



# 8 years of GoSquared

Monday, February 3rd, 2014

## What's next?

The future of analytics is closer than you think.



2014  
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FEB



**Amazon AWS re:Invent Keynote 2013**  
GoSquared works with Amazon to produce the worlds largest in-browser data visualisation demo, using WebGL and 3 x 4K displays in front of an audience of over 8,000 attendees in Las Vegas.

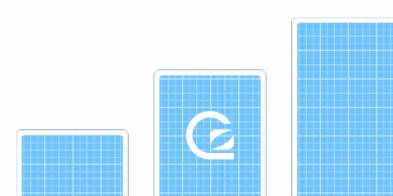


**GoSquared celebrates 8th birthday, introduces Ecommerce Analytics, 1-click Shopify integration, redesigned interface, and new pricing**  
The biggest day in GoSquared's history yet. And we're just getting started.



**GoSquared featured on the cover of Square Mile**  
Square Mile magazine covers the story of GoSquared and its founders in their 2013 tech issue.

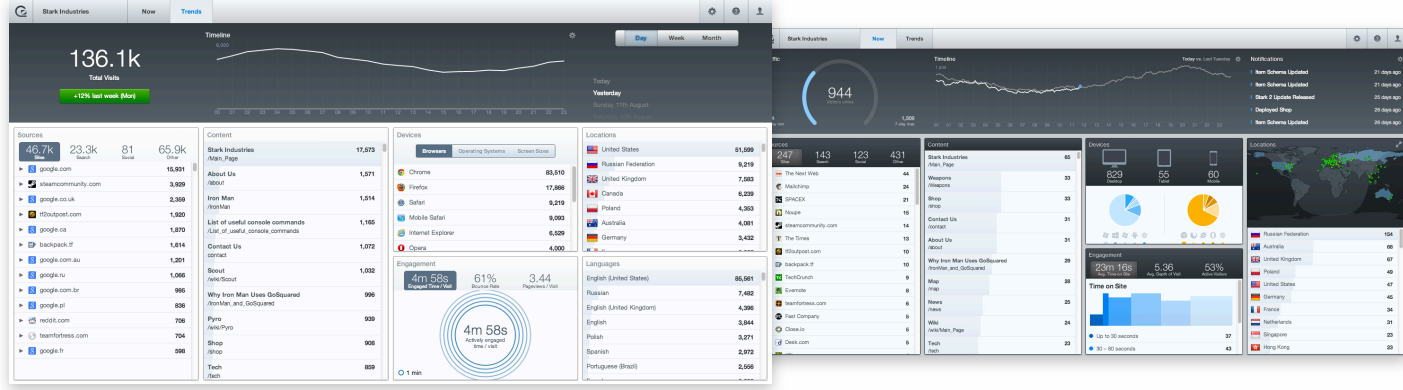
**New APIs and documentation**  
GoSquared releases powerful new analytics APIs giving developers unparalleled access to real-time analytics data.



**Event tracking released**  
Off the back of the new GoSquared update, GoSquared rapidly releases new features on a weekly schedule. Event tracking makes its way into Trends.

### The new GoSquared

Trends is completely redesigned and re-engineered to handle traffic levels of even the largest websites on the web. Dashboard is renamed to Now, and gains a simplified interface.



### Another new Home

The account area, upgrade screen, and settings area gets a huge design overhaul making it faster and easier to set things up.



2013  
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### The new GoSquared Blog

The GoSquared Blog on design, marketing, metrics, and business gets even better with a complete redesign.



**Amazon Web Services Visualisations**  
GoSquared power the real-time data visualisations for Amazon's first Web Services event, AWS re:Invent in Las Vegas.

### Visitor Analytics

The best way to view and understand the people interacting with your site in real-time.



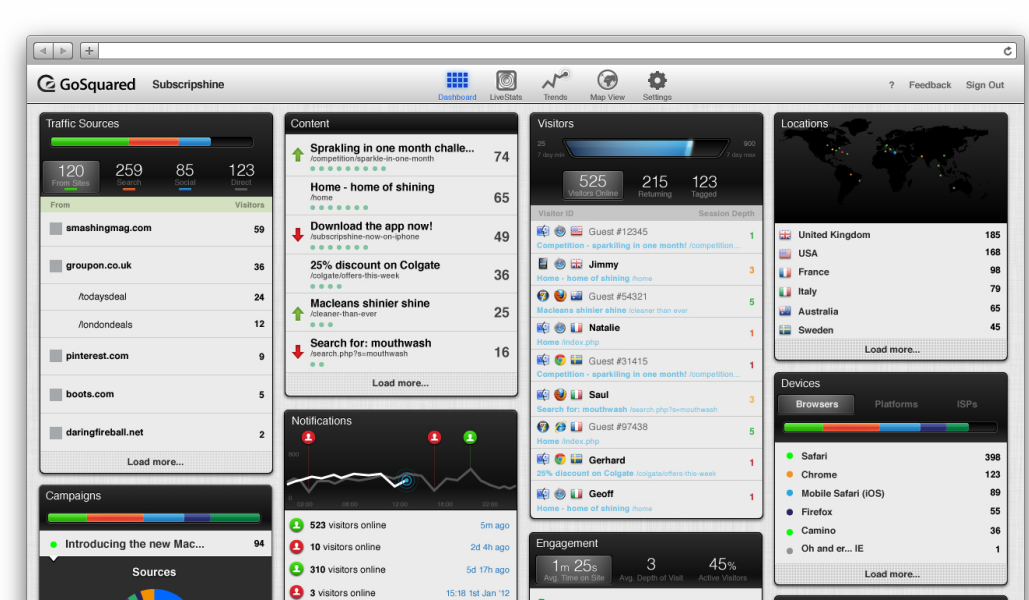
**London 2012**  
London hosts the greatest show on earth. GoSquared celebrates with 2 real-time infographics, and the patent pending Usain Bolt-meter.

### London Real-Time

GoSquared hosts over 100 attendees to its first ever hack weekend. Sponsored by GoSquared, Twilio, Pusher, Geckboard, VMware, and Amazon Web Services.



2012  
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**GoSquared Dashboard**  
The new GoSquared is announced. Easier, faster, and more flexible than ever.



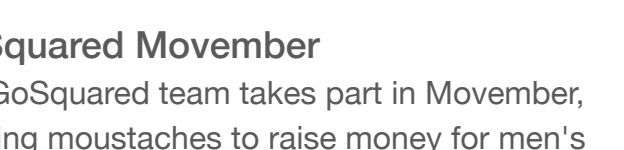
**LiveStats 3D**  
GoSquared introduces 3D real-time web analytics for April Fools.



**New Home**  
The new GoSquared Home and account area - further improving the GoSquared experience for our awesome customers.



**Data Driven London**  
GoSquared + Geckboard host the first Data Driven London meetup for metrics and analytics in London.



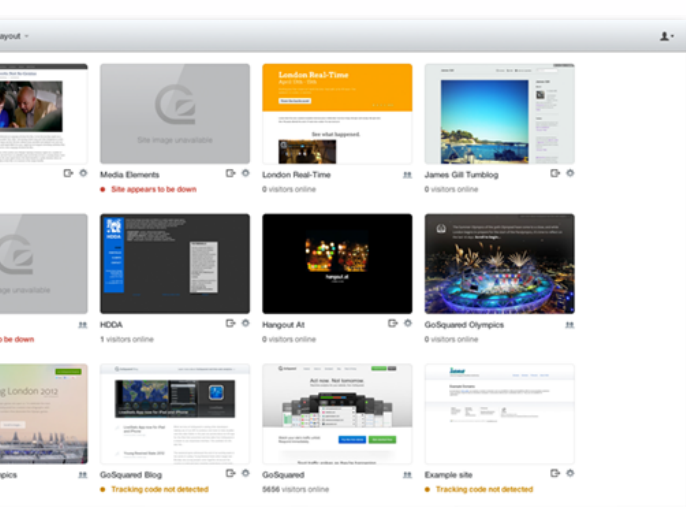
**MoSquared Moustache**  
The GoSquared team takes part in Moustache, growing moustaches to raise money for men's health. Daily mo-lytics become a core part of GoSquared's analytics offering for a month.



**Free Resources**  
GoSquared introduces Resources - an easy way to find and download design and development resources for your site.



**GoSquared gets Social**  
Introducing a host of new features that help you understand the impact of social media such as Twitter and Facebook on your site in real-time.



**Passion Capital and Atlas Ventures**  
GoSquared raises another round of funding, from Atlas Ventures (Fred Destin) and with continued support from Passion Capital.

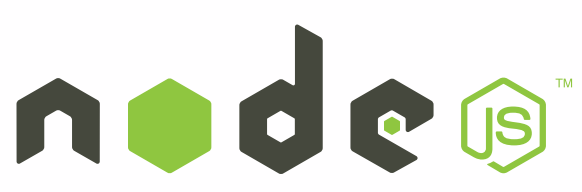
Steve  
1955-2011



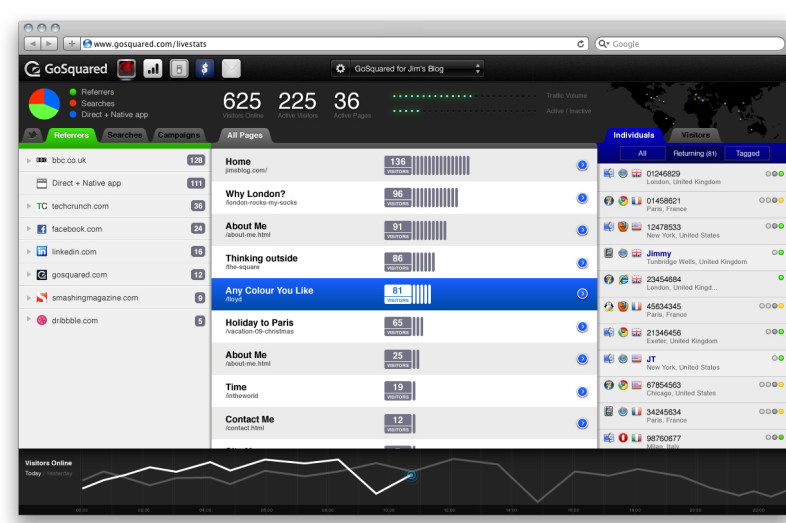
**Visit from the Prime Minister**  
David Cameron visits White Bear Yard.



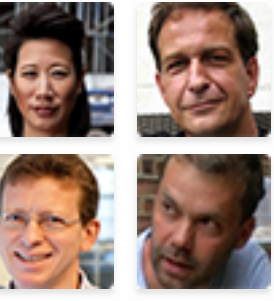
**Node.JS**  
GoSquared adopts Node to handle the increased demands of scaling, and push the boundaries of real-time data processing.



2011  
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FEB

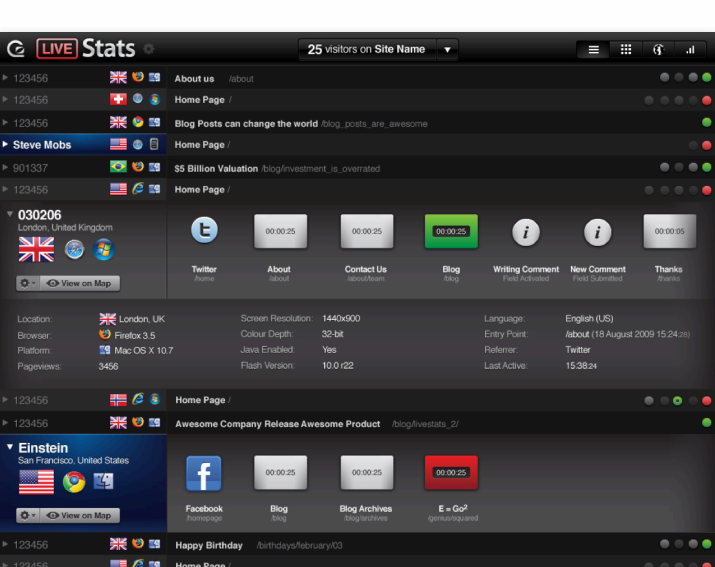


**LiveStats 3**  
An entirely new interface for real-time analytics - showing top content, top traffic sources, and bringing Map View into the frame.



**Eileen, Stefan, Robert, and Thomas**  
GoSquared raises a round of funding from some of London's top angel investors.

**White Bear Yard**  
GoSquared moves into London's White Bear Yard, the coolest co-working space going.



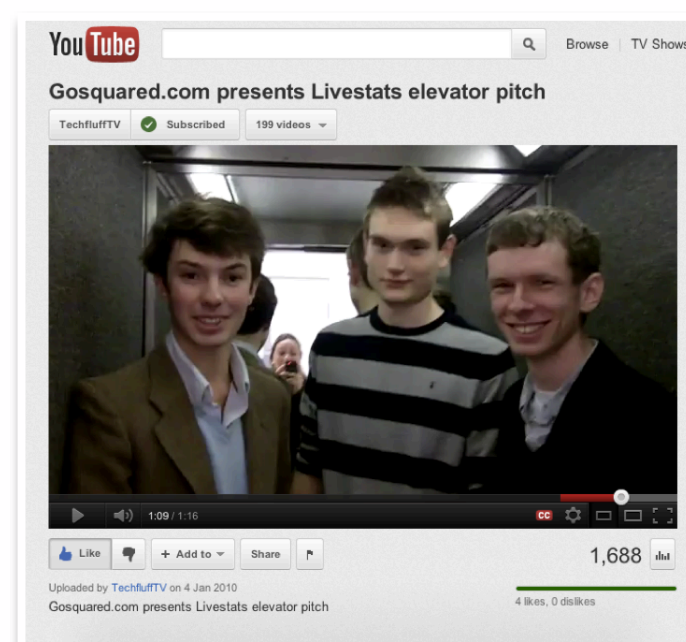
**LiveStats 2**  
See who's on your website right now. Watch your traffic unfold. Introducing premium plans, Map View, and a refined interface.



**Trends**  
GoSquared introduces Trends, the easiest way to get an overview of your site's traffic over time. Zero click analytics.

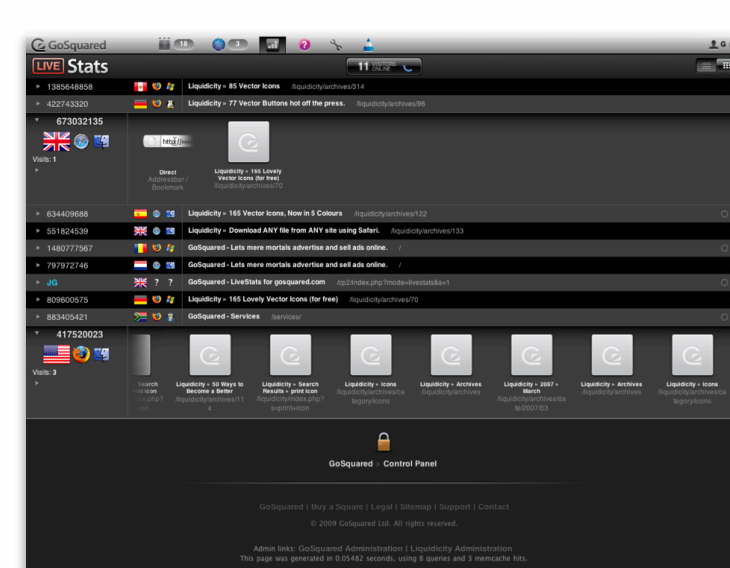
### Elevator pitch

James, Geoff, and JT pitch GoSquared LiveStats to Hermione Way in an elevator in London. We didn't moisturise, we really were as young as we looked.



**Move to Amazon Web Services**  
GoSquared moves to the cloud. Geoff's been busy ever since.

2010  
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FEB



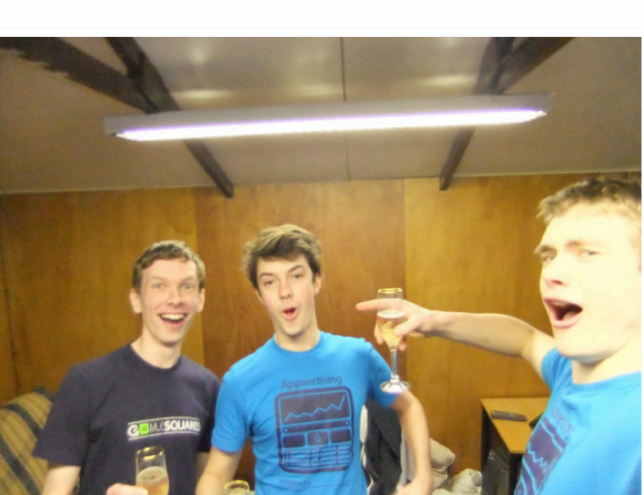
**LiveStats is born**  
The first version of LiveStats is made available - GoSquared's first move into the world of real-time analytics.

2009  
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FEB



**GoSquared Network**  
GoSquared starts selling Squares on other sites. GoSquared becomes an ad network for sites and advertisers in the creative industry.

2008  
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FEB



**GoSquared turns 2**  
James, Geoff, and JT celebrate GoSquared growing up when they should be studying for A Levels.

**Apple introduces iPhone**  
Admittedly this wasn't us. But it sure meant a lot to us.



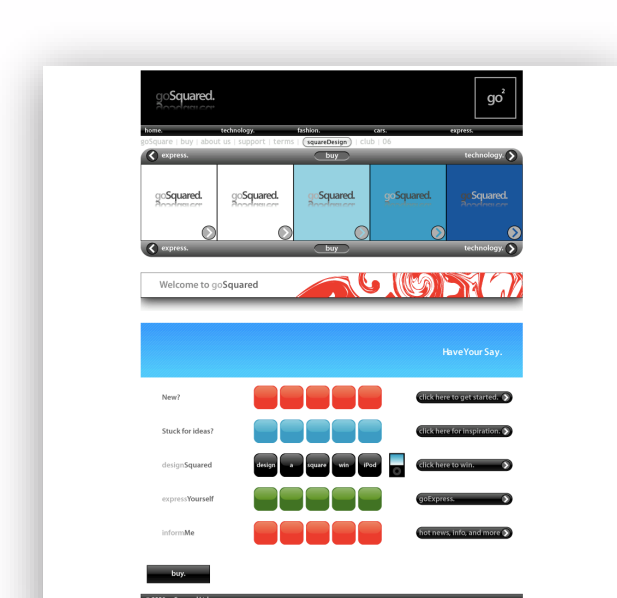
## LIQUIDCITY

**The Blog on design and technology**  
The first post on our ambitiously named blog goes live. People start calling it "Liquid City" rather than "Liquidicity" shortly after.

2007  
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**Go Squared Ltd.**  
GoSquared registered as a limited company at Companies House in the UK.



**GoSquared starts selling Squares**  
A Square is a 140x140px area of online real-estate. Online advertising made simple.

2006  
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FEB



GoSquared website goes online  
Designed and built in Dreamweaver Design View.