
Ptero Documentation

Release 1.0.0

Ptero

March 30, 2016

1	Getting Started	1
1.1	Connect to Mixpanel	1
1.2	Create your first Scenario	2
1.3	Now What?	2
2	What is a Scenario?	3
2.1	Introduction	3
2.2	Example Scenarios	3
3	The Dashboard	5
3.1	Creating a New Scenario	5
3.2	Organizing Scenarios	5
4	Administration	7
4.1	Adding & Removing Users	7
4.2	Changing Profile Info & Password	8
5	Billing	11
5.1	Free Plan	11
5.2	Free Trial	11
5.3	Paying Plan	11
5.4	Cancellations	11
6	Frequently Asked Questions	13
6.1	What is a ‘MAU (Monthly Active User)’?	13
6.2	Is Ptero free?	13
6.3	How much does Ptero cost if I have more than 25,000 MAUs?	13
6.4	Do I have to pay for additional MAUs by credit card?	13
6.5	How do I get my data into Ptero?	13
6.6	Why do I need a Mixpanel account in order to use Ptero?	14
6.7	How do I cancel my paid subscription?	14
7	Contributing to these Docs	15
7.1	Setting up your Environment	15
7.2	Making Edits	15
7.3	Submitting Changes	15

Getting Started

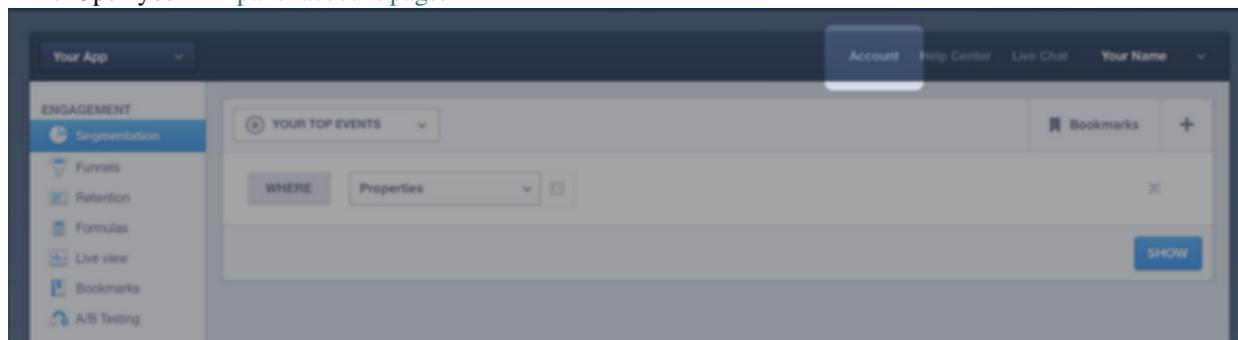
Ptero helps you to build *Scenarios* to understand which user behaviors and attributes are predictive of conversion.

Before you'll be able to start using Ptero, you'll need to [sign up](#) and connect an existing source of data. For our initial launch, we only support [Mixpanel](#) as a data source, but we will be adding additional integrations as quickly as we can.

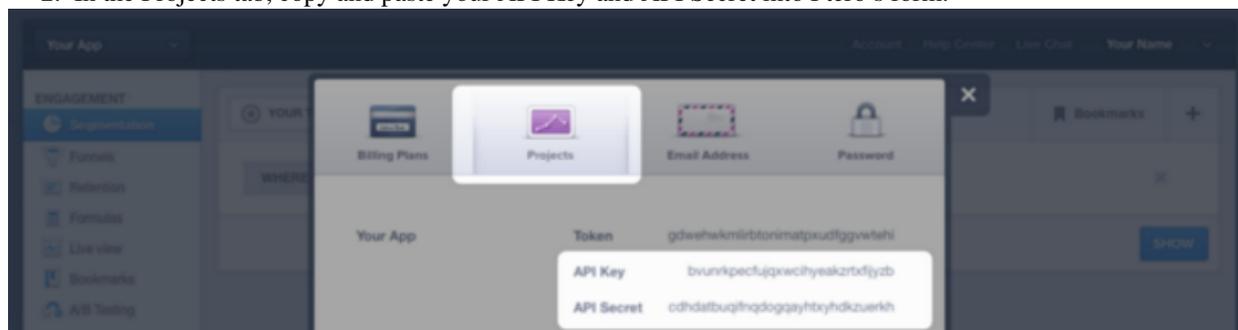
1.1 Connect to Mixpanel

Initially, Ptero imports the previous 6 months of event data from your Mixpanel account. After that, new event data will be periodically imported to keep your Ptero analysis fresh. *We do not modify any Mixpanel data in this process. Our integration is read-only.*

1. Open your [Mixpanel account page](#).



2. In the Projects tab, copy and paste your API Key and API Secret into Ptero's form.

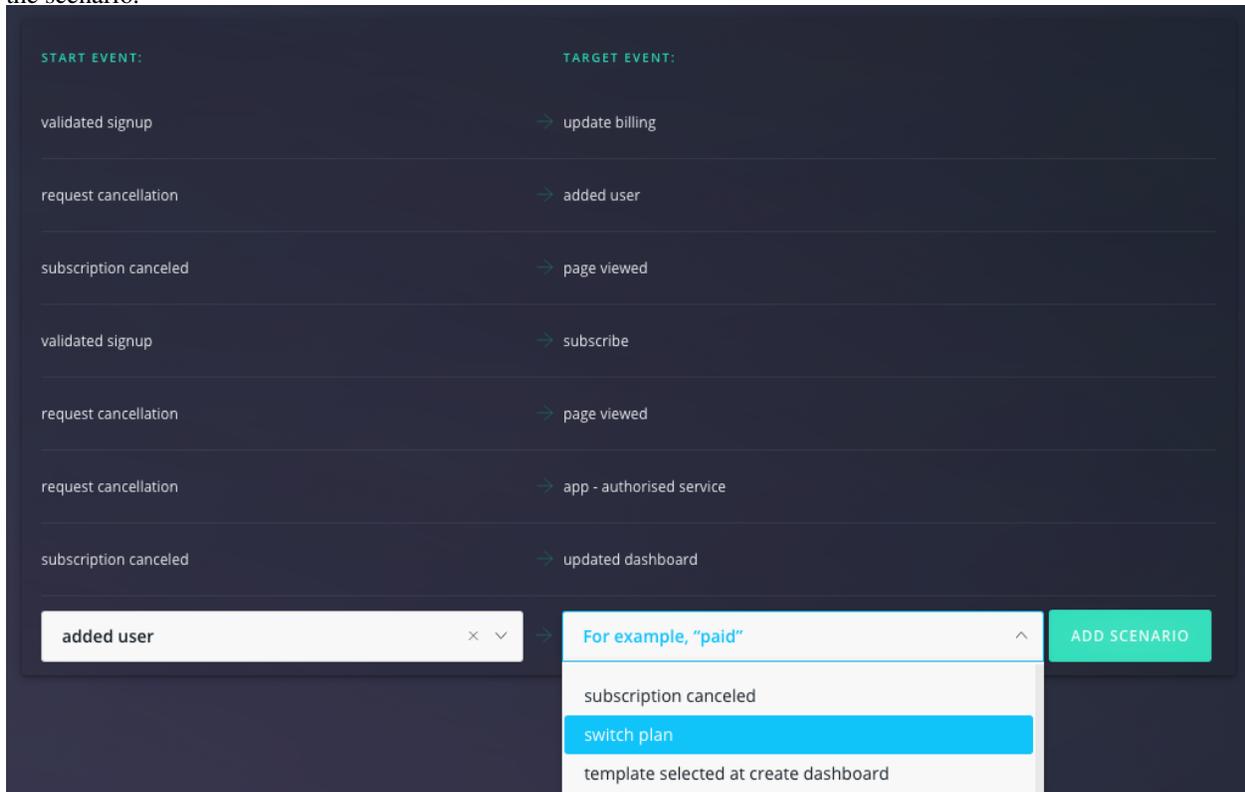


1.2 Create your first Scenario

Ptero automatically scans your data to guess at which events may be interesting to use in Scenario definitions. If any are found, the system will pre-populate your Ptero system with several scenarios. We suggest that you create at least one other Scenario at this time, especially if no scenarios are automatically detected or if the auto-scenarios are uninteresting.

If you're fuzzy on what a Scenario is, take a moment to look at the [What is a Scenario?](#) section.

To create a scenario from your dashboard, simply choose both your start and target event and click "Explore" to save the scenario.



1.3 Now What?

After connecting to Mixpanel and creating a few scenarios, we will start to import data into Ptero. This process can take from a few minutes to a few hours depending on your event volume.

Note: We'll send you an email once the import is completed and we've run your initial scenarios.

In the meantime, feel free to explore our documentation to learn more about the theory behind Ptero and discover ways you can maximize your use of this new type of behavioral analysis.

What is a Scenario?

The Ptero *Scenario* is the basic building block of Ptero analysis, so it is important to understand how to create Scenarios and what they encapsulate.

2.1 Introduction

The *Scenario* answers the question “**What leads from A to B?**”

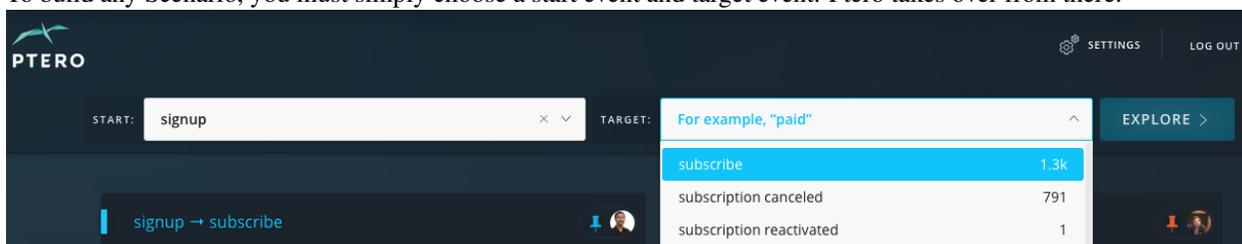
Frequently, the “from A” part of the question is implied to be “from registration”, but Ptero Scenarios allow you to be more explicit.

We call A the **start event** because it specifies when we should start to care about users we’re trying to nudge along to that target event. The start event may be something simple like a `registration` event, but it can be very powerful to use other events as start events.

Finally, B can be any event which occurs in your app, game or product and is referred to as the **target event** for the Scenario. For instance, a `trial-converted` event would make sense as your target event.

With these example events, you’d have a Scenario to explore “What leads from registration to trial-converted?”.

To build any Scenario, you must simply choose a start event and target event. Ptero takes over from there.



2.2 Example Scenarios

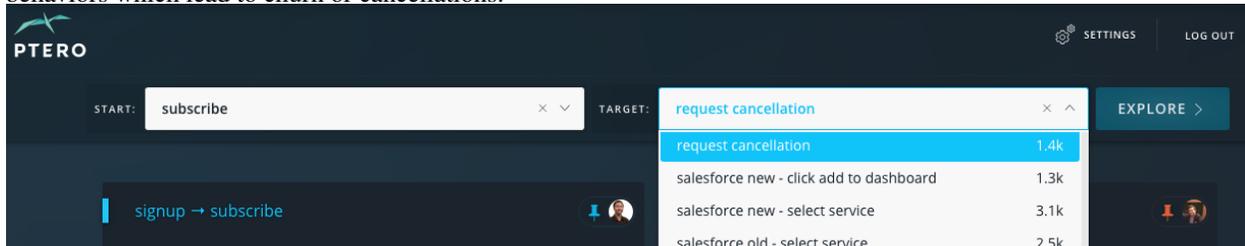
Some Scenarios may be about the user acquisition and **conversion** process:

- For a web app with a trial, a scenario from trial start to trial conversion.
- For a freemium app, look at users who register and then later upgraded to a paid plan.
- For a mobile game, look at users who installed the app and then made an in-app purchase.

Or, Scenarios may be about **adoption** of particular features:

- For a chat app, look at users who added friends and then initiated a group chat.
- For a recipe sharing site, look at users who viewed a recipe and then submitted a recipe.
- For a fantasy sports app, look at users who joined a league and then voted on a trade.

Furthermore, you can create Scenarios with “bad” events as target events. This would allow you to understand the behaviors which lead to churn or cancellations.



The screenshot shows the Ptero interface with the following elements:

- PTERO** logo in the top left.
- SETTINGS** and **LOG OUT** links in the top right.
- START:** A search box containing the text "subscribe".
- TARGET:** A search box containing the text "request cancellation".
- EXPLORE >** button on the right side.
- signup → subscribe** path shown below the start field.
- request cancellation** dropdown menu with the following items:

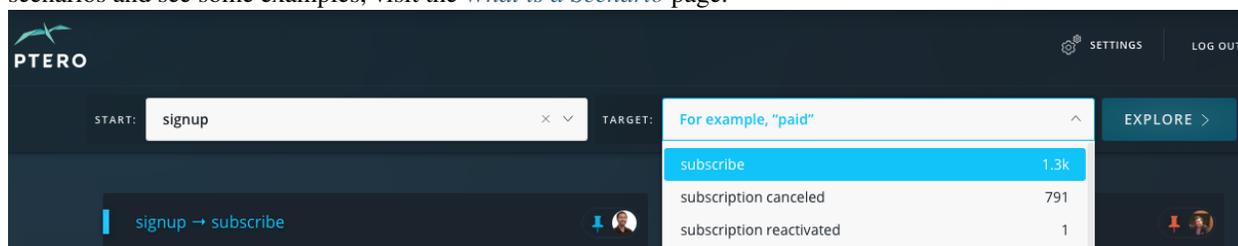
Event	Count
request cancellation	1.4k
salesforce new - click add to dashboard	1.3k
salesforce new - select service	3.1k
salesforce old - select service	2.5k

The Dashboard

The Ptero Dashboard is your control panel to create new scenarios, view past scenarios, and organize scenarios.

3.1 Creating a New Scenario

To create a new scenario, simply choose a **Start Event** and a **Target Event** then click explore. To learn more about scenarios and see some examples, visit the [What is a Scenario](#) page.



3.2 Organizing Scenarios

Once you've created a scenario, it will automatically go into your *My Recent Scenarios* section. Additionally, you can see the scenarios that your team has created in the *My Team's Recent Scenarios* section.

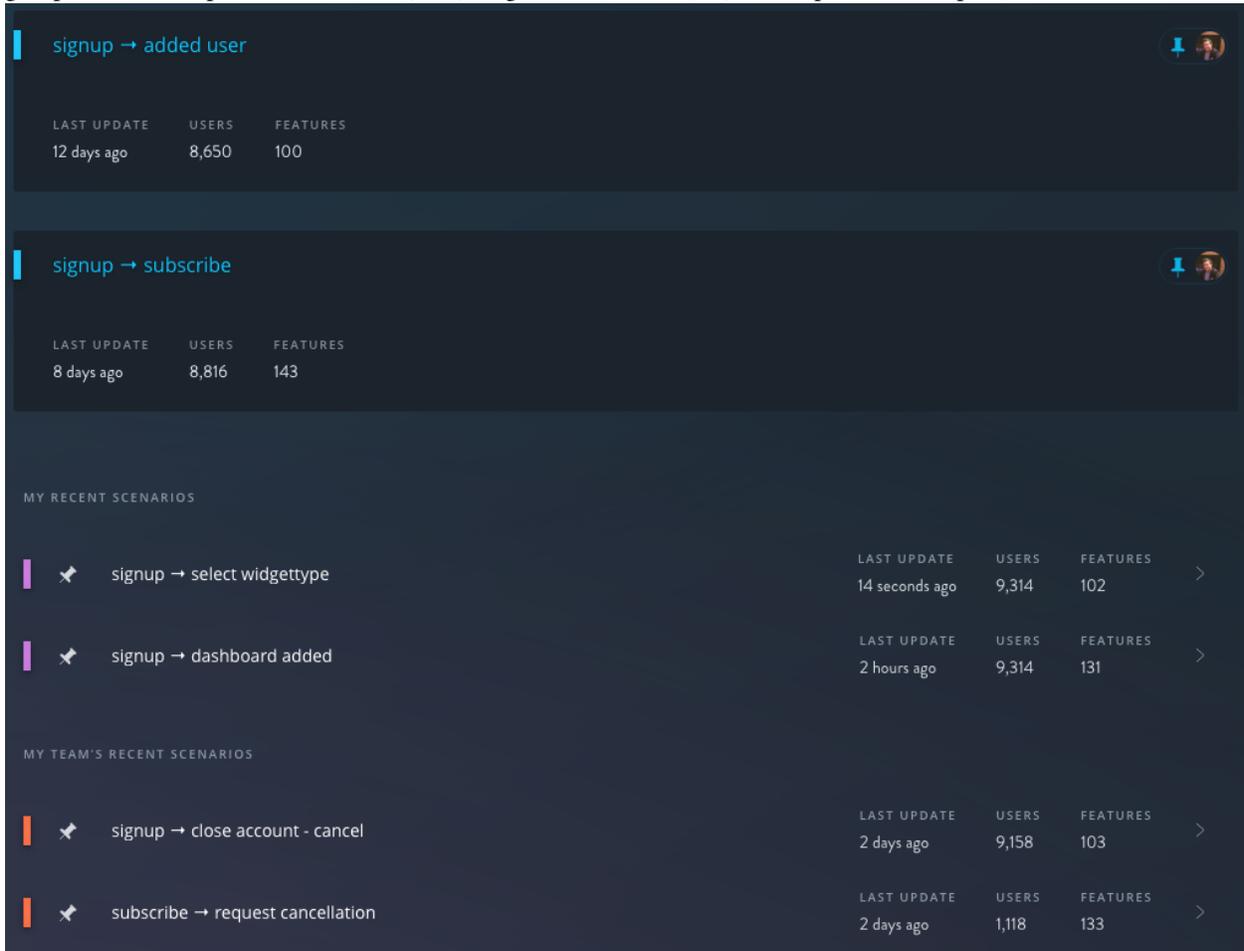
3.2.1 Pinning Scenarios

For Scenarios you want to keep front and center, you can pin them to the top of the dashboard by clicking the pin to the left of the Scenario. Pinned Scenarios are shared across your organization, so pinning/unpinning a Scenario from your dashboard will do the same for the rest of your team. Ptero displays the image of the person who pinned a specific Scenario to the right of the highlighted pin icon.



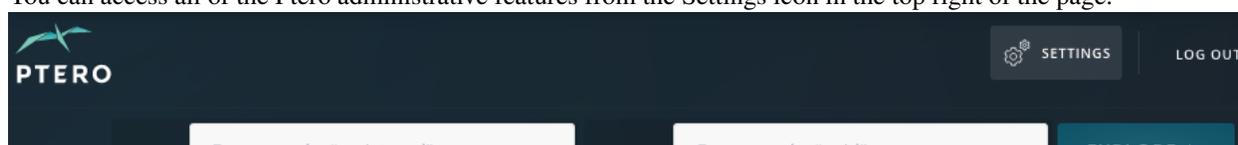
3.2.2 Changing Color

Ptero also allows you to change the color of a Scenario in order to create groupings. To do this, click on the colored bar to the left of the Scenario name and select a new color. One powerful way to use this functionality is as a way to group scenarios as positive outcomes (blue), negative outcomes (red), or adoption events (pink).



Administration

You can access all of the Ptero administrative features from the Settings icon in the top right of the page.



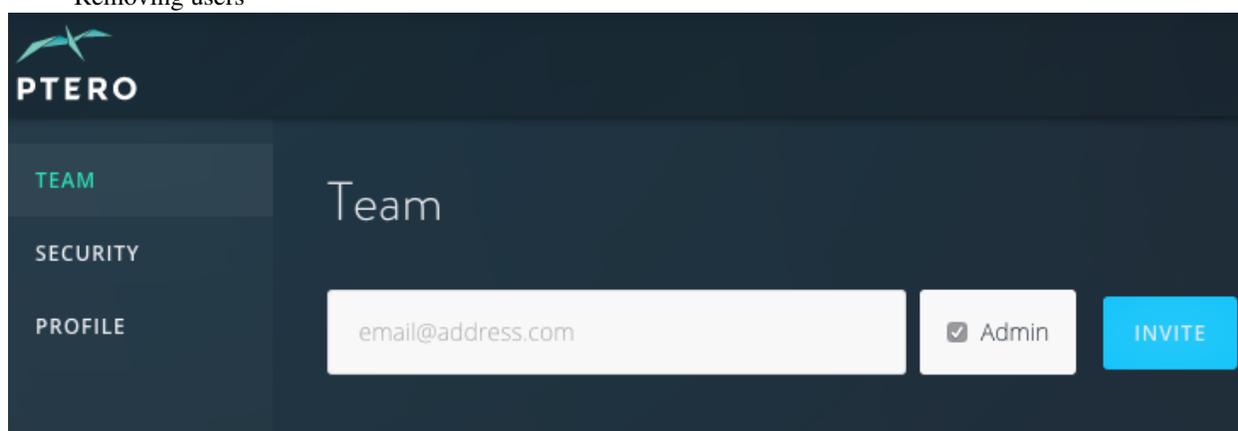
4.1 Adding & Removing Users

You can add or remove users from the Team tab in the Settings.

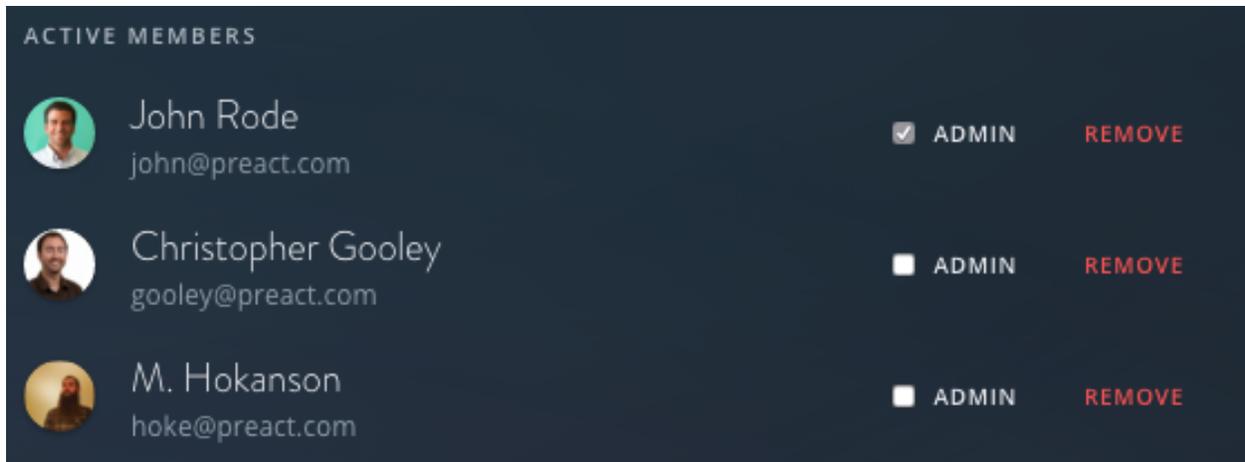
To add a new user, simply enter their email address and click Invite. Any user can invite another standard user (non-admin).

When inviting a new user, there is the option to designate that user as an admin. Abilities available to admins only:

- Adding, updating, or removing payment information
- Inviting or promoting other admins
- Removing users

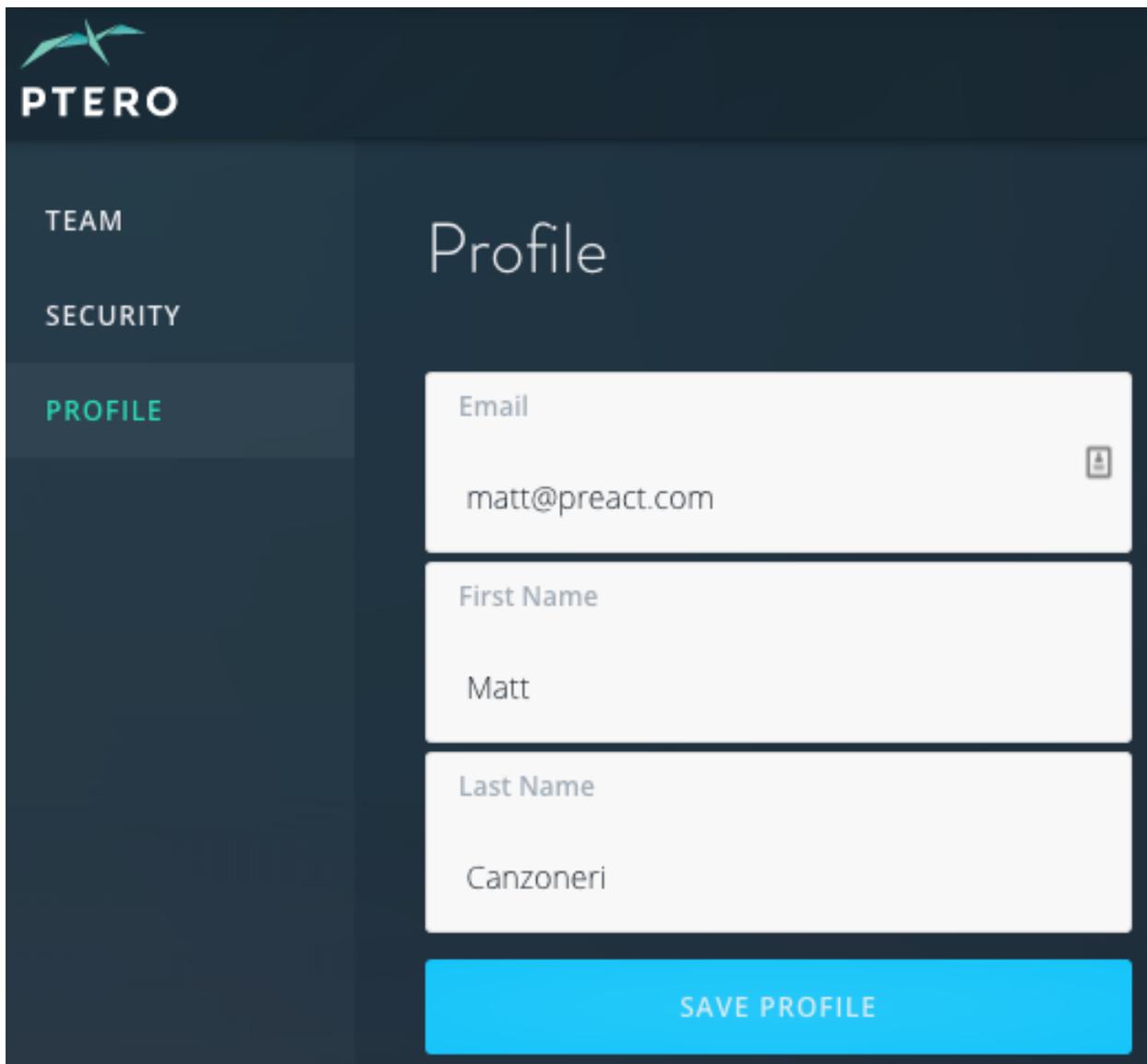


To remove a user or designate as admin (admin only), simply locate the user under the Active Members section and click the corresponding button.



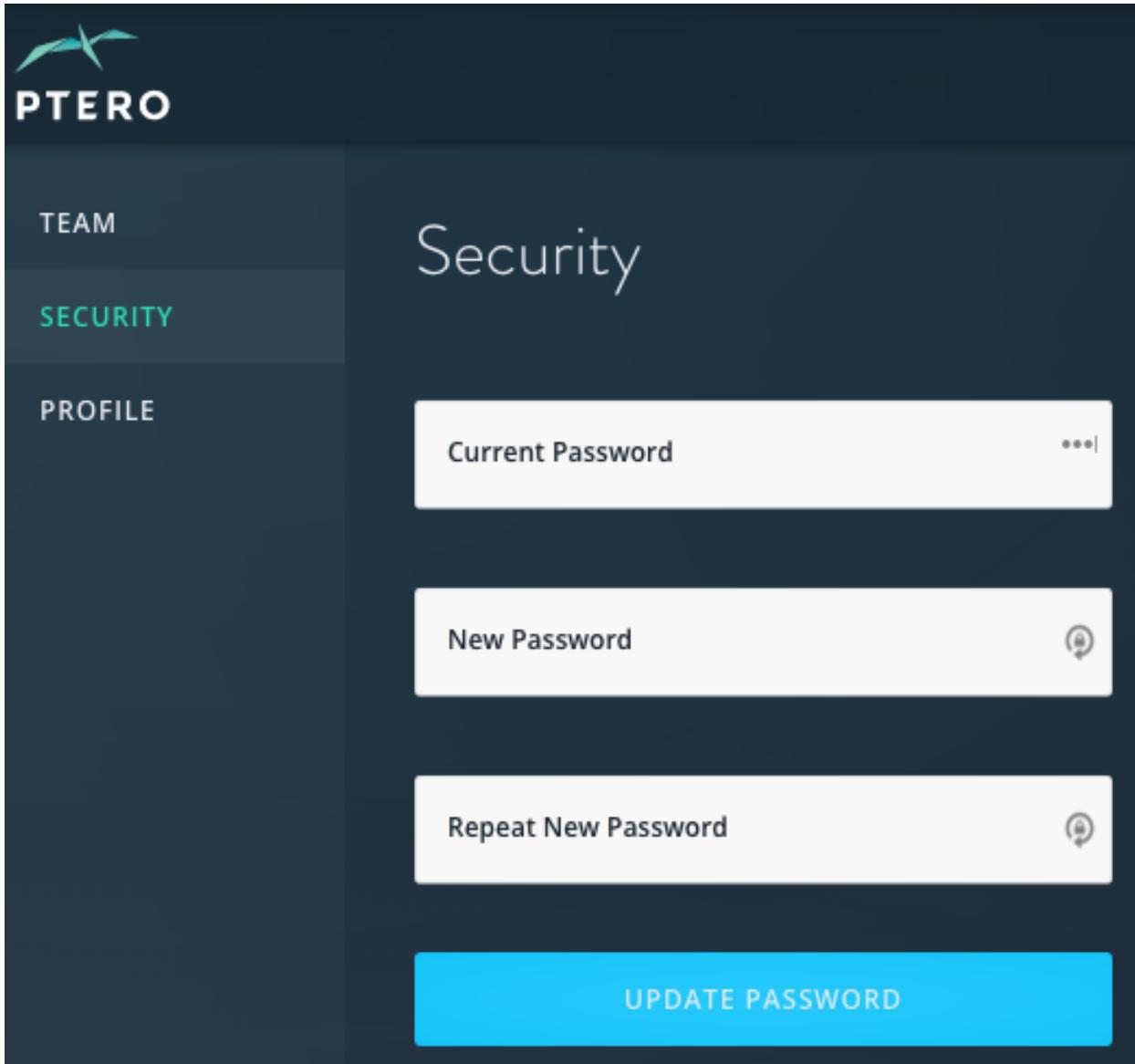
4.2 Changing Profile Info & Password

Users can change the name and email address they use to login by going to the Profile section in settings. Simply update the necessary fields and click Save Profile.



The screenshot shows the Ptero user interface. At the top left is the PTERO logo. A sidebar on the left contains navigation links: TEAM, SECURITY, and PROFILE (which is highlighted in teal). The main content area is titled 'Profile' and contains three input fields: 'Email' with the value 'matt@preact.com', 'First Name' with the value 'Matt', and 'Last Name' with the value 'Canzoneri'. A blue 'SAVE PROFILE' button is located at the bottom of the form.

Users can change their password by going to the Security section in settings. Ptero will ask for you to confirm your current password before creating a new password.



Billing

Ptero is priced based on the number of monthly active users (MAU) of your application. A Monthly Active User (MAU) is any user of your application who triggered an event in the last 30 days. To learn more, see our [Frequently Asked Questions](#)

5.1 Free Plan

Any company with fewer than 25,000 MAU will automatically be enrolled in the Ptero free plan.

5.2 Free Trial

If your application has more than 25,000 MAU, you will automatically begin your free *7 day free trial*. You will always get 7 days of free trial, even if you upgrade early.

If you decide not to upgrade after your trial, you will not be able to run any additional scenarios or pull data. However, you will still be able to login and view your past scenario results. If you decide to upgrade in the future, you will be able to reactivate your account so that you don't lose any of your previous work.

5.3 Paying Plan

Ptero is priced based on the number of MAU for your application based on data we pull from Mixpanel. The first 25,000 MAU are free and each additional increment of 25,000 MAU is \$25 per month.

Billing for the Ptero paid plan occurs at the beginning of each 30 day period. 3 Days prior to your automatic renewal, we will send an email with your monthly amount due based on the number of MAU we've seen in the past 30 days.

5.4 Cancellations

You can cancel your Ptero account by sending an email to hi@pterohq.com. You will have full access through the end of your current 30 day pay period, after which you will have read only access.

Check our our [Terms of Service](#) and [Privacy Policy](#). git push

Frequently Asked Questions

6.1 What is a ‘MAU (Monthly Active User)’?

A Monthly Active User (MAU) is any user of your application who triggered an event (that is tracked by Mixpanel) in the last 30 days. That is, to use Ptero you (currently) must be a Mixpanel user, so, any user who triggers an event you track using Mixpanel will count as an MAU.

6.2 Is Ptero free?

It sure is. If you have fewer than 25,000 MAUs, you can use all Ptero’s features – including unlimited data storage, seats, and Scenarios – for FREE. Once you exceed 25,000 MAUs (or if you have more than 25,000 MAUs at the time you register for Ptero) you will be entered into a 7-day free trial. At the end of the trial you will be prompted to pay for Ptero.

6.3 How much does Ptero cost if I have more than 25,000 MAUs?

It costs \$25 to add another 25,000 MAUs to your Ptero account. So, if you have 90,000 MAUs the cost to you will be \$75 per month. That is, 90,000 MAUs – 25,000 free MAUs = 65,000 MAUs. 3 “packs” of 25,000 MAUs will cover your MAU count in this case. Each “pack” is \$25.

6.4 Do I have to pay for additional MAUs by credit card?

Yes. We can only accept credit card payments at this time.

6.5 How do I get my data into Ptero?

First, you will need to be a Mixpanel customer. Once you register, simply follow the 3-step instructions to activate the integration of your Mixpanel data into Ptero. It takes under 24 hours for the largest of data sets to process. You will receive an email when your data and first set of results are ready.

6.6 Why do I need a Mixpanel account in order to use Ptero?

We chose to integrate with Mixpanel because it has a large user base and it is very simple to import data from Mixpanel. More integrations will be announced in the near future.

6.7 How do I cancel my paid subscription?

To stop paying for additional MAUs, visit your account page and select 'Cancel Subscription'. You will not be billed in the next month's billing cycle. You will still be able to view your analytics in "read only" mode, but you won't be able to run additional scenarios.

Check our our [Terms of Service](#) and [Privacy Policy](#).

Contributing to these Docs

This intends to be a living document which will evolve as new features and functionality is added to Ptero. The Ptero team attempts to keep it as up to date as possible, but input and clarifications are welcomed by the community.

7.1 Setting up your Environment

We use [Sphinx](#) with [ReadTheDocs](#) to makes it easy to create beautiful documentation. Assuming you have Python already, install Sphinx:

```
$ pip install sphinx sphinx-autobuild
```

Note: if you are using XCode 5.1 or higher, the above command might fail, due to breaking changes in the XCode version bump. Run this instead:

```
$ sudo ARCHFLAGS=-Wno-error=unused-command-line-argument-hard-error-in-future pip install sphinx sph
```

Clone the documentation repo:

```
$ git clone git@github.com:pterohq/docs.git ptero-docs
```

Run the watch script to build and start a local docs server:

```
$ cd ptero-docs
$ ./watch.sh
```

Open the docs in a browser at <http://localhost:8000>

7.2 Making Edits

[Sphinx](#) uses markup called reStructuredText which provides many built-in features for documentation, including easy linking, glossaries, and more.

You can either reference existing docs to get document syntax, or review the [Sphinx reference docs](#) directly.

7.3 Submitting Changes

Normal `git` branching and Github pull requests should be used to propose changes and additions. For contributors who do not have write access to the PteroHQ org on Github, please fork the [docs repo](#) and pull request from your fork.

When new commits are pushed to `master` on Github, the docs will automatically be built by [ReadTheDocs](#) and deployed to the live [Ptero Docs](#).

Welcome to Ptero!

Ptero is a new way to think about analytics. Other analytics solutions expect you to ask specific questions such as “Does usage of messaging increase conversion likelihood?”. This process of trial and error is time-consuming and provides only a partial view of what leads to success with your product.

Ptero takes a new, more holistic approach. Ptero uses machine learning to uncover predictive behaviors based on your desired outcome. All you need to do is choose a target event, for example trial conversion, and Ptero will give you a ranked list of which events are most highly predictive of this action. You don't know what you don't know - Ptero is here to help you know more about what leads to success for your company!

Note: If this is your first time exploring Ptero, the [Getting Started](#) page is a great place to start.

To get a sense of what we're building with Ptero, check out our [blog](#).