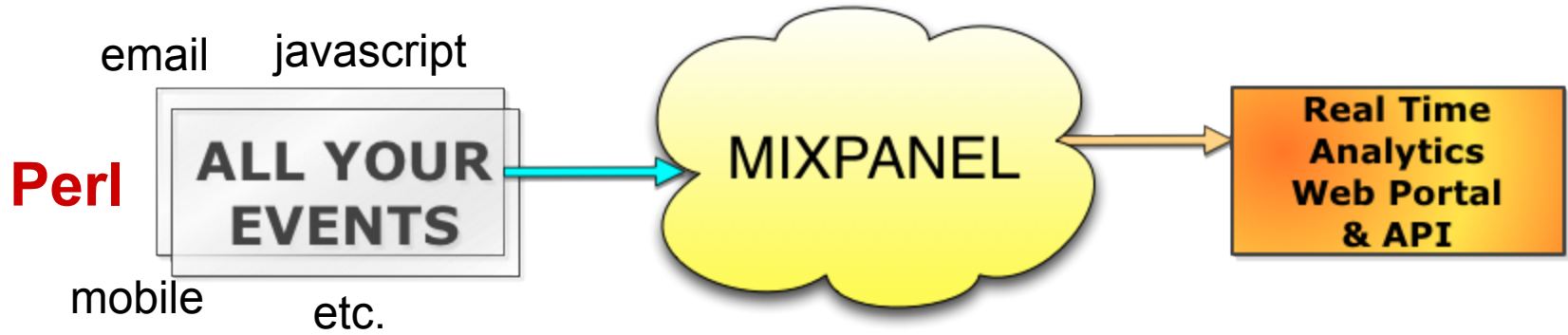


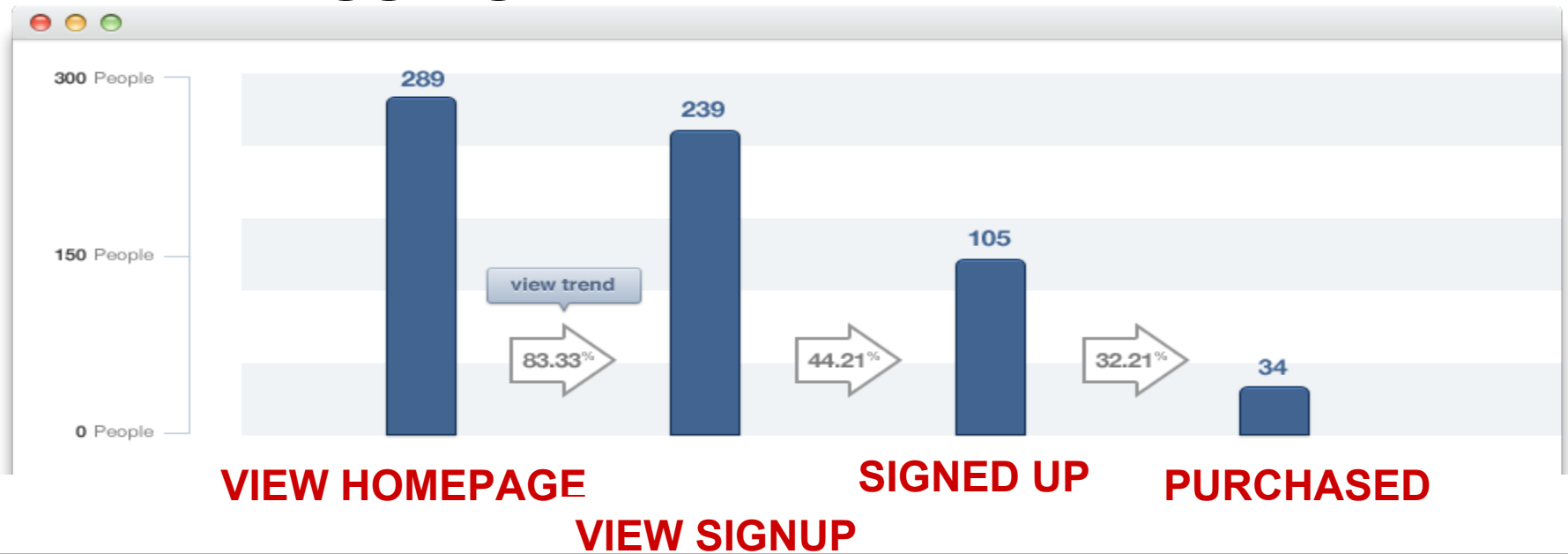
# WWW::Mixpanel



*or how to impress with pretty graphs*

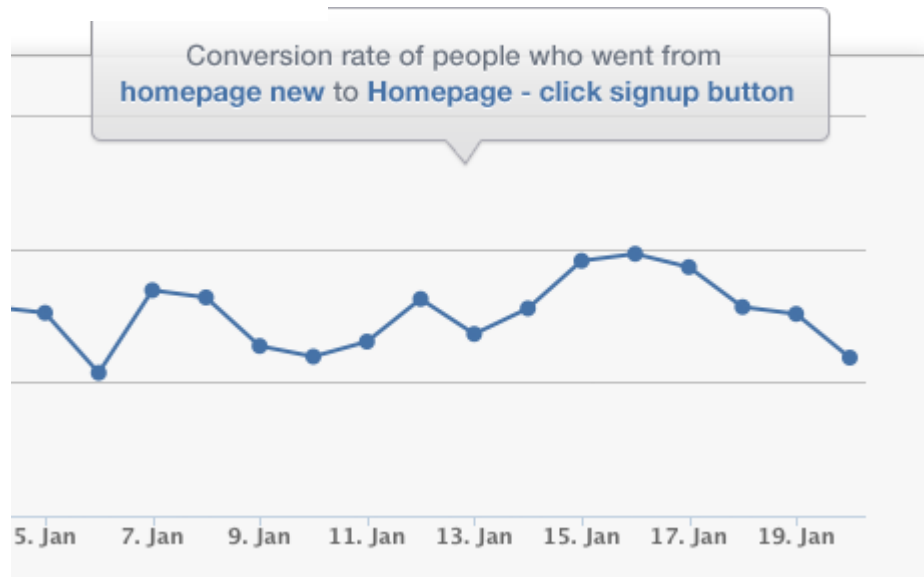
# Mixpanel Portal (clickable graphs)

## Aggregates - Funnel & Graph



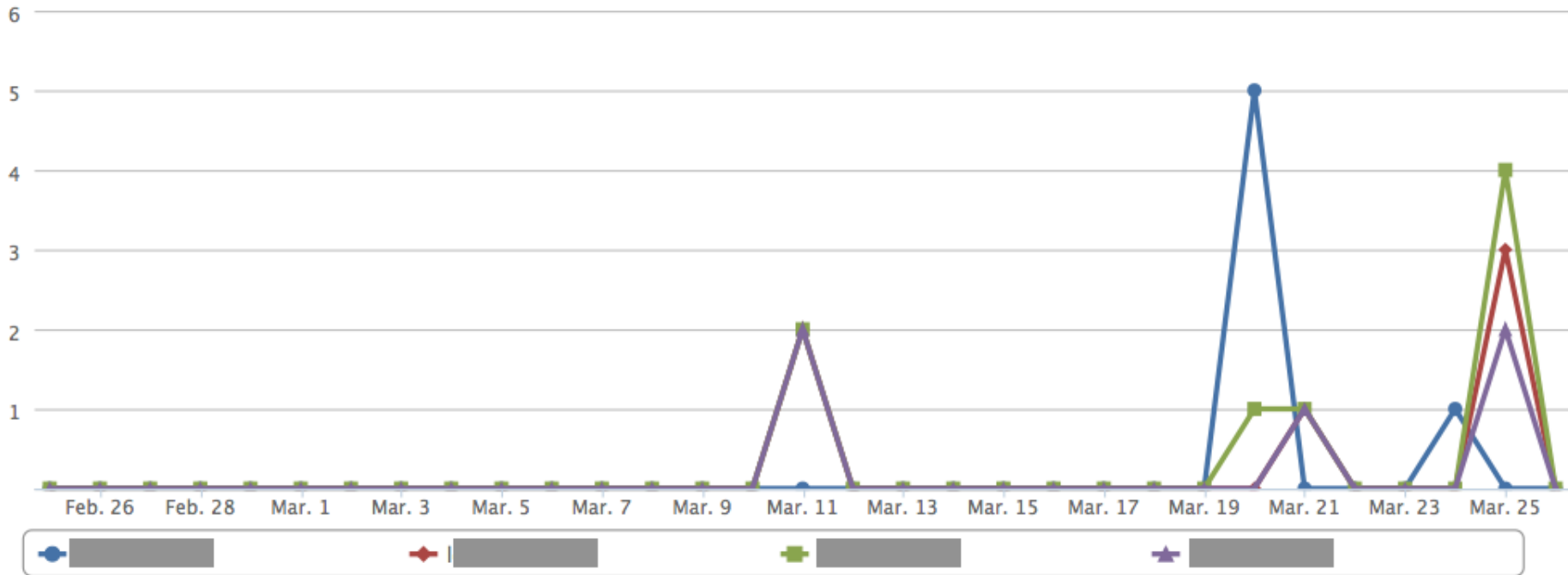
**Custom Graphs:**

**HOMEPAGE UNIQUE VIEW  
to  
CLICK SIGNUP BUTTON**



# Events & User Tracking

## GRAPH EVENTS/TIME



Guest #25536

## PER-USER EVENT FLOW

Last seen 5 hours ago.

← Most recent

logout savequestion • • menujump login-patient

🕒 4 days

logout savequestion • menujump login-patient

🕒 5 weeks

*And many  
more advanced...*

# How easy is it to track events?

```
my $mixpanel =  
    WWW::Mixpanel->new($API_TOKEN);
```

```
$mixpanel->track(  
    'login',  
    distinct_id => $username,  
    source => 'homepage-a',  
    age => '57', ...  
);
```

**event name** (points to 'login')

**special attribute** (points to distinct\_id => \$username)

**optional attributes** (bracketed next to source, age, ...)

# Can I get data back using an API?

```
$mixpanel->data (/api/endpoints)
```

- endpoints for event data, user data, funnel data, etc.

## Uses?

- Events for a particular customer's portal to create custom analytics for your customers
- All events for a single user across app stack for debugging
- and more...

# You want **free stuff**?

Free 'startup plan' of 500,000 events/month.

email [support@mixpanel.com](mailto:support@mixpanel.com) and tell them you saw Tom's talk @SF.pm. Thanks Mixpanel!

*(I get nothing if you use it, their support offered it during a chat.)*

**Questions?**  
**[tom@tomeliaz.com](mailto:tom@tomeliaz.com)**

