

webtrends™

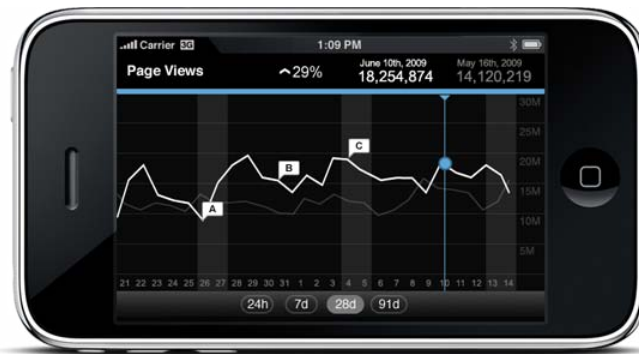
# Mobile Analytics for Apps

You know how many times your app was downloaded, but is it actually being used? Webtrends Mobile App Analytics shows how often it is used in real-time and shows which features and content are most popular.

Webtrends Mobile App Analytics provides the deep insights needed to understand the real value from your mobile application investments by tracking and measuring the actual usage of your mobile applications on all major platforms.

## Why Webtrends Mobile Analytics

- SDK for Apple, Google, Blackberry.
- Technical and strategic support.
- See mobile data in context with other digital touchpoints.



## FEATURES/BENEFITS

<b>Overview of Key Data</b>	Overview of usage, depth of engagement and loyalty over time.
<b>Multiple Details</b>	Category, screen, feature and content level detail.
<b>Application Usage</b>	Monitor conversions and other key activities specific to your business, track impressions and clicks for in app advertising, and monitor common search phrases.
<b>User Behavior</b>	Assess patterns of user behavior to improve usability and navigation.
<b>Location</b>	See which cities, states, countries and regions your app is being accessed from.
<b>Technical Details</b>	Understand which devices, platforms and application versions are used by your customers.

## FEATURES/BENEFITS

<b>Digital Channel Measurement</b>	App analytics in context with your other digital channel measurement (web site, mobile site, Facebook, internal communities and more).
<b>User Defined Reporting</b>	Out of box insight with flexible custom reporting to measure what matters to your business.
<b>Real-time</b>	Don't wait a day to see how your mobile application is being used. Receive up to the minute data for key metrics.
<b>Scalability</b>	Proven scale to rely on as adoption of your apps increase over time.
<b>Multiple Data Distribution Options</b>	Data distribution options to ensure broad adoption across the organization including web services API access, CSV export and email.
<b>Visualization &amp; Narrative Mode</b>	Key metrics presented both visually and in an easy to understand narrative mode that calls out exceptional data.
<b>System Alerts</b>	Add context to the data with report annotations and have the system alert you when key thresholds are crossed.

<b>Drop-in Integration</b>	Minimal development effort with drop-in integration of tracking methods into applications.
<b>Standard &amp; Custom Events</b>	Capture any relevant data with convenient methods for standard and custom events.
<b>Auto-queuing</b>	Auto-queuing of data to ensure all events are captured when connection not available. Doesn't interfere with app performance.
<b>Visitor Identification</b>	Bullet-proof visitor identification and opt-out options.

## ABOUT WEBTRENDS INC.

Webtrends is the global leader in unified mobile, social and web analytics and engagement. We help marketers create, measure and improve campaigns for more than 3,500 global brands including: The New York Times, Microsoft, BMW, RIM, China Telecom, China Mobile, CCTV, Tencent QQ, Hitachi, The Associated Press, HSBC, Barclays, Vivo Cellular and Petrobras. Our leadership extends beyond the web analytics industry we founded to the measurement, optimization and integration of all digital content and customer intelligence, including web sites, social media, mobile and paid-search advertising.

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