



Software **teams** need to understand and act on user behavior.

Product analytics today isn't built for teams - engineers have been left out.

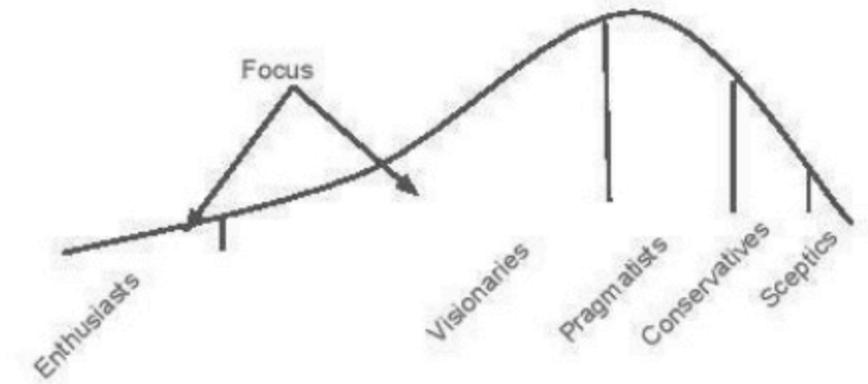


Target persona

Enthusiasts = the customers least in need of whole product support

Visionaries = there is no pleasure in pulling it together on their own, but there's an acceptance

Pragmatists = evaluate and buy whole products



Profile

- Technical - can code
- Likes control - getting stuck in without being sold to, extensibility and flexibility

Professional details

- Product manager or a senior engineer
- Works for a company where product usage is strategic
- Doesn't want to, or can't, send user data to 3rd parties
- Needs quick, simple insights about user behavior

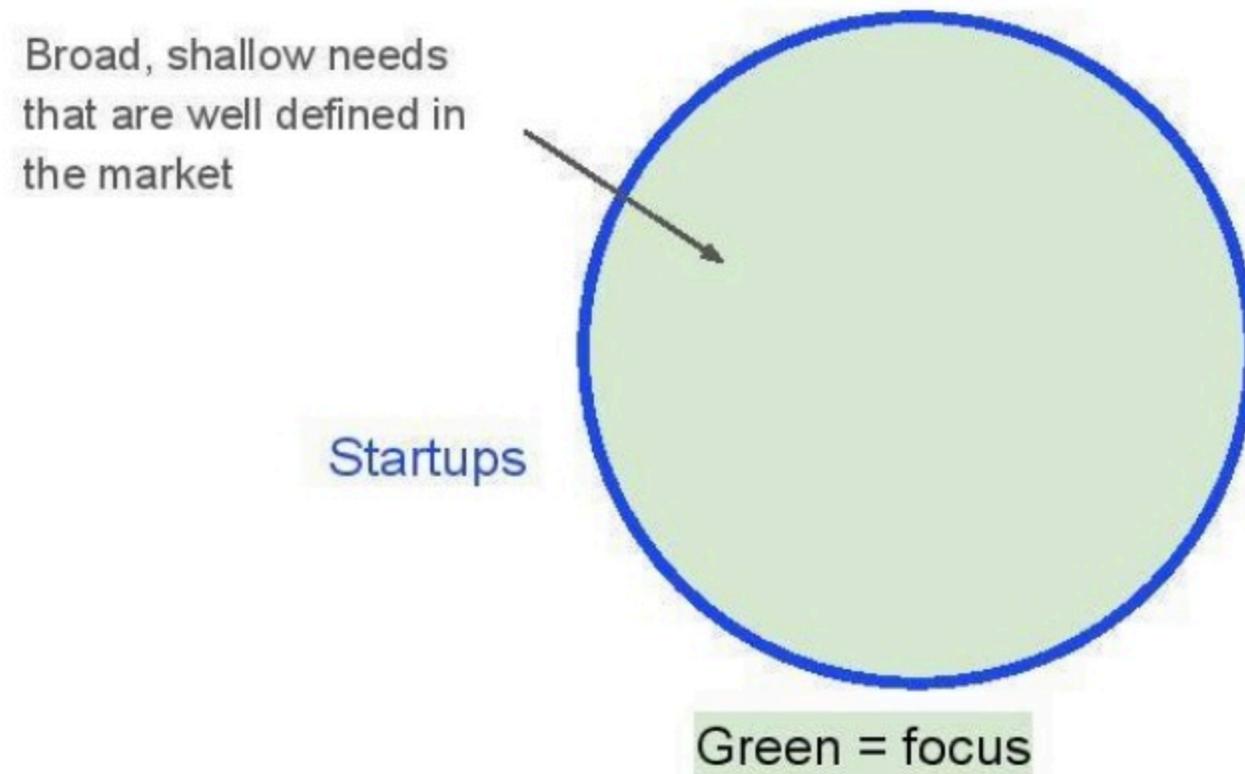


Data

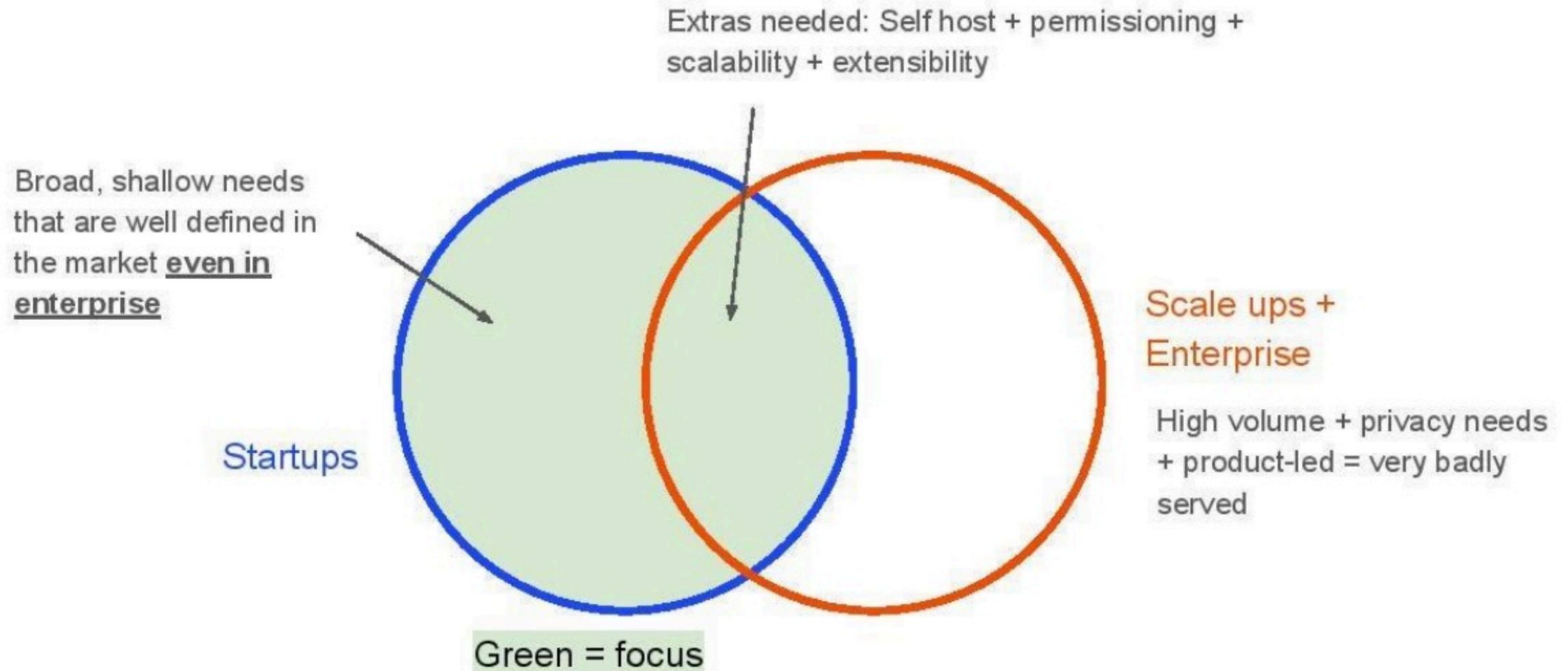
Retention is 50% on our free product a month later for this profile, (33% for others).



Market challenges



Market challenges



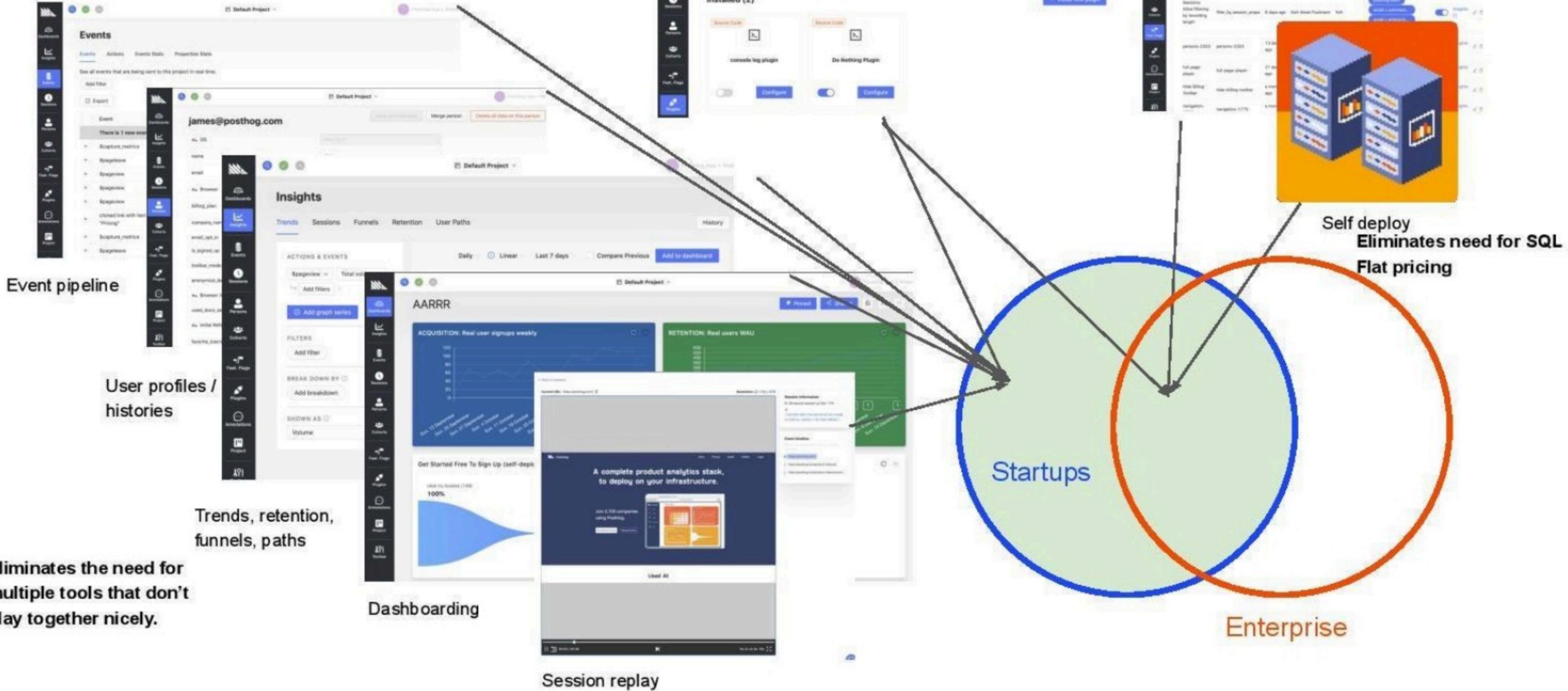
Solution

Eliminates data silos in the organization

Plugins (ie data export / import)

Feature flags

Enables ongoing product improvement



Roadmap

Focus 2021

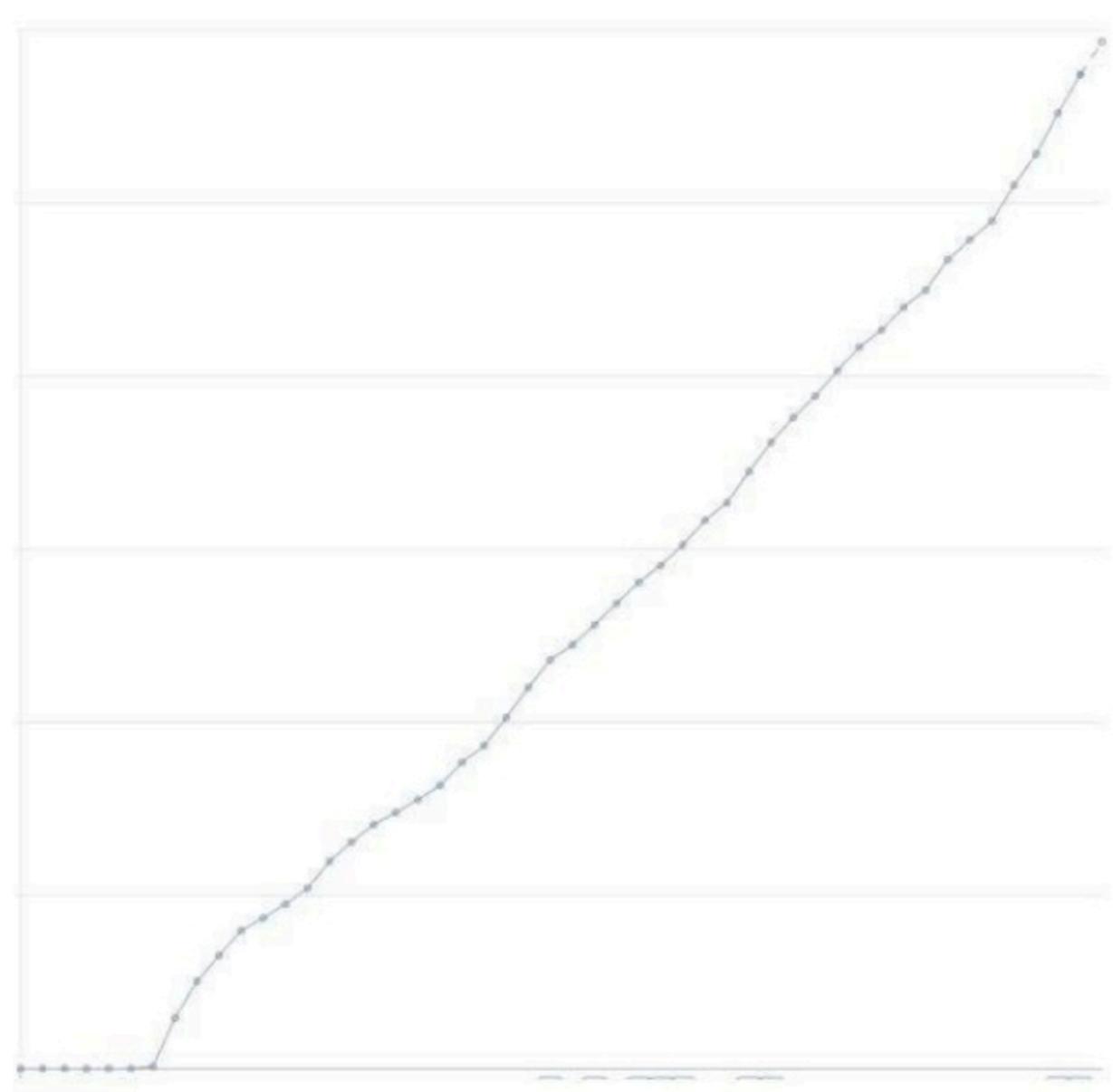
- Expand value proposition
- Add more users within the organizations where we're deployed
 - Establish growth engineering function with KPIs
 - Education focussed content
- Make it easier to build on top of platform
 - Get plugins out of beta
 - Enhance catalogue of plugins

Roadmap

	Roadmap	Ticketing	Design	Experimentation	CI/CD + Release	Metrics	Errors	Product analytics	User interaction	Monetization
Ignore			<i>Mockups</i>							
Build				Feature flags Split testing				Data pipeline CDP (via plugins)	User feedback widget User feedback notes Session recording Heatmaps	
Integrate	Issues <i>GitHub</i>	Tickets			Code repo	Product monitoring	Error monitoring	Data lake Business intelligence	User chat	CRM Payments

Deployments

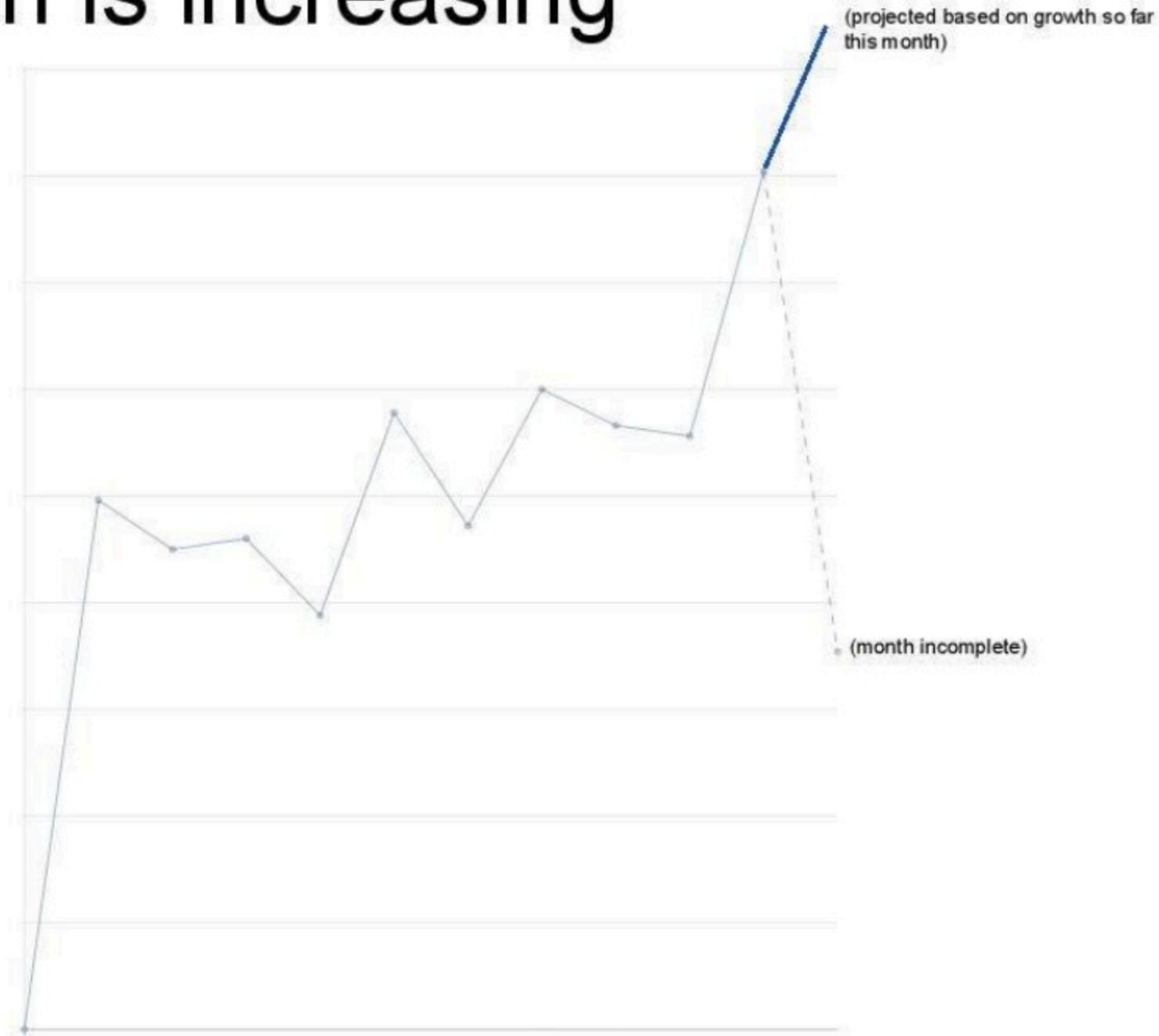
Thousands of companies are using us.



The rate of growth is increasing

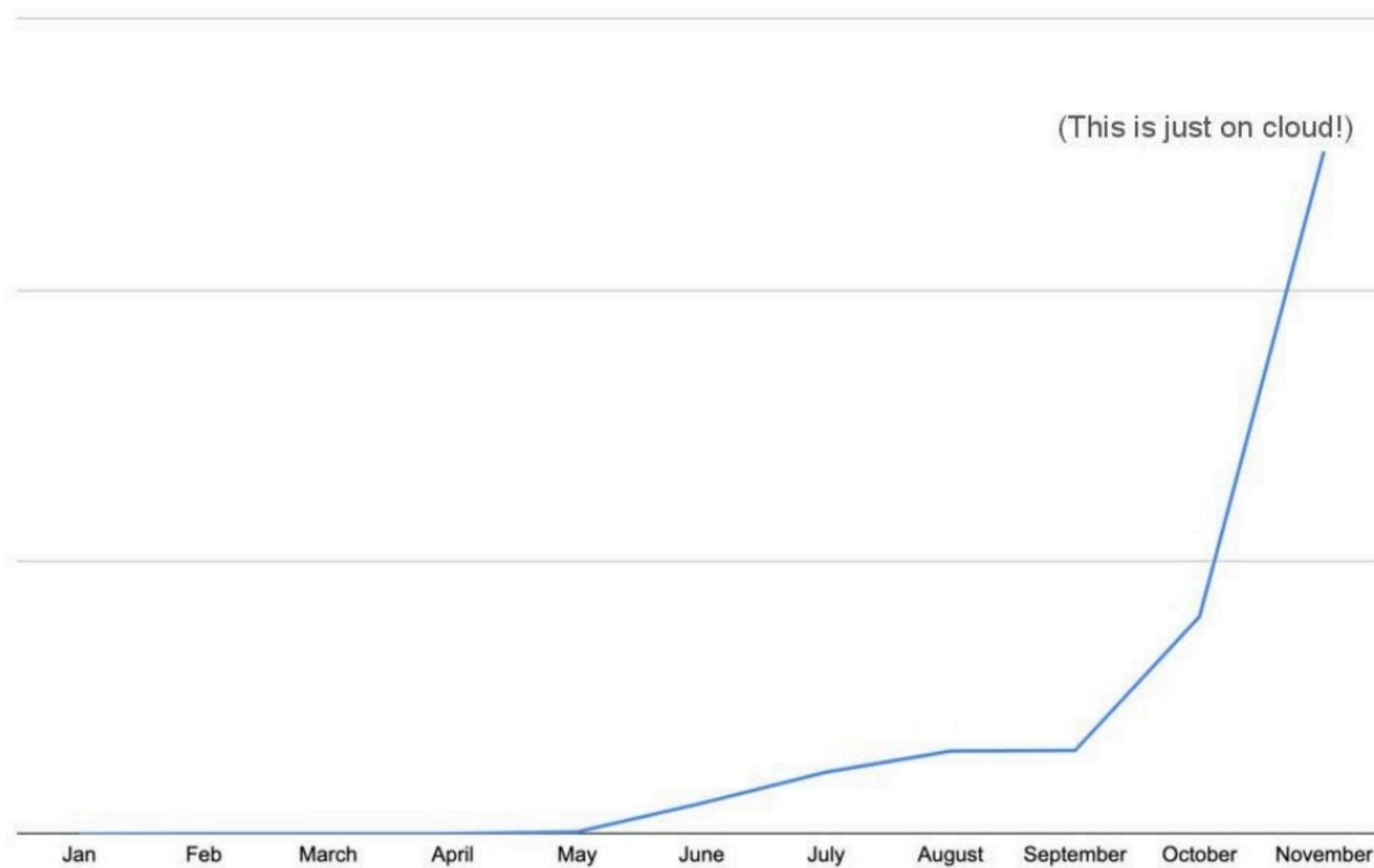
The rate is getting quicker

(deployments/month)



Usage is exponential

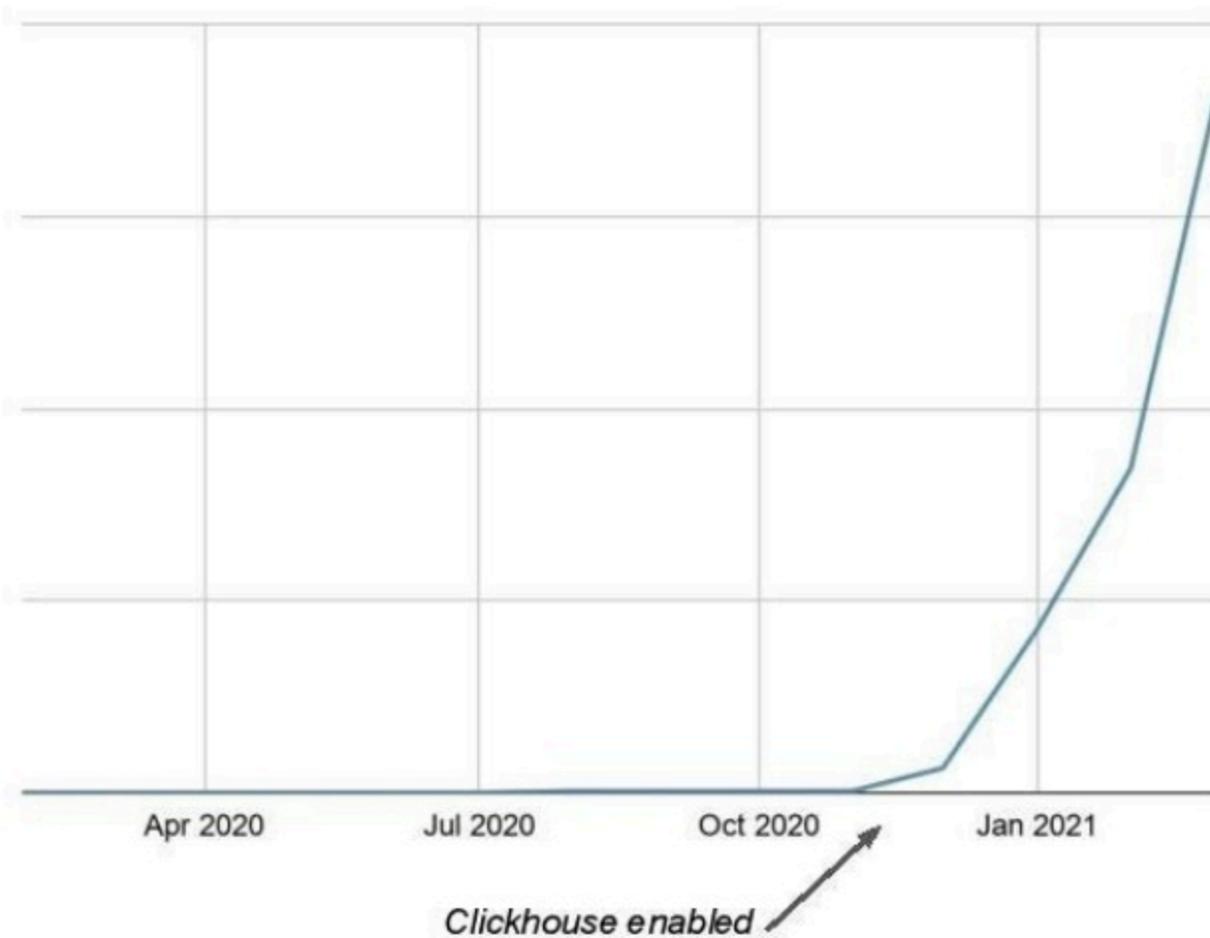
Monthly
events



The community is getting pretty big

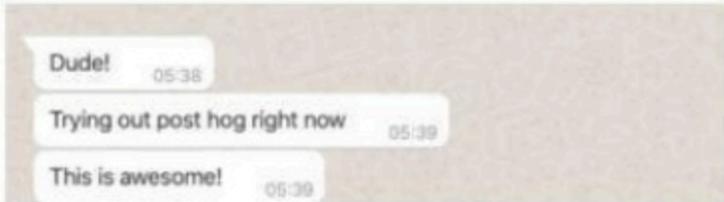
- ~6,500 developers in our Product, Slack, GitHub and Twitter
- ~100 contributors across all repos, up from 0 in February
- Community PRs are much higher quality - react native integration, iOS library, etc.
- ... with no marketing people and <\$25K marketing spend over all time.

We are already getting a lot of inbound demand



I think I am in love with posthog Imao

We're avid users of PostHog at [redacted] and all our product and web analytics are driven by your software. It's a very very good tool, and really quite intuitive to use. Congratulations on building a viral product.



You bet!! I've honestly been so impressed and I absolutely love the product.

Hi Tim, just wanna let you guys know that we love what you are building and has been a great help. We are in the midst of raising funds and couldn't have done this without PH's help.
See great improvements to the platform, specially the ones we are thinking about gets implemented on the next releases. It's like magic.
Thank you.

I've just inspected the feature flag ability, if this really works as its described here, and also gets the percentage right its a god sent gift 😊 (edited)

Just saying this looks amazing Posthoggians.
Session recording 🙌
IP to geo conversion plugin 🤩
Multiple projects!! 🤩
❤️ you lot.

“Came for the AirPods, but stayed for the product. For our newest build, we switched from Mixpanel to Posthog. Some reasons below: The automatic HTML element tracking makes setting up super quick. The UI is a lot simpler + intuitive com-

Our team are huge evangelists for your product 21:07
I told them that I hope r customers talked about Legl the same way they talk about PH 21:07



We're a small startup right now, and have strict data requirements that necessitate using a self-hosted model. However, we would really like to explore a paid plan that allows us to have support available, as there are a few metrics that we haven't figured out how to measure quite yet.

16:16 Karl Customer call today:
| We can't survive without posthog.
❤️ 2 😊

...
... requests for any
... stored on Posthog
...
... blocker is also a bo-
... assistance from
... on Slack.”
Wang · May 30, 2020

Go to market

1. Next step: scale community.

- Developer evangelism - top of funnel (content/social/community oriented marketing)
- Developer experience (set up calls, setting people up better, merch etc)
- More usage (product focus)
- Easy contributions (plugins)

2. We're getting swamped with paid enquiries.

- Build an inbound process for dealing with inbound enquiries
- Build a process for ensuring we grow with them
- Layer in more focus in enterprise (sales and brand oriented) as product increases in maturity.

