

Measurement Launch Package

A complete example of what a product or AI agency can deliver under its own brand after a client launch.

Scenario	RelayAI Workflow - a fictional B2B AI collaboration product
Scope	One product, one activation journey, one analytics environment
Delivery	Measurement blueprint, tracking plan, QA register, dashboard specification, and executive readout
White-label model	Agency owns the client relationship; MeasureRelay works behind the scenes

TRUTH STANDARD

This document is entirely illustrative. RelayAI Workflow is fictional; every metric, issue, and recommendation below is an example of the delivery format, not a client result.

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01 MEASUREMENT BLUEPRINT

Define value before collecting events

Business objective: increase the number of workspaces that reach a repeatable first value moment and return to complete another workflow within four weeks.

North Star	Weekly activated workspaces	Primary diagnostic	Median time to first shared output
Activation	Create project + import source + generate + share within 24h	Retention	Activated workspace completes a workflow in week 4

Metric tree

PRODUCT VALUE	Users turn unstructured source material into a shareable action plan
ACTIVATION	Activation rate step conversion time to value
ENGAGEMENT	Workflows per active workspace edit rate share rate
RETENTION	Week-1 and week-4 workspace retention repeated value moments
GUARDRAILS	Generation failure rate latency support contacts unwanted PII capture

Measurement rules

1. Use workspace_id as the primary analysis identity; retain user_id for roles and collaboration.
2. Compute activation only for eligible new workspaces and freeze the 24-hour window at creation.
3. Separate production, staging, internal, and demo traffic before any KPI calculation.
4. Do not send raw source text, generated text, email addresses, or client names as event properties.

02 TRACKING PLAN

An implementation-ready event contract

Priority 0 and 1 events for the activation journey. Names use past-tense object_action syntax; every event must carry environment, workspace_id, user_id, app_version, and occurred_at.

Event	Trigger	Key properties	Priority / owner
signup_completed	Account creation succeeds	signup_method	P1 / Eng
workspace_created	First workspace persists	workspace_plan, member_count	P0 / Eng
project_created	Project is saved	project_type, template_id	P0 / Eng
source_imported	Import completes	source_type, item_count, duration_ms	P0 / Eng
generation_started	AI request accepted	model_family, input_type	P0 / Eng
generation_completed	Usable output stored	duration_ms, output_type	P0 / Eng
generation_failed	Request terminates without output	error_code, retryable, duration_ms	P0 / Eng
output_edited	First user edit persists	edit_type, time_since_generate_sec	P1 / Eng
output_shared	Share action succeeds	share_channel, recipient_count	P0 / Eng
invite_sent	Workspace invite dispatches	invitee_role, invite_channel	P1 / Eng
invite_accepted	Invitee joins workspace	invite_id, invitee_role	P1 / Eng
subscription_started	Paid plan becomes active	plan_id, billing_period, source	P1 / Billing

Acceptance rule	An event passes only when trigger timing, identity, required properties, environment filtering, deduplication, and failure behavior match the contract in a production-like test.
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03 MEASUREMENT QA

Trust the numbers before using them

Release recommendation	CONDITIONAL	Resolve 2 blockers before reporting activation externally. Important issues may ship with owners and dates.
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ID	Finding	Severity	Evidence / expected	Release action
QA-01	workspace_id changes after invite acceptance	Blocker	One workspace appears as two identities	Fix identity merge; backfill test cohort
QA-02	generation_completed fires twice on retry	Blocker	Expected one terminal event per request_id	Deduplicate by request_id
QA-03	generation_failed lacks error_code	Important	Failure rate cannot be diagnosed	Add controlled error taxonomy
QA-04	output_shared fires before share succeeds	Important	Cancelled modal still counts as share	Move event to server success
QA-05	occurred_at uses local client time	Important	Ordering breaks across time zones	Send UTC server timestamp
QA-06	Demo traffic enters production	Important	Internal workspaces inflate activation	Add traffic_type and exclusion
QA-07	invite acceptance cannot join invite	Later	invite_id missing on accept	Persist invite_id
QA-08	Raw source text is captured	Blocker	PII risk in event payload	Remove property; purge test data

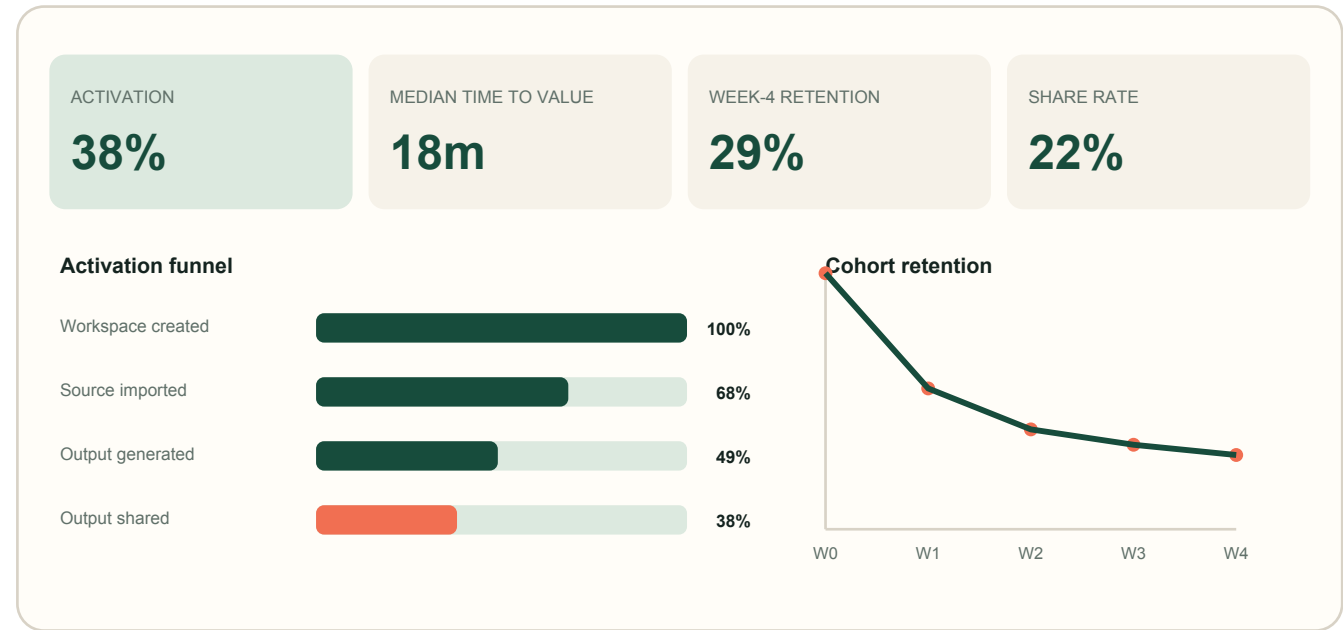
QA handoff

Every issue carries an owner, reproduction step, evidence link, and retest state in the working register. Client-facing dashboards stay labeled as provisional until blockers close.

04 DASHBOARD + EXECUTIVE READOUT

A decision interface, not a chart dump

All values below are illustrative. The specification tells the implementation team what each view must answer and which filters are required.



View	Decision question	Required cuts
Activation funnel	Where do eligible workspaces fail to reach first value?	Acquisition source, plan, template, device
Time to value	Which cohort or step causes slow activation?	Median + p75, source type, team size
Cohort retention	Do activated workspaces return to repeat the value moment?	Activation status, signup week, plan
Feature adoption	Does sharing correlate with repeated use?	Role, workspace size, activated vs. not

Executive narrative

The biggest immediate risk is not a weak activation rate; it is that current identity and retry behavior can materially distort that rate. Close the two counting blockers first. Then use the activation funnel to test whether source import or first share is the highest-leverage product step. Treat the current 38% figure as illustrative until QA passes.

Priority	30-day action	Owner	Done when
1	Fix workspace identity and request deduplication	Engineering	QA-01 and QA-02 pass in production-like tests
2	Remove raw source text from event payloads	Engineering + Security	No sensitive payloads in new events; test data purged
3	Ship the four activation funnel events	Engineering	Contract acceptance tests pass
4	Launch dashboard with provisional label	Product	Definitions and filters match the specification
5	Review first two weekly cohorts	Agency + client	One product decision and one follow-up test are named