

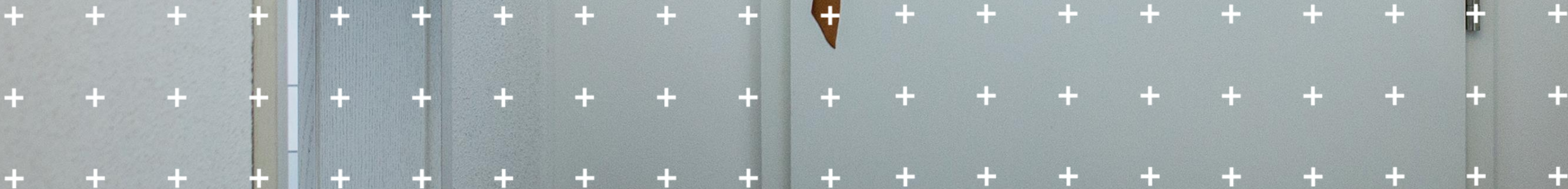


Baby Steps for Metrics

Jason St-Cyr
@StCyrThoughts



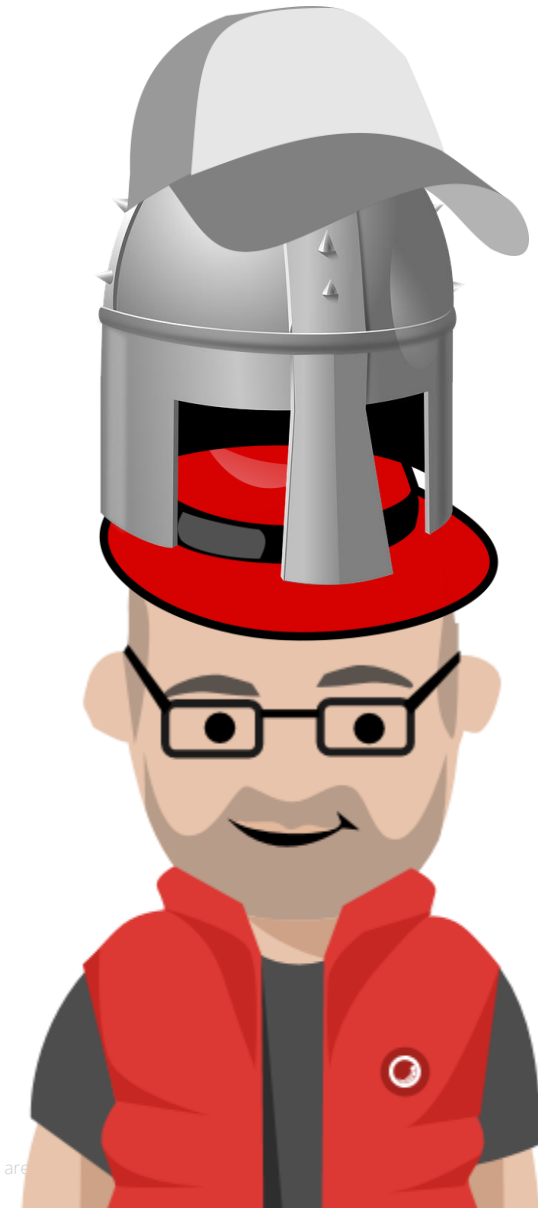
**HELP! I have
no metrics!**



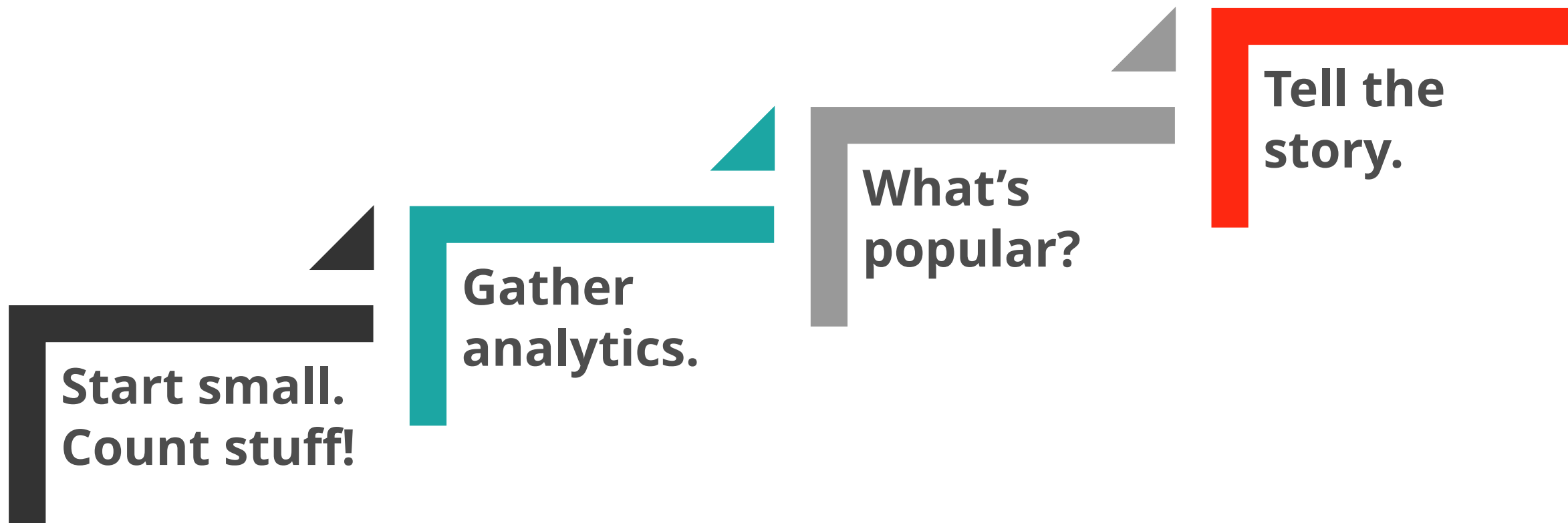
Nothing.



What do we do?



How do we get started?





— **Start small.
Count stuff!**



Field Tech Enablement

- Sitecore Insights on Teams internal enablement platform
 - Supporting SE, SA and Product
 - Q&A and feedback
 - 273 active members
- **32 videos**
- **6 Technical Decks**
- New team member – Commerce SME/GA lead
- Support in field
- Internal Tech day

Use counting to drive tracking work done.

FY20Q4 Activity

+ Add task

Blog

☐ DevRel metrics - art of counting things

  1



Jason St-Cyr

Documentation

☐ JSS Guides - Draft

Draft of guidelines for comment.

  1



Anastasiya Flynn

Video

☐ Docker entrypoints

  2



Rob Earlam

Video

☐ SMAC Webinar #1 recording

  7



FY20Q3 Activity

+ Add task

Video

☐ SYM Video - SXA - Frontend Developer workflow

  1



Mark van Aalst

Video

☐ Docker - A Quick Introduction

  1



Rob Earlam

PowerPoint

☐ Sitecore AI and Cortex - Overview

  1



Jason St-Cyr

Blog

☐ SameSite Cookie - blog

  1



Jason St-Cyr

FY20Q2 Activity

+ Add task

PowerPoint

☐ Connect.Tech Presentation



Anastasiya Flynn

Webinar

☐ #ethics in a #machinelearning world - Sitecore Webinar

  2



Jason St-Cyr

Video

☐ SXA 9.3 - Create theme using the CLI

  4



Mark van Aalst

Blog

☐ xConnect - Delete Contacts (Blog)

  1



Jason St-Cyr

FY20Q1 Activity

+ Add task

Blog

☐ Rob XC Error blog

 1



Rob Earlam

DEV

Blog

☐ Trust - Power of Being a Better Neighbour (Blog)

 Trust - Better Neighbour [dev.to]

 1



Jason St-Cyr

Blog

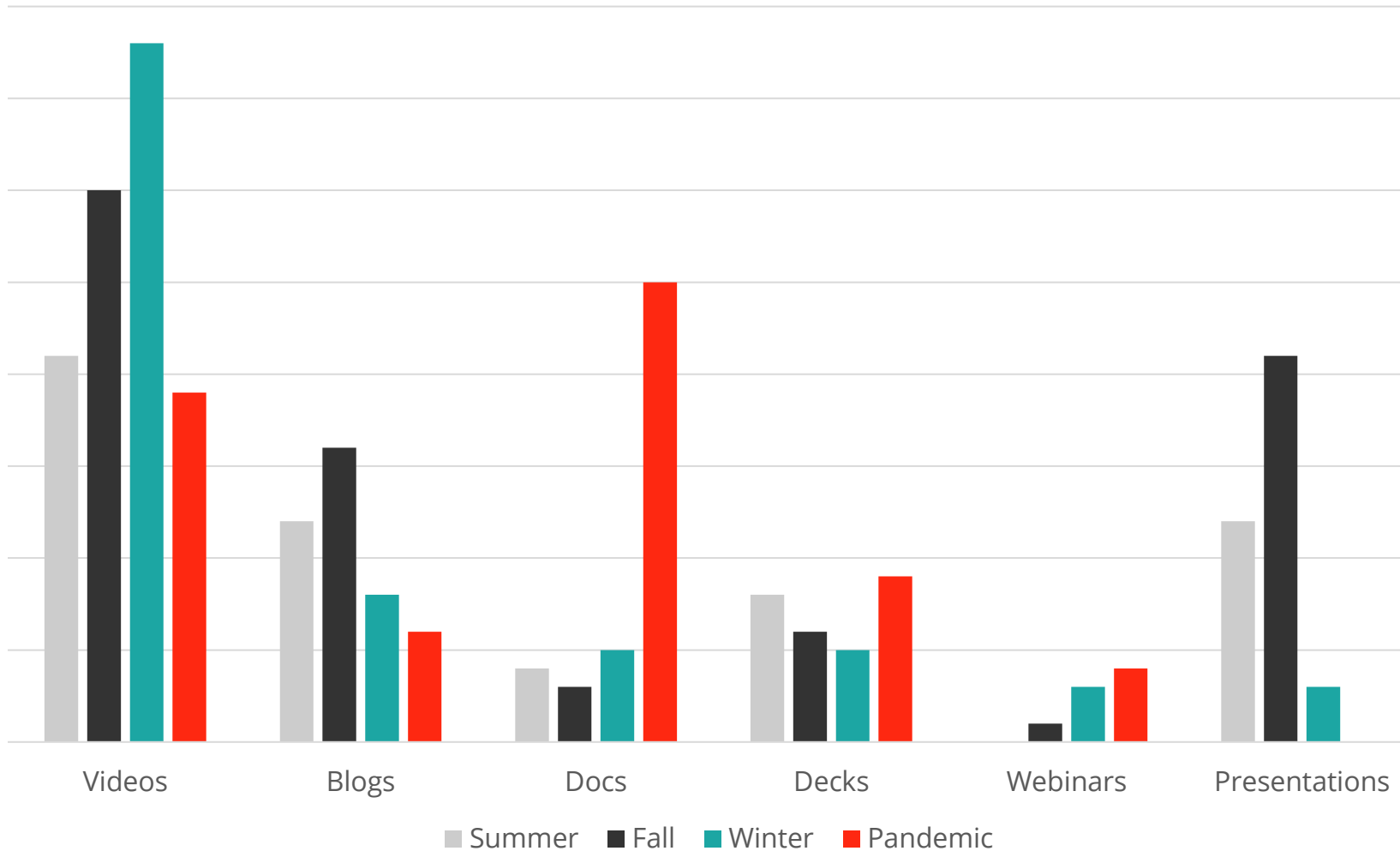
☐ Rob.Commerce 9.2

 1

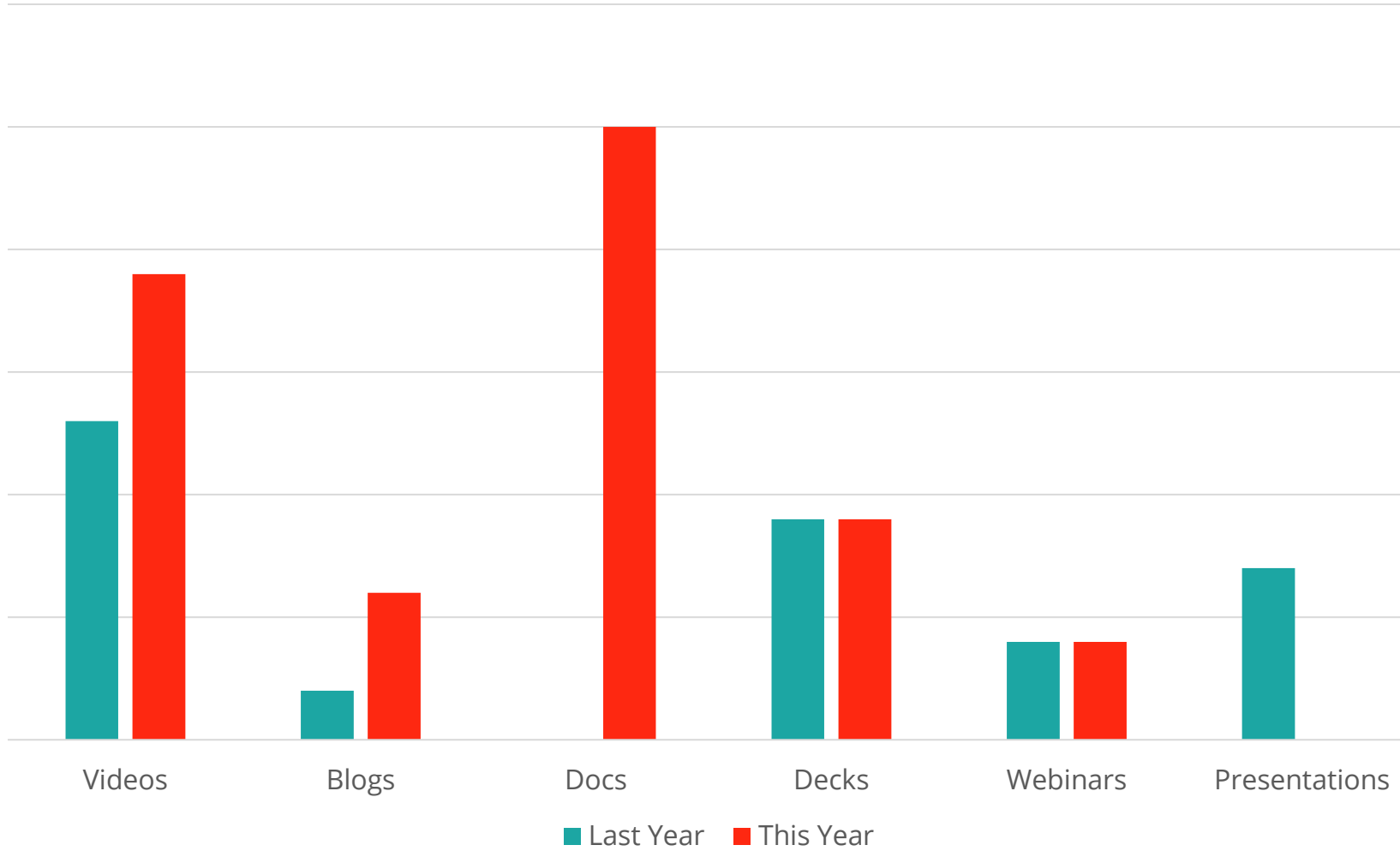


Rob Earlam

Counting Stuff Done ALL YEAR LONG!



Same Time Last Year vs. This Year





Gather analytics

“Eyeball” metrics are easy to grab

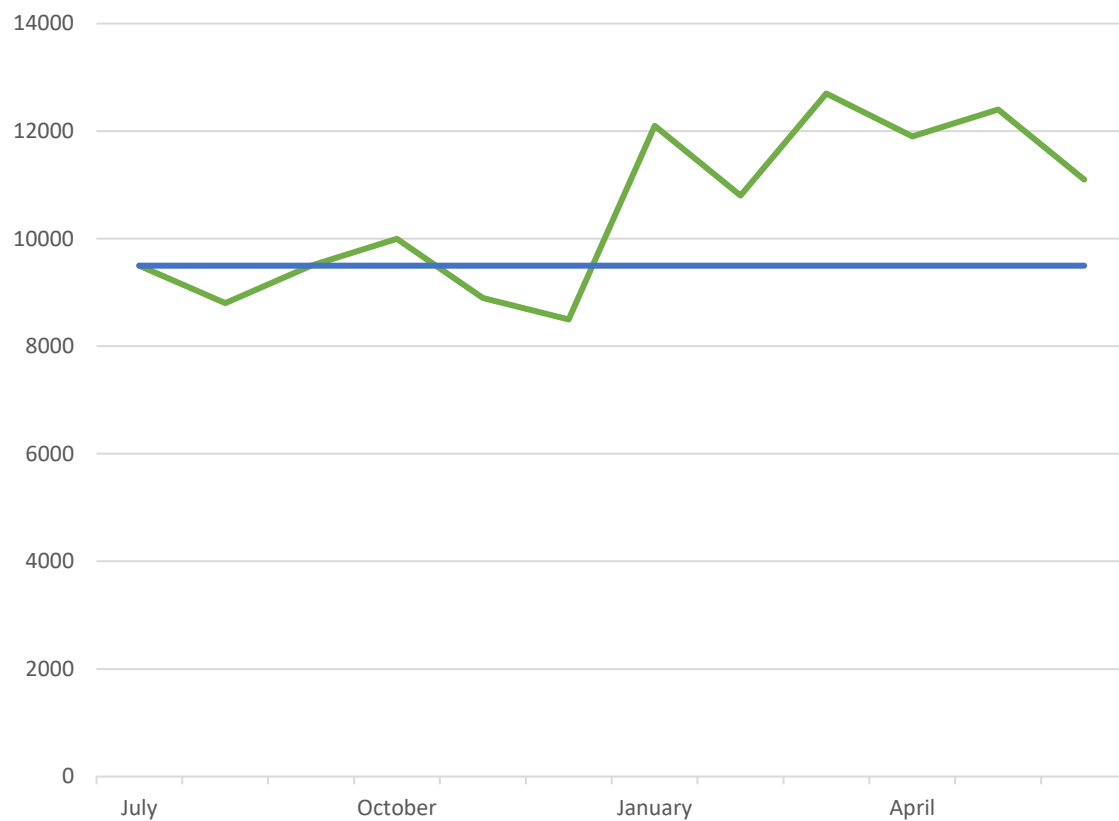
Start with measuring consumption of your efforts

- **Video:** Views, subscribers
- **Blogs:** Views, Visitors
- **JavaScript:** NPM downloads
- **Slack:** Channel growth

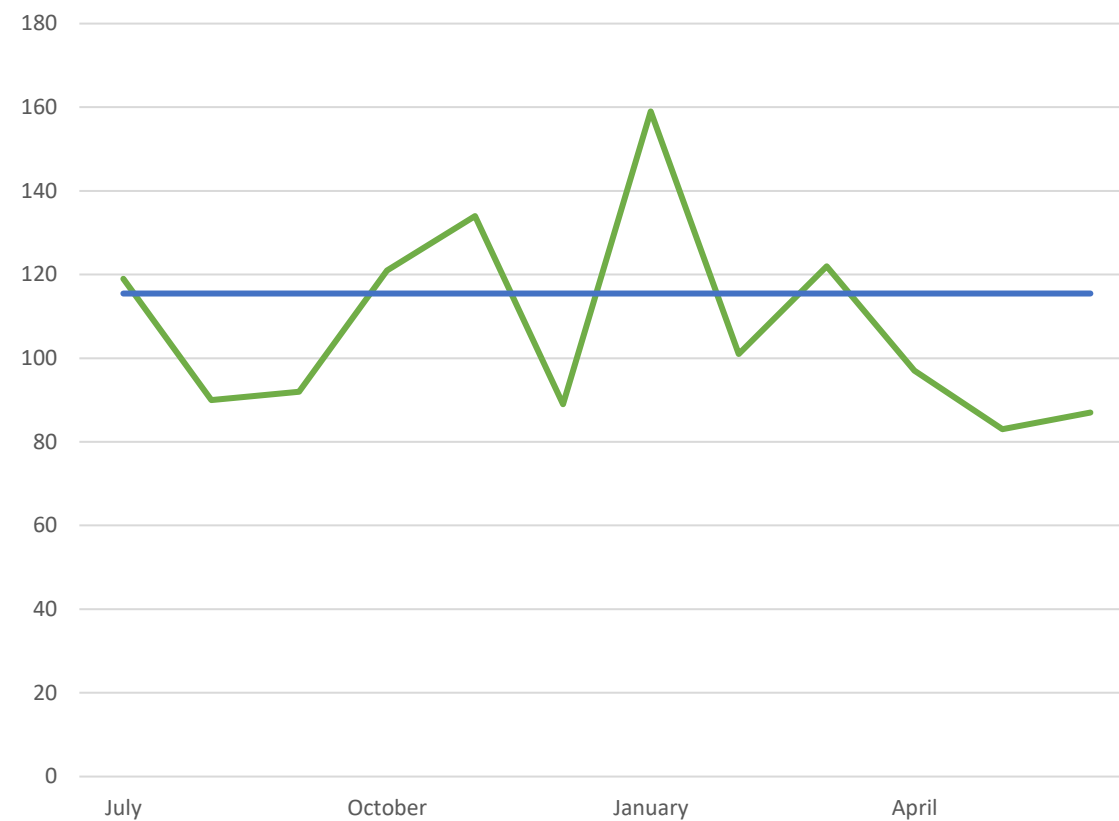


Trends are your friend!

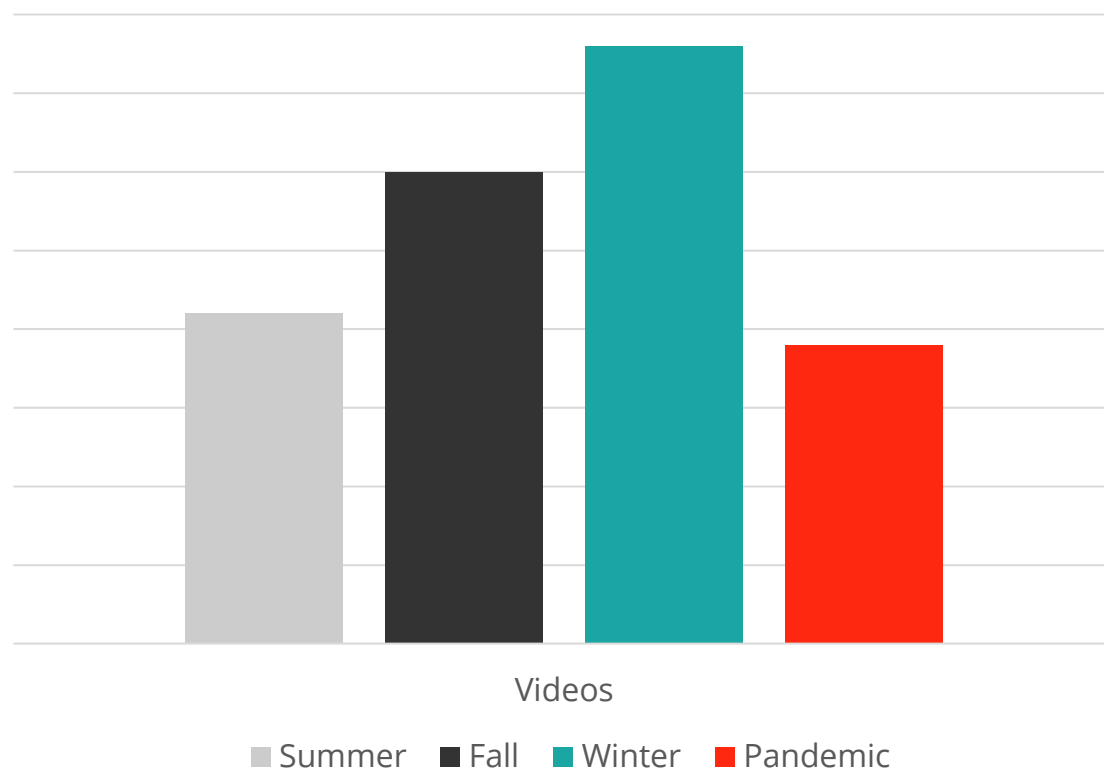
Views per Month



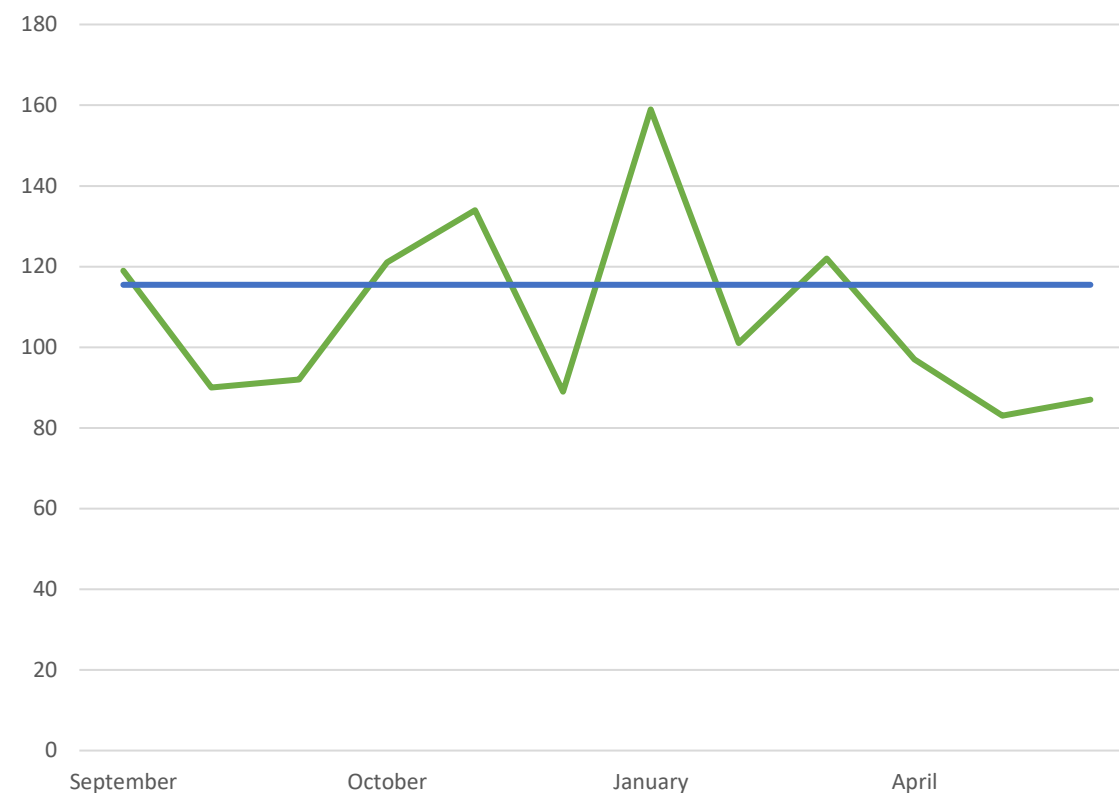
Subscriptions per Month



Video activity by quarter



Subscriptions per month











What's popular?



Your top videos in this period

Video	Average view duration
<div>1</div>  <div> Sitecore - Fundamentals Overview - Version 8.0 Feb 5, 2015 </div>	5:37 (20.7%)
<div>2</div>  <div> SXA - Create a Site Nov 19, 2018 </div>	2:05 (17.5%)
<div>3</div>  <div> Sitecore Docker Images Repository Apr 7, 2020 </div>	2:45 (14.5%)
<div>4</div>  <div> Getting Started with JSS Dec 5, 2018 </div>	4:07 (34.6%)
<div>5</div>  <div> Build Your First JSS App Dec 12, 2018 </div>	3:52 (38.2%)
<div>6</div>  <div> SMAC Webinar 2020-05-27 Jun 8, 2020 </div>	5:00 (9.0%)



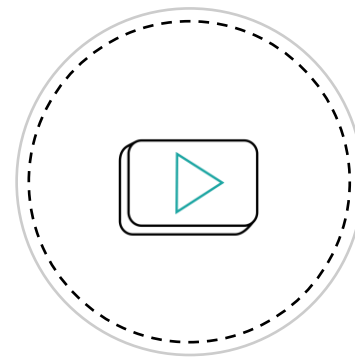
Blogs, Articles, Docs

1. SXA Styleguide
2. SameSite Cookies impact on analytics
3. Docker – Overview
4. Are Docker and Kubernetes the right fit for my team?
5. Self-signed cert deployments with JSS



Public Videos

1. Sitecore Fundamentals
2. SXA – Create a Site
3. Sitecore Docker Images Repository
4. Getting Started with JSS
5. Build your first JSS app



Partner Videos

1. Creating a theme using SXA CLI
2. SXA - Create a Site
3. SXA - Create a Tenant
4. SXA in Action (Webinar)
5. Build your first JSS app



Internal Enablement

1. Content Hub Demo
2. Sitecore AI Overview
3. SXA Overview
4. Commerce Technical Pitch Deck
5. Marketing Automation Overview



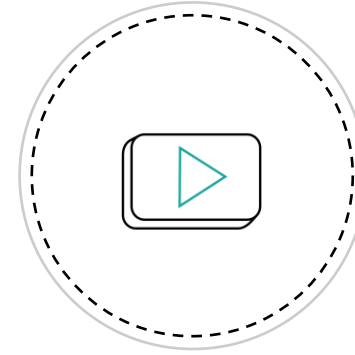
Blogs, Articles, Docs

1. **SXA Styleguide**
2. SameSite Cookies impact on analytics
3. Docker – Overview
4. Are Docker and Kubernetes the right fit for my team?
5. Self-signed cert deployments with JSS



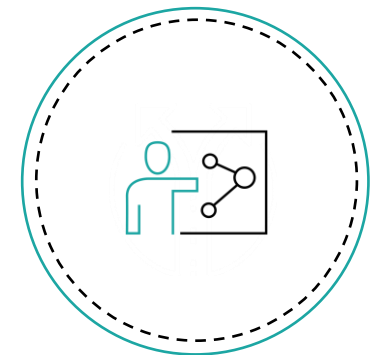
Public Videos

1. Sitecore Fundamentals
2. **SXA – Create a Site**
3. Sitecore Docker Images Repository
4. Getting Started with JSS
5. Build your first JSS app



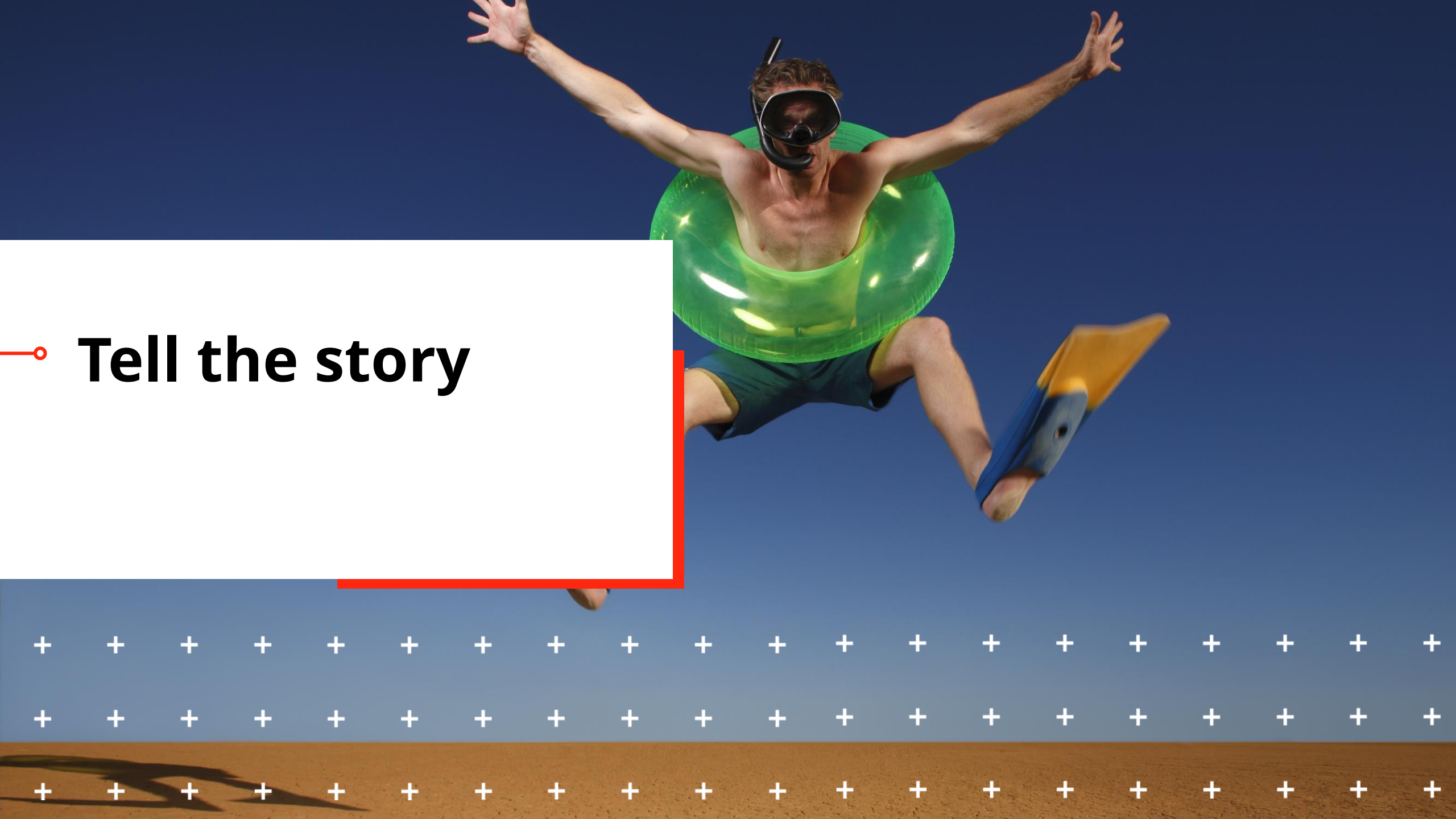
Partner Videos

1. **Creating a theme using SXA CLI**
2. **SXA - Create a Site**
3. **SXA - Create a Tenant**
4. **SXA in Action (Webinar)**
5. Build your first JSS app

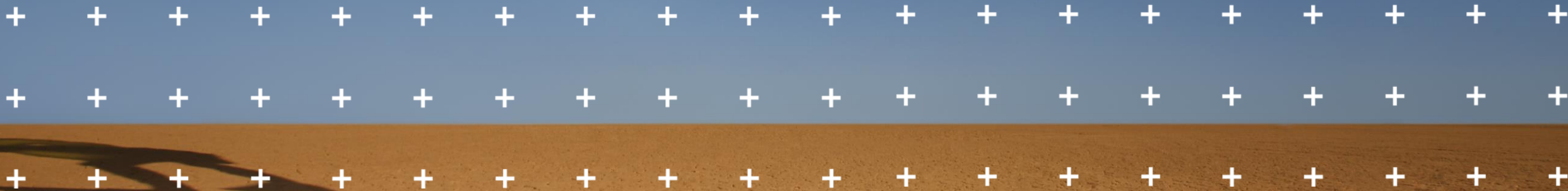


Internal Enablement

1. Content Hub Demo
2. Sitecore AI Overview
3. **SXA Overview**
4. Commerce Technical Pitch Deck
5. Marketing Automation Overview



— **Tell the story**





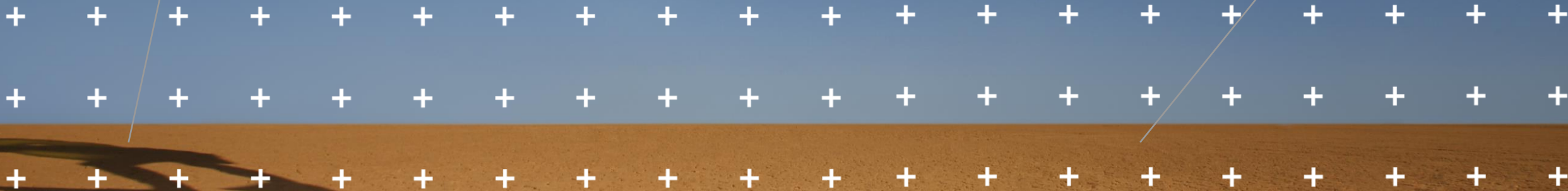
Snorkeling mask

Floaty tube?

Flippers

Shadow

Desert?



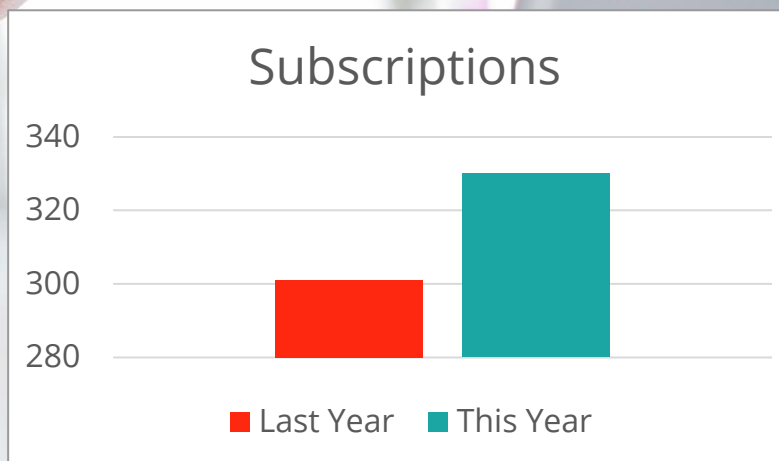
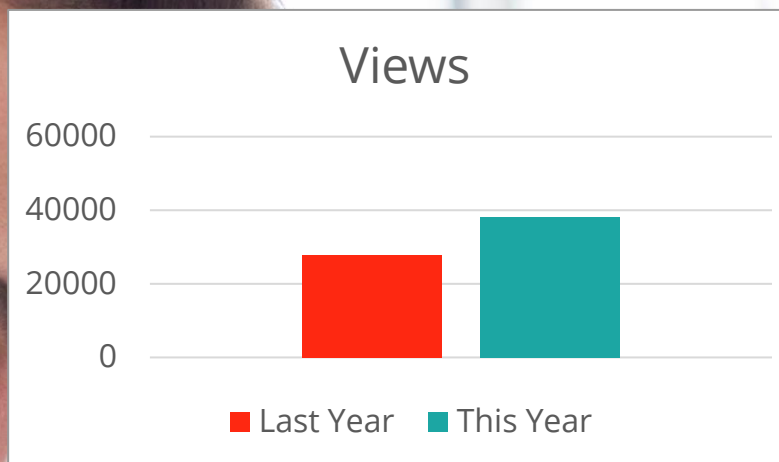
Back to weekly cadence

In the last quarter we saw a drop in new subscriptions to the channel, while maintaining the same level of views. This coincided with a change to an “Every two weeks” publishing schedule.

We have returned to a weekly cadence and subscriptions are back in line with previous quarters.

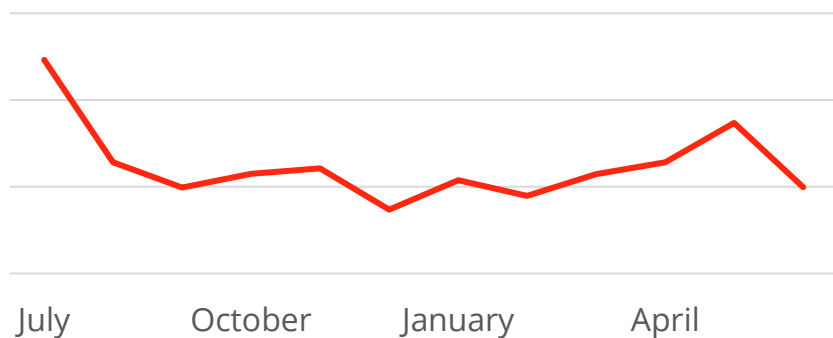
Current year versus last year

- Views up **37%**
- Subscriptions up **9%**

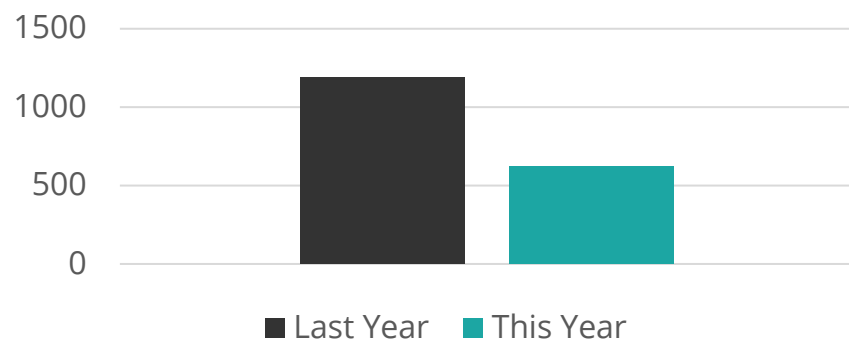


When things go wrong

Views per month



This Quarter Views vs Last Year



Continued decrease in partner activity

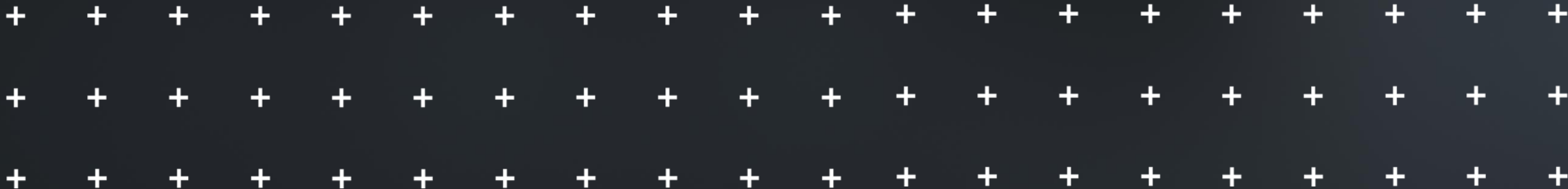
Nearly 4 'down' quarters, with consistent levels, appears to be a new baseline.

- **Q3:** Attempted earlier release to partners, no significant activity increase seen.
- **Q4:** Released Docker content related to community interest. Views raised more significantly.
- **Next:** Release SXA/JSS content in next quarter to investigate that as another possible solution.

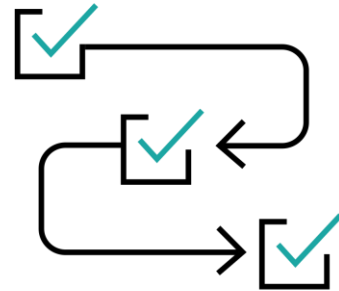
Causes under investigation:

1. Are folks waiting for YouTube publish.
2. Missing "hype" content?
3. Not enough new SXA/JSS content (most viewed).

Next? Value!



How are you helping?



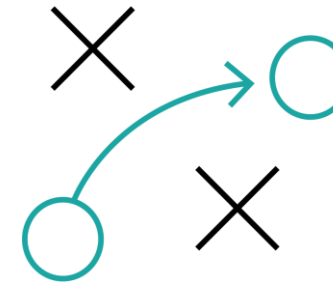
Baby Steps

Start small. Count stuff!

Gather analytics.

What's popular?

Tell the story!



Next steps!

What are the priorities?

Who do we want to help?

What is so great about what we do?

Where should we do more?



THANK YOU.

Be excellent to each other!

Jason St-Cyr
@StCyrThoughts

