WHAT IS KISSmetrics?

KISSmetrics is a web analytics solution that helps you to ...

1 Get more customers.

KISSmetrics makes it easy to track your customer conversion process and discover areas where you're losing potential customers.

2 Make smarter decisions.

KISSmetrics can help you navigate the world of business decisions and tell you which of your adjustments are making the biggest (and most profitable) impact.
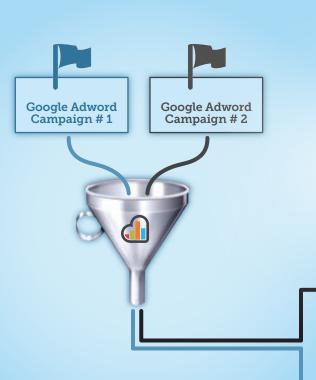
3 Boost your bottom line.

KISSmetrics can help you identify data and trends which directly contribute to your bottom line—like which marketing channels produce the most valuable customers.

DISTINGUISHING FEATURES

KISSmetrics has an **amazing** set of unique features, such as the ability to track ...

1 The effectiveness of marketing channels.

Google Adword Campaign # 1

Google Adword Campaign # 2

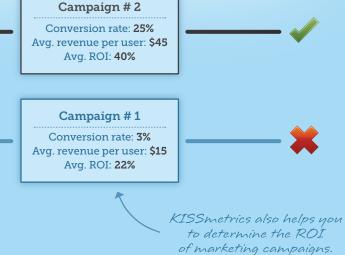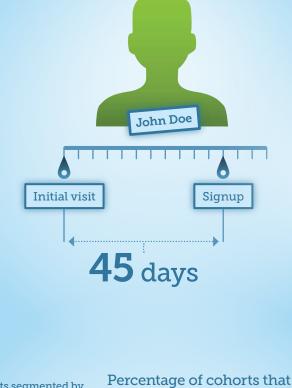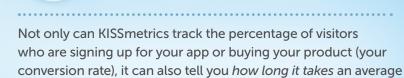KISSmetrics makes it easier to understand where your most valuable customers are coming from. Whether you're spending money on SEO, SEM, Display, Social Media or email campaigns, KISSmetrics allows you to quickly identify which marketing campaigns are working and which one's aren't.

Campaign # 2
Conversion rate: 25%
Avg. revenue per user: $45
Avg. ROI: 40% ✓

Campaign # 1
Conversion rate: 3%
Avg. revenue per user: $15
Avg. ROI: 22% ✗

KISSmetrics also helps you to determine the ROI of marketing campaigns.

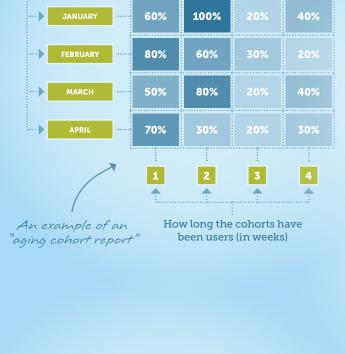## 2 The time it takes for a user to convert.

John Doe

Initial visit — Signup

45 days

Not only can KISSmetrics track the percentage of visitors who are signing up for your app or buying your product (your conversion rate), it can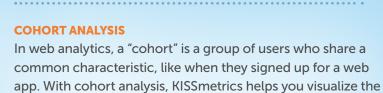 also tell you *how long it takes* an average visitor to do so. This allows you to pinpoint areas where you can reduce signup time, thereby accelerating your revenue stream.

3 NEW FEATURE Engagement metrics.

Cohorts segmented by when they signed up | Percentage of cohorts that have upgraded their account

	1	2	3	4
JANUARY	60%	100%	20%	40%
FEBRUARY	80%	60%	30%	20%
MARCH	50%	80%	20%	40%
APRIL	70%	30%	20%	30%

An example of an "aging cohort report"

How long the cohorts have been users (in weeks)

COHORT ANALYSIS
In web analytics, a "cohort" is a group of users who share a common characteristic, like when they signed up for a web app. With cohort analysis, KISSmetrics helps you visualize the engagement of cohorts with your site and determine whether that engagement is getting better over time. Using cohort analysis, KISSmetrics can help you determine what changes are improving user engagement (not just user growth).

REMARKETING
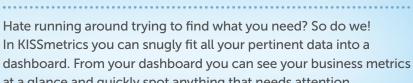With KISSmetrics you can determine the degree of which a user has engaged with your site. Have they become a customer? Have they abandoned their shopping cart? KISSmetrics makes it easy for you to target certain users with relevant marketing (and remarketing) campaigns.

4 Everything from the convenience of a dashboard.

$400 Last 7 days — Revenue
7 days Last 7 days — Time to signup
107 Last 7 days — Signups
7161 Last 7 days — Unique Visits

Hate running around trying to find what you need? So do we! In KISSmetrics you can snugly fit all your pertinent data into a dashboard. From your dashboard you can see your business metrics at a glance and quickly spot anything that needs attention.

WE MEASURE WHAT MATTERS.

We're here to help you succeed! Don't waste your time measuring data that won't get you results. KISSmetrics helps you to focus on the things that matter—the things that grow your business—like revenue, conversions, and (most importantly) people. Give us a try!

KISSmetrics

Let's talk: **+1 (888) 767-5477**

Try KISSmetrics for FREE: **kissmetrics.com/signup**