

 chameleon

mixpanel
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Build better self-serve products

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With Chameleon + Mixpanel integration, you can increase activation with product tours, boost adoption with tooltips, get user feedback with surveys, and offer guidance with checklists all with deep analysis and targeting of users' Chameleon experiences. This gives you the insights you need to inform how you can optimize the guides to drive your KPIs.

WITH CHAMELEON + MIXPANEL YOU CAN



Empower your users to succeed *independently*

Guide new users to key "aha!" moments with product tours, identify areas of friction and add Tooltips to offer assistance, gather feedback from specific user groups, and enable self-serve success with in-app widgets.



Measure and improve user engagement

Launch in-product Experiences throughout the user journey that ultimately contribute to user growth and retention. Target users at the right time, in the right place with Mixpanel and Chameleon.



Move quickly to launch new features with the feedback you need

Experiment with ease and launch experiments without relying on your engineering team. Mixpanel and Chameleon enable you to make data-backed decisions, run A/B tests, and collect feedback from users.

USE CASES

1

Enable product-led growth

Onboard new users to your product successfully with segmented Tours and in-app widgets. Identify product-qualified leads based on their in-product behavior and book more sales conversations. Test upsell and product-growth opportunities without engineering.

2

Boost activation and adoption

Announce features in-app to users that are most likely to be interested. Highlight "sticky" parts of your product to keep users around for longer. Identify friction points in your product through analysis and take action to smoothen the user experience with in-product guidance.

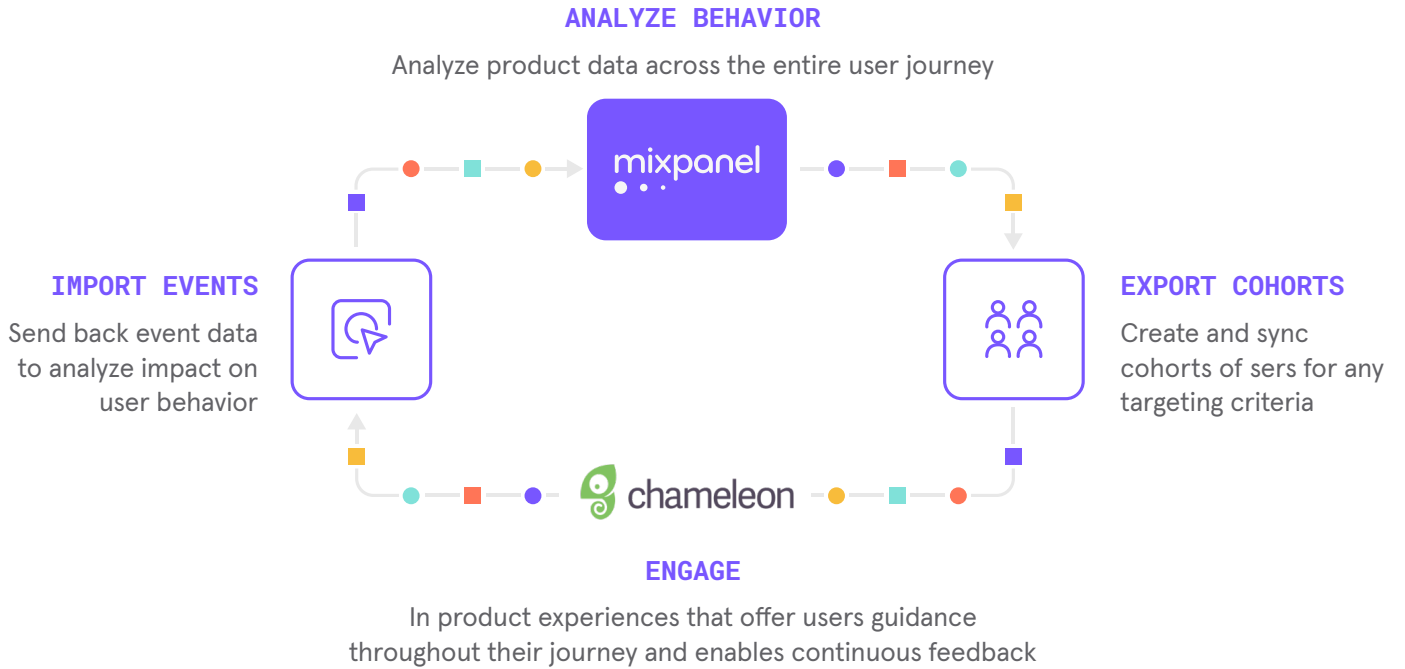
3

Increase customer retention

Use Mixpanel to segment users by their in-product behavior, then engage with the right users at the right time with Chameleon. Offer proactive help to at-risk customers and collect continuous quantitative and qualitative feedback.

HOW IT WORKS

Chameleon automatically collects performance data from all Chameleon experiences and sends these events to Mixpanel so you can easily analyze all your data in one place. Chameleon can also receive custom events from Mixpanel to help target experiences to the right users.



Leverage your Mixpanel cohorts inside Chameleon

Target users within these cohorts with specific in-product experiences built with Chameleon.



See how your in-product experiences perform using Mixpanel

Automatically see all data related to your Chameleon Experiences inside Mixpanel, including A/B test data formatted for Mixpanel Experiments reports.

PROVEN CUSTOMER SUCCESS

ClockShark



DroneDeploy



PeopleGrove

Learn how to integrate Mixpanel with Chameleon →