

The image features a black background with two sets of horizontal white lines. The top set consists of two lines with a blue dot on the upper line and a teal dot on the lower line. The bottom set also consists of two lines with a pink dot on the lower line and a purple dot on the upper line. An orange dot is positioned on the lower line of the bottom set.

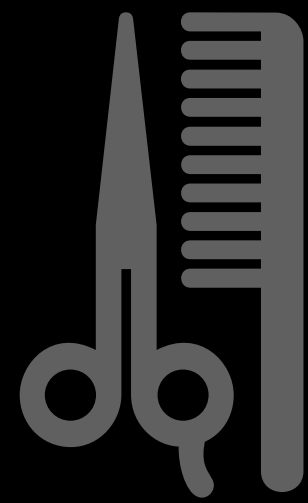
METRICS FOR DESIGNERS

@ CALEXITY

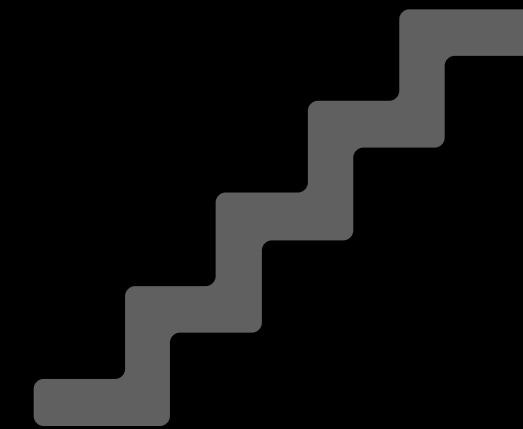
HI, I'M ALEXA ROMAN



PRODUCT

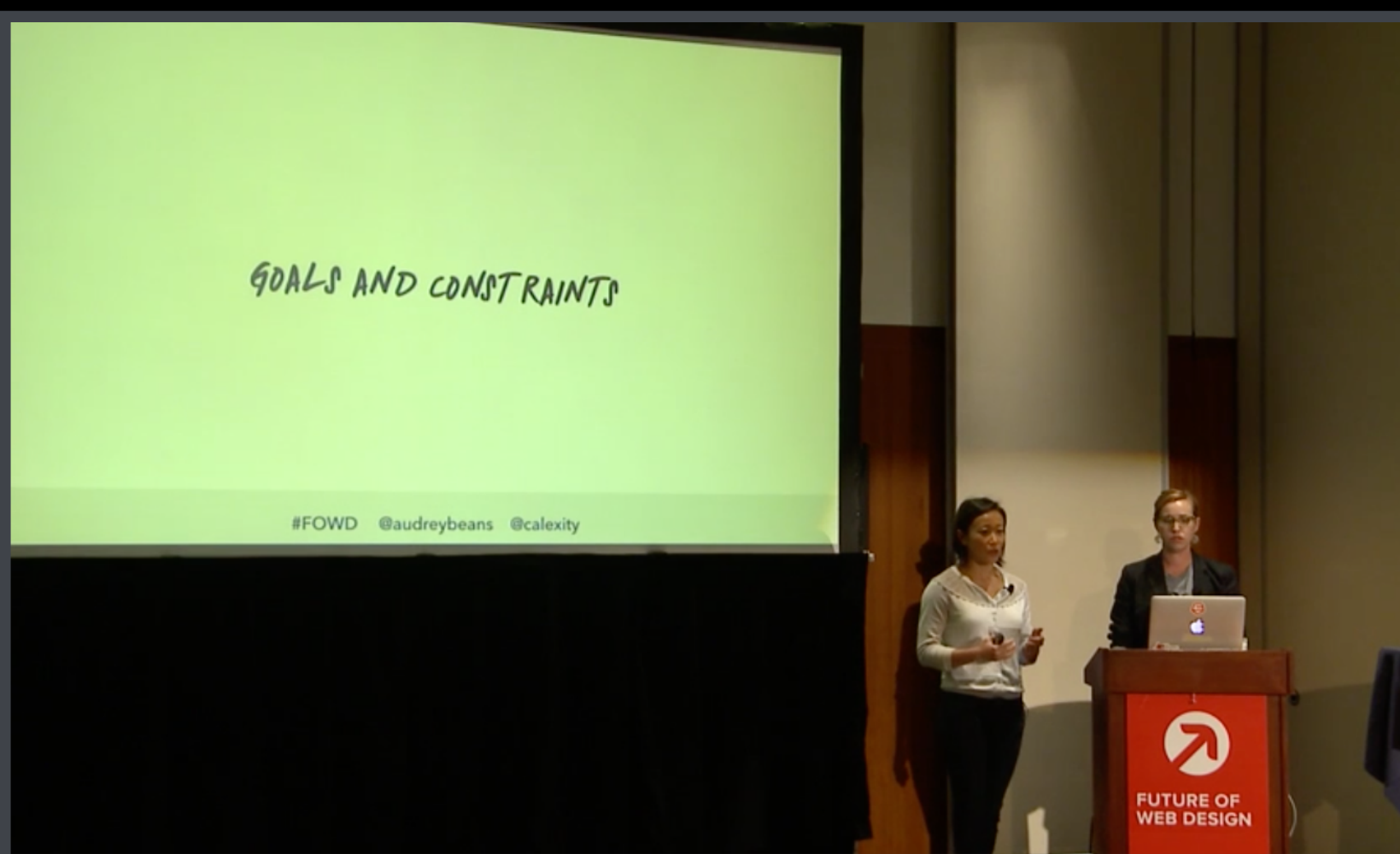


DESIGN



GROWTH

PRODUCT DESIGNER WHO CARES ABOUT GROWTH



ALEXAROMAN.COM/SPEAKING

WHY SHOULD DESIGNERS CARE ABOUT
HOW THEIR METRICS WORK?

"CONVERSION IS UP."

"CONVERSION IS DOWN."

"CAN YOU MAKE THIS PRETTY?"

"I DON'T WANT TO WASTE MORE TIME ON DESIGN."



DOES YOUR WORK HAVE IMPACT?

PROVE IT!

WHAT TO TRACK

WHERE TO PUT IT

HOW TO ACT ON IT

WHAT TO TRACK

WHERE TO PUT IT

HOW TO ACT ON IT

HOW DO YOU KNOW YOUR BUSINESS IS
SOLVING PROBLEMS FOR PEOPLE?

ACQUISITION

ACTIVATION

RETENTION

REVENUE

REFERRAL

ACQUISITION

OF NEW AND UNIQUE SIGN-UPS

ACTIVATION

OF PEOPLE WHO CLICK BOOK

RETENTION

OF RETURN BOOKINGS PER GUEST

REVENUE

OF BOOKINGS AND TOTAL BOOKING REVENUE

REFERRAL

OF SIGN-UPS FROM REFERRAL LINKS

DEFINE THESE MOMENT TO MOMENT

ACQUISITION

OF NEW AND UNIQUE SIGN-UPS

airbnb

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Sign up with Facebook or Google

or

First name

Last name

Email address

Password

Month

Day

Year

☒ I'd like to receive promotions, surveys, and updates via email about Airbnb and its partners.

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Sign up

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Log in

Artist's Studio

Ojai, CA, United States

Check in


Check out


Guests

ACTIVATION

OF PEOPLE WHO CLICK BOOK AND
POTENTIAL BOOKING \$ REVENUE

[Photos](#)[About this listing](#)[Reviews](#)[The Host](#)[Location](#)








Christine


Artist's Studio Retreat

Ojai, CA, United States · ★★★★★ 28 reviews

Entire home/apt

2 Guests

1 Bedroom

1 Bed

\$100

Per Night

Check in

mm/dd/yyyy

Check out

mm/dd/yyyy

Guests

1

Request to Book

Your Credit Card will not be charged

What guests liked about this place

Unique

Quiet

Near restaurants and shops

Easy parking

Cozy

Residential

About this listing

Tucked away in the heart of Meiners Oaks in the Ojai Valley, this much visited artist's studio has been lovingly outfitted as a guest retreat. The separate studio features shared beautiful gardens and koi pond. Hikes, restaurants and shops close by.

Contact Host

The Space

Accommodates: 2

Check In: Anytime after 3PM

Bathroom: 1

Check Out: 11AM

Save to Wish List

486 travelers saved this place

Email

Messenger

More

Report this listing

TAKE IT OR LEAVE IT
PIRATE METRICS

WHAT TO TRACK

WHERE TO PUT IT

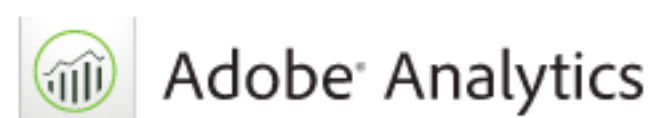
HOW TO ACT ON IT



Alexa



EXPONEA



2 ANALYTICS TOOLS + 1 A/B TESTING = \$\$\$

mixpanel

OR

 APPTIMIZE

 Amplitude

+

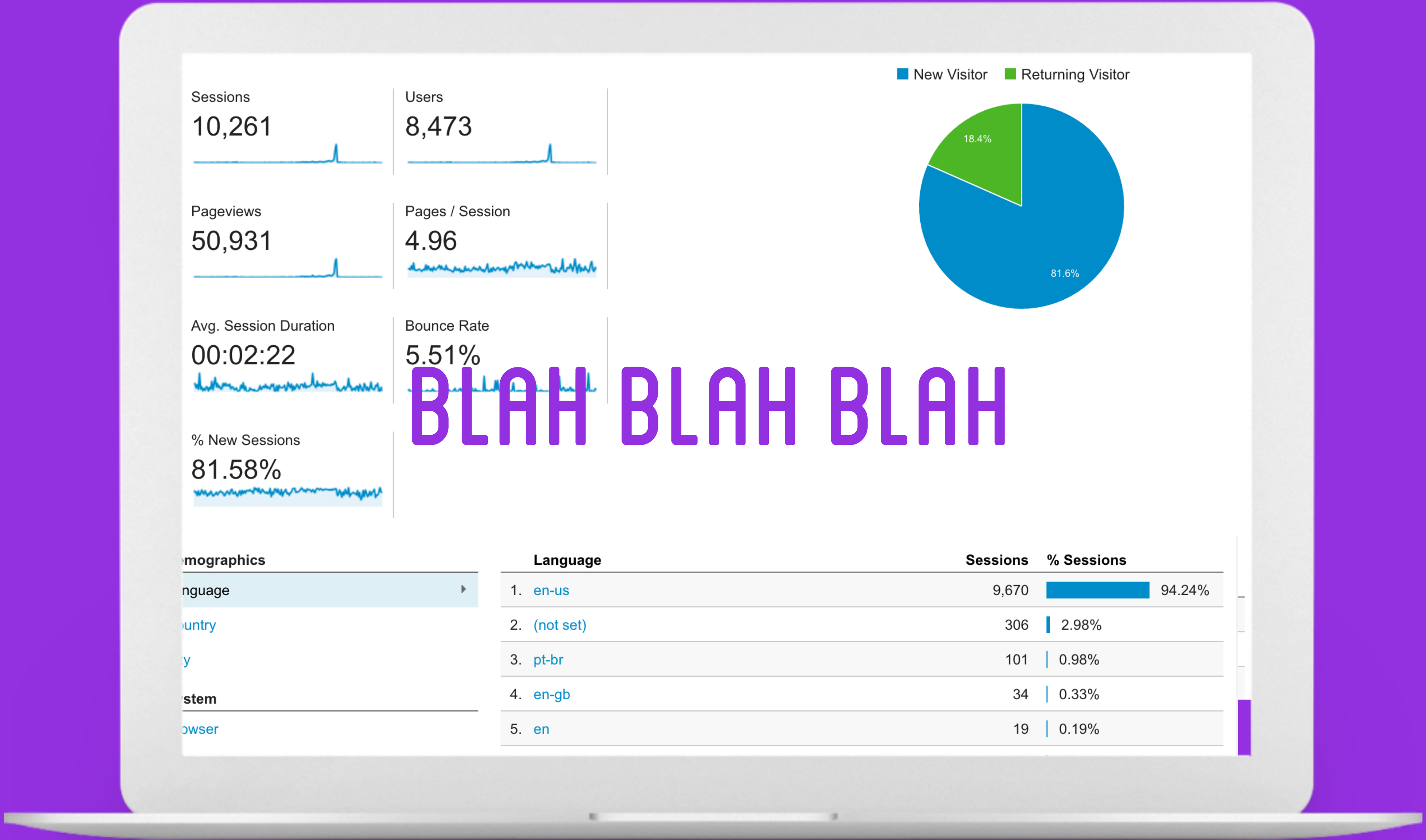
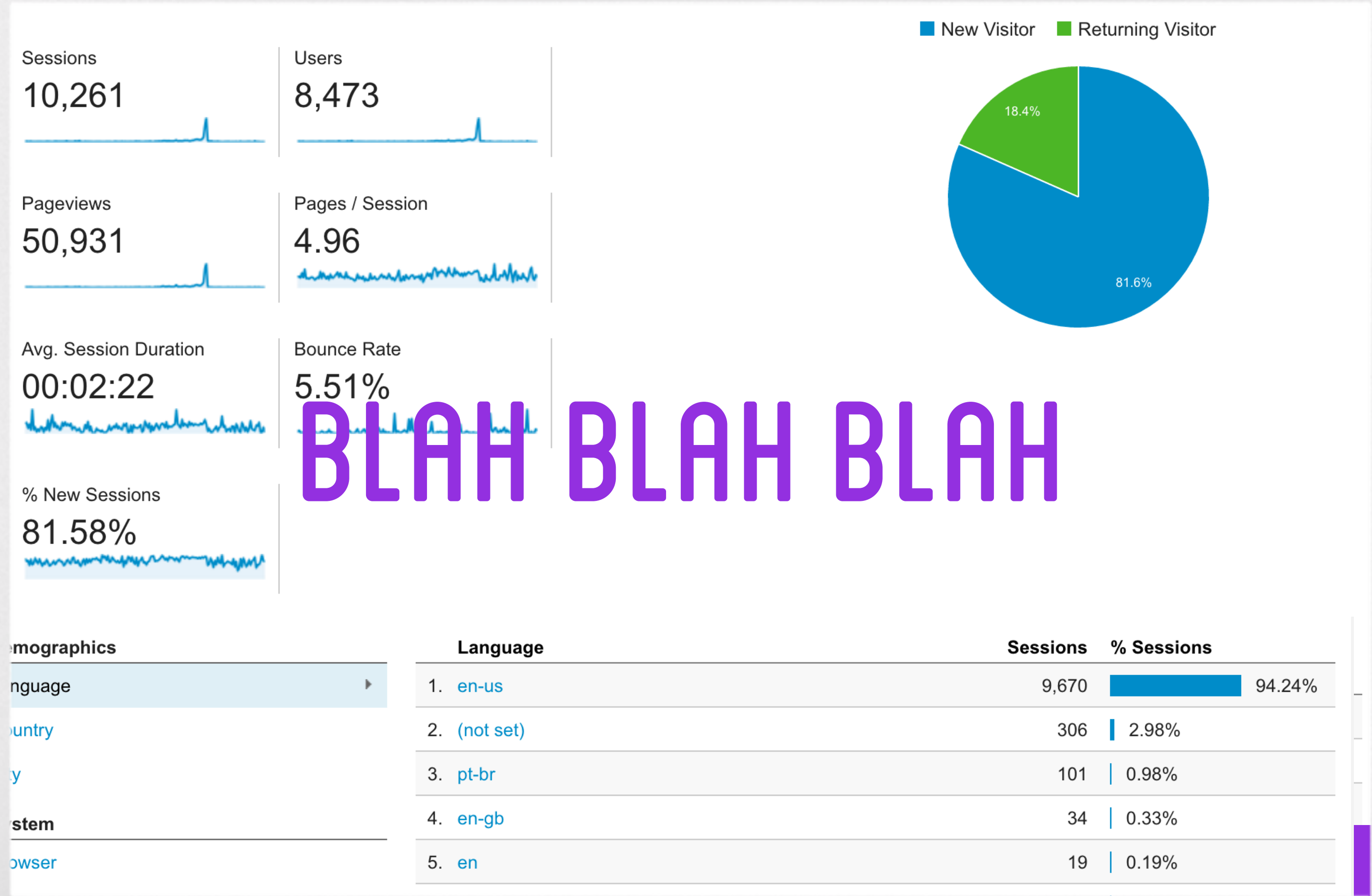
OR

= \$\$\$

OR

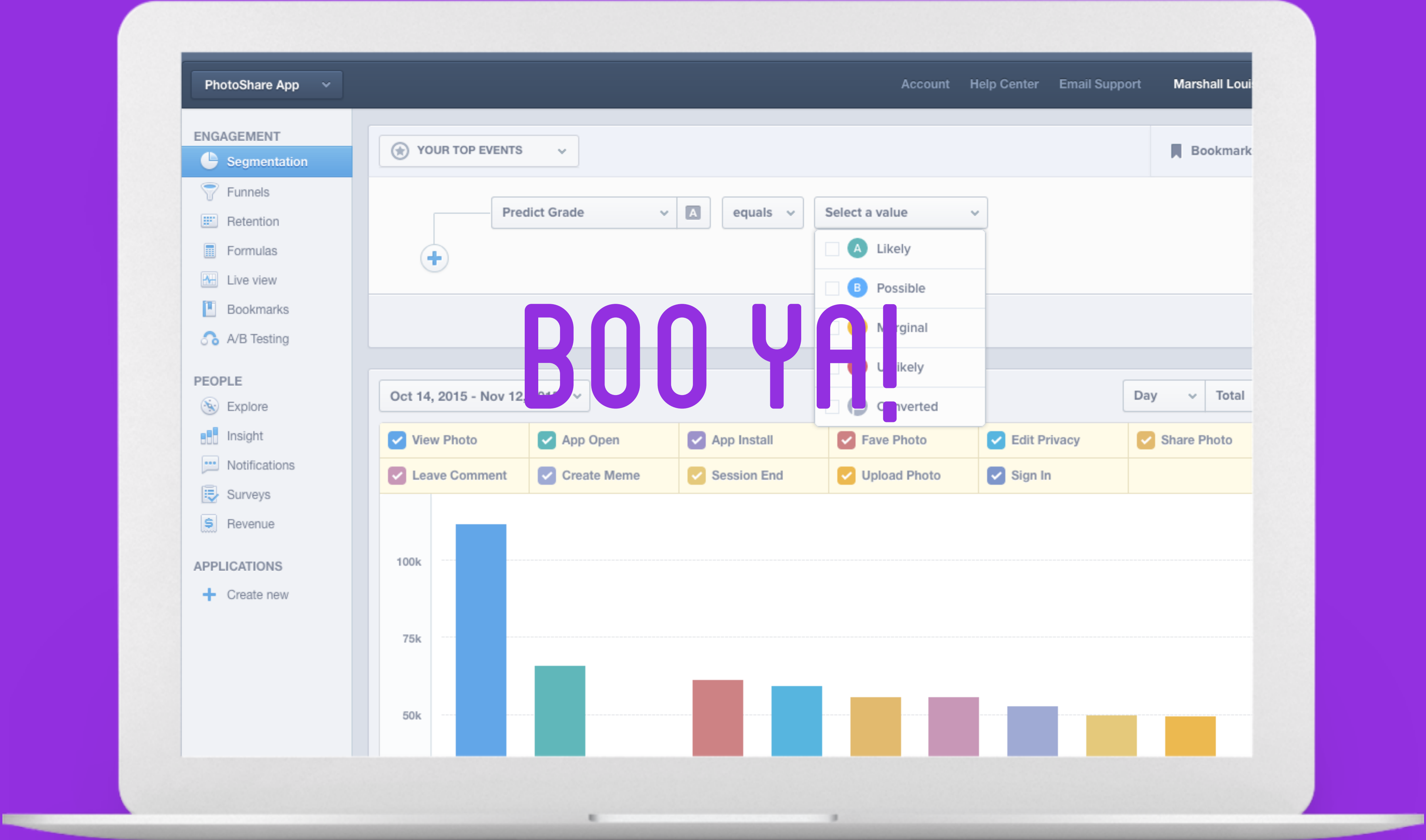
 kissmetrics

Optimizely



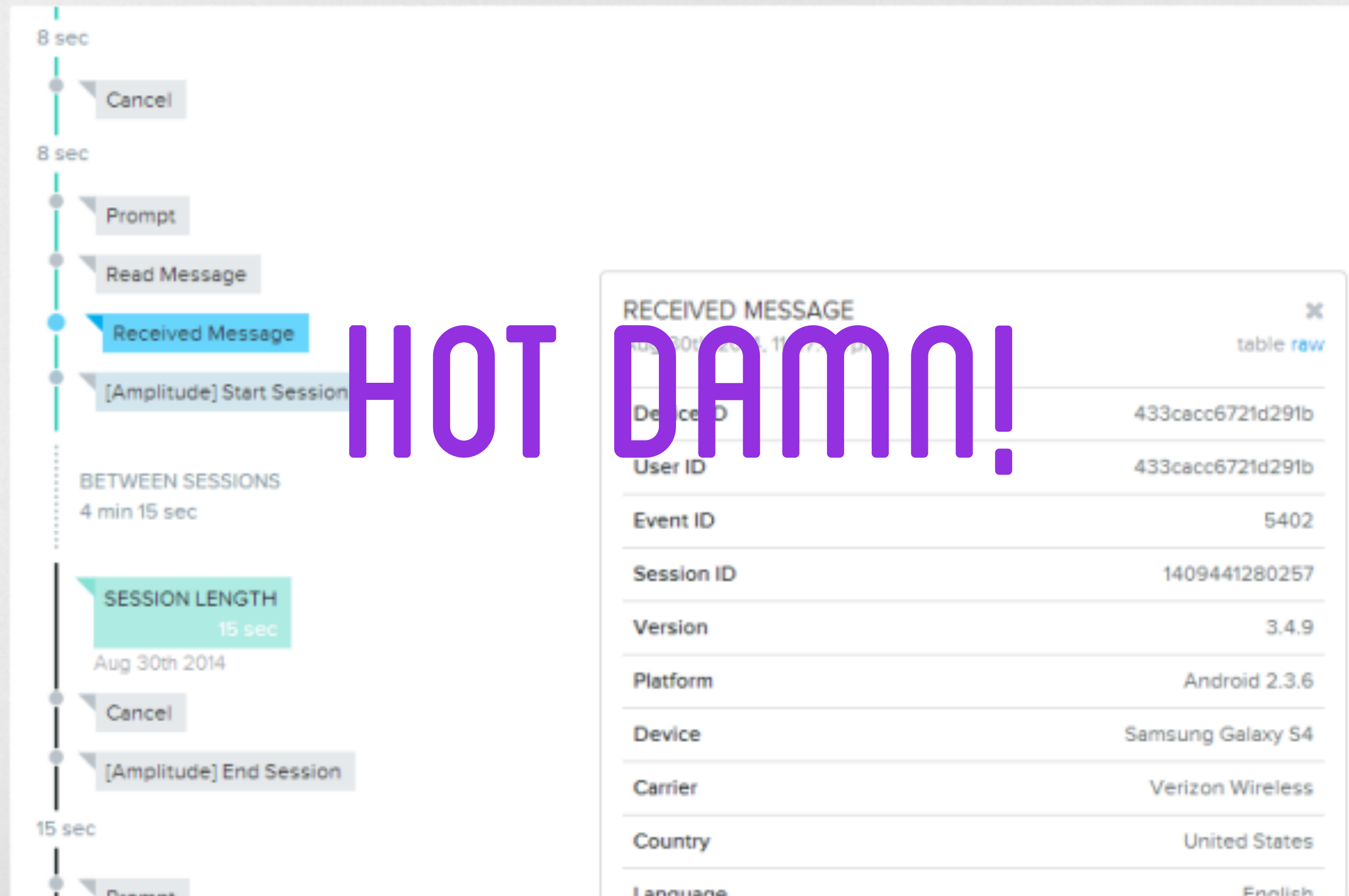
CHOOSING ANALYTICS TOOLS

EVENT-BASED



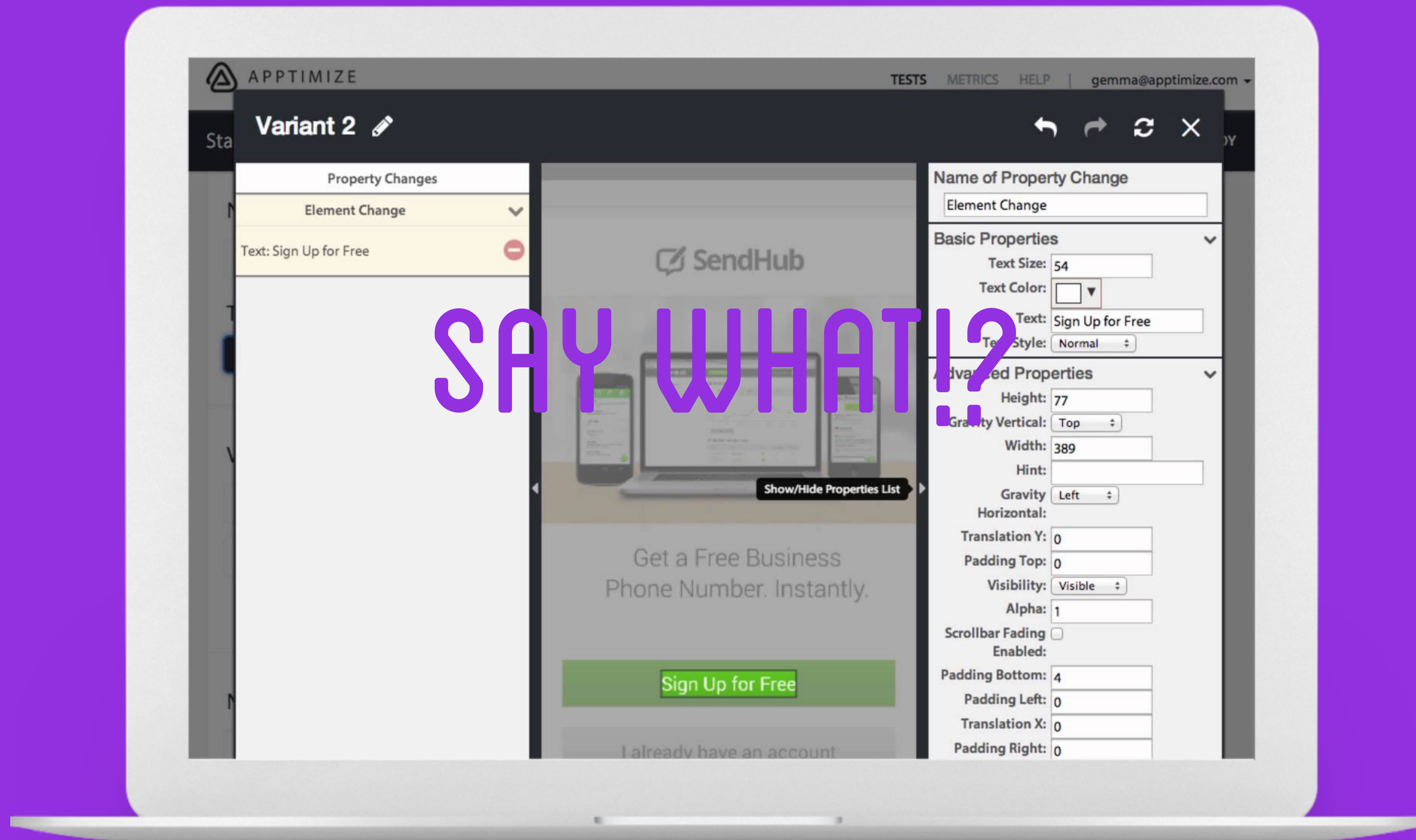
PATH-BASED

HOT DAMN!

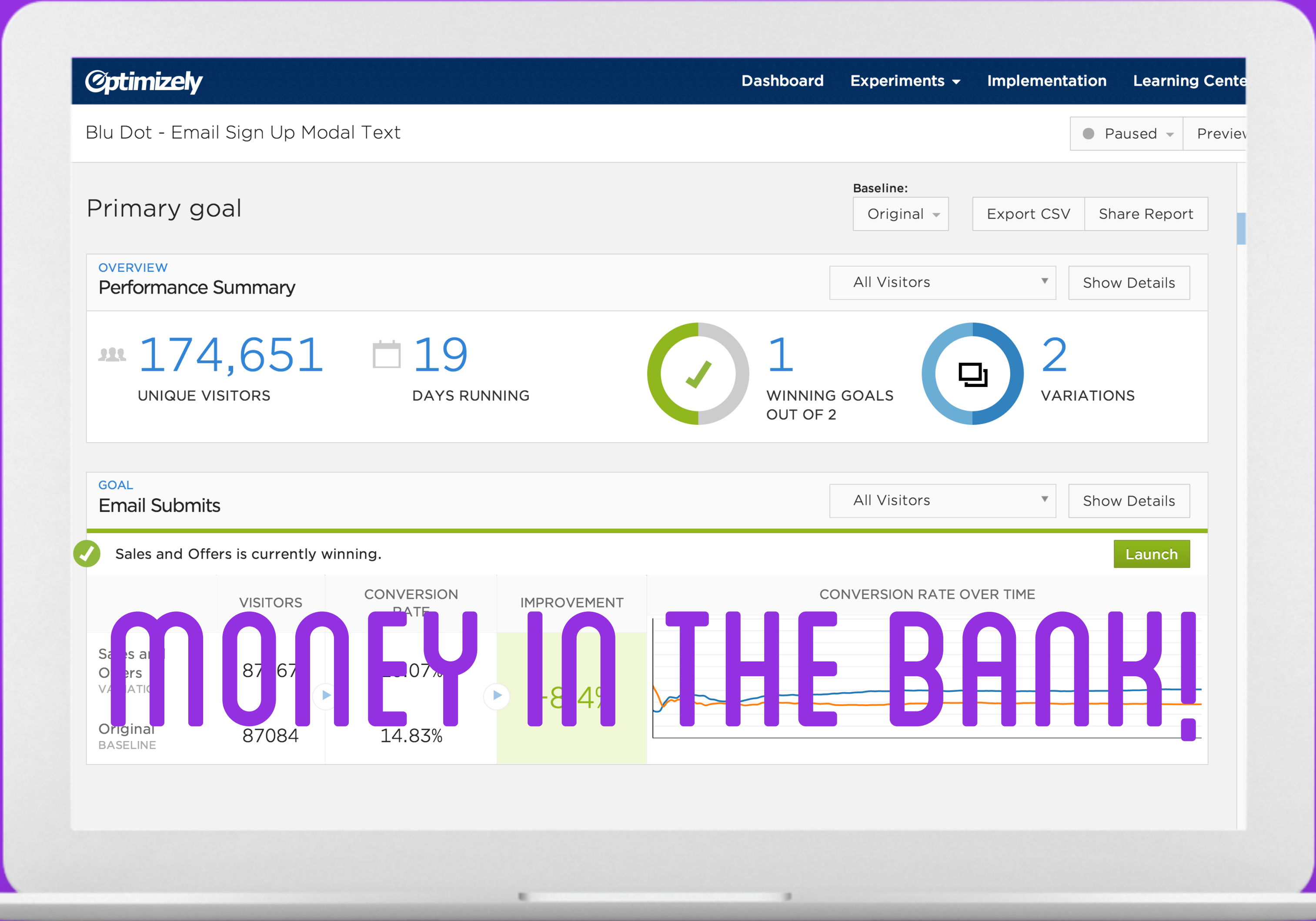


CHOOSING A/B TESTING TOOLS

EDIT THOSE VISUALS!



SEE THOSE RESULTS!



TAKE IT OR LEAVE IT

2 ANALYTICS TOOLS + 1 A/B TESTING TOOL = \$\$\$

WHAT TO TRACK

WHERE TO PUT IT

HOW TO ACT ON IT

QUESTION. YOUR. DATA.

Oct 10, 2016 - Nov 8, 2016 ▾

4.92% Completion Rate



Overview

Home page

Purchase page

Thank you page

DEAR GOD WHY!



FIRST – TECHNICAL QUESTIONS

IS IT INSTRUMENTED CORRECTLY?

MIGHT THERE BE AN ERROR HAPPENING?

ARE WE TRACKING THOSE ERRORS?

DID I SET UP THIS REPORT CORRECTLY?

IS THIS THE RIGHT VIEW?

NEXT – HUMAN QUESTIONS

WHAT HAPPENS IN BETWEEN THESE ACTIONS?

WHAT'S THE USER'S MINDSET?

WHAT'S ON THAT SCREEN?

CAN I IDENTIFY A SPECIFIC POPULATION?

ARE THERE ANY OUTSIDE FACTORS?

TAKE IT OR LEAVE IT
QUESTION YOUR DATA

WHAT PIRATE METRICS

WHERE

2 ANALYTICS TOOLS + 1 A/B TESTING TOOL = \$\$\$

HOW

QUESTION YOUR DATA

DESIGN IS VALUABLE

DESIGN IS ~~VALUABLE~~

DESIGN IS MONEY



YOUR WORK IS VALUED BY ITS
PERCEIVED IMPACT

SO MAKE THE IMPACT CLEAR

THANK YOU