



ANALYZE BEHAVIOR

Realtime app usage & event stream analytics

visitor's profile

United States, Middletown (Rhode Island)
isp/ org: Cox Communications
provider: cox.net
area code (tel): 401
zip code: 02842

search term: page views
referrer: google.com

status: offline
number of visits: 1
pageviews: 1
total pages viewed: 1
current visit duration: s.e.
first measurement: Apr 18 02:08 PM

platform/ OS: Intel Mac OS X 10.7.3
browser: Safari 5.1.5 (1440 x 900)
IP address: 68.14.93.95

click on icon for clickstream

**Get results.
In order to make
the best apps,
you need the best
data about your
app users.**

Users Online

	last event	duration	status	flag	ses. (events)	last event (exit event)
+	Apr 18 02:55 PM	7m 31s	👤	🇸🇪	1 (4)	Get Visitors Opentracker.net
+	Apr 18 02:54 PM	1m 20s	👤	🇺🇸	1 (1)	Definition & Differences Between Hit, P...ers Opentracker.net
+	Apr 18 02:54 PM	1m 52s	👤	🇮🇳	1 (1)	Using Statistics for Website Managem...
+	Apr 18 02:54 PM	1m 53s	👤	🇺🇸	44 (1)	Opentracker.net Real-time Website &
+	Apr 18 02:53 PM	s.e.	👤	🇮🇳	1 (1)	Opentracker.net Real-time Website &
+	Apr 18 02:52 PM	s.e.	👤	🇺🇸	1 (1)	How to write a website Privacy Policy
+	Apr 18 02:52 PM	s.e.	👤	🇳🇱	107 (1)	Opentracker.net Real-time Website & A... iOS, HTML5 and more!
+	Apr 18 02:52 PM	32s	👤	🇳🇱	946 (4)	App Analytics - Usability & Definitions Opentracker.net
+	Apr 18 02:51 PM	s.e.	👤	🇮🇳	1 (1)	Geo-locate visitors and users Opentracker.net
+	Apr 18 02:51 PM	s.e.	👤	🇻🇳	1 (1)	Signup. Start tracking your App Opentracker.net
+	Apr 18 02:51 PM	s.e.	👤	🇵🇰	1 (1)	Geo-locate visitors and users Opentracker.net
+	Apr 18 02:50 PM	18m 17s	👤	🇺🇸	170 (6)	Opentracker.net Real-time Website & A... iOS, HTML5 and more!

source: opentracker.net

Follow app users, event by event - even when offline

Use Opentracker to see who your app users are, and exactly how they use your app. Multiple interactive reports show you individual user activity in real-time. Trend reports fill in the bigger picture.

Users Sessions Events

Opentracker is an event-based analytical service. We specialize in automated trend reporting of individual unique users for your apps. By grouping user events into sessions, and linking sessions to unique users, we'll tell you if your users are fresh installs or loyal users. For every user, you can access event history from first launch to 1 second ago.

Events Profile

Every unique user is assigned a profile that contains a wide range of information including current and previous session data, geo-location information, device specs, connection data, and much more.

You can also add custom data to user-profiles and tag or integrate your app users with additional info such as back office or (web)shop databases..

App User Data Collected

- Installs, Launches & Loyalty
- Sessions & Duration
- Engagement & Conversion
- Touch, Tab, Swipe & Pinch
- Custom events i.e. Email
- App name & Version
- Platform & Devices
- Country, Region, City
- GPS Longitude & Latitude
- Timezone & Language
- ISP, Provider or Carrier
- Company & Organization
- Area, Postal or ZIP code
- IP address & Connection type
- Display size & Orientation
- Augmented demographics



Users.

The Users report displays each user on a separate horizontal row with icons and summary data. There are numerous interactive page elements to drill down or get more information about your users.

For instance, you can expand each row to see the event-stream preview, or hover over user icons for profile information. There are visual aids such as geo-location maps and event thumbnails. By clicking on a visitor icon you drill-down to that user, loading a new report: User event stream.



Event stream.

Viewing any user, by clicking on their icon will give you that person's full event-stream, dating back to their first app launch. Events such as launching, pausing, resuming and stopping a session are all automatically detected by the Opentracker native App libraries.

We collect and report an industry standard set of default visitor details. Additionally, using our api you can add all kinds of pre-defined events and/or an unlimited number of custom events. There are a great number of possibilities.



Profile.

User profiles present full user details, such as geo-location, company, all activity through time, first recorded entry, and session info. Full technical details, such as device, platform, ISP, App version, and operating system (OS) are also displayed.

The purpose of making individual user profiles available is to allow you to research for usage patterns, for example correlating specific behavior to technical details such as device type, session time, location or connection speed.

dates	time viewed	event title (hover for more info)	collapse
Apr 13 04:07 PM	1m 40s	end of App session, 6 event(s)	
Apr 13 04:05:55 PM	s.e.	Application closed	
Apr 13 04:05:41 PM	14s	@ Form submitted by demo@opentracker.net	
Apr 13 04:05:38 PM	2s	User filed in form correctly	
Apr 13 04:05:01 PM	32s	Focus on textfield	
Apr 13 04:04:58 PM	2s	User navigated to feedback form	
Apr 13 04:04:16 PM	42s	Application Launched	
Apr 13 04:07 PM	1m 40s	end of Web session, 4 events(s)	
Apr 13 04:02:58 PM	2s	Download page	
		exit link → https://store.apple.com	
Apr 13 04:02:45 PM	2s	Fill in this form to download	
Apr 13 04:02:41 PM	2s	Download our app add	
Apr 13 04:01:16 PM	42s	Home Page	
		referrer → http://www.google.ca/search?sa=t&...unGUJrEf:33RvmnKw search term: strategy for using apps as advertising	

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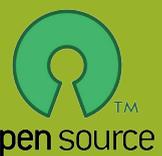
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- Cloud-Based
- Scalable Analytics
- Open Source App Analytics libraries
- Android, iOS, HTML5
- Wi-Fi, G2, G3, G4, EDGE and Offline!



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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.