



Mobile Analytics Software Category

FALL 2022
Customer Success Report





Mobile Analytics Software Category

Mobile analytics software supports analysis of web and mobile applications, and can correlate information across different platforms and apps. Mobile web analytics solutions provide insights into how website visitors utilizing apps via tablets or smartphones experience the application in their device's browser.

Application analytics for native smartphone apps enables developers to measure user interaction with the application, and use this information to direct development. Key metrics for mobile app analytics are retention/app use over time and number of downloads. For directly monetizing apps, mobile analytics can include hard ROI. Many tools in this group have a freemium model or free version, offering basic metrics free of cost to users.

Customer Success Report

Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:



CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform



MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions



COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2022 Customer Success Awards

Check out this list of the highest rated Mobile Analytics Software based on the FeaturedCustomers Customer Success Report.



* Companies listed in alphabetical order



2022
MOBILE
ANALYTICS
SOFTWARE

MARKET LEADER





ABOUT AMPLITUDE



Amplitude provides product analytics that helps companies build better products. Launched in 2014, and backed by IVP, Battery Ventures and Benchmark Capital, Amplitude is the analytics solution of choice for product-led companies who want to understand user behavior, ship great features faster and drive strong business outcomes. Amplitude customers include Microsoft, PayPal, Under Armour, Hubspot, Autodesk, Booking.com, and Twitter.

148

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We chose Amplitude for our behavioral analytics platform to help the company make more data-driven decisions. It was super easy to implement, and we had it up and running within my first month of joining the team. Very quickly it became a part of the product development conversation.”

RYAN PRUST
SENIOR PM, DAVE

“Amplitude helps to unleash the potential of the Atlassian teams by allowing them to self-serve for analytics and improve our products faster and more accurately. Having Amplitude in the organization translates to faster decision making and more accurate decisions taken.”

ITZIK FELDMAN
DATA ENGINEERING MANAGER, ATLISSIAN

“We looked at a bunch of different analytics tools, and Amplitude was the closest to how we wanted to look at metrics. The segmentation by user properties is also the best we’ve seen.”

FAREED MOSAVAT
INSTACART

“Amplitude is such a step up from other analytics platforms we have tried. Now we can answer questions that we simply couldn't answer before.”

ZOUHAIR BELKOURA
FOUNDER & CEO, KEEPSAFE

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ABOUT APPSFLYER



AppsFlyer has emerged as the mobile measurement industry standard because it empowers advertisers with unbiased and transparent attribution analytics. Most importantly, they value the integrity of maintaining their clients' data private and secure, which has earned the trust of more than 3,500 network and analytics partners who have integrated with them. Rest assured, they will never sell data to any third-party platforms. This vision has attracted the best and brightest to AppsFlyer. The product's growth is spurred by the dynamic team-player environment they cultivate, which fosters growth and the...

358

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“AppsFlyer's MasterClass is a no brainer for anyone who is starting out in mobile attribution and analytics! Not only was it an amazing learning experience but I was able to immediately take what I learned in MasterClass and apply it to my day to day work responsibilities, which was, to steal a term from the class, great ROI. From the plethora of information to the hands on learning exercises, to the fantastic lunch and happy hour, everything was thoughtfully prepared.”

DARREN LOW
DIGITAL MEDIA PLANNING, MINDSHARE

“AppsFlyer is a trusted partner with a rockstar team. Their anti-fraud, cohort reporting, attribution and analytics solutions keep our growth campaigns running smoothly.”

JEET NIYOGI
MARKETING DIRECTOR, WSOP MOBILE/SOCIAL GAME, PLAYTIKA

“AppsFlyer's mobile attribution and marketing analytics provided unmatched insights into mobile's role in our customer journey, dramatically improving our bottom-line performance.”

LIJO ISAC
VP, GROWTH MARKETING, PRACTO

“AppsFlyer's real-time attribution and analytics, combined with their deep partner integrations and retargeting capabilities have improved every element of our marketing and communications.”

FYND

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ABOUT DATA.AI



data.ai (formerly App Annie) has clearly established the mobile standard and now becomes the unified data standard. As the trusted source for the digital economy, our mission is to be the first Unified Data AI company that combines consumer and market data to provide insights powered by artificial intelligence. We passionately serve enterprise clients to create winning digital experiences for their customers.

146

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“data.ai Ascend not only saves us a lot of time, but also empowers us to make decisions that result in significant revenue growth. The tool gave us the ability to significantly increase our ARPDAU and our total revenue. We’ve also increased our CPMs beyond expectations.”

PAUL LE BAS
MONETIZATION MANAGER FOR APPS AND GAMES,
WEBEDIA

“[data.ai] Ascend takes away the burden of integrating, maintaining and updating dozens of APIs, allowing us to focus on what matters: achieving our KPIs and improving our campaigns. It has become an essential part of our marketing analytics infrastructure.”

SPIROS CHRISTAKOPOULOS
DIRECTOR OF MARKETING, REDDIT

“Everyone at Futureplay uses the data provided by App Annie Ascend on a regular basis. We use the data as the foundation for the vast majority of our business decisions and data-driven processes.”

CAMILO FITZGERALD
PRODUCT AND ANALYTICS, FUTUREPLAY GAMES

“App Annie Intelligence delivers insightful app data that gives us the courage to make the right business decisions.”

DAVID JAMES
CHIEF EXECUTIVE OFFICER, MAPWAY



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UNITED





ABOUT HEAP



Heap is a modern approach to web and iOS analytics. Heap automatically captures every user action in your app and lets you measure it all - clicks, taps, swipes, form submissions, page views, and more. Track events and segment users instantly. No pushing code. No waiting for data to trickle in.

153

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“The ability to monitor the user experience for our customers without an integration has been essential in helping us understand the activity we’ve seen since COVID. We’ve built dashboards and reports that help us understand user retention and the percent of customers who are logging in and how frequently. This data helps us formulate a more effective communication strategy for engaging with our customers.”

NINA PARIKH
DIRECTOR OF PRODUCT, CAREMESSAGE

“A lot of the analytics tools we were considering took a lot of setup time, so we would have to give up time from our developers. Now, whenever we release a new site or make changes, we’re able to see all the events that are automatically being tracked.”

CARLOS NIDO
SENIOR MANAGER OF DATA & ANALYTICS, CHUBBIES

“Heap’s omni-channel report enabled us to track how many customers were going to the saved projects in the app, tapping on a web project, going over to mobile web, and then ideally completing the purchase.”

CHELSEA HEREDIA
PRODUCT MANAGER, SNAPFISH

“Heap is best-in-class when it comes to retrospective analytics and visual tagging and its deep focus on analytics helps make it an ideal partner for Chameleon.”

PULKIT AGRAWAL
CHIEF EXECUTIVE OFFICER, CHAMELEON

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ABOUT MIXPANEL



Mixpanel helps companies build beloved products with the leading analytics software for mobile and web. The only product analytics company featured in Forbes Cloud 100 and Forrester's Digital Intelligence Wave, Mixpanel provides the insights teams need to understand their customers and make smarter decisions. Backed by Andreessen Horowitz and Sequoia Capital, Mixpanel has almost 20,000 customers worldwide and 14% of the Fortune...

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Mixpanel is a universal language at Betterment. Without Mixpanel, bridging the gap between Product and Analytics would be challenging. Our collaboration with both Mixpanel and Hightouch is critical to support Betterment's data-driven culture.”

LIZ CHANG
DIRECTOR OF ENGINEERING, BETTERMENT

“Mixpanel took us from having an anecdotal understanding of usage to being a data driven team. Thanks to user analytics, we are able to better serve the officers who rely on our software to manage evidence that could be critical to solving a crime.”

MIKE COZART
DIRECTOR OF PRODUCT MANAGEMENT, AXON

“Mixpanel made analytics self-serve for the product teams at Uber so anyone can answer questions they have on user conversion, retention, and activation that are locally relevant and optimized for that region.”

INGRID BERNAUDIN
PRODUCT LEAD FOR DRIVER GROWTH, UBER

“It's all about flexibility for us. We love having the flexibility to provide product analytics for our customers, and Mixpanel offers an extensible solution that helps us build our product for the future.”

DAN FITEK
SENIOR USER EXPERIENCE DESIGNER, GTXCEL

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ABOUT UPLAND LOCALYTICS



Upland Localytics is a leading mobile app analytics and marketing platform. They give companies the insights and tools they need to improve their mobile app acquisition, engagement and retention efforts. Their secret sauce is in the data. They use all the data surrounding your app, your users, and how they interact with your brand to deliver highly targeted and personalized engagement, including app and web push, in-app, app inbox and location-based campaigns. They then use digital intelligence to optimize your ability to deliver hyper-personalized campaigns that make your customers love you more with every...

66

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Localytics allowed us to quickly test and iterate on our messaging strategy. Since the messaging tools are integrated with the analytics, we were able to A/B test different creatives in each push campaign, quickly view the results, and optimize towards the most successful messages. Nothing needs to be done outside Localytics and that’s a huge time-saver for my team.”

RYAN SULLIVAN
HEAD OF ANALYTICS, TELENAV

“Localytics has been able to scale without sampling our data or sacrificing granularity. The ability to filter event reports by any attribute enables us to get at insights that help us fine tune the user experience with each app release.”

BRYAN LEVINE
PRODUCT MANAGER, MYFITNESSPAL

“We are excited by the results of our initial experiment with Localytics Predictions. Localytics has been a valued partner for us and a key part of our analytics and marketing arsenal.”

JEREMY ZORN
VP PRODUCT, MEET ME

“We’re excited to use Localytics’ predictive analytics and predictive marketing capabilities, because we want to be one of the most innovative players in the mobile ecosystem.”

RAFAEL AVILES
DATA ANALYST, ONEFOOTBALL

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2022
MOBILE
ANALYTICS
SOFTWARE

TOP PERFORMER



ABOUT ADJUST



Adjust is a mobile attribution and analytics company that provides app marketers with a comprehensive business intelligence platform. Adjust combines attribution for advertising sources with advanced analytics and stores statistics such as rankings, ratings and reviews.

231

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Emirates NBD has always been at the forefront of innovation and our initiatives are deep-rooted in analytics. With Adjust, we have managed to scale up the number of digital account openings while reducing our cost per acquisition significantly. We look forward to more fruitful partnerships with Adjust and to explore its capabilities in full, thereby ensuring our customers have a seamless and top-notch experience while banking with us.”

SACHIN CHANDNA
SENIOR VICE PRESIDENT/HEAD OF CIE AND DIGITAL
MARKETING, EMIRATES NBD

“Adjust is one of the simplest analytic tools that make our lives easier. What lies beneath this simple interface is just like an iceberg. The waterfall reports we use in our process analysis, monitoring of the performance of our campaigns and the segments we establish anonymously via Audience Builder provide us a very detailed communication and analysis opportunity.”

TOLGA ISMET TINÇ
HEAD OF DIGITAL PERFORMANCE AND MARKETING
COMMUNICATION, QNB FINANSBANK

“The Adjust Dashboard is fast and is extremely customizable. Their detailed filters let us drill into our campaigns from all angles and group together pieces of data that make decision making easier.”

IBRAHIM TECIMEN
DIGITAL MARKETING, CRM & ANALYTICS MANAGER,
MIGROS

“Thanks to Adjust’s Datascape, reading and analyzing data is easier than ever. All the metrics are easily customizable in one report. With Adjust, we can determine the right direction to take in a glance.”

NGUYEN THANH TRUNG
CHIEF MARKETING OFFICER, VIET GAME PUBLISHER

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MiGROS



Vungle

Vinted





ABOUT AT INTERNET



AT Internet helps companies measure their audience and optimize their digital performance across all marketing channels. From data collection to exploration, activation and the sharing of insights, AT Internet's Analytics Suite 2 provides fully reliable data for optimal decision-making company wide. Perfectly adapted to e-commerce, media, finance/banking, and corporate websites and mobile apps, the Analytics Suite is easy-to-use for all individuals within a company, whether they're business users, analysts or data scientists. The quality of AT Internet's solution and service has recently been recognized by leading independent industry...

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“AT Internet's funnel analyses really allowed us to measure each step of the purchase process, identify areas of traffic loss and confirm our theories. With the early data, we very quickly identified how critical it was to prioritise account creation at OVH. The previous form was quite problematic and had a high exit rate. In one year, between revamping the login and merging the steps, the various optimisations made to the Dedicated Server order funnel led to a 10-point increase in completion rate.”

JULIEN DEBRIEL
DIGITAL ANALYTICS MANAGER, OVH

“The constant and continual evolution of our websites and applications means that new analytics needs arise on a regular basis, which we are able to respond to quickly thanks to the flexibility of the AT Internet tools.”

BRUNO GUILBOT
DATA AND BEHAVIOURAL MARKETING MANAGER,
SOLOCAL GROUP

“AT Internet has allowed us to draw up hypotheses using real figures. Thanks to the tool, we have been able to come up with the most advanced scenario, and we were able to decide on whether the project was realistic or not. This [has] also [prevented] us from driving our site only on instinct.”

LUDOVIC SARTORY
WEB ANALYTICS MANAGER, CARADISIAC

“With AT Internet dashboards, we don't need any technical skills to quickly extract value from data.”

MARION DE CISTERNES
AUDIENCE MANAGER, LE PARISIEN

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ABOUT BRANCH



Branch provides solutions that unify user experience and measurement across different devices, platforms, and channels. The introduction of mobile has divided today's businesses, causing inaccurate attribution and links that don't work, leading to wasted marketing spend and broken customer journeys. Branch fixes that by providing a holistic view of all user touch points and ensuring that links take the user to the right place in the most frictionless way.

165

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Branch Journeys is a fantastic feature that helps us convert our website into a source of new app downloads and purchases. To scale our recent customer acquisition via our prospecting campaigns, we have increased our web traffic. With the help of Branch Journeys, we can show personalized banners on the mobile web to increase our web to app conversions.”

ANKIT BANSAL
HEAD OF DIGITAL MARKETING - ECOMMERCE,
6THSTREET

“Before Branch, we couldn't link to our app content from critical channels like social media and the mobile web, because we didn't know if people were on desktop or mobile. Branch's ability to detect user devices, tailor user experience based on whether users have the app, and defer deep link directly to the content in the app has been a game-changer.”

DAVID BARTON
DIRECTOR OF MARKETING, TURNER BROADCASTING
SYSTEM

“Branch has been a critical partner in driving mobile growth and getting the most out of our mobile platforms. As Philips looks to innovate with partners, Branch has proven to be eager to learn and move forward with us. Thus, we are excited to identify together all future opportunities to grow further in the digital landscape.”

GIANNA SPYROULIA
DIGITAL MARKETING, PHILIPS

“Branch is critical to our mobile web strategy, and I think we're still scratching the surface! The marketing team can independently run campaigns on the mobile website without hassling the developers. We now not only acquire new users, but also re-engage existing users in a meaningful way.”

PRASHANT MAHAJAN
PRODUCT MARKETING MANAGER, TOKOPEDIA

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ABOUT FLURRY



Flurry from Yahoo is optimizing the mobile experience for developers, marketers and consumers. Flurry's market leading analytics product sees activity from more than 700,000 apps on over 1.8 billion smartphones and tablets worldwide, giving the company the deepest understanding of mobile consumer behavior. Flurry has turned this knowledge into accelerated revenue and growth opportunities for app developers, and an effective, measurable advertising channel for marketers to engage their audiences on mobile devices.

25

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Flurry Analytics provides major insights about our games and helps us optimize our game design. The Reporting API and raw data export features allows us to feed data directly to our custom dashboards and make even more powerful decisions. It's one of the best analytics products for independent game developers like us.”

RAMIZ SHAIKH
FOUNDER AND CHIEF EXECUTIVE OFFICER, RENDERED IDEAS

“Flurry is one of the most trusted and continuously evolving analytics platforms. Its latest addition of Flurry Explorer and real-time data has helped us to boost game performance from day 1. Also cohort analyses are helping us to understand specific user segments which increases retention and revenue for us. It's easy to use, allows a deep dive with Flurry Explorer and it's free.”

GAURAV ACHAREKAR
HEAD OF ANALYTICS, GAMES2WIN

“Using Flurry Ad Analytics, we not only unlocked new paid acquisition channels, but discovered the power of our owned media, including our website, emails and Facebook, to drive app installs, significantly lowering the cost of our user acquisition.”

DAN BRUINSMA
SENIOR DIRECTOR OF MARKETING, ORBITZ

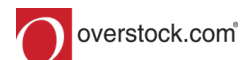
“Using Flurry Analytics, we have been able to greatly improve our apps and in-app purchase rates. We now know what users want in the app and can provide that with confidence.”

PATRICK M. BYRNE
CHAIRMAN & CHIEF EXECUTIVE OFFICER, OVERSTOCK.COM

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ABOUT HEADSPIN

headspin

HeadSpin is the world's first Connected Intelligence Platform™ that provides Web, Mobile, IoT, and 5G solutions to unify testing, monitoring, and analytics across applications, devices, and networks. HeadSpin empowers development, QA, operations, and product teams to optimize connected experiences and ensure digital business success. Learn more at www.headspin.io

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We’re leveraging HeadSpin Compass as a cost-effective solution for mobile test automation coverage. Compass fits our needs for functional, exploratory and performance testing. For functional automation, our CI/CD pipeline executes our regression test suite against a variety of supported devices Compass provides. For exploratory testing, we leverage the Compass device cloud to manually verify app behaviour.”

RYAN SMITH
SOFTWARE ENGINEERING MANAGER, TWIN HEALTH, INC.

“With a 2.2 second startup time we are far ahead of our competitors in the ecommerce domain. NimbleDroid did an excellent job correctly figuring out bottlenecks and which code developer needed to be corrected to improve app startup time.”

SOURABH GUPTA
ANDROID DEVELOPER, FLIPKART

“With HeadSpin's state-of-the-art device infrastructure, we were able to test our SDK in a key global locations and gain critical visibility into communications across the wire, including third party API calls and CDN effects.”

ARIEL VARDY
VICE PRESIDENT RESEARCH AND DEVELOPMENT, CRAZYLABS

“HeadSpin is a very simple way for you to get extremely sophisticated insights and recommendations on how to improve the performance and reliability of an app.”

GARETH OUELLETTE
SENIOR DIRECTOR, PROJECT MANAGEMENT, AKAMAI

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Flipkart





ABOUT IRONSOURCE



ironSource is a leading business platform enabling mobile content creators to prosper in the app economy. Our mission is to help app developers turn their apps into scalable and sustainable businesses, with the most robust, comprehensive business platform available. Ultimately, we help customers focus on what they do best - creating great apps and user experiences - while we enable their business expansion in the app economy.

340

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We are very happy with the performance of the ironSource offerwall and we love the visualization of the double credit promotion. It is very easy for our users to see when the promotion is live and how much their reward is raised, leading to highly increased usage and revenues.”

MARVIN BRISCHKE
CHIEF MARKETING OFFICER, XYRALITY

“ironSource provided us with a step-by-step guide about integrating the SDK and adapters, as well as detailed instructions on how to configure the app on other networks' accounts. Because of this, we were able to quickly get our game live and start seeing its success.”

MICHAL MICHALCZENIA
PROJECT OWNER, VIVID GAMES

“Switching to ironSource LevelPlay gave us the tools we needed to improve both sides of our operation: monetization and UA. Not only that, but it was very simple to set up and integrate.”

ALPER REKA
HEAD OF MONETIZATION, RUBY GAMES

“Having ironSource's platform with detailed data on the value of each network down to the device enhances our ability to provide the best data to clients, which is our overriding mission.”

JAMES BENOIT
SR. MANAGER OF PRODUCT OPERATIONS, KOCHAVA

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IPSY





ABOUT SINGULAR



Singular is a marketing intelligence platform that unifies marketing analytics, giving marketers actionable insights from previously siloed data. By connecting upper funnel marketing data with lower-funnel attribution data, marketers can measure ROI from every touchpoint across multiple channels and optimize spend down to the most granular levels. Singular currently tracks over \$10 billion in digital marketing spend to revenue and lifetime value across industries including commerce, travel, gaming, entertainment, media, and on-demand services.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Singular provides great front end data across app attribution, and all our web data, allowing us to pull it into one unified place and marry it with all our conversion data, downstream data, and LTV data. Being part of a team that can see all the data in one place really helps to align us for executive or quarterly business meetings and reviews.”

JAKE BAILEY
SENIOR MANAGER OF DIGITAL MARKETING AND STRATEGY, LINKEDIN

“Collecting and analyzing data from SKAdNetwork can quickly become a time-consuming pain. Singular's SKAdNetwork suite has helped us improve significantly. We've been able to optimize data collection and BI models to match our needs and to accurately predict future revenues.”

MARCUS DALE
CHIEF TECHNOLOGY OFFICER, QIWI GAMES

“With Singular's mobile attribution, fraud prevention, and data aggregation solutions we were able to analyze the impact of every ad dollar and understand exactly where to invest to reach our growth goals.”

VED PRAKASH
VP- GROWTH & MARKETING, KHATABOOK

“Singular helps us unify and attribute our data, analyze our ROI and enables us to focus on our core mission.”

RAN MAKAVY
EVP CHIEF PRODUCT OFFICER, LYFT



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2022
MOBILE
ANALYTICS
SOFTWARE

RISING STAR



ABOUT INDICATIVE

indicative
BY MPARTICLE

Indicative is the most powerful behavioral analytics platform that tells you how to grow your business. Indicative connects to your data sources and synthesizes them to provide you with single view of your customer profile and their behavior. Through their intuitive drag-and-drop analytics interface, growth marketers, product managers, and data analysts are empowered to optimize customer acquisition, engagement, and retention without having to write any SQL or perform other complicated analyses.

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Indicative is great at visualizing your data and helping you share those conclusions with others in your organization. From a technical standpoint, Indicative has been great at integrating into our platform. And with the help provided by the Indicative team, it made the implementation very easy for our team.”

JOSE ROCA
VP OF PRODUCT & ENGINEERING, PREZI

“Indicative offered all of the things that we wanted in our analytics platform, namely the ability to collect a lot of events, a long-term data history, and the ability to export to BigQuery.”

WILLIAM REKSHAN
GROWTH DATA ANALYST, DROPS

“Indicative is impressively fast, able to handle large scale data analysis with a speed that I have not seen before. It's quickly become an indispensable tool in our workflow, helping us easily understand the impact of our changes.”

DANIEL WILLIAMS
DEVELOPER, 99DESIGNS

“Indicative is a critical tool. It's really easy to read, it's easy to generate, and it's powerful. This is enabling analyses that we couldn't do otherwise.”

BEN TURNDORF
PRODUCT OPERATIONS TEAM LEAD, BENTOBX

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NOVUS



Prezi



NewsCred

INWEGO

HAVENlife™



ABOUT SMARTLOOK



Smartlook is a qualitative analytics solution for websites and mobile apps with always-on visitor recordings, automatic event tracking, conversion funnels, cohorts and heatmaps for websites. Not just numbers and graphs, Smartlook will help you truly understand your users' actions.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“We chose Smartlook since it provides us with every single data that we could ever ask for. The platform offers many advanced features. For example, thanks to your API, we can easily access and monitor in-game behaviors. And Smartlook's stable SDK in terms of development are real time-savers. We can also recommend your customer service – whenever we faced a problem, someone from support helped us a lot.”

HAZAL BULUT
QUALITY ASSURANCE TESTER, VERTIGO GAMES

“Smartlook is a great help for us. When we release a new feature in our product, we want to see how it impacts our clients. So for the first couple of weeks after release, we watch session recordings and look for behavior patterns or any abnormalities. Some people in our company filter session recordings by custom events, which saves their time.”

TOMASZ MODZELEWSKI
SENIOR PRODUCT MANAGER, STORAGEPEG

“Thanks to implementing Smartlook, our UX department is now much more independent. We are fully capable of carrying out analytics on our own, no need to send requests to dev and wait the whole week or longer for results. What a relief.”

LUKÁŠ HADAMČÍK
UX&UI LEAD, ALZA.CZ

“Smartlook is very helpful in understanding why some users are unable to complete certain flows, as we can see exactly what steps they followed, as well as where they see errors or decide to abandon the flow.”

KAREN BAUER
PRODUCT MANAGER, ASTROPAY

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ABOUT TENJIN



Tenjin is a comprehensive growth infrastructure for mobile app marketers. Their platform consolidates and normalizes user-level marketing data from more than 300 industry-leading ad networks and acquisition sources. By unifying spend, revenue, and performance data into a single centralized environment, Tenjin saves marketers time and resources while providing a rigorously maintained foundation for building unprecedentedly powerful business intelligence solutions.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Lockwood Publishing had not done paid UA at scale before. The Tenjin platform combines several services that Lockwood previously would have to rely on multiple vendors for. Tenjin has proven to be an invaluable weapon in the growth and optimization of the Avakin Life app and our business as a whole. No other solution on the market combines all of the tools that we need in one package quite like Tenjin. And not only is the technology first-rate, but the Tenjin team takes their client's needs very seriously and offers exceptional support to make sure we're...”

OLIVER KERN
CHIEF COMMERCIAL OFFICER, LOCKWOOD PUBLISHING

“Before I started using Tenjin for our weekly management meetings I had to pull the Campaign data from different sources, including both our Attribution provider and our Analytics provider. This meant having to manually summarize data in an Excel spreadsheet, which can be super time-consuming. I would spend half a day creating a decent dashboard with all the KPIs needed. With the management dashboard based on data from Tenjin, I can easily get the full picture I need with only a few clicks.”

MARINA GRUZ
GROWTH MANAGER, FAMILONET

“We worked with other vendors in the past, but we chose Tenjin because they are more flexible with their plug and play solution. It's the first platform where we can easily follow the ROI of different campaigns and the first that let us create custom events to target high-value users. Tenjin has given us the insights and confidence to scale our user acquisition campaigns and grow...”

KEVIN YOON
CTO & CO-FOUNDER, FRENZOO

“Tenjin easily plugs into our internal analytics platform and offers a holistic LTV of our users, streamlined onboarding, robust reporting, and flexibility to build upon device level information via DataVault. I'd highly recommend Tenjin to any company that relies on a data-driven approach to app marketing and monetization.”

BRYAN DAVIES
SVP BUSINESS DEVELOPMENT, BIG BLUE BUBBLE

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ABOUT WOOPRA



Woopra is redefining how companies understand, analyze, engage and retain their customers. By consolidating an organization's siloed data within a singular hub - Woopra delivers a holistic, real-time, behavioral view of every prospect and visitor. Woopra has acted as the catalyst for thousands of companies seeking to harness the power of their customer data - helping them to increase conversions and accelerate revenue while significantly improving customer satisfaction.

23

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Woopra is the future of customer analytics. The Salesforce integration allows our sales team to leverage product behavioral data directly from within Salesforce to optimize the sales flow and conversions. On the product side, we can measure feature usage, identify challenges and stay ahead of user churn by proactively analyzing and understanding our user base at an individual and aggregate level.”

VINNY PASCERI
DIRECTOR OF PRODUCT MANAGEMENT, ISPOT.TV

“The biggest problem was that we didn't know what our customers were doing. Woopra made information immediately available for us to find answers to specific questions, map out the customer journey and acts as the baseline for our customer data.”

SCOTT SMITH
VP SALES, CLOUDAPP

“Woopra enables our team to track the journeys of our customers and measure their lifetime value in real-time which might have taken weeks to build otherwise aggregating data into a report. We're able to make decisions much quicker using this insight.”

TERI LEVY
DIRECTOR OF ECOMMERCE, LATHER

“Woopra's approach to customer analytics is powerfully unique. Their end-to-end platform enables immediate insights into the customer journey, resulting in maximum flexibility to grow touchpoints and increase conversions.”

COLIN BEHR
VICE PRESIDENT, BUSINESS DEVELOPMENT, VUNGLE

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