



H
U
M
A
N
3 7

mixpanel
● ● ●

Implementation Packages

- We ensure you start using Mixpanel on ***strong foundations***
- We Guide you through ***Mixpanel's specificities & best practices***
- We ensure the ***implementation is business friendly*** to ease business value creation (insights)
- We share ***methodology*** to enable your team and grow the autonomy to ensure it can be replicated with the assets' evolution

Packages	Silver	Gold
Human37's Roles	Strategical & supportive of the client who's responsible for the operational heavy lifting	Strategical, supportive & operational for the client
SLA	24h via email	24h via email
Check-ins	Bi-weekly	Weekly
Package recommended scope	4 weeks	6 weeks
Package maximum timeline scope	30-40 days	40-60 days
Standard Pricing*	TBD	TBD

* Pricing can slightly be adapted if the scope of the projects two main components are considered:

- # of assets (apps, websites, etc.)
- The tracking methods (SDK, others)

Packages' Milestones	Silver	Gold
Introduction Meeting	x	x
Workbook	x	x
Kick-off	x	x
Deep-dive Sessions > ID Resolution > Mixpanel Methods	x	x
Tracking Plan	5 events*	20-30 events**
Developer Kick-off		x
Implementation		x
Testing & Debugging		x
Platform Training		x

* 5 events delivered by Human37 as per example. Client then completes remaining events. Everything is then reviewed together

** Delivered by Human37 and reviewed with you



┌

U M 3 7 U M A N

U M A N

A N

3 7

A

3 7

A N

U M

A N

U M

A N

3 7

└

U

└

U M

3 7

A N