EKKE GUEMBEL

(LET'S CREATE SOME) TYPO3 METRICS

WELCOME!

▶ Hannover, Germany
Bitmotion / Leuchtfeuer Digital Marketing
(TYPO3 agency of 30 people)

▶ TYPO3 since early 2000s
GOLD & Founding member of TYPO3 Association
TYPO3 Agency Partner
Former Team Lead „Security"

▶ Team Lead "Community" for Mautic
(Open Source Marketing Automation)
-> TYPO3 & Mautic = perfect team! Contact me :-)

OR... ARE WE?
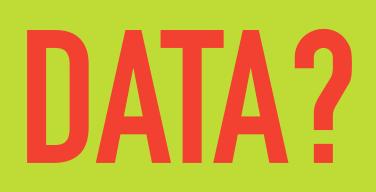
TRUTH IS: WE DON'T KNOW.

DATA?

DATA: WHY ASK FOR THAT?

▶ **Community** view:

    ▶ Because it tells us whether or not we are reaching our **goals**

    ▶ Because gives us data for **decisions** of all sorts

▶ **Ecosystem** (users, agencies, freelancers, ...) view:

    ▶ Because we want to be sure that **TYPO3 is still the right strategy**

    ▶ Because good data helps **selling TYPO3**

DATA: AREAS OF INTEREST

▸ Market Share

▸ Community Health (Geographically, Development over time)

▸ Perception: Image, Customer Satisfaction, ...

▸ Product Readiness

▸ Others? (Economic impact, ...)

DATA: FACETS MATTER

▶ Verticals

▶ Geographics

▶ Demographics

▶ Development over time

▶ Relative to competition

DATA: WHAT IT IS <u>NOT</u>

▸ **Goals** and **strategy**

   ▸ „We want to grow marketshare by X in region Y"

   ▸ „We want to be known by, and attractive to, junior software engineers"

   ▸ „We want to actively support underrepresented groups in our community"

▸ **Interpretation** of data (in relation to goals)

   ▸ „This number is good", „…can be explained by…",

▸ **Recommendation**, decision, action

VISION

SAME BUT DIFFERENT?

▶ Details will differ **per Area** of Interest

▶ But we should have a **joint platform and style** of presentation

▶ As a result, we should have a single website with open access to live data

▶ Interesting question: Do we hide any data - e.g. to protect a competitive advantage, or because it could be used against TYPO3?
(Not sure... Probably to be discussed if we should really have that situation one day.)

FORM OF PRESENTATION

▸ „**One Metric** That Matters" (OMTM) approach? „Overall health score"?
-> Works well in small businesses, not so much for us.

▸ Dashboard with **KPI** numbers and graphs

  ▸ Per Area of Interest (Market Share, Community Health, Perception, Product)

  ▸ With **drilldown** options (filter by market, …)

MEASURING

COMMON CHALLENGE

▸ **What data points** would we like to have (because they matter)?

▸ Which of those data points are easily **available**?
What ideas do we have for the rest?

▸ What do we start with?
How to we put the data points in **relation**?
What do we call **KPIs**, what data do we present at all, and how?
(Subjectivity involved!)

▸ Oh, and: What is the strategy that we're trying to assist?
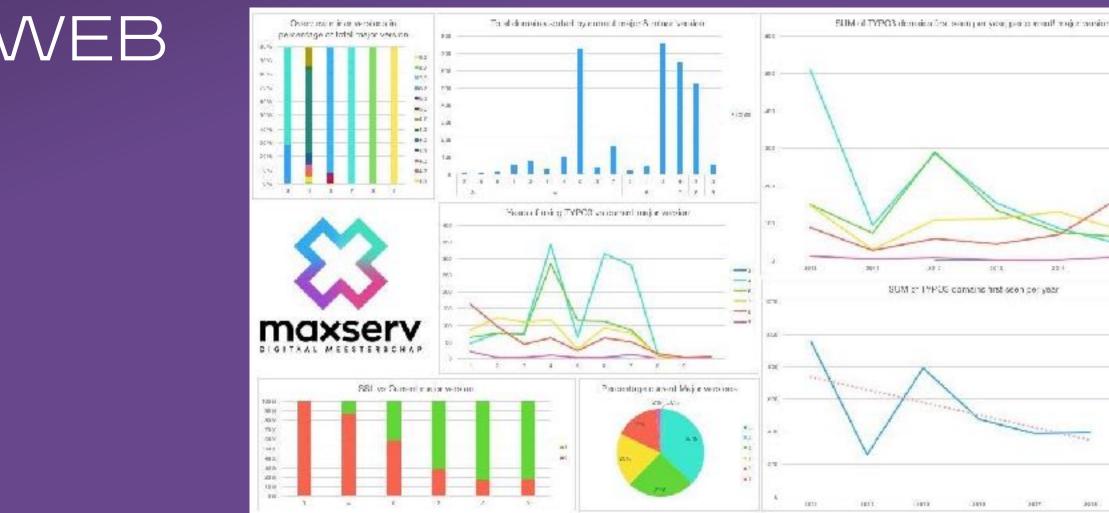(„What markets do we care about?" -> little sense in measuring the wrong ones)

MARKET SHARE: CRAWLING THE WEB

‣ Tech. platform exists (t3versions)

‣ „Calling home" by TYPO3 an option

‣ Complimentary data may be needed (site's industry, ...)

‣ Or simply use external crawl data? (Builtwith, CMSCrawler, ...)

COMMUNITY HEALTH

▸ Often reduced to „Github commits" or „slack activity" - but many more **indicators**

▸ Tools exist, even a Linux Foundation project for methodology (www.**chaoss**.community)

PERCEPTION

▸ **Polls** of all sorts

   ▸ Existing users (from within TYPO3?)

   ▸ Agencies

   ▸ Public (select segments within select markets)

   ▸ Probably the most expensive area

PRODUCT READINESS

▶ Requires (among others) broad knowledge on CMS market trends and strategy

    ▶ Develop and maintain criteria

    ▶ Evaluate TYPO3 product and roadmap an that basis

    ▶ Evaluate relevant other products

▶ No ongoing measurement, but periodic reviews

▶ Might involve polls - coordinate with „perception"!

MILESTONES

▶ Form an initial **team**, agree on **common foundations**

▶ Create first **concepts per Area** of Interest, close strategy gaps (if a

▶ **Prototype** first measurements per Area of Interest

▶ Find and provide joint platform for **presentation**

▶ Refine prototypes and come to an „**MVP**" set of data; go live

▶ Enhance as far as we want

▶ **Maintain** - make sure to have an ongoing supply of quality data, answer questions, …

▶ Adjust and enhance further

INITIATIVE SETUP

▶ At least **two volunteers per Area** of Interest

▶ Two volunteers in charge of presentation of results (incl. technical platform)

▶ Additional initiative members (general interest, stakeholders, sponsors, …)

WHAT TO EXPECT

▸ Limited project phase - no „chewing gum" commitment

▸ Full team meetings rather infrequently & typically asynchronous (24h on Slack)

▸ Most communication with in small AOI-teams

▸ Kick-Off: This month

THANKS... AND LET'S DISCUSS

THANK YOU!

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DIGITAL MARKETING

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