

Understand your customers better with Browser and Mobile Analytics

AppDynamics Browser & Mobile Analytics allows deep understanding of user experience in aggregate, to optimize user journey, increase engagement and impact business outcomes. Leverage the power of integrated browser, mobile, and custom user data to keep track of constantly moving users and gain deep user insights.

Users are constantly on the move. Buyer journey often is intermingled through browser, mobile and custom user data. Basic funnels can tell you drop offs but are not designed to integrate conversion to performance. Did poor performance impact user conversion? How much revenue was impacted due to performance issues in real-time? Who are the most important users to focus on? Where are they coming from? Did new application release has worse performance and hence impacting conversion and engagement?

Traditionally you have relied on multiple solutions to answer these questions however insights are not integrated, almost never in real-time or granular enough to provide context and influence outcomes.

With Browser & Mobile Analytics, you can understand and optimize the user journey in aggregate to influence engagement and business outcomes. Keep track of constantly moving users and follow the user journey, answer your many questions, get the insights you need to maximize engagement and deliver amazing customer experience.

Introducing Browser and Mobile Analytics:

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KEY BENEFITS

- Easy add-on to AppDynamics products
- Keep track of constantly moving users in aggregate with integrated mobile, browser, and custom user data
- Optimize user journey through conversion analysis leveraging OOTB advanced widgets
- Run powerful ad-hoc searches and gain deeper insights in real-time with AppDynamics advanced query language
- Rapidly visualize large datasets with interactive custom dashboards. Easily share reports with teams and enforce privacy and access control through role based access control
- Big data platform designed to handle up to 1 Trillion events/day and keep up with changing structure and logic of fast changing apps
- Flexible hybrid SaaS deployment options — on-premises, SaaS, private or public cloud

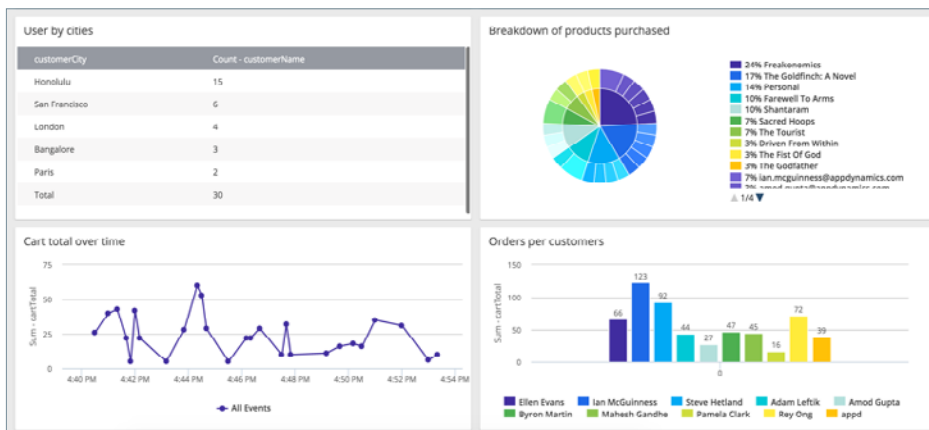


Gain deep understanding of user experience to optimize application performance

User expectations are high. With Browser and Mobile analytics you can understand and compare user experience across multiple application versions or all applications through integrated browser, mobile and custom user data. This allows you to engage with ones that have subpar experience to gain loyalty, optimize application performance and influence business outcomes.

Optimize user journey to drive successful business outcomes

With Browser and Mobile Analytics you can leverage out of the box basic and advanced widgets to understand user engagement and conversion in aggregate. Combine conversion with performance to drive successful business outcomes. Performing ad hoc analysis to see which users dropped off, who are the most important ones, what was the impact on revenue because of performance issues and evaluate crash functions grouped by app version to do release comparison.



Understand your customers to optimize user engagement

Get answers to who, when, where, what, and how about user data in aggregate across browser, mobile, and custom data. Customer centric enterprises can utilize this data in real-time to identify and engage the customers' driving largest engagement and adoption of products and optimize application and features to their needs thus influencing business outcomes.

Try it FREE at appdynamics.com