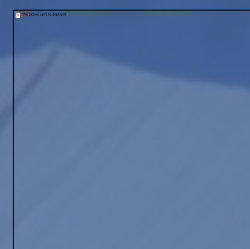




# Understand your users behaviors with Facebook Analytics



Duong The Vinh (Kevin)

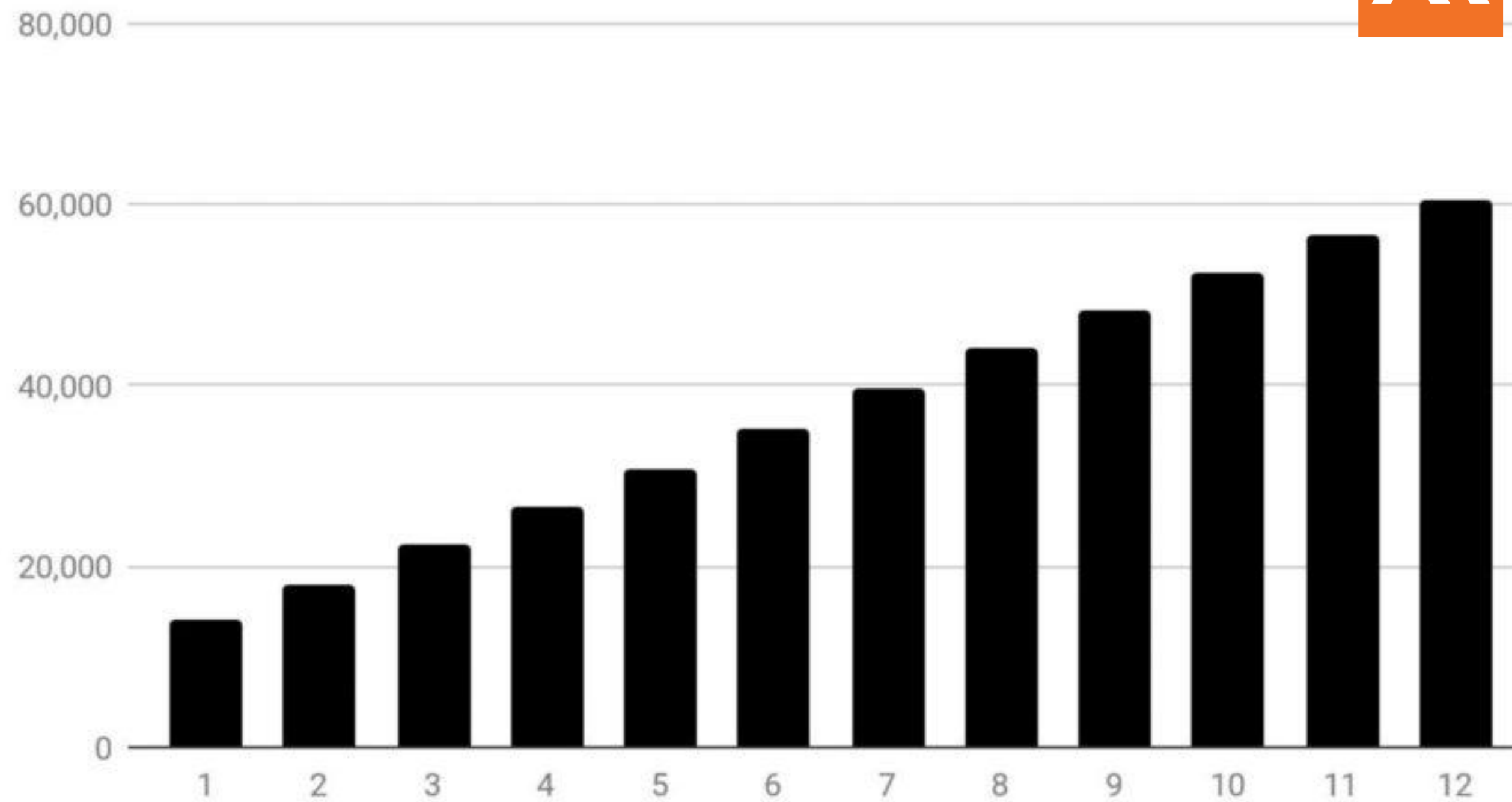
Lead Developer Circle by Facebook Ho Chi Minh

# The importance of power users

Power users drive some of the most successful companies — people who love their product, are highly engaged, and contribute a ton of value to the network.



## Monthly Active Users

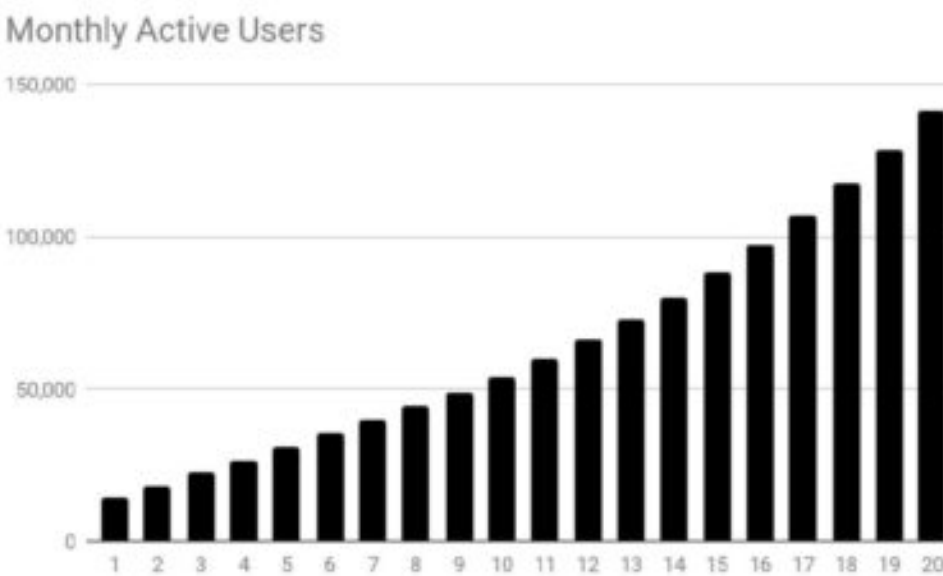
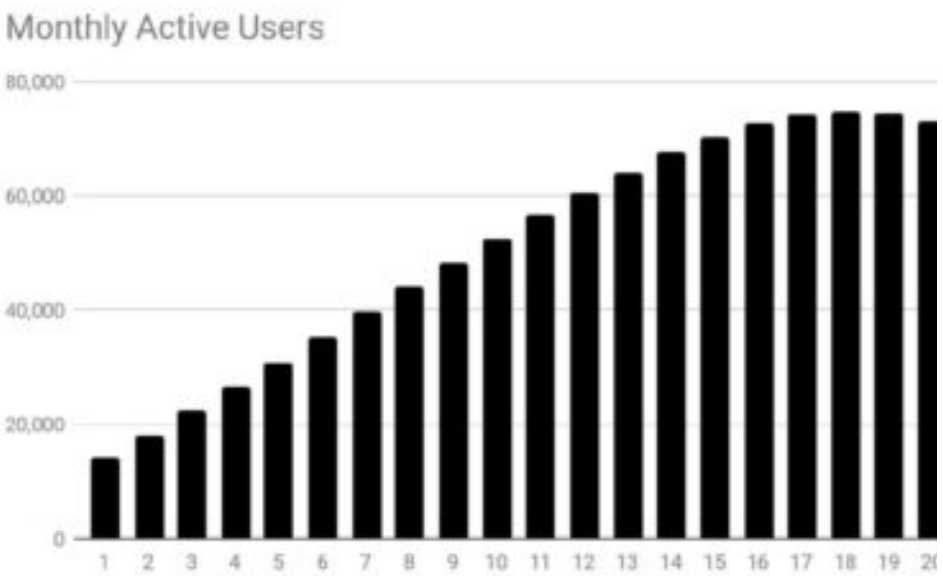


Look at this growth curve. This is great. Time to invest, right? The problem is, you don't know where it's going to go.



# Questions

- Is it working?
- Will it sustain?
- Can it improve?

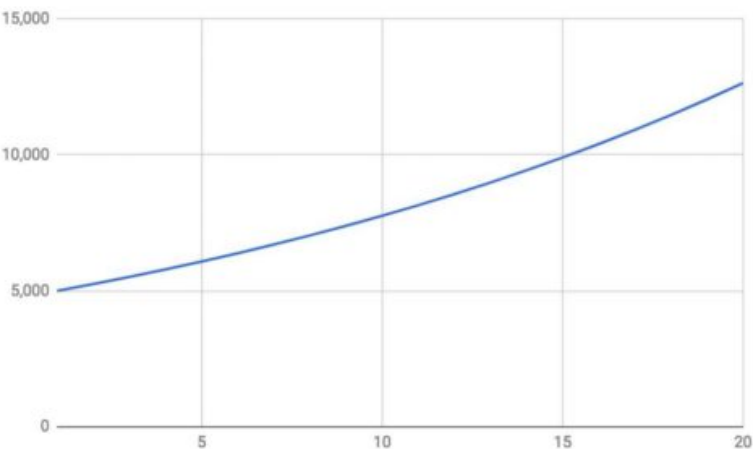


## New+Reactivated

Tends to look linear or S curve

Only a few loops scale:  
Virality, Paid, SEO

Most lack a strong reactivation strategy



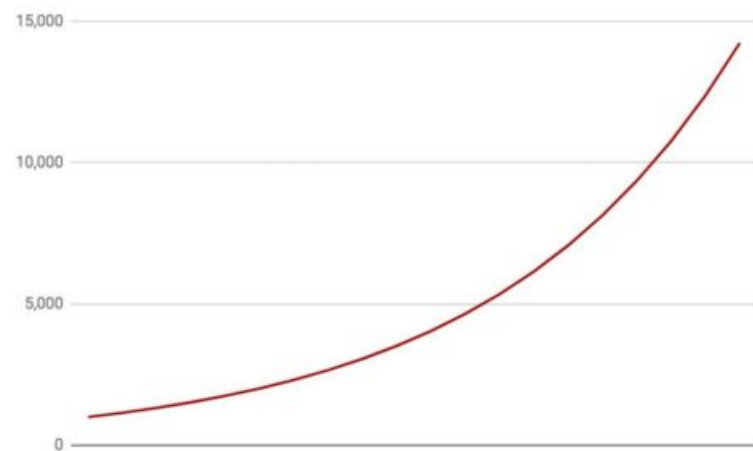
## Inactive

Also an S-curve, but lags MAUs

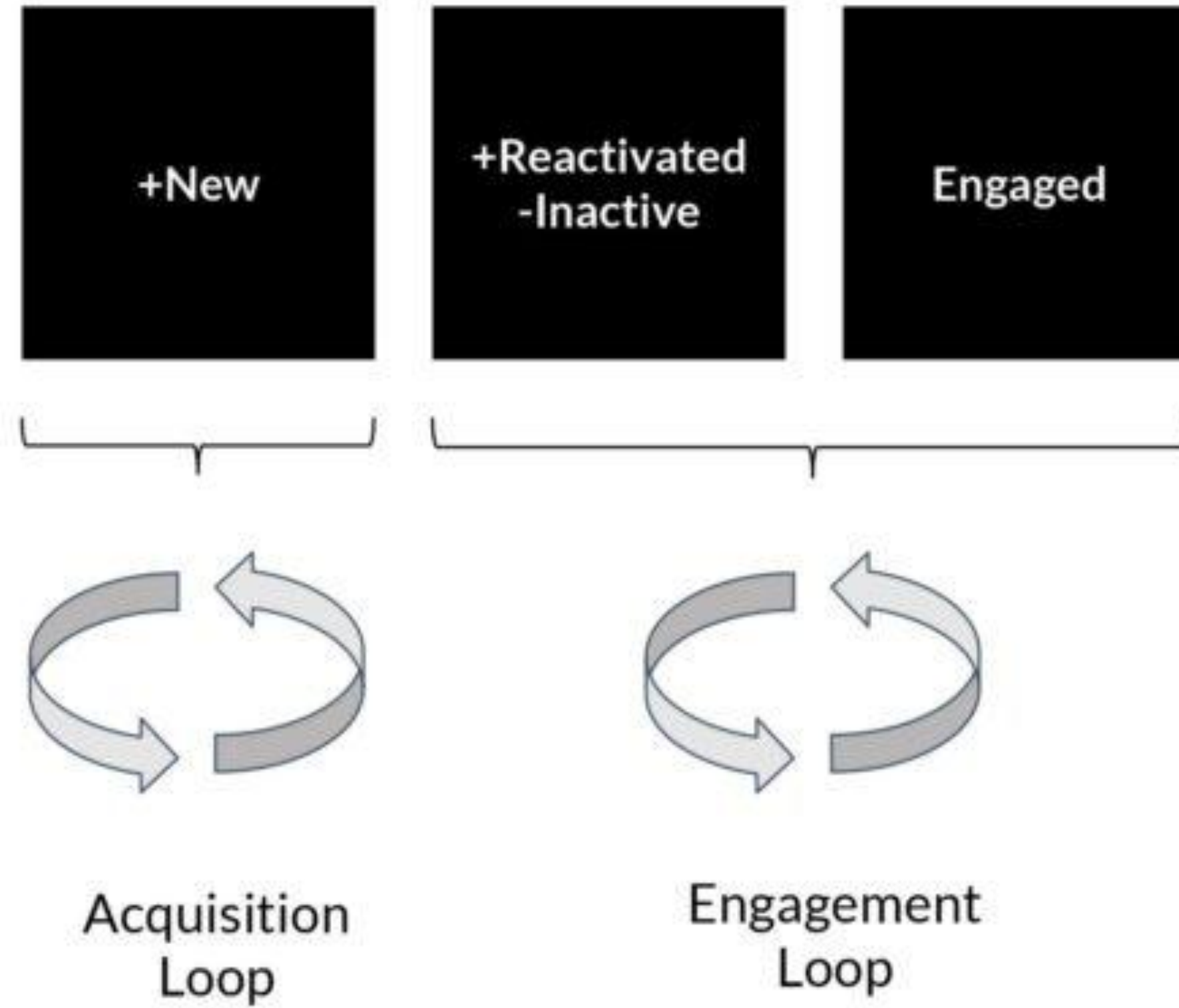
% of Active Users

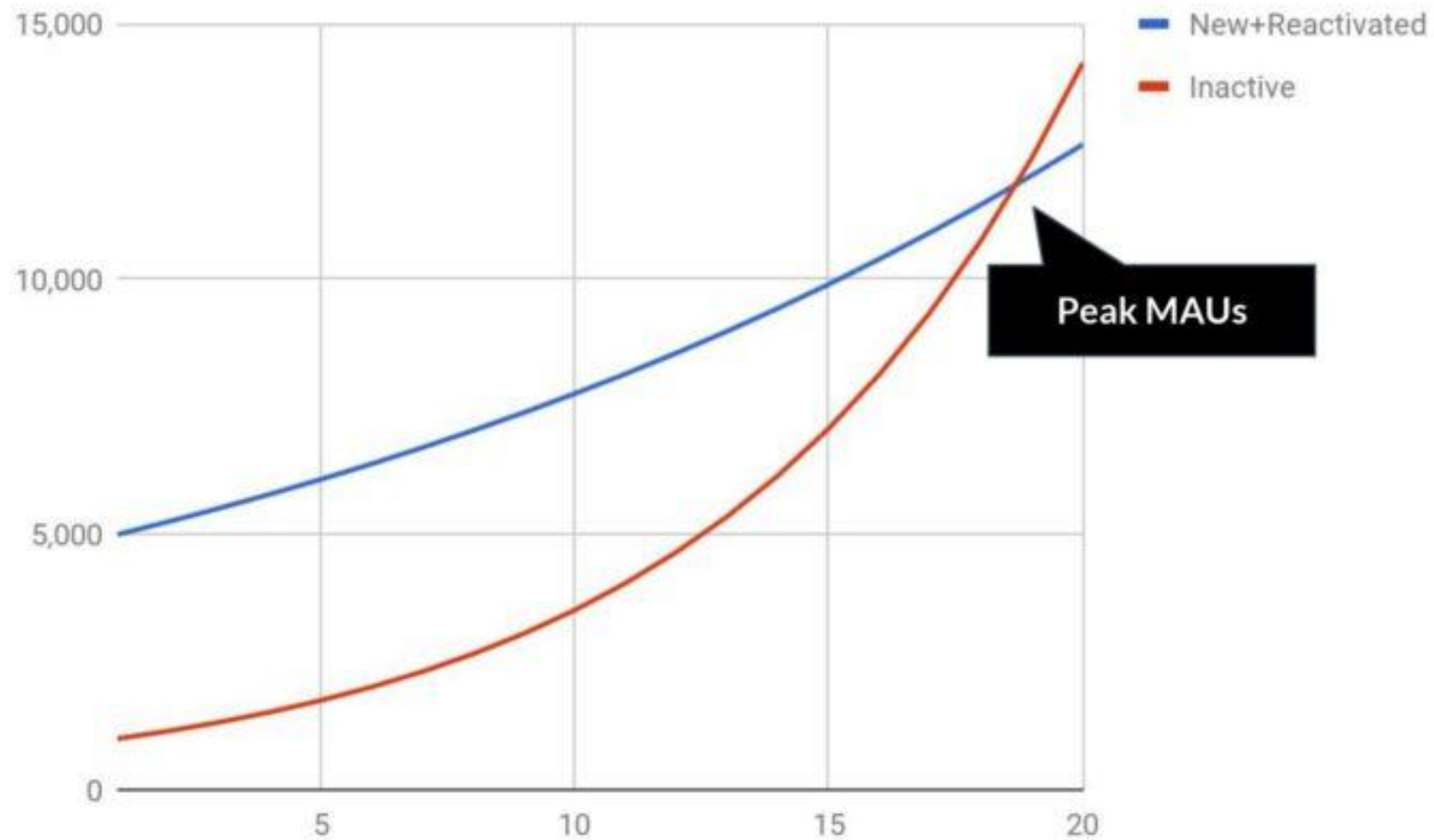
Sometimes hard churn, usually  
lack of frequent use case

Very hard to move this curve!



VIETNAM  
WEB  
SUMMIT





$$\text{New} + \text{Reactivated} - \text{Inactive} = 0$$

Lifetime Value ⓘ  
New User Activity to Purchases

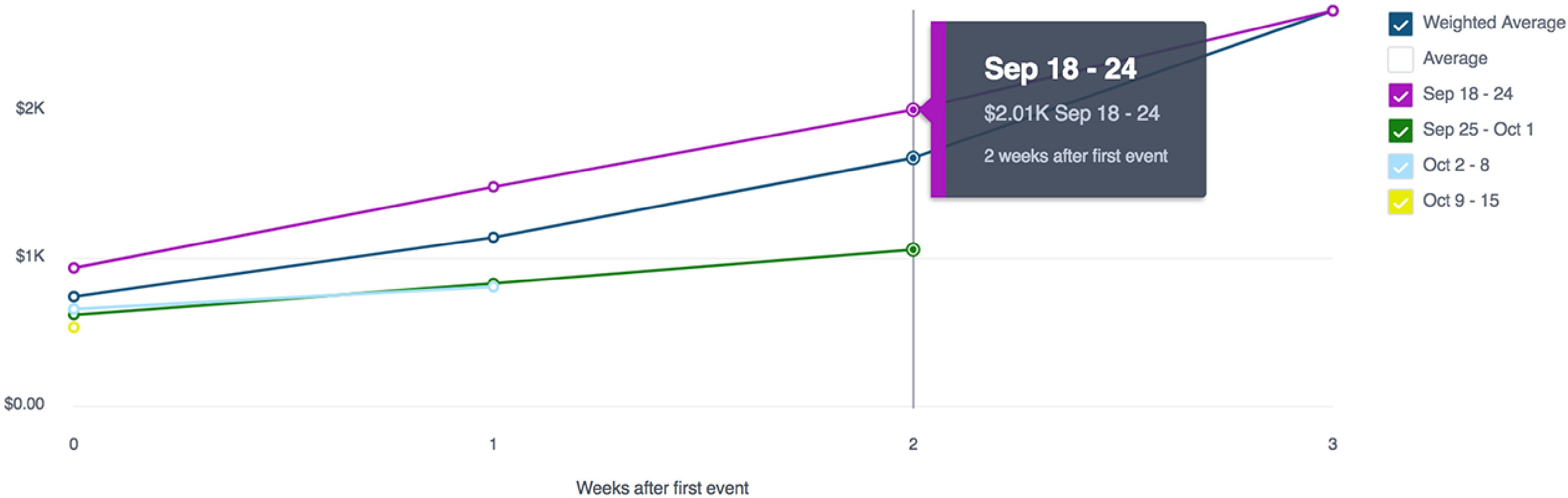
All Users

Paying Users

Overall ▾

Weekly ▾

Cumulative value per user



Users who made comments on the company's Facebook page, then visited their website, and made a purchase.

Edit

Funnel Steps

Add funnel steps to create a series of events to track.

Post Comments ▼

Edit

×

Page Views ▼

Edit

×

Purchases ▼

Edit

×

Add Funnel Step ▼

^ set time to complete funnel

Time to Complete Funnel ⓘ

Default ▼

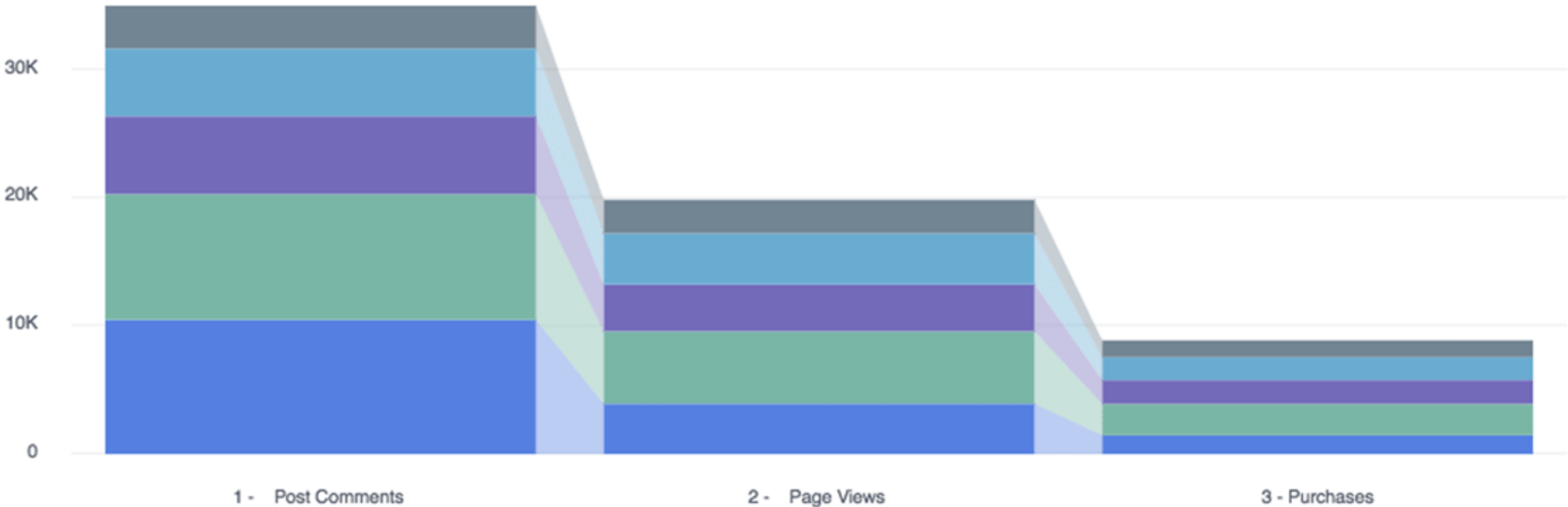
Apply

25.36%

Overall Conversion Rate

2.1 days

Median Completion Time



SHOW BY

Age ▼

- ☒ 18-24
- ☒ 25-34
- ☒ Other
- ☒ 35-44
- ☒ 45-54



# People-first analytics for an omni-channel world

Get a deeper understanding of where and how people interact with your business across your website, app, Facebook Page, and more. Then, optimize and grow.



## Meaningful insights, surfaced automatically.

Facebook Analytics uses machine learning to analyze and monitor your data, saving time and helping you take action more quickly (beta).

## Designed to work with Facebook

Facebook Analytics works with Facebook Pixel, SDK for iOS and Android, Pages, Messenger and more, so your business can get started quickly.

Omni-channel

# What are the channels that matter most to your business?

People come to your business on different channels using multiple devices. When your analytics go beyond last click and sessions, it's easier to make smarter strategic decisions.





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<http://bit.ly/devchcm>

**Thank You**