LOCATE & IDENTIFY
Follow your mobile users with Geo-Location

Top Geographical Locations

	No.		country / region / city	code	visitors	visits	visitors graph
⊖	1	🇺🇸	United States	US	101	116	
⊕			California		21	24	
⊕			New Jersey		7	7	
⊕			New York		6	8	
⊖			Texas		6	8	
			Austin		2	4	
			Dallas		2	2	
			Houston		2	2	
⊕			Illinois		5	5	
⊕			Connecticut		5	5	
⊕	2	🇬🇧	United Kingdom	GB	19	24	
⊕	3	🇨🇦	Canada	CA	8	8	

source: opentracker.net
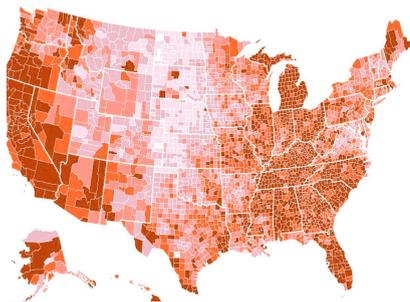
Know exactly where your users come from. Access highly detailed demographics at user level.

Identify leads- city, state, country - with pinpoint GPS accuracy

Opentracker utilizes app-user IP address and GPS coordinates to establish exact location and build an extensive list of user profile data.

Enhanced data includes Country, Continent, Region, State, City, DMA marketing, ZIP code, area code, company, ISP & organization. This list can be extended to contain custom data provided by the app or from external sources such as 3rd party databases.

Segments

Use our segmentation tool to filter or segment your users by App version, platform, event type or self-defined custom events.

Marketing and Sales

Strategic: by identifying users and their company names you can use your app for powerful lead generation. Within the reports, you can view event streams by Company Name. In other words, you can actually search for a Company Name and see (all) activity from that company.

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

opentracker
event tracking and analytics

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Geo-location

User locations are displayed in multiple reports. User event streams show detailed maps of individual users.
There are also numerous reports detailing and graphing Countries, Region & Cities.
Also: Carriers & ISPs, DMA-codes (US), Area codes (US), ZIP/postal codes, Continents and Subcontinents are available as separate reports and by using the Country segment, available on all reports, you can easily filter your data to display just the location you are interested in.
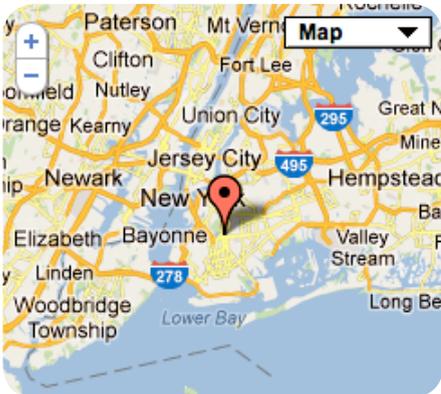
Company names

A crystal ball to know when leads or clients use your app. See what companies your users come from. Universities, banks, and governmental organizations also identified. See potential clients return. Are you working on a lead or prospect? Check if they responded to your email. Our technology allows you to identify users from company individuals over long periods of time. Using filters, you can drill down to individual users by company, university or organization.

GPS & Carrier

GPS, connection, connectivity changes and ISP are also tracked.
For example, when an app is used on a mobile network, pinpoint accurate details about GPS location, carrier, ISP, and connection speed are recorded.
Because accuracy counts, when an app user moves from Wi-Fi to G3 to EDGE and back to Wi-Fi, this is detected by the Opentracker library and shown in the reports along with the carrier/ company name of each network.

- Cloud-Based
- Scalable Analytics
- Open Source App Analytics libraries
- Android, iOS, HTML5
- Wi-Fi, G2, G3, G4, EDGE **and Offline!**
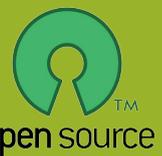
OPENTRACKER is a competitively priced best-of-breed solution for event based analytics. We strive to provide the best, most informative, and most straight-forward statistics solution available. With 10 years experience in web tracking, analytics and statistics innovation, we continue to pioneer technology and growth in software, while remaining forefront in our expertise. The company's hallmark is simple, intuitive, and easy-to-read reporting interfaces.