mixpanel provides **real time analytics** for thousands of companies.
Measure what people do, in real-time

When we say real-time, we mean to the second.

After launching a feature you **should not have to wait 24 hours** to see if it performed well.

With **mixpanel** you can track any event or user action you want.

**Customer:** Huge blogging by email community. Top 500 U.S. website.

**How we help:**
Posterous uses Mixpanel to help understand how certain features trend over time on the website such as new posts, commenting, and importing.

All of these are very specific to their product.
Improving conversions using funnel analysis

Building funnels is easy.
Just use the events you are already sending us and build it through our UI.

Funnels are flexible.
See how different types of users go down your funnel.
You can set any property you would like.

Customer: Guitar hero online with over 1.5 million users.
How we helped:
JamLegend used Mixpanel to understand how different types of users converted from various social media channels and was able to boost conversion rates.
Tracking events is easy.

One line of code to start tracking anything

```javascript
mpmetrics.track("Signed up")
```

Very flexible

```javascript
mpmetrics.track("Signed up", {
  "origin": "twitter", "gender": "male",
  "product": "iPod", "age": "10-13"
})
```

Track things specific to what you are building.

And accurate

```javascript
mpmetrics.track("Checked-in", {
  "distinct_id": "user_id_1221344",
  "city": "San Francisco"
})
```

Use your own unique identifiers for accuracy. Allows you to track users from mobile to web easily.

Our customers get setup in less than ten minutes, not days.

Our API works with all platforms and officially supports all major languages.
Visitor retention and customer loyalty.

Learn how often users come back.

With most customers, we believe your 1 week retention should be over 25% otherwise the product needs improvement.
Real-time email analytics

Improve CTR for each type of email you send.

Easy to integrate
You send us the body, we send you back the body with tracking, and you send the email.

Customer: Auctions for free stuff. 100's of thousands of users.

How we help:
Listia was able to integrate our email analytics in a day and had enough data to take action on their click through rate for their greeting email.

Listia doubled their click through rate which helped re-engage users after signing up.
Getting started.

Sign up
http://mixpanel.com

Documentation
http://mixpanel.com/api

Questions
Email: support@mixpanel.com

Pricing
http://mixpanel.com/pricing