

# Mobile Analytics Software Category

WINTER 2025  
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.

# 2025 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





**2025**  
**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.

# 339

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Amplitude Engage makes it easy to deliver relevant, targeted campaigns to our entire user base. It’s the central place for our teams to interpret behaviors, manage audiences, and measure impact so we’re able to move faster. As a result, we’ve been able to reduce our acquisition costs by 30% while also increasing first-time orders by 10%. We could not have achieved those results without Amplitude Engage.”

GUILLERMO PLAZA ROCHE  
CO-FOUNDER & PRODUCT LEAD, RAPPI

“Amplitude gives us tools that PMs and non-analysts can use to do 90% of the stuff they need to, allowing us to focus our analysts on work that is more strategic. We can leverage their unique skill set versus mastery of SQL.”

SHANE HALL  
INTERNAL DATA LITERACY AND COMMUNICATION,  
CHANGE.ORG

“Compared to traditional analytics, Amplitude takes a unique, user-centric approach. We can finally see all the steps of a customer’s journey, and look for factors that drive long-term retention.”

LAURIE DEWAN  
VP OF MONETIZATION, RDIO

“Amplitude is an order of magnitude easier to use for the entire cross functional group of stakeholders that we work with to build products.”

JONATHAN HASTINGS  
SENIOR PRODUCT MANAGER, SQUARESPACE

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## ABOUT APPSFLYER



AppsFlyer helps brands make good choices for their business and their customers with its advanced measurement, data analytics, deep linking, engagement, fraud protection, data clean room and privacy-preserving technologies. Built on the idea that brands can increase customer privacy while providing exceptional experiences, AppsFlyer empowers thousands of creators and 10,000+ technology partners to create better, more meaningful customer relationships.

# 480

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“I've been using AppsFlyer along with other data and analytics on user behaviors and conversions to smartly allocate our marketing budget where it matters most. Having this feedback loop and visibility is crucial. I actually check AppsFlyer on my mobile app every day to see how our installs are doing.”

BENJAMIN BALK  
FOUNDER AND CHIEF EXECUTIVE OFFICER, KINDICARE

“We chose AppsFlyer over Adjust because we value impartial insights. An impartial attribution partner not only supports confident decision-making but also safeguards against potential financial losses. AppsFlyer perfectly aligns with our need for an independent and unbiased attribution partner.”

TEE TRAN  
DIRECTOR, TEE STUDIO

“AppsFlyer's Marketing Analytics tools provide us with a full 360-view of our attribution and performance data and allow our team to quickly turn this data into actionable insights on a global scale.”

VITALIY POPOV  
LEAD MARKETING ANALYST, PSAFE TECHNOLOGY

“Using AppsFlyer's Privacy Cloud, we were able to continue analyzing campaign efficiency on Facebook Ads following the deprecation of their Advanced Mobile Measurement (AMM) program.”

MAXIM KIRILENKO  
CHIEF BUSINESS DEVELOPMENT OFFICER, PLAYRIX

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## 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.

# 168

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Mixpanel worked some of the time, but not most of the time. It took a lot of effort for the customer success and account management teams to make sure the data was correct. Thanks to the Heap integration with Salesforce, everyone trusts that what they see in Salesforce is the correct information.”

DAVID PARK  
HEAD OF CUSTOMER SUPPORT AND TRAINING,  
TUBULAR LABS

“Heap has empowered us to make decisions based on data. We have such granular info about our users that we never had before. We are able to just do so much more and provide really strong recommendations with high confidence.”

WALTER EUYANG  
ECOMMERCE AND MARKETING ANALYST, SUR LA TABLE

“Heap is super important because we're able to identify the data that we need at every step to inform our decisions throughout.”

ELISE MORTENSEN  
UX RESEARCH, THINX

“Heap has enabled us to apply data insights to real-time questions on where to focus optimization efforts.”

KATE MACCABE  
VICE PRESIDENT DIGITAL PRODUCT, BROOKLINEN

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purple Casper



AdRoll

affirm





## ABOUT MIXPANEL

# 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...

# 357

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“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 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

“The data we get from Mixpanel is vital to what we do, day in and day out. Teams across the company are able to answer their own analytics questions easily, without any developer skills.”

JEFF PARKER  
VICE PRESIDENT OF PRODUCT STRATEGY & DESIGN, QUICKEN

“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

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## ABOUT MPARTICLE ANALYTICS



mParticle Analytics is the most powerful behavioral analytics platform that tells you how to grow your business. mParticle Analytics 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.

**31**

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 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

“Indicative allows us to learn and iterate fast; it also helps us to understand new features' performance, and it speeds up our decision-making process.”

LAURA LAHOZ GONZÁLEZ  
DATA ANALYST, GETYOURGUIDE

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NewsCred

INDOCHINO

GET  
YOUR  
GUIDE

HAVEN<sup>life</sup>

Bentobox



## 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...

# 65

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“With a rapidly scaling business and user base, we urgently needed to improve the efficiency of our data processing and analysis, and to future-proof our data infrastructure for continued growth. Localytics Direct Access allowed us to scrap a large bulk of the high-cost ETL process we were managing, enabling us to reallocate our time and resources. We’re now able to focus on analyzing the data and communicating the insights, rather than maintaining a snowballing data lake. This lets us do more of what we’re best at: personalizing content for our users.”

MADELEINE WANT  
PRODUCT MANAGER, UPDAY

“We want to seamlessly deliver functionality users love and respond to. Localytics Analyze acts as QA for the frequent changes we make to our app. With real-time app metrics, our developers can tell right away if there’s a bug and start working to fix it. It’s also great to see the positive impact that our changes can have at the event-level and on overall customer retention.”

JAMES PATTERSON  
CHIEF EXECUTIVE OFFICER, COTAP

“Localytics is an outstanding partner to collaborate with on joint sales and co-marketing opportunities. We refer business both way to maximize the value our customers get from both platforms.”

NATE LEUNG  
PARTNERSHIP, OPTIMIZEZLY

“With Localytics, we are able to track uninstalls as an important complement to our efforts to better understand, and ultimately prevent, user churn.”

MARCELO DA COSTA ZEFERINO  
MOBILE PRODUCT MANAGER, PEIXE URBANO

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**2025**  
**MOBILE**  
**ANALYTICS**  
**SOFTWARE**

**TOP PERFORMER**



## ABOUT ADJUST

# 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.

# 335

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Adjust has been transformative for Appodeal. We’ve not only been able to streamline our analytics processes but also significantly reduce the time it takes to deliver critical data and insights to our stakeholders. This efficiency has empowered our team to make quicker, more informed decisions that align with our strategic goals. With the support of Adjust’s team to help us use our tools to their maximum capacity, we can now handle a larger scale of data with greater ease, allowing us to continue expanding sustainably.”

TANYA MOROZ  
GENERAL MANAGER, APPODEAL

“The significance of data, technology, and strategic frameworks in shaping campaign success cannot be underestimated in today’s digital age. Our dedication to maximizing the power of data and implementing advanced modeling techniques has played a crucial role in achieving groundbreaking outcomes.”

BUSE BETONER ÖRÜNDÜ  
GLOBAL DIGITAL ANALYTICS & MARKETING MANAGER,  
LC WAIKIKI

“Adjust enabled us to see the full picture of the Web2App journey, from the first click to repeat purchases. That visibility empowered us to personalize messages in real time, creating not just higher conversion but deeper, lasting engagement.”

MELIS KARATAY EBIN  
MARKETING & CORPORATE COMMUNICATIONS GROUP  
MANAGER, CARREFOURSA

“Adjust gives us the tools we need to be even more efficient at media buying, from their in-depth analytics suite to their transparent campaign management system.”

DENİZ TUNAOĞLU  
BUSINESS HEAD, AMNET

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MiGROS

STRAVA™







## 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.

# 244

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Branch has essentially made our lives easier. The team, company, and people we interact with on a day to day basis have continued to be incredibly solution-oriented, helpful, productive partners for us. Branch's greatest superpower is approaching everything they do from a care and a passion around the mobile experiences and mobile ecosystems. They look holistically at the space and that's served them well in building trust and an understanding.”

ANDREW TOUCHSTONE  
SENIOR DIRECTOR, GROWTH MARKETING, CREDIT  
KARMA

“The Branch Dashboard is easy to navigate and analyze. It's clean, intuitive, and surfaces exactly what we need without overwhelming us with noise. I can track performance, troubleshoot, and make changes without waiting on engineering. Of all the partners we've used, it's been the most pleasant and productive experience.”

CHRIS RICE  
PRODUCT MANAGER (MOBILE), BOATS GROUP

“Branch has helped us expand our potential in engaging with our customers and focus on the importance of creating a cohesive journey across our mobile and app platforms. The support we have also seen from the Branch team is a true testament to a long-lasting partnership.”

RAZAN SNOBAR  
DIGITAL MARKETING MANAGER, SHUTTERFLY

“Partnering with Branch has allowed us to optimize user flows from almost every touchpoint. With deep linking and Journeys, we were able to create a unique, seamless mobile experience across all platforms and channels for our customers.”

SARAH SHARP-WANGAARD  
VP OF MARKETING, HIBBETT | CITY GEAR

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myfitnesspal

Shutterfly





## 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](http://www.headspin.io)

# 40

## 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.

“HeadSpin enabled BYJU'S to turn Remote Unity Automation testing into reality. They were able to test mobile app performance for various locations seamlessly on a remote network, through the network of devices that HeadSpin provided. This saved BYJU'S time and effort to release a better quality, higher performing product. Time to market improved by 15X — going from 5 weeks to only a few days.”

MOHAMMED IRFAN  
LEAD QUALITY ENGINEER, BYJU'S

“By using HeadSpin, we were able to correctly & accurately demonstrate to the end customers why AWS China is right choice for API server deployment. This helped customers build amazing users experiences in their apps, faster response time, high user engagement and more revenues. Thanks to our amazing partnership with HeadSpin, we are able to monitor our AWS instances 24x7!”

SAI PENG  
SOUTH SDR, AWS CHINA

“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

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Crazy Labs







## ABOUT SENSOR TOWER



Sensor Tower enables companies to dive deep into our data and analytics platforms to gain insights into mobile iOS and Google Play app stores. And provide a one-stop platform for app developers to do keyword ranking tracking, analysis and App Store Optimization in the iOS App Store & Google Play Store. Get more downloads by improving your search visibility. Gain insight into download and revenue estimates for the iOS App Store & Google Play Store. Built for enterprise customers, our Store Intelligence platform enables you to conduct market research and competitive...

**52**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Sensor Tower is a key tool for our team in order to analyze the market at all levels from a quantitative point of view. Their level of support and collaboration has been also remarkable being very proactive and responsive with our team. [Sensor Tower is] a user-centric company that listens, understands, and prioritizes in their roadmap the features that will be useful for their customers.”

ALBERT CUSTODIO MARTINEZ  
DIRECTOR OF PRODUCT AND LIVEOPS, SQUARE ENIX

“I love browsing Sensor Tower at least once a week. You can find a ton of great insights on your competitors' strategies, general market trends, new creative ideas plus everything you need for in-depth ASO and your Apple Search Ads. The perfect all-around platform.”

MARCUS BURKE  
SENIOR MARKETING MANAGER, BLINKIST

“Sensor Tower helps keep Current Mobile competitive in our market with their analytics and features. As a designer, I find their Ad Intelligence focusing on creatives helps me gain an edge in our markets.”

BRYAN TIMS  
SENIOR GRAPHIC DESIGNER, CURRENT MOBILE

“Sensor Tower helps us understand the mobile ecosystem and maximize the potential of mobile advertising in order to efficiently generate quality, high-value users.”

DEEPAK GUPTA  
CHIEF REVENUE OFFICER, MACHINE ZONE

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**booyah**  
ADVERTISING

Breathwrk



Johnson & Johnson

**JAMCITY**



## 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.

# 145

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Singular is our single source of truth for attribution and data-driven decision making. They are essential for making smart marketing decisions, optimizing budget allocation, and understanding what truly drives performance.”

ALEXANDER HRANKIN  
CHIEF EXECUTIVE OFFICER, SCRAMBLY

“Singular has a very technical and knowledgeable team, which is reflected in its level of support and is more aligned with the maturity level of our organization.”

ERIC COUTO  
HEAD OF MARKETING TECH, WILDLIFE

“I think Singular is the best analytics tool in this era where the boundaries between mobile and web platforms are getting vague, and cross-platform is emerging.”

SEONGHO BONG  
UA MARKETING TEAM LEAD, KAKAO GAMES

“By leveraging Singular’s Audiences’ advanced segmentation and targeting, we were able to really reduced costs and increase revenue for our campaigns.”

JORGE ENIR JR.  
PERFORMANCE ANALYST, POSTHAUS

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## ABOUT TRIPLE WHALE



Triple Whale is the world's first all-in-one ecommerce operating system. With powerful data aggregations, visualizations, and improved attribution tracking, Triple Whale gives ecommerce companies a clear, quick, and transparent view of the metrics that matter. All your data in one easy-to-use dashboard. They are building the operating system for eCom.

# 94

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“At Away and Parade, we had fully built out data and analytics teams and systems and tools. So, I kind of became addicted to that level of visibility and analysis. And I knew that when I started Create, We weren't going to need that level of sophistication, but I still really craved visibility into my business.”

DAN MCCORMICK  
CO-FOUNDER AND CEO, CREATE

“AI is saving me time by taking away repetitive reporting tasks, allowing me to grow in my role by focusing on the bigger picture. Now that I have Triple Whale and Moby, I've not only saved time on reporting but also increased my output and drawn on the insights that really matter.”

SARAH LAMONT  
PAID MEDIA SPECIALIST, OUTCAST

“One big pain point was reporting and weekly updates. What used to take 30-45 minutes or even an hour per client report now takes just ten minutes with Moby Agents.”

VICTOR VELAZQUEZ  
CHIEF EXECUTIVE OFFICER, WHITELABELED

“Platform level attribution is often way off. When GA4 replaced Universal Analytics, it introduced a lot of questions about accuracy while being less user-friendly.”

MARK COSTIGLIOLA  
VP OF ECOMMERCE, TRAVELPRO

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**2025**  
**MOBILE**  
**ANALYTICS**  
**SOFTWARE**

**RISING STAR**



## 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.

# 38

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## 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, STORAGE PUG

“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

“Smartlook means that we're not treading in the dark. It's a source of hypotheses. And it helps us to save time we'd have to spend on unnecessary experiments based just on our gut.”

RADEK NOVÁK  
FOUNDER, ELITEDATE

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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.

**58**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“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

“Tenjin's platform is ideal for hybrid monetization models. Their LTV predictions and portfolio analysis helped us succeed with titles like Bus Mania - Car Parking Jam. With Tenjin, we were able to balance IAP and IAA revenue streams and scale globally while keeping costs under control.”

JANE WANG  
MARKETING MANAGER, ZPLAY

“Our team has always been very technically oriented, so we set a high bar for our marketing analytics tool. Tenjin not only met our expectations but far exceeded them.”

STORM ZHANG  
CHIEF EXECUTIVE OFFICER, METAJOY

“Revenue is up 8x since we first used Tenjin a few years ago and paid UA spend is up 30x so Tenjin has completely transformed our business. We love Tenjin!”

CHUN-KAI WANG  
CO-FOUNDER & CEO, KOOAPPS

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**Fumb Games**



## 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.

# 28

## 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

“Woopra allowed us to identify where our problems and gaps are. Then, address and monitor them, and, finally, using the variety of integrations, communicate with our users and ensure that we're driving more end-to-end conversions.”

JARED ANDERSON  
CUSTOMER SUCCESS MANAGER, RENTLER

“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

“With Woopra, we can see our data at a more granular level, which ultimately helps us know if we are meeting our KPIs.”

LIK FUN CHAN  
PRODUCT MANAGER, SERMO

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