

# Mobile App Analytics Features Overview

Opentracker's app reporting is bursting at the seams and will probably cover all your needs. An added advantage of our new technology however, is flexibility, which means affordable custom reporting. Please see Custom Reports at the end of this document for details.

## List of top features

Here is a sampling of the most popular features we offer:

- ★ **Live activity monitor** - Click and event-streams. See what happens while it happens.
- ★ **User analysis** - Individual drill-down with user profiles - activity history, referrer, etc.
- ★ **Behavior and trend reporting** - Usage reports through time, see trends in installs, unique users, sessions, launches, etc
- ★ **Segments** - Default segments include: country, app versions & platform. Slice your reports and filter the data you need. Custom segments can be added.
- ★ **API** - All reports can be accessed through our Developer API, allowing you to get and mashup the raw data into your own environment.
- ★ **Custom event measurement** - Choose from predefined event types. Create custom events or add your own data, variables, user IDs or demographic data, etc.
- ★ **User-tagging** - Identify users and tag them so you can follow or look them up them through time. eg, Business apps can see what their employees are doing.
- ★ **Search through all sessions** - Very powerful all-field full text search . See all users and their activity from any value you enter.
- ★ **Analyze individual app user behavior** - See who your app users are, and exactly how they use your app.
- ★ **Geo-location** - Know exactly where your users come from. Geo-location provides insight.
- ★ **Real-time Reporting** - Real-time minute-to-minute tracking, reporting and analysis.
- ★ **Measure in-app events** - Add events and properties to your app analytics.
- ★ **No impact on UX** - Advanced connection optimization makes sure users will not notice.
- ★ **Total user engagement** - Connect your users across platforms, browsers, locations, etc.
- ★ **Open Source SDK** - The Opentracker Android and iOS SDK's are available on Github

# Versions, Plans & Features

## Developer (free) version

Can be used to test and setup your app. Or if your app has not yet reached the point where you don't need detailed analytics and you just want to 'see' your app usage and users. Comes with two reports:

- [Realtime user \(aka users-online\)](#)
- [Event-stream reporting](#)

## Mobile App Analytics paid plans

All paid plans include all features. See below for details of **below categories**:

- [Realtime user & event-stream reporting \(including search\) \(aka users-online\)](#)
- [Behavior](#) (including trend data for events, sessions, users, loyalty, etc.)
- [Events](#) (including top events, exits, entries, navigation, etc.)
- [Geo-location & leads](#) (including company, country, city, region, zip, DMA, etc.)
- [Technical & devices](#) (app versions, platforms, devices, domains, etc.)
- [Api access](#) (get the raw data from our servers and compile your own reports)
- [Custom behavioral events](#) (user-tagging, custom or pre-defined events, downloads)

## Plan upgrades

For now, the paid plans differentiate purely on the number of events registered.

For details on pricing please refer to the [Mobile App Analytics Product page\(s\)](#) on our website.

## Features Overview

### Realtime user & event-stream reporting

#### Follow app users Event-by-Event - *in real-time*

Description:	<p>This is an interactive report showing user activity at the individual level in real-time. The report is an interactive list of online &amp; recent users of your app.</p> <p>Each person is shown as an icon. By clicking on an icon you will see the full event-stream or clickstream of the user through your app, dating back to their first recorded activity.</p> <p>You will also see a complete User Profile. The profiles present full session details, such as number of sessions, total number of events, Geo-location, Company, first recorded entry, etc. Full technical details, such as device, platform, ISP, app version, and operating system (OS) are also presented. More details can be found <a href="#">here</a>.</p>
Reports include:	<ul style="list-style-type: none"> <li>Online users overview</li> <li>Event stream</li> <li>User profile</li> <li>Visitors by IP</li> <li>Geographical location including map</li> </ul>
Additional Features:	Search through all user/sessions data (paid version only)
Available:	In all versions

## Behavior

### All internet usage is defined as a chain of events

Description:	<p>Behavior over time is a series of trend reports. In other words, view and segment activity over time.</p> <p>Select any date range and see daily activity for:</p> <ul style="list-style-type: none"> <li>• sessions</li> <li>• users</li> <li>• new installs</li> <li>• loyal users</li> <li>• referred sessions</li> <li>• search sessions</li> <li>• ad / exit link</li> <li>• events</li> </ul> <p>Reports can be generated for the entire range of time that historical data exists, as long as you have been recording.</p>
Reports include:	<p>Summary Hourly Daily Weekly Monthly Forecast</p>
Additional Features:	<p>Segmentation per country, app version, OS, custom segment. All metrics on this page can also be seen as graphs/charts</p>
Available:	<p>In all paid versions</p>

## Events

### All app usage can be defined as a series of events

Description:	<p>The Opentracker engine has historical roots in measuring clicks and page-views. This technology has now been expanded with the ability to track a broad range of behavioral events.</p> <p>An event is any signal sending a https request to the Opentracker.net analytics engine. An event can represent app activities such as a swipe or tilt view, a session launch ore resume, or an custom app call and/ or any combination of these activities.</p>
Reports include:	<ul style="list-style-type: none"> <li>Top Events</li> <li>Ads / exit links</li> <li>Exit events</li> <li>Entry events</li> <li>Previous events/apps</li> <li>Search Terms</li> <li>Search Sources</li> </ul>
Available:	In all paid versions

## Geo-location & leads

### Pinpoint city, state, region, and country.

Description:	<p><b>Company Name</b></p> <p>See users use your app; what companies your users come from. Our technology allows you to identify users from company individuals over long periods of time.</p> <p>Universities, banks, and governmental organizations also identified.</p> <p>When your visitors are coming from an institution that maintains its own internet connection, we analyze this and pass the information on to you.</p> <p><b>Geo-location</b></p> <p>Know exactly where your users come from.</p> <p>Access highly detailed demographics at individual user level:</p> <ul style="list-style-type: none"> <li>-drill-down Geo-IP and/or GPS location data per user</li> <li>-study traffic from any location, at local or national level</li> </ul> <p>Enhanced data includes Country, Continent, region, state, city, DMA, ZIP code, telephone area code, company, ISP &amp; organization</p> <p>Very useful: DMA is direct market areas, the areas used by various industries to plan marketing campaigns. The interface that we have built allows you to drill-down from continent, and sub-continent, right down through state, city, etc, and generate pie charts for all data.</p>
Reports include:	<p>Countries / Regions /cities Company names ISPs / Carriers Area code ZIP/ postal codes (Sub) Continents</p>
Available:	In all paid versions

## Technical details & devices

### Devices tell you a lot about your users

Description:	<p>Our expansion from browser traffic to include also app activity means that we also track tablets, iPhones, Android smartphones, iOS devices, etc.</p> <p>Markets are changing at the moment, meaning that technology is also changing, publishers are faced with a wide range of choices. In order to make decisions, we recommend being able to identify your most responsive audience. Where do users and visitors come from, how do they get where they are going, what do they do when they get there, do they come back?</p> <p>Do you need control over any of the above-listed events? Then you need to measure event activity and more importantly you need to be able to understand the reports you generate. We pride ourselves on intuitive interface engineering.</p>
Reports include:	<p>Apps &amp; Browsers Platform / OS Display colors Display size Routers Domains</p>
Available:	In all paid versions

## Api access reading - custom flexibility

### Request info, get data back, and process it.

**Description:**

**Write your own reporting data queries:**

Developers can make use of our analytics reporting API for direct access to data tables.

Use the reporting API to stream / display data in any portal or interface.

In everyday language this means that you can bypass the Opentracker reporting interface and access all the data from your opentracker datastore directly. You can then take the results and mashup or republish them wherever you want.

**Solutions provided with the Analytics API:**

- ★ Automate report generation.
- ★ Generate a report not currently supported in the Opentracker reporting interface.
- ★ Display a live stream of my app users.
- ★ Access my app stats without logging in.
- ★ Share app analytics with a group of people - so that my clients can stay on my site and see their individual data.
- ★ Incorporate activity measurement in a mashup with different feeds and types of information.

The API has become a cornerstone of contemporary web development. Be creative, make your site more engaging; give your visitors the novel kick of real-time data feed - let them find themselves surfing through your site.

**technical jargon:**

The Web tracking API is a defined set of HTTP request messages, creating new export possibilities, which can be used in combination with multiple services into new applications or mashups. Formats supported currently include JSON, HTML, CSV, SVN and pre-formatted jQuery tables. The data itself can be implemented with numerous programming languages, such as HTML, PHP, Javascript, JSP, ASP, .NET, etc.

**Reports include:**

All reports, see our api docs for details

**Available:**

In all paid versions

## Custom behavioral events

### The power of custom events

Description:	<p>Inserting data (events) can be accomplished by submitting an event to our logging servers with the Opentracker native app libraries. The libraries have been designed to be simple and powerful. easy to implement, easy to use, optimized code base and has no noticeable footprint for the app user.</p> <p>The events are send to our log-servers that are redundant, fault-tolerant and scalable for high volume events.</p> <p><b>Single events</b></p> <p>You can send us any event with a simple native function call that we provide.</p> <p><b>Multiple events</b></p> <p>We also provide native functions to send us multiple event key/pair data entries,</p> <p><b>Event types</b></p> <p>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 reports Top Emails.</p> <p>See our api docs for the complete list of predefined eventTypes.</p>
Reports include:	Multiple reports, see our api docs for details
Available:	In all paid versions

## Augmented demographics

### Ultimate marketing tools

Description:	<p>We can provide reports and details about general demographics such as;Population, Age group, GDP, Education, etc,</p> <p>These can be extended with custom demographics on request and added as segments to one or more reports.</p> <p>We also provide the option to add and combine your user data with ours. The possibilities are endless.</p>
Reports include:	Multiple reports, contact us for details
Available:	In all paid versions

## Open-source native app libraries

### browse, understand, alter, improve... it's Open!

Description:

#### Opentracker & Open Source.

The majority of the software and tools we use are based on open-source software and libraries. We understand how important it is to see, understand, alter or improve code that you use.

#### Our source is your source

Therefore, we've chosen to open source the Opentracker Client Libraries (aka SDK = software development kit). By doing so we want to:

Allow developers to see the code. When you put code in your application you need to see exactly what it does.

Give developers the ability to improve or customize aspects of the library as desired.

Make it as easy as possible for anybody to develop a client for any platform.

#### License

In order for developers to safely use our library, we are releasing the library under the GNU Lesser General Public License as published by the Free Software Foundation; either version 2 of the License, or any later version (your choice).

#### Github

You can see and download the code from our Github repositories

iOS: <https://github.com/Opentracker/iOS>

Android: <https://github.com/Opentracker/android>

Reports include:

All reports

Available:

In all paid versions

## Online & Offline App Tracking

### Track events when user has no internet connection

Description:

#### Edge, G2, G3, G4, Wi-Fi

Seamlessly track app users uninterrupted when they move from Wi-Fi to G3 or EDGE and back to Wi-Fi. This is automatically detected by the Opentracker library and shown in the reports.

#### Offline

Opentracker automatically supports offline measurement. You do not have to configure your app to track events while offline. If a user's tablet, phone or device loses signal or disconnects from internet, data is queued on the device to be sent later. Once the connection is restored and the device comes back online, the cached information is sent for processing and the user event stream from the offline period is collected.

On 3G, 2G or Edge networks, data is stored locally, there is no carrier bandwidth-usage.

User-data is compressed and transferred once a wifi connection is established.

**Secure:** User data is securely transferred, and audited upon request to meet legal requirements.

Automatic detection of connectivity for speed optimization. For example, when an device is on a WIFI network, events are sent to our servers in realtime.

#### What if my app doesn't work offline?

You can still collect interesting information even if you app only works online. This is because many app users switch methods of connectivity, for example, from service providers to local wifi networks, work/ home, etc. Automated offline reporting functionality ensures data is collected during changes in connectivity.

Reports include:

All reports

Available:

In all versions

## Additional Features

### With every paid account

Description:

#### Infinite Scalability

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. Obviously we like to be warned beforehand, but our servers can handle it.

#### Highly flexible customization

Our black-box technology means that you can send us any (custom) event and generate custom reports based on your data needs.

Pricing quotes available upon request.

#### Unlimited technical support

All accounts receive technical support via email. Maximum response time will vary depending on the package selected.

Corporate and custom accounts access an account manager on call during business hours.

#### User management

Extensive user-management system lets you:

- Create users (add clients, colleagues, and managers)
- Set individual permission levels
- Add sites or apps to your account

Password-protected statistics can be accessed from any internet connection.

#### Download & Share information with ease

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

You can download reports as Excel, PDF, or CSV format from the Opentracker interface, and with API access you can retrieve HTML tables, json, svg graphs, etc,.

#### Account management

add / delete sites to your account and manage permissions for multiple users.

Reports include:

Multiple reports, see our api docs for details

Available:

In all paid versions

# Opentracker Information

## Contact details

Please contact us if you would like to have a telephone conversation.

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