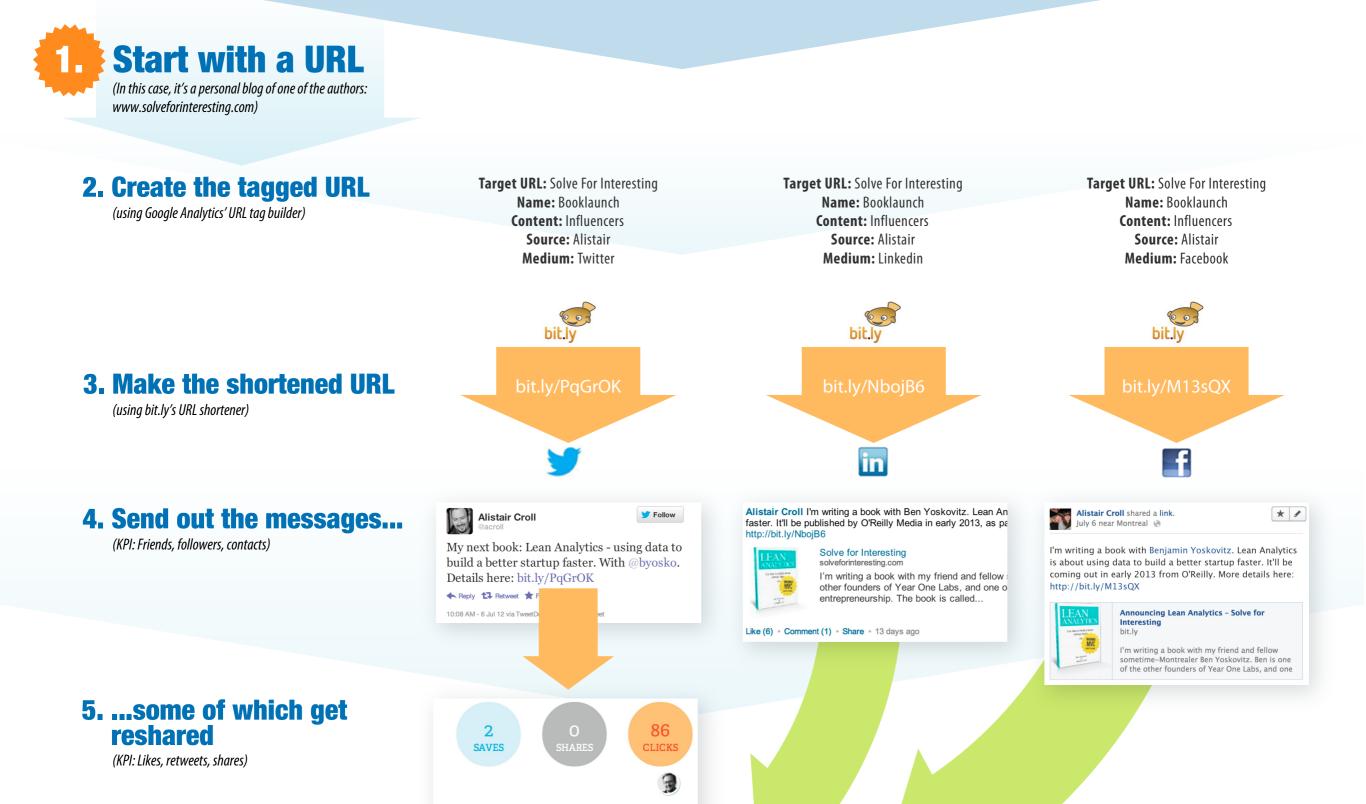
# THE ANATOMY OF A LONG FUNNEL The launch of the Lean Analytics website

This is an example of a "long funnel," from initial message to goal completion, spanning two websites and several social platforms.

By segmenting the resulting traffic we can understand who helps move us closer to our business goals, and optimize our marketing and outreach effort.

Our goals in this example were threefold: to **make people aware** of the book; to collect subscriptions to our mailing list; and to have people complete a survey about themselves.

This diagram shows the steps involved in creating a launch campaign, as well as the Key Performance Indicators (KPIs) you need to measure for each step.



#### 6. Readers visit the site

(KPI: New unique visitors by campaign)



COPY

Share ( 📹

bit.ly/PqGrOK

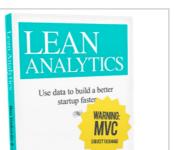
#### ANNOUNCING LEAN ANALYTICS

July 6, 2012 – 1:00 pm by Alistair Posted in Startup Marketing

Tagged analyst., book, designer, entrepreneur, founder, hacker, hustler, Lean Analytics, startup

I'm writing a book with my friend and fellow sometime-Montrealer Ben Yoskovitz. Ben is one of the other founders of Year One Labs. and one of the smartest people I know when it comes to entrepreneurship.

The book is called Lean Analytics, and it's about using data to build a better startup faster. We decided to write it because running a datadriven startup is hard. It's not just hard because analytics is challenging to get right. It's hard



#### 7. Visitors click on the link to the Lean Analytics **book site**

(KPI: Unique visitors from referring URL)

8. Visitors enter their email

(KPI: Email signups)

Use data to build a better startup faster



# Use data to build a better startup faster

Lean Startup transformed how we build companies.

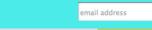
Now Lean Analytics shows you how smart founders use data to build better startups faster. The book delivers proven, practical, often uncomfortably blunt guidance you can put to work today.

Submit

#### Sign up to learn more!

Lean Analytics will be published in early 2013 by O'Reilly as part of their Lean series. In the meantime, get updates, join the conversation, and help us shape the book and learn from you by signing up.

mail address





some messages come from elsewhere (KPI: Daily uniques, subscribers)



Email addresses go into our mailing list (KPI: Subscribers, permissions, bounces)



# 9. Some start a survey

(KPI: New unique Wufoo visits)

#### WUF00

#### Lean Analytics Book

A confirmation email has been sent to your inbox. Please check that out and confirm your subscription

As well, we'd love your help filling out the quick survey below. Thank you!

#### What do you do? \*

Investor

- Startup founder Employee in a startup
- Employee in a bigger company

### **10. Some complete the survey**

(KPI: Survey completions that aren't junk)

Agency employee Other If you're in a startup or running a startup, is it your first one? Yes No Why are you interested in this book? \* I'm starting a business

Lean Analytics Book | About | Blog | Contact us

# **Thank You!**

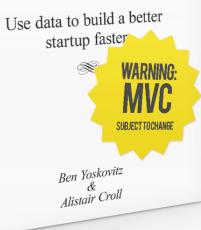
Thanks for telling us about yourself. We'll keep this information to ourselves, and we look forward to creating some great content together about startups, data, and building better businesses.

Please take a moment to share Lean Analytics Book with your friends:









Want to learn more about using data to build a better business faster? Visit us at Leananalyticsbook.com