

# MixPanel

Resources about MixPanel, a business analytics service that tracks user interactions with web and mobile applications, and provides tools for targeted communication with them.

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Below we have compiled publicly available sources from around the world that present views on MixPanel.

## Perspectives on MixPanel

### Ready to see behavioral analytics in action?

[Get a Demo >>](#)

- [How is Cooladata different from Mixpanel?](#)

Mixpanel is limited in (scope mobile and web only) and forces you to export data from another data warehouse. Cooladata allows you to capture information from web, marketing campaigns and social channels into a single place for quick and easy analysis.

[Read the article on cooladata.com »](#)

- [Discussion: What Does Mixpanel Do That Google Analytics Is Incapable of Doing? quora.com](#)

## How To

- [Integrating Mixpanel Analytics into iOS App for Tracking User Events 2017](#)  
[www.appcoda.com](http://www.appcoda.com)
- [How to Improve A/B Testing with Mixpanel](#)  
[thumbtack.com](http://thumbtack.com)
- [Tracking A/B tests in Mixpanel using url parameters \(Rails Application\)](#)  
[gainbits.com](http://gainbits.com)

## Examples

- [Startup Analytics: Why and How Hubstaff uses Mixpanel](#)  
[blog.hubstaff.com](http://blog.hubstaff.com)
- [How CodePicnic Created A Centralized Dashboard with Mixpanel](#)  
[codepicnic.com](http://codepicnic.com)

## Mixpanel Alternatives

- [Mixpanel Mobile Analytics Alternatives and Similar Software](#)  
[alternativeto.net](http://alternativeto.net)
- [Top 15 Alternatives to Mixpanel](#)  
[pfind.com](http://pfind.com)

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## Product Comparisons

- [Comparison Between Google Analytics and Mixpanel](#)  
vizteck.com
- [How Does Mixpanel Compare to Google Analytics?](#)  
jonathonbalogh.com

## Vendor Information

- [Mixpanel - Analytics Platform for Mobile and Web](#)  
mixpanel.com
- [Mobile A/B Testing With Mixpanel: Walkthrough and Best Practices](#)  
blog.mixpanel.com

## Further Reading

- [MixPanel](#) — Resources about MixPanel, a business analytics service that tracks user interactions with web and mobile applications, and provides tools for targeted communication with them.
- [Chartbeat](#) — Resources about Chartbeat, a content intelligence and analytics tool for publishers that measures reader engagement and provides data insights for building audience loyalty.
- [deltaDNA](#) — Resources about deltaDNA, a company that develops and markets an analytics and marketing platform for games that are primarily in the free-to-play market, and offers consultation services for game developers and publishers
- [Interana](#) — Resources about Interana, an event-based analytics solution designed to answer critical business questions about how customers behave and how products are used.
- [Amplitude](#) — Resources about Amplitude, a product analytics platform for web and mobile that provides approachable analytics, cross-platform tracking, user behavior insights, and scalability.
- [Google Analytics 360 for Product Analytics](#) — Resources about the Google Analytics 360 Suite, a tool that gathers data from customers and uses deep insights to help enterprises measure and improve the impact of marketing.

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