



READ & WRITE

Api Magic: App & Site User-Data Reporting

```
...to the web...  
ker.net" with password "demo123":  
/api.opentracker.net/api/trends.jsp?log  
demo123&site=www.opentracker.net&password&site  
nds.jsp&login=demo@opentracker.net&password&site  
=hourly</a></p><p>To calculate the hourly tren  
2010-3-2,20:00 and 2010-3-3,19:59 and display in ht  
href="http://api.opentracker.net/api/trends.jsp?t  
20:00&to=2010-3-3 19:59&dataType=html">http://ap  
end=hourly&from=2010-3-2 20:00&to=2010-3-3 19  
calculate the monthly trends over a range of 3  
> HTTP GET/ POST:<a href="http://api.op  
=3m">http://api.opentracker.net/api/t  
response</h2><p>This last example r  
from a specified offset format  
api/trends/trends.js  
the first encoun
```

**Request info.
Get data back.
And process it.**

The Opentracker Web API can be used to create reports exactly as you need and envision; send custom data to our servers, and query the data in realtime.

For example serving content based on geographic location, A/B testing, or dynamic form building.

Reading Data

You can use the Opentracker web API to read or get data. All reports are available as api calls. You can chain, link, mashup or combine api data to create reports which are customized or more advanced than those available in the default reporting interface.

Writing Data

You can use the Opentracker API to write or add data. Inserting data (events) can be done by submitting an event to our logging servers with a secure https request. The API has been designed to be fast, redundant, fault tolerant, and scalable for high event volume.

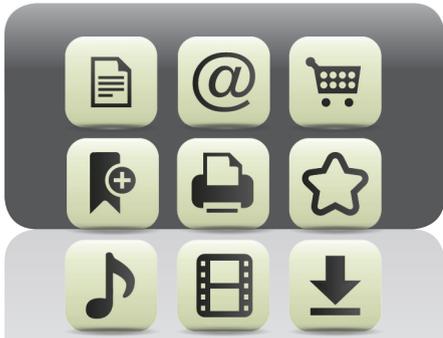
Web, App or Big Data

Use Opentracker to log/read any data real-time and create custom reports.

We can insert, store, and retrieve data from any signal sent over the net.

Our Scalable Analytics engine runs on the same technology that drives Twitter, Facebook, Google, etc, meaning that you don't have to worry about spikes, ceilings, or volume increase.

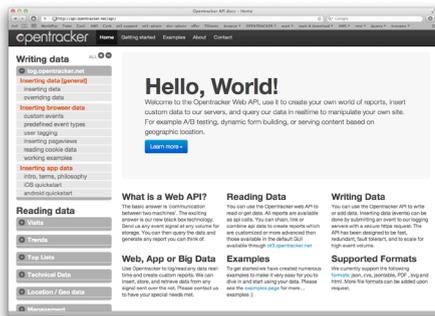




Event-based

Both the API itself and its use have been designed with simplicity and computing power in mind. Internet enabled environments and devices with access to the web can send API requests. Examples include static html pages, dynamic webpages, Content Management Systems (CMS), Customer relationship management systems (CRM), Smartphones, and virtually any device that can be connected to the internet.

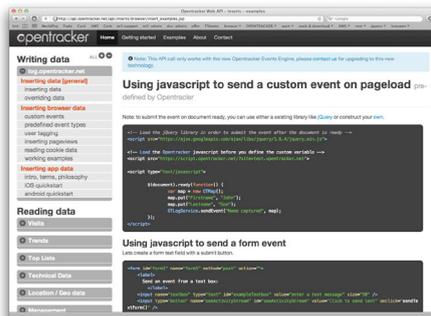
The Opentracker javascript contains functions and listeners making it easy to insert your custom events into the Opentracker Events Engine.



Custom Events

You can send us any event with a simple javascript call that we provide. We also provide a simple javascript function which allows you to send us multiple event key/ pair data entries. Additionally, you can also compile your own post or get request if you require more control.

There are predefined event types that determine how an event is processed and shown in the reporting interface. For example, the eventType called "email" will add the value of that event to the user profile and will be ranked in the report Top Emails.



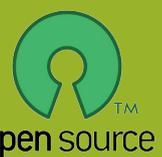
Export/ file formats

Within organizations it is crucial to share information with colleagues, departments or other systems. The easier to do so, the more likely that important insights will be shared. This strengthens the process of decision-making.

Opentracker wants you to do something with the numbers we collect. For that reason we support options for exporting reports into numerous file formats. It is also possible to stream data to colleagues or clients through a mashup or portal - please see developer API functionality for all possible options.

We currently support the following formats: json, CSV, jsontable, PDF, SVG and html. More file formats can be added upon request.

- Cloud-Based
- Scalable Analytics
- Open Source App Analytics libraries
- Android, iOS, HTML5
- Wi-Fi, G2, G3, G4, EDGE and Offline!



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OPENTRACKER is a competitively priced best-of-breed solution for event-based analytics. We strive to provide the best, most informative, and most straight-forward statistics solution available. With 10 years experience in web tracking, analytics and statistics innovation, we continue to pioneer technology and growth in software, while remaining forefront in our expertise. The company's hallmark is simple, intuitive, and easy-to-read reporting interfaces.