

Build better products

Mixpanel offers the most powerful self-serve product analytics to help you convert, engage, and retain more users.

So what does that mean for you?



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Do more with your data

Ever ask yourself...

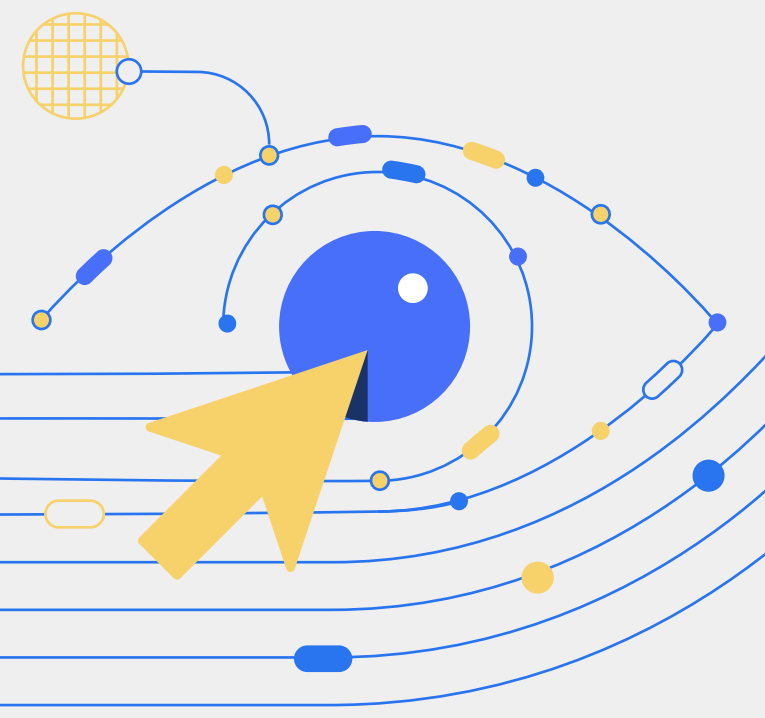
- 1 Why aren't users converting?
- 2 Which product features should I focus on?
- 3 How do I create a better user experience?

Gone are the days of surface-level analytics. With Mixpanel, you can easily analyze user behavior in depth across your sites and apps. That way, you can see where and why users drop off so you can improve the user experience.

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Get more answers for more people

Mixpanel offers **deep answers** for product teams and **easy integration** for data teams. No matter how you're tracking data, Mixpanel integrates with outside tools like Braze and Iterable so it's **all in one place**. And with pre-built dashboards, teams across your company can **reliably analyze data—no matter their skill level**.



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Gain a competitive advantage

As the top-awarded analytics product, join top-tier companies using Mixpanel to increase their rate of innovation.



With Mixpanel at everyone's fingertips, GoDaddy has built a culture of experimentation where we put our customers first."

Nissim Lehyani

Sr. Director of Product Management, GoDaddy



The data we get from Mixpanel is vital to what we do, day in and day out. Teams across the company are able to answer their own analytics questions easily, without any developer skills."

Jeff Parker

VP of Product Strategy & Design, Quicken

AWARDS

- Top Rated 2019
- Gartner Peer Insights Customers' Choice 2019
- The Cloud 100

Learn more & get a free demo at mixpanel.com