Which Metrics Matter in DevRel?

Subjectivity Applied to Objectivity

Adam FitzGerald
Head, Worldwide Developer Marketing
Amazon Web Services

@DevRelChap
Largest Number Of Start-up Customers

[Image of logos for various start-up companies]
Largest Number Of Enterprise Customers
Largest Number Of Public Sector Customers
What Metrics Matter in Developer Relations?
« If you can’t measure it, you can’t improve it »

-Peter Drucker
Management Guru
« If you can’t measure it, 
you can’t improve it »

-Lord Kelvin
William Thomson
« How do I know what you are doing is making a difference? »

-Your Manager
What is your critical Developer Relations metric?
Asking for a friend 😊 #DevXCon

- 27% Users: DAU/MAU
- 7% Love: Github Stars
- 20% Volume: Unique Pageviews
- 46% Money: Conversion to Paid
Users:
DAU/WAU/MAU
Over 2 Million Active AWS Customers

“Active customer” is defined as a non-Amazon customer with AWS account usage activity in the past month, including the free tier.
\[ AU = \left\| \{ \text{id} \mid \forall \text{id} \in \text{Events} \} \right\| \]
June, 9, 2014

Efficient way to calculate active Users

In analytics we like to track every interaction of a user with the system. Whenever a user interacts with our system we record an event. This event usually contains an id which can uniquely identify the user. This id can be a cookie, an IP address or a Vendor ID from an iOS App. Active Users is the number of unique users who interacted with the system. Active users are calculated over a time-period, e.g. Monthly Active Users (MAU), Weekly Active Users (WAU) or Daily Active Users (DAU). So when you want to calculate MAU, you would gather all the events in the last month and count the number of unique ids. This means that Active Users is the cardinality of the set of all the ids from these events.
Perils of DAU/WAU/MAU

1.Externalities
2. Masking Churn
3. Wrong Event Source
Love
GitHub Stars
OSS: Users vs Contributors vs Committers
Spring Community Population (Open Source)

User base: 2,500,000

Key Ratios
- Core:Expert = 20:1
- Forum:Registered = 10:1
- Registered:Global = 20:1

Population
- User base: 2,500,000
- Subscribers: 125,000
- Active: 12,000
- Answers: 400
- Committers: 20
Volume
Unique PageViews
Impressions
What is your Unit of Measure?
\[ EM = \sum_{i=1}^{n} \sum_{j=1}^{m} w_i M_{ij} \]
Money
Conversion to Paid
What is your conversion event?
Conversion Event $\rightarrow$ CLV
Natural Search
Paid Search
Webinar
Social Media
Email
Twitch

Conversion
Event

CLV
Multi-touch Attribution Model
\[
\log \left( \frac{p}{1-p} \right) = \sum_{i=1}^{k} \sum_{j=1}^{c} \beta_{ij} \times f_{ij}
\]
What Metrics Matter in Developer Relations?
All of them!
Thank you!

Adam FitzGerald

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