

# NFTIZ

## Discord Analytics

For projects that want to grow their discord community, NFTIZ offers discord analytics so you track and measures your audience accurately

# WHY USE DISCORD ANALYTICS

PROBLEM	SOLUTION
We Have to generate invite links manually and keep track of it	Get unlimited invites links and use UTM parameters instead <u>BEFORE</u> : generate each link manually and share <a href="https://discord.gg/DRmqUXXX">https://discord.gg/DRmqUXXX</a> <u>AFTER</u> : use custom domain name and generate link on the fly using UTM params ( same as google analytics ) : <a href="https://discord.yourproject.com/?utm_source=youtube&amp;utm_campaign=video1&amp;affId=XXX">https://discord.yourproject.com/?utm_source=youtube&amp;utm_campaign=video1&amp;affId=XXX</a>
We paid an influencer 2K, how to evaluate the result of the paid promotion and evaluate the quality of the users he brings.	Get a report for each influencer : <ul style="list-style-type: none"><li>- see how many users they bring</li><li>- how long do they stay active</li><li>- how many messages the users send and the average message length</li><li>- which country do users come from</li><li>- which device do they use ( mobile or desktop )</li></ul>
We want to make a referral program, but how to evaluate lead quality? How to make sure it's valuable users	Set your criteria of what is a valuable user ( min messages and min day actives ) <ul style="list-style-type: none"><li>- gather additional information ( email )</li><li>- scan wallet address to see if it's experienced users likely to mint or newcomers with no money</li></ul>
We hire moderator and chatter, how to see if they are doing their job	Quickly generate a report and see how many hours per day they are working



# COMPARISON

	NFITZ Invites links	Discord native invites links
Invites links	UNLIMITED	100
Track UTM parameters	YES	NO
Easy reporting	YES	NO
UTM tracking	YES, any query parameters	NO
Invite link example	nftiz.com/YOURPROJECT/? utm_source=search&utm_campaign=audience1&sub1=mobile&affid=XX	Invite links <a href="https://discord.gg/DRmqXXXX">https://discord.gg/DRmqXXXX</a>
Key Metric	<ul style="list-style-type: none"> <li>• messages quantity &amp; length</li> <li>• day actives, last active</li> <li>• wallet assets ( new users or degens )</li> <li>• country, device, browser, connectionType</li> </ul>	-
PRICE	FREE	FREE
Affiliate program	Set your own referral program and pay influencers on leads	NO



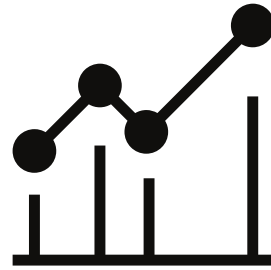
# DISCORD SOLUTION

## TRACKING



Use our custom discord invites page to track URL query parameters and understand where your users come from

## ANALYTICS



Get an Intelligent discord report to understand your audience's behavior and quality.

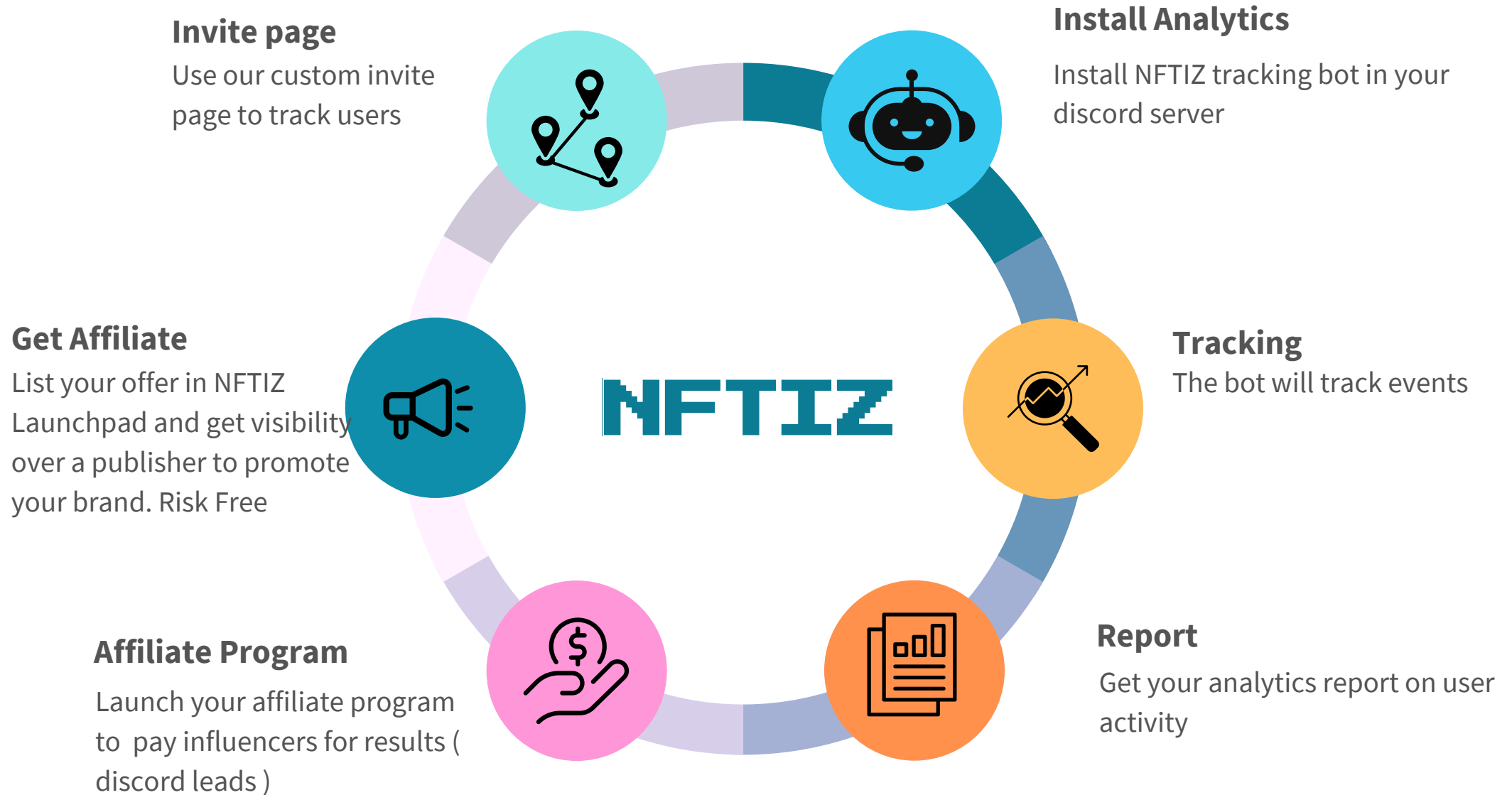
## AFFILIATE PROGRAM



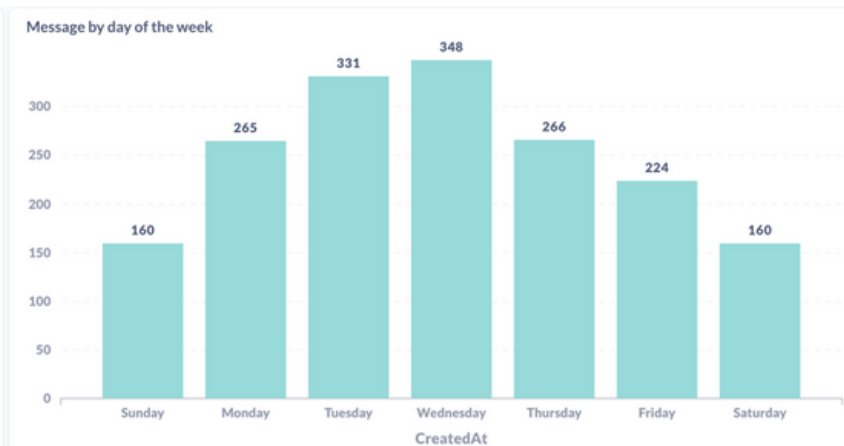
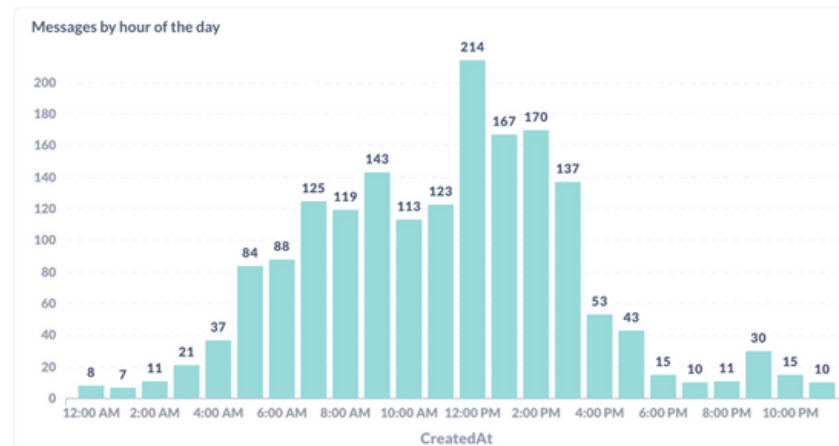
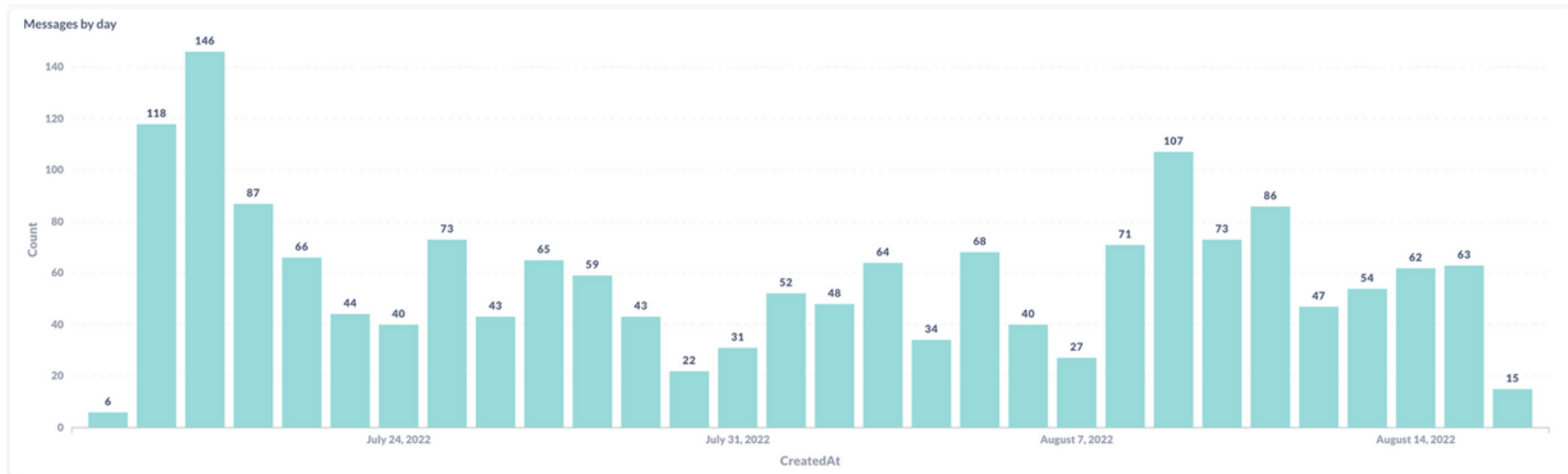
The most cost-efficient way to grow your discord. Launch your affiliate program and pay influencers on leads ( instead of pay-per-view)



# HOW IT WORKS



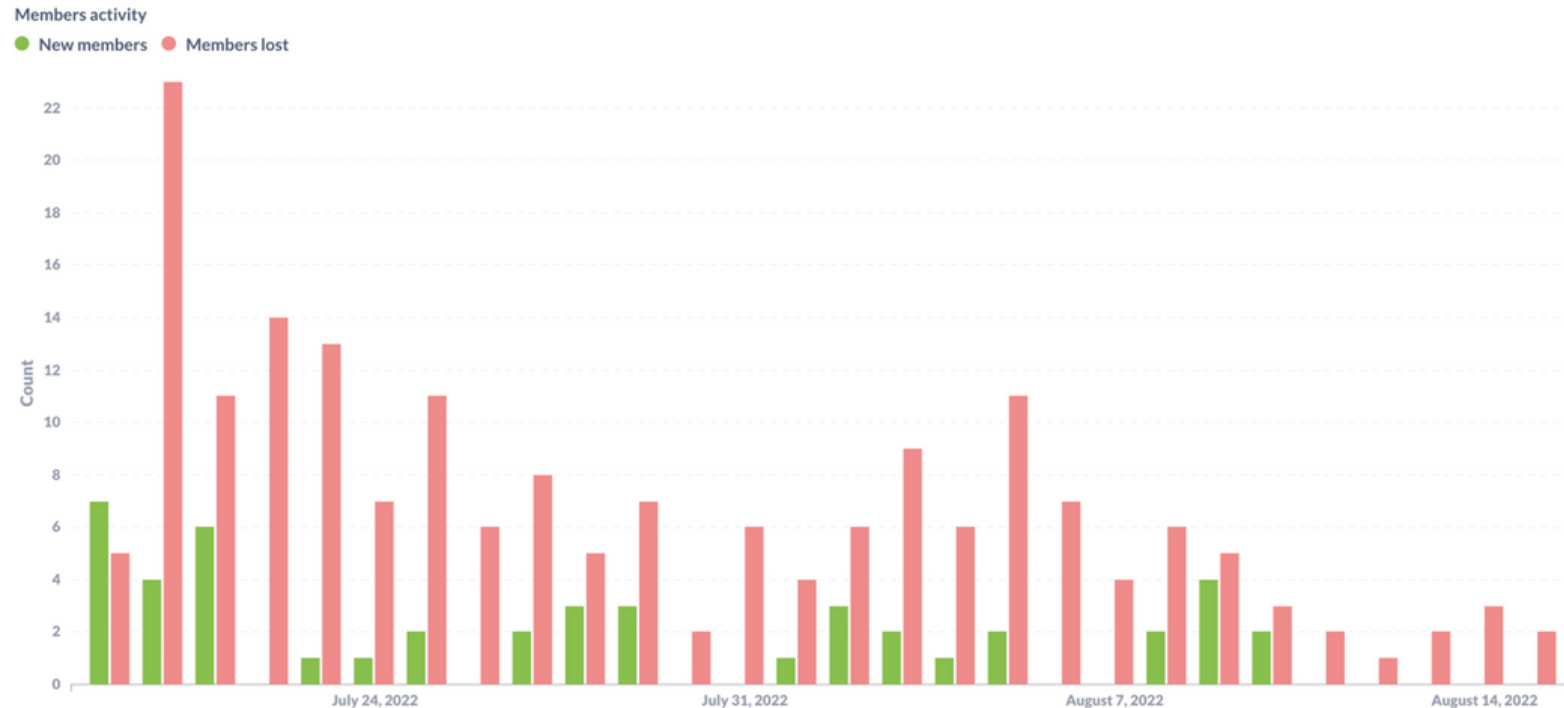
# DATA SAMPLE : MESSAGES



# DATA SAMPLE : USERS

Source & Campaign Stats					
^ Source	^ Campaign	^ Discord Message	^ Message Quality	^ Users	
facebook	test campaign	12	409	<div><div></div></div>	3 <div><div></div></div>
huawei	2_banner	100	172	<div><div></div></div>	2 <div><div></div></div>
lander	-	3,323	39	<div><div></div></div>	1 <div><div></div></div>
linktree	-	36	194	<div><div></div></div>	1 <div><div></div></div>

^ Country	^ Messages	
United States	112	<div><div></div></div>
Italy	81	<div><div></div></div>
United Kingdom	18	<div><div></div></div>
France	4	<div><div></div></div>
Canada	3	<div><div></div></div>

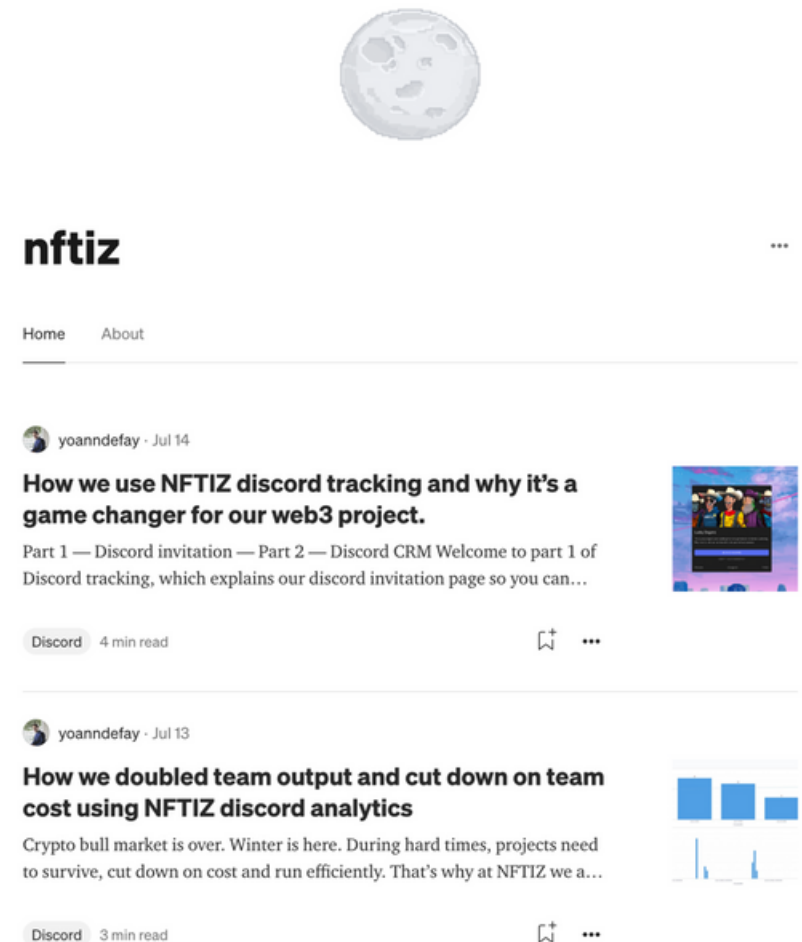


# CASE STUDY

Discover how we have been using discord analytics for our projects :

- Measure our Team activity
- Track paid traffic campaign on facebook and google and measure ROI
- Work with influencers with a performance model ( we pay on leads, not on view )

[See the case study](#)





# START NOW

Interested in our solution? **You can use it Now for FREE.**  
Schedule your demo call [here](#)

or email us at [discord@nftiz.com](mailto:discord@nftiz.com)  
or telegram at [@yoanndefay](#).

**BOOK DEMO CALL NOW** ➡

