

TURN YOUR DATA INTO STRATEGY

Build a smarter business strategy from relevant mobile audience insights to drive engagement and retention.

FEATURE OVERVIEW

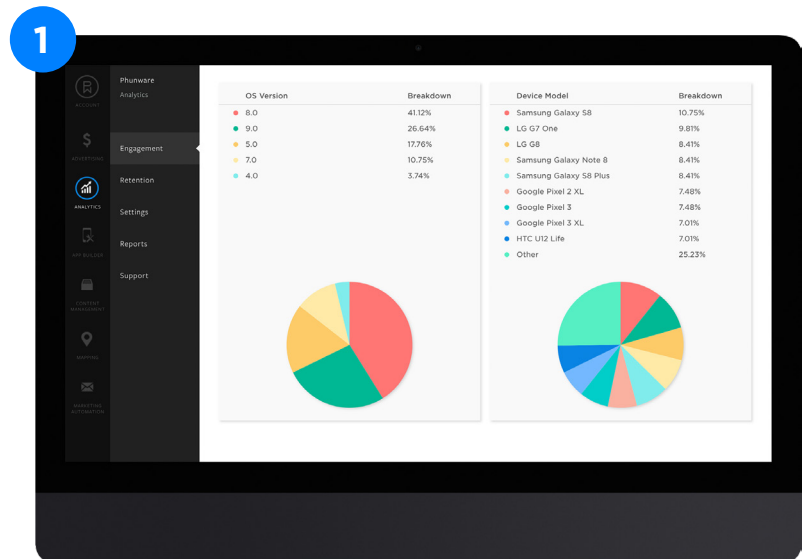
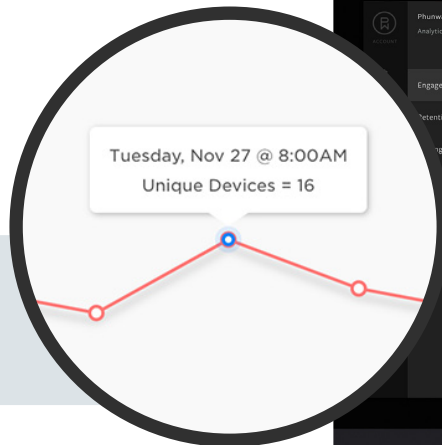
Phunware's Analytics and Business Intelligence module empowers you to make smarter, data-driven decisions by giving you insight into how users interact with your mobile application. Understand your audience at a deep level so you can engage more strategically.

1. Engagement

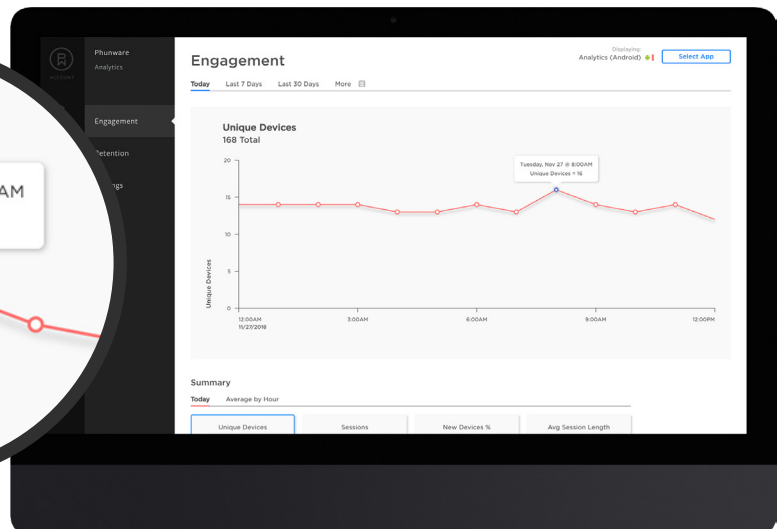
Understand how users interact with your app to optimize your mobile strategy. With real-time data and flexible date ranges, your data is always relevant and full of valuable insights:

- Audience analytics: Average session length, sessions per unique device, percentage of new devices
- Device analytics: Device make, model, operating system version with breakdowns
- Screen views: Most-visited app screens

View analytic trends for a specific metric over time.



Learn how many users you have, what devices they use and when they use your app.

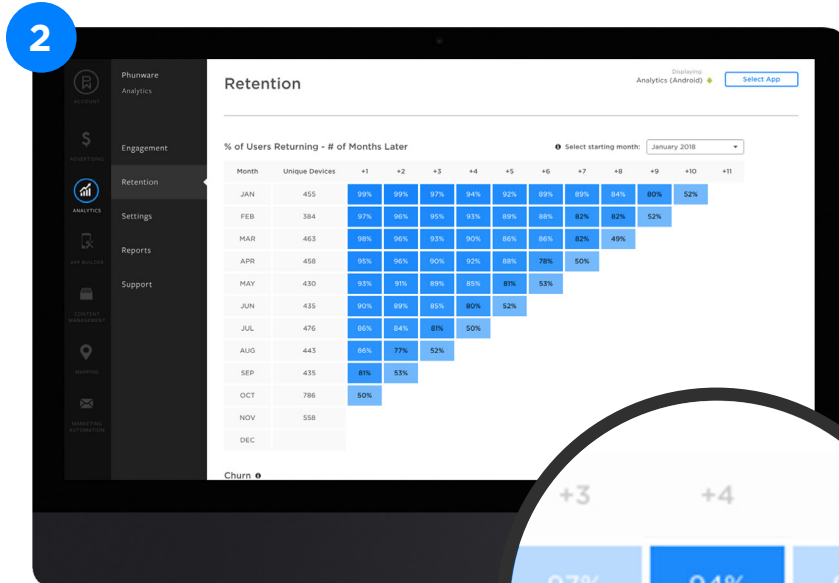


LET'S GET STARTED!

[PHUNWARE.COM/PLATFORM/ANALYTICS](https://phunware.com/platform/analytics)

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FEATURE OVERVIEW (cont'd)



Understand your audience's long-term usage trends and optimize to keep users engaged.

2. Retention

Get visibility into when users drop off and no longer return to your app. Learn key timings for running campaigns and promotions to retain users.

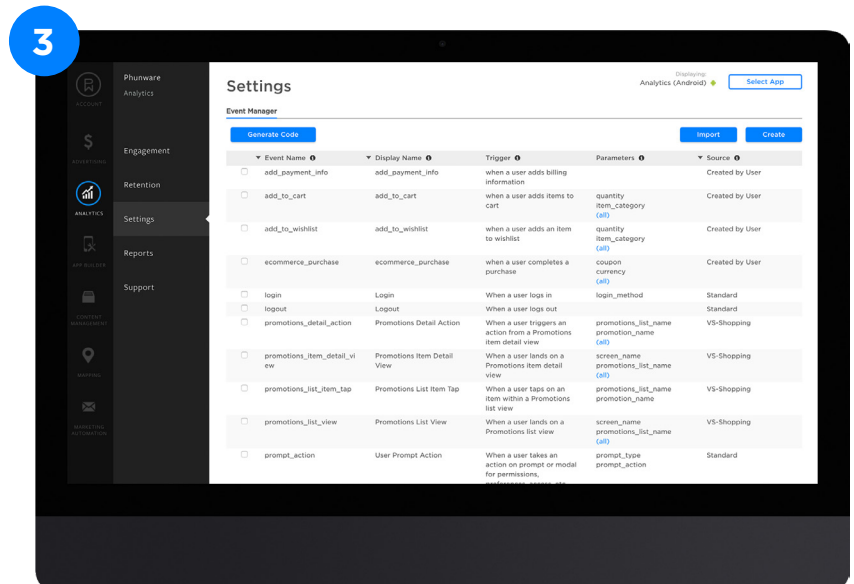
- Retention visualization: View cohort retention by month, for a 12 month time period
- Churn rate: Track the percentage of users that did not return to your app by 30, 60 and 90 day periods

94% of these 455K new unique devices returned to the application after 4 months.

3. Events

Create, manage and track custom actions and events that are important to your strategy.

- Create events: Specify an event name, triggers and parameters to create a new tracking event
- Predefined events: Use our library of predefined events for various industries
- Reports: See a detailed record of custom events, including event count and unique devices



Create custom analytic events to track relevant actions unique to your business.

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