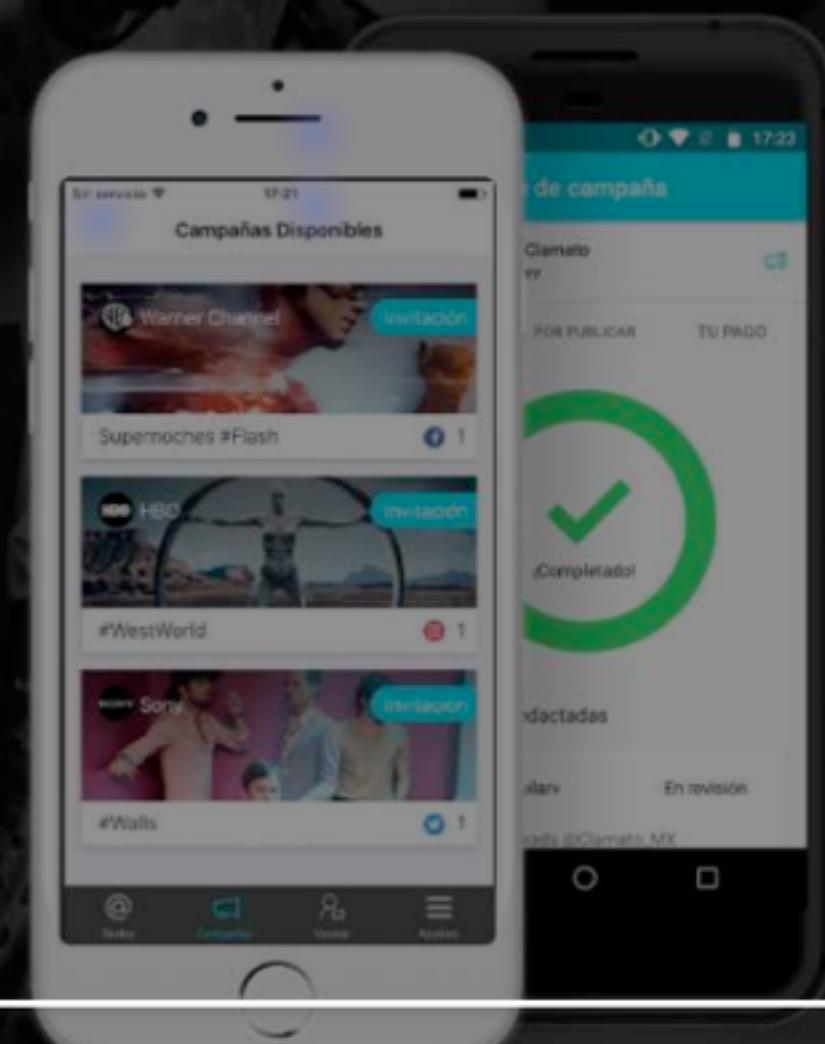
Eres social, usa tu influencia

VoxFeed te recompensa por crear contenido original de tus marcas favoritas en tus redes sociales

¡Regístrate gratis!



AVERAGE FOLD



HOT

How likely are you to recommend Hotels to a

3. Trackear logs / errores

- Slack (#platform-errors).
- Pingdom.
- ~~Newrelic~~



#platform-errors

☆ | 8 8 | 0 | Add a topic

Saturday, August 12th

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/node_modules/mpromise/lib/promise.js:97:20)\n  at Immediate.cb (/home/ubuntu/voxf...
```

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/node_modules/mongoose/lib/query.js:1153:30)\n  at Immediate.<anonymous> (/home/ubuntu/voxf...
```

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/node_modules/mquery/lib/utils.js:137:16)\n  at Immediate.wrapped (/home/ubuntu/voxf...
```

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/node_modules/newrelic/lib/transaction/tracer/index.js:184:28)\n  at runCallback (timers.js:574:20)\n  at tryOnImmediate (timers.js:554:5)\n  at processImmediate [as _immediateCallback] (timers.js:533:5)"
```

ip-10-0-0-63 APP 4:57 PM

api-server - exception

```
{"__error_callsites": [{}], "message": "Cannot read property 'role' of null", "stack": "TypeError: Cannot read property 'role' of null\n  at canAccountLoginFromMobileApp (/home/ubuntu/voxf...
```

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/app/services/AuthService/validateLoginFromMobileApp.js:9:65)\n  at Promise.global.Account.findById (/home/ubuntu/voxf...
```

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/app/services/AuthService/validateLoginFromMobileApp.js:19:10)\n  at Promise.\n<anonymous> (/home/ubuntu/voxf...
```

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/node_modules/mpromise/lib/promise.js:177:8)\n  at emitOne (events.js:96:13)\n  at Promise.emit (events.js:188:7)\n  at Promise.emit (/home/ubuntu/voxf...
```

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/node_modules/mpromise/lib/promise.js:84:38)\n  at Promise.fulfill (/home/ubuntu/voxf...
```

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/node_modules/mpromise/lib/promise.js:97:20)\n  at Immediate.cb (/home/ubuntu/voxf...
```

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/node_modules/mongoose/lib/query.js:1153:30)\n  at Immediate.<anonymous> (/home/ubuntu/voxf...
```

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/node_modules/mquery/lib/utils.js:137:16)\n  at Immediate.wrapped (/home/ubuntu/voxf...
```

```
backend/releases/4531ca1f754a4e5e359ade0304f3dbc1d1494f41/node_modules/newrelic/lib/transaction/tracer/index.js:184:28)\n  at runCallback (timers.js:574:20)\n  at tryOnImmediate (timers.js:554:5)\n  at processImmediate [as _immediateCallback] (timers.js:533:5)"}
```



Message #platform-errors



Search

About #pla

Channel

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8 Membe

christian

jart

jesusx21

manuel (y

cesareo.m

gibran

mario

mauricio

Invite more p

Shared F

Notifica

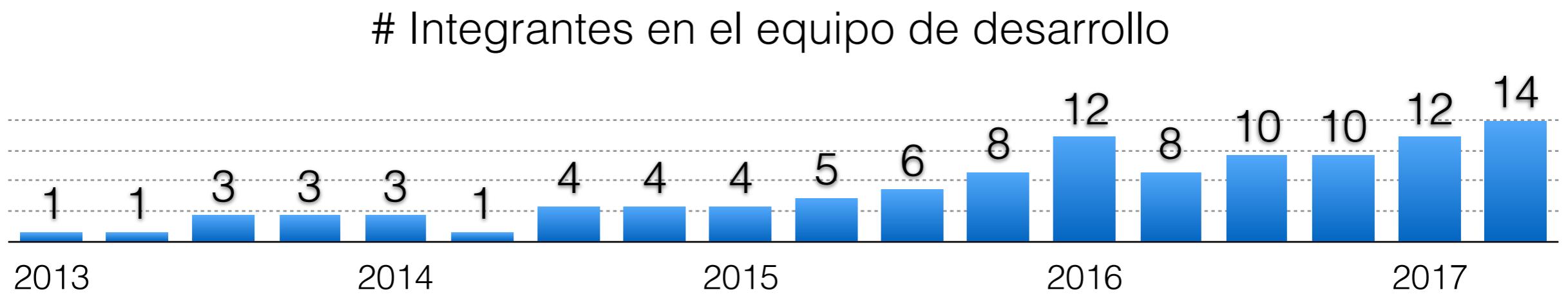
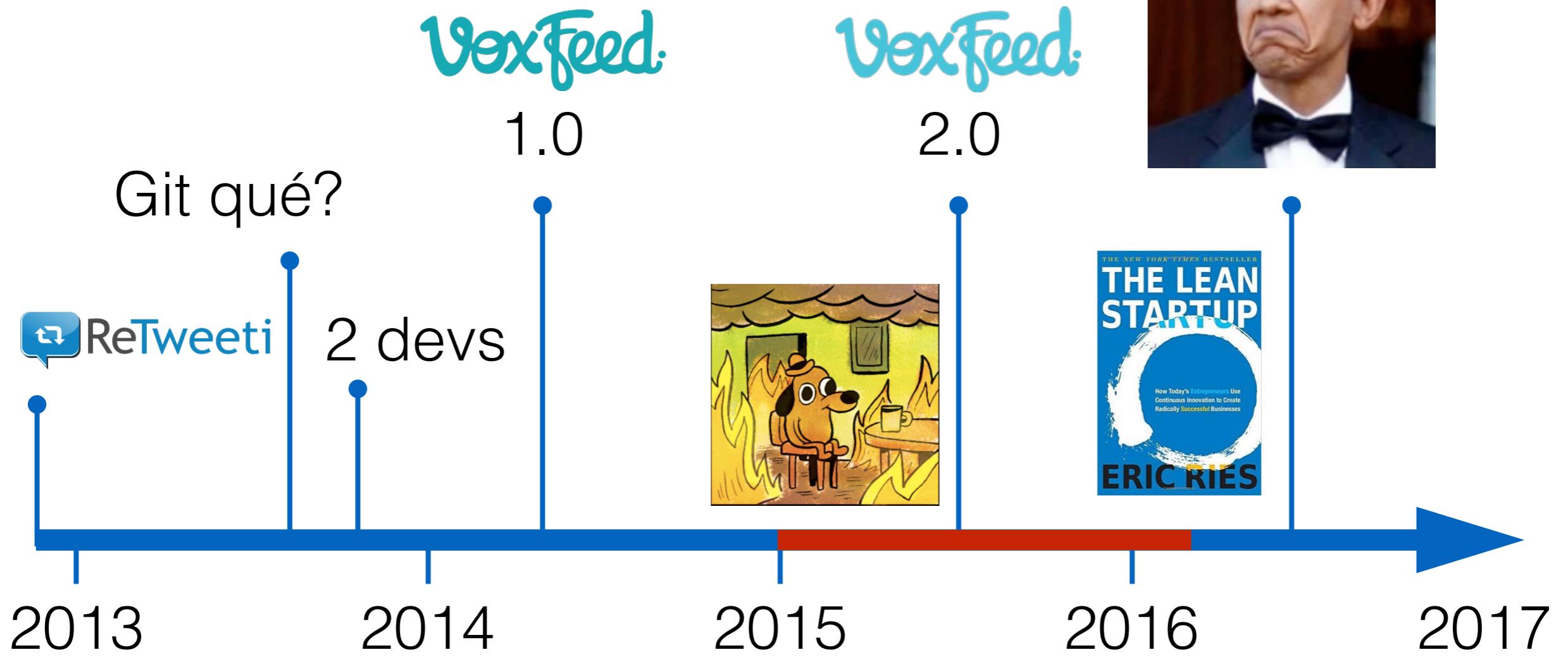
08/14/2017 10:03:31AM (GMT -05:00)

The shown time zone is the same as yours

Overview

Name ▲	Aug 8	Aug 9	Aug 10	Aug 11	Aug 12	Aug 13	Aug 14
 API	✓	✓	✓	✓	✓	✓	✓
 App	✓	✓	✓	✓	✓	✓	✓
 Public Site	✓	✓	✓	✓	✓	✓	✓
 Workers	✓	✓	✓	✓	✓	✓	✓

 Service is operating normally Service disruption Service outage No data availableUptime monitoring provided by [Pingdom](#)[Get your free account](#) and monitor your uptime



¡Gracias!
¿Dudas?

