

mixpanel



## PROBLEM 1

Most of the world will make decisions by either guessing or using their gut. They will be either lucky or wrong.

## PROBLEM 2

Companies on mobile & web are measuring bullshit metrics like page views and installs. It's really hard to be really sophisticated.

## **SOLUTION**

Mixpanel has built analytics software for product and marketing. As we continue to penetrate organizations, we will build software for sales and finance next.

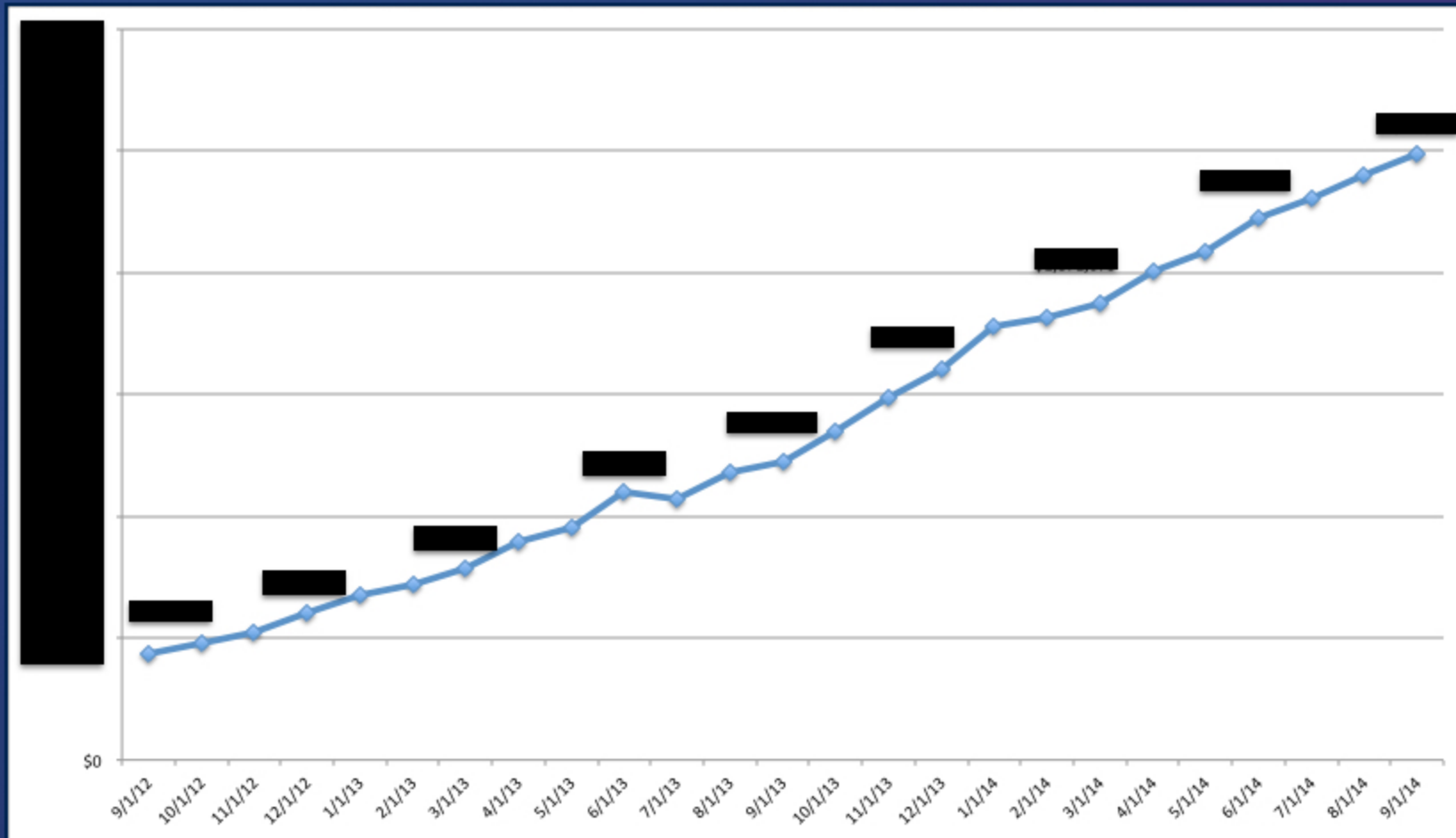
**MISSION**

Help the world learn from its data.

## **COMPETITIVE ADVANTAGE**

In 2010, we built the most sophisticated analytics database engine to answer questions that existing technology could not answer. It's the reason we are winning.

# MONTHLY RECURRING REVENUE OVER TIME



Sept, 2011 to 2012 growth rate: 405%

Sept, 2012 to 2013 growth rate: [redacted] %

Sept, 2013 to 2014 growth rate: [redacted] %

## Sales KPIs

2015 target: █████% YoY growth - █████M (conservative), 63 sales reps

Avg revenue per customer: \$ █████/mo; we have a wide distribution

Leads per month: █████; 26% of new customers are touched by sales

New customers per month: █████; 4x spend in 5 months, █████x in 12 months

Avg monthly revenue churn rate: █████%, █████% in Sept.

Started 2014 with 5 quota carrying sales reps, will end with 33

Sales payback rate is around 6 months; we will get this down in 2015



## Marketing

█ leads - most are organically acquired

█ % of customers that sign up will integrate

█ % will become paid customers

Our best marketing programs are freemium usage, world-class customer support, PR, and education

August snapshot:

General: \$36K

PR: \$5K

Advertising: \$42K

Total: \$83K

## 2015/2016 expansion plan

3x sales headcount and rapidly race towards distribution

Improve churn rates by expanding the CSM team by  $\times$  - reduce churn under  $\%$  per month

Reduce sales ramp time by 30-50% via sales enablement

Build out leadership team: CFO, HR, CMO

Expand customer facing teams like support, sales eng, etc. to accommodate new customers

Double headcount every 6-9 months

Double down on marketing to widen our lead flow to lower cost per acq. long-term

Expand into NY in 2015, international in 2016

# Competition

Free

Paid

Startups

Flurry

KISSmetrics  
Localytics  
Upsight  
Amplitude  
Heap Analytics

Incumbents

Google Analytics

Omniture

## Financing history

2009	2009	2011	2012
\$15K	\$500K	\$1.25M	\$10.25M
Seed	Seed	Seed	Series A
Y Combinator	Max Levchin, Michael Birch	Sequoia Capital, Keith Rabois, Max Levchin, Michael Birch	Andreessen Horowitz, Marc Benioff, David Sacks