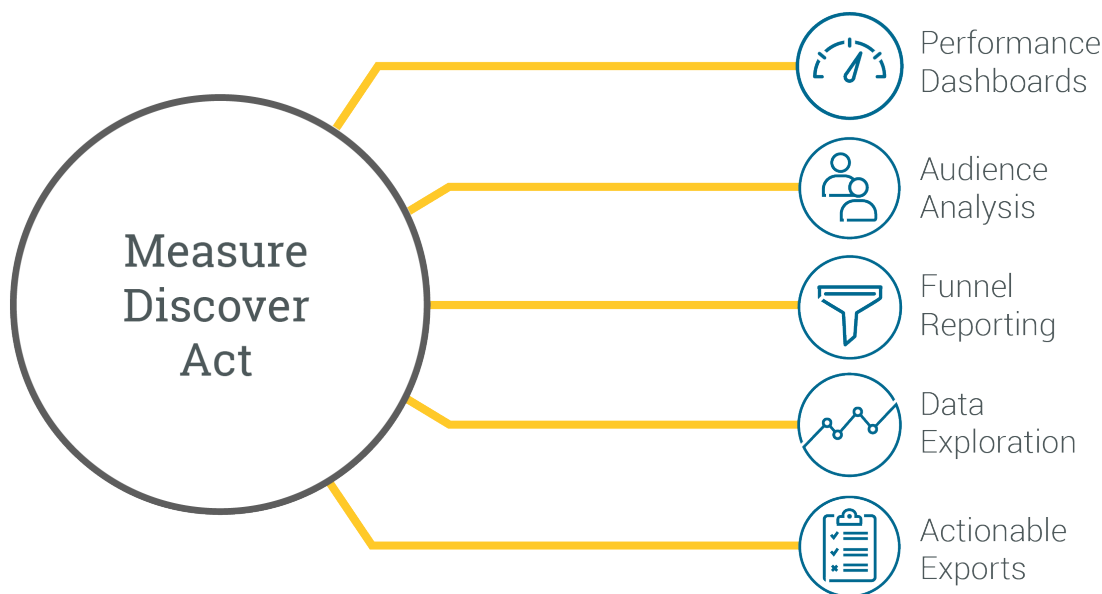# URBAN AIRSHIP

URBAN AIRSHIP INSIGHT

UNCOVER WHAT MAKES YOUR USERS TICK AND TAKE ACTION IMMEDIATELY.

Data is good, but customer intelligence is better. Better still? Instant action. Urban Airship Insight is a new audience intelligence solution that uncovers why your mobile app audience is growing or not, and allows you to create user-level engagement campaigns in minutes across mobile and non-mobile channels.

Measure Discover Act

- Performance Dashboards
- Audience Analysis
- Funnel Reporting
- Data Exploration
- Actionable Exports

NOW BUSINESSES CAN:

- Measure the ROI of your latest mobile engagement campaign
- Identify customer segments most likely to buy
- Export a list of users interested in a specific product or content item
- Remarket to users that abandoned a conversion funnel
- Power a multi-channel web and mobile campaign
- Determine why a user uninstalled your app

Don't waste your time wading through screens of reports. Instead drive smarter action. Uncover insights about your customers fast with audience engagement dashboards, data discovery and visualization tools, and conversion reporting to tell you the "why" behind your ROI. Then don't delay. Put your new found insight to use with instant exports that feed your next engagement campaign on mobile and other customer channels.

With Urban Airship Insight, you're in the driver's seat to grow your mobile app audience and your business.

URBAN AIRSHIP

Quickly identify your users interests and instantly export a list for your next mobile engagement campaign.

FEATURES

- **Performance Dashboards:** Track key performance indicators all in one place.

- **Benchmarking:** Compare how your push opt-in rate performance compares against your peers.

- **Funnel reporting** - Identify where your users are falling off in your conversion process.

- **RFM Analysis** - Put recency, frequency and lifetime value metrics to work and find the customer segments that are most likely to do more business with you.

- **Cohort Analysis** - Optimize your onboarding messaging and user flows with this powerful tool.

- **Ad Hoc Data Explorer** - Build a custom report with any of the data we collect for you to uncover the power trends in your business.

- **Unlimited Exports** - Export the results instantly and upload them into Urban Airship or any other marketing system.

- **Person-level data** - Behind every interaction is a person. Don't settle for aggregate data. Get a 1:1 view of your customers for more personal communication.