TOTAL ENGAGEMENT
Identify unique user activity from web to app and back again.

**Accuracy Counts.
Track your users across all media.**

A Brave New Solution for a Brave New World. Millions of smartphone and tablet users are joining the mobile web on a daily basis, radically evolving internet behavior.

Engagement patterns are changing and so is the way that we measure and report them. In today's world, the same user can easily switch from web to app, from phone to pc to tablet, and back again, in the same day. So how many users do you really have, and how can you get a complete picture? Easy: connect all these sessions together.

Our user-centric system allows you to connect your users across multiple platforms, browsers, locations, etc. We provide access to a single reporting interface which gives a picture of universal activity. We call this Total Engagement.

Together with 2 new Open-source libraries for Android and iOS, it is now very easy to log, measure, or capture any event that happens on your apps and sites. Together with an analytics reporting interface renowned for its simplicity and ease of use, our latest solution its a must-have for any competitive company, big or small.

User Data Collected

- Website and App users
- Sessions & Duration
- Engagement & Conversion
- Referrer, Exit, searchterms
- Click, Touch, Swipe & Pinch
- Custom events i.e. Email
- App /Browser 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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Web

We began ten years ago by measuring page views and the mouse clicks website visitors made between pages. With these 10 years of experience in web analytics, we know what we are talking about.
Using javascript, cookies and/or fingerprinting we track millions of users across the web every day.

Our technology has expanded to keep pace with engagement patterns across the internet. Alongside clicks and page views, we now also capture events. We group events into event streams.

Alongside visitors we now also measure users. With this new event-based tracking engine, it has never been easier to measure your website users, define the events you think are important, and improve your site accordingly.

App

Because the world is changing, we're excited to support native app tracking.

How are your apps being used? What devices? Tablets, iOS, Android; native apps, web-based apps?
We've standardized visitors and users across reports and are unique in our ability to display all device traffic in a single report.

We support both 'Native App Tracking' and 'Web App Tracking,' together they make up 'Mobile App Analytics'.
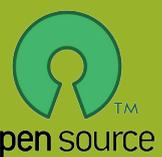
Web-App

By using or combining our javascript API and native app libraries, you can also measure web-app users. We support all kinds of web-apps, including hybrid web-apps made with tools like Phonegap, Appcelerator, Corana, etc.

Social app users

Using our API you can also track social users from Facebook, LinkedIn, etc. By combining all our technologies you can build a one massive database of unique users.

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 04:02:45PM	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	→	www.google.ca http://www.google.ca/search?sa=t&…unGUJrEf-i33RvmnKw search term: *strategy for using apps as advertising*	

- 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.