



Industry

- B2C Software (crypto-based community platform)

Data Warehouse

- Snowflake

Instrumentation

- RudderStack

Incumbent Solution

- Amplitude
- Mode Analytics

“Relative to our peer Web3 companies, NetSpring gives us an important competitive advantage.

With NetSpring working directly on our data warehouse, we now have a view into retention and activation others don't have. We can track cohort-specific KPIs, then easily build and test hypotheses that are leading to improvements to our platform, especially around the first user experience.

The ability to segment our creators by specific behaviors has helped us identify which segments matter most. This was a level of granularity previously hidden from us.

- Matt Alston, Co-Founder & CEO

Contact us:

805 Veterans Blvd, Suite 305
Redwood City, CA 94063

✉ hello@netspring.io

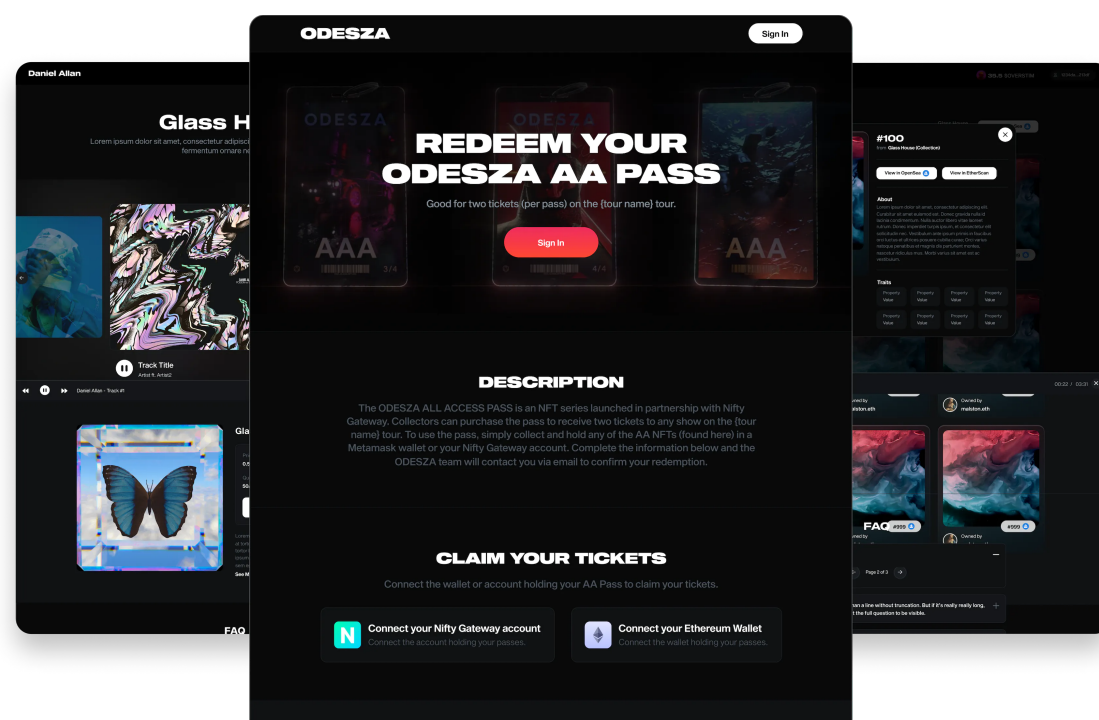
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Bonfire increases activation rates 80% with behavioral cohort analysis

About Bonfire

Bonfire enables musicians, podcasters, video publishers, and live-streamers (creators) to build custom web3-enabled sites to engage with their fan community. Creators monetize through sales of NFT collectibles and membership passes, which unlock perks & rewards such as exclusive content, early access to new releases, and discounted merchandise and tickets.



Challenges

Fan and creator data were siloed. Creator data landed in a transactional database and was accessed with Mode Analytics for creator metrics and content analytics. Fan engagement data was captured and analyzed separately in Amplitude. As a result, metrics could not be defined across creator and fan data. Bonfire needed a single source of truth for their creator and fan data, as well as marketing (Intercom) and NFT data stored on public blockchains. After replacing Amplitude's event capture with RudderStack, a warehouse-native customer data platform, they envisioned a modern data stack with a single self-service analytics tool.

NetSpring Solution

- Connect to Snowflake and be deployed for self-service in hours
- Access event data from fan interactions alongside creator data – with no data duplication
- Provide a complete view of all fan engagement and creator activities in the community
- Compose and reuse business logic to accurately define cohort-specific KPIs including activation, MAU, and retention
- Model activation as sequences and specific durations between tasks (e.g. onboarded, created 2 NFTs within 3 days)
- Drill into funnel conversions of specific behavioral cohorts to refine features and redesign onboarding steps (e.g. connect crypto wallet)
- Pivot seamlessly between funnel, path, cohort, and retention analysis to correlate critical sub-sequences (e.g activities before creating a page) to retention

NetSpring Benefits



Increased
activation rates 80%
from 20% to 36%



Improved
4-week retention
of primary musician cohort



Improved
time-to-market
of new features