

# The Power Report from KISSmetrics

 **This changes everything. Power you've never had before.**

What will you do with the power?

Get quick answers to your hard business questions - without the headache. Say goodbye to huge SQL queries and time-consuming data pulls. See how everything across your business works together to create conversions, revenue, and more customers. Compare all of your metrics/KPIs to see how customer actions, segments, and experiments affect your business objectives all in one place.

Get power you've never had before - now.

## **How You've Done it for Years**

Drag through multiple meetings, ramp up resources, and ask for approvals.

- Enormous SQL queries and manual data pulls.
- 6-month implementation plan
- Multiple consultants on-site
- Dedicated engineering time
- Locked-in contract
- VP-level approval
- RFPs, POCs, and ETLs

## **How You Can Do It Now**

Save money, time, and focus 100% on answering your business questions now.

- Easy-to-use interface
- Analyze in minutes, not months
- Zero setup
- Zero implementation time
- Zero resources from engineering
- Instant access

## **What can the Power Report do for you?**

- Visualize how experiments affect the growth of your company.
- See the entire history of an A/B tested landing page against your whole business metrics.
- Design better user behaviors by knowing which user flow moved the needle across all of your KPIs.
- Measure the number of new and active users who launch your app every day, week, month, or year.
- Understand which traffic sources are driving new users and conversions to fine-tune your marketing initiatives.
- Find your most profitable customers in each segment, channel, search term, and campaign - all in one place.
- Discover your most viral channels and influential customers.
- Launch better campaigns by knowing which keywords, mediums, and pages convert more.

# Here's how it looks ...

## Setting up metrics and populations

▼ Pick Report Columns

1 Name: Ad Campaign Revenue from Active Customers ✕

Metric/Calculation:  Date:

Population:

People who...

And  ✎ 📄 ✕

✎ 📄 ✕

[+ Add Condition](#)

2 Name: Non-Ad Revenue from Active Customers ✕

Metric/Calculation:  Date:

Population:

People who...

And  ✎ 📄 ✕

✎ 📄 ✕

[+ Add Condition](#)

[+ Add another column](#)

## Setting up power report segmentation

▼ Pick Report Segments

- 1** Name: *A/b test* ✕

Criteria:

▼
- 2** Name: *Referrer* ✕

Criteria:

▼
- 3** Name: *Customer ID* ✕

Criteria:

▼

## A finished power report

Segments: ■ A/b test ■ Referrer ■ Customer ID 📄 Export data

Segments	Ad Campaign Revenue from Active Customers	Non-Ad Revenue from Active Customers
Segments	Revenue	Revenue
▶ Main Site (No A/B Test) 01-01-2012	\$26,299.70	\$45,102.50
▶ Setup Version A 01-15-2012	\$2,668	\$414
▶ Signup Flow Experiment A 03-25-2012	\$2,255.50	\$8,255
▼ Signup Flow Experiment B 03-25-2012	\$874	\$17,022
▶ Direct	\$373	\$2,019
▶ google.com	\$236	\$1,067
▼ forbes.com	\$178	\$12,886
steve@apple.com	\$149	\$0
bill@microsoft.com	\$29	\$0
jeff@amazon.com	\$0	\$149
hiten@kissmetrics.com	\$0	\$29
don@madmen.com	\$0	\$29
jack@twitter.com	\$0	\$149
mark@facebook.com	\$0	\$12,000
homer@simpsons.com	\$0	\$29
reed@netflix.com	\$0	\$29
joe@traderjoes.com	\$0	\$29
bear@berkeley.edu	\$0	\$29
lbs@tulane.com	\$0	\$29
nerf@hasbro.com	\$0	\$29
eric@theleanstartup.com	\$0	\$29
kevin@instagram.com	\$0	\$149
lucy@dog.com	\$0	\$29
burt@burtsbees.com	\$0	\$149
▶ google.com.mx	\$58	\$0
▶ nytimes.com	\$29	\$0

## ? What else can it do? Here's some examples ...

### CASE 1

A SaaS company needs to analyze an influx of new users from a set of new marketing channels. They need to figure out what are the major differences between customers that sign up through a social channel (Facebook, Twitter) and customers that don't (email). Strapped for time to pull out all the necessary data, the Power Report helps them get what they need to do this analysis fast:

- Month a customer signups
- What channel customer signed up through
- Amount a customer paid per month
- Free trial length (testing 14-day vs 30-day)
- Total logins per week
- How long until customer cancelled after first payment

The Power Report pulls out all this information without the need for a SQL query or manual data pull. This saved a huge amount of time for the company to focus on analysis, and they were able to learn that customers who signed up through social channels had a longer subscription period and paid 15% more than their email-signup counterparts. The social channel customers also logged in twice as much as the email-signup customers.

### CASE 2

A new E-Commerce business offers new products daily and runs social incentive experiments for existing customers to refer new customers with \$10/\$15/\$20 off a first purchase. They need to figure out which products sell best each day to focus their product offerings and pick the best social incentive level for customer acquisition and retention. The Power Report helps them solve their specific business problem by showing:

- Total purchases segmented by incentive level and product
- Total purchases segmented by day of the week
- Total purchases per person
- Revenue segmented by incentive level
- Revenue segmented by day of the week
- Revenue segmented by product
- How long until a customer comes back and purchases again

The business was able to see that the \$20 incentive level lead to more repeat purchases, more referrals, and more referrals that converted into purchases. The Power Report was able to tell them that their sales spiked on Thursday nights, Saturday mornings, and Sunday afternoons on a weekly basis and that fashion, electronics, and home goods were top category sellers.

## ? What else can it do? More examples ...

### CASE 3

A major media platform is testing many landing pages over the course of the year. They typically only know how a landing page performs for a single conversion at the end of their A/B test, but the Power Report can show a whole history of their A/B-tested landing pages and performance, which will have variations starting and stopping at different times.

- Number of pages published
- Number of comments published
- Number of visitors
- Revenue
- Engagement levels (how many people come back and how often)

Since KISSmetrics helps you get to know your customers by tracking at the person-level, the Power Report makes it easy to see how landing pages affected different groups of people. This helps the media platform know not only know which needle was moved the most by any test, but how different groups of people respond to different tests. This helps the media platform grow their business by designing their landing pages to match growth patterns such as more users, more pages published, or more comments.

### CASE 4

A hot mobile car-sharing app needs to see total customer stats and engagement as well as what features are being used the most to help prioritize their feature roadmap.

- Number of customers per day, per week, per month
- Number of cars requested per day, per week, per month
- Number of cars canceled
- Number of car request errors
- Number of referrals
- Number of cars requested if coming from a referral
- Number of referrals generated if coming from a referral

Since the Power Report can show all this information in one place and export the data out for further manipulation, the mobile app has saved time from not having to query for each piece of data, doing the number-crunching, and visualizing it to share it with their team. KISSmetrics handles all the hard work for them so they can focus improving their app experience for their customers.