



Driving User Engagement and Retention through Event Analytics for a Global Pharma Leader

SUCCESS STORY

Client Overview

The client, a leading multi-national pharmaceutical manufacturer, needed more profound insights into their product adoption, user journey, and engagement metrics to enhance user experiences and improve conversion rates.

Business Drivers: Understanding User Behavior to Drive Product Success

The client had key objectives that drove this transformation initiative:

Maximizing Adoption Insights: They needed visibility into user adoption metrics to assess how effectively their product was being used.

KPI Transparency for Product Owners: They aimed to provide product owners with clear visibility into performance metrics like page views, feature usage, and event tracking to understand user interactions.

Role-Based Analysis: Analyzing user adoption rates based on different roles and engagement levels was crucial, which they lacked. This was needed to allow product owners to tailor strategies for various user segments.



Indium Delivers Seamless User Journey Tracking with Mixpanel and Mendix

Indium leveraged Mixpanel and Mendix to develop a highly customized analytics solution:

- ▶ **User Adoption Metrics:** Implemented Mixpanel's Event Tracking to monitor user actions, role-based engagement, and retention.
- ▶ **Real-Time Dashboards:** Set up real-time dashboards for product owners, providing key performance insights across various metrics with advanced segmentation.
- ▶ **Role-Based Adoption and Time Spent:** Designed custom user profiles to track user-specific metrics and identify potential engagement bottlenecks.
- ▶ **User Journey and Drop-Off Points:** Created funnels to visualize user journeys, highlighting key drop-off points with Path Analysis to optimize the user flow and address potential issues.

Instant Impact: Improved Engagement, Retention, and Conversion

Indium's solution delivered remarkable outcomes for the client:

- ▶ **31% Improvement in Conversion Rates:** A significant increase in user conversions, driven by deeper insights into user behavior and targeted optimizations.
- ▶ **32% Increase in User Engagement:** Enhanced engagement metrics because of better understanding and addressing user needs.
- ▶ **30% Boost in Retention:** Improved retention rates through personalized user experiences and role-based product engagement.