



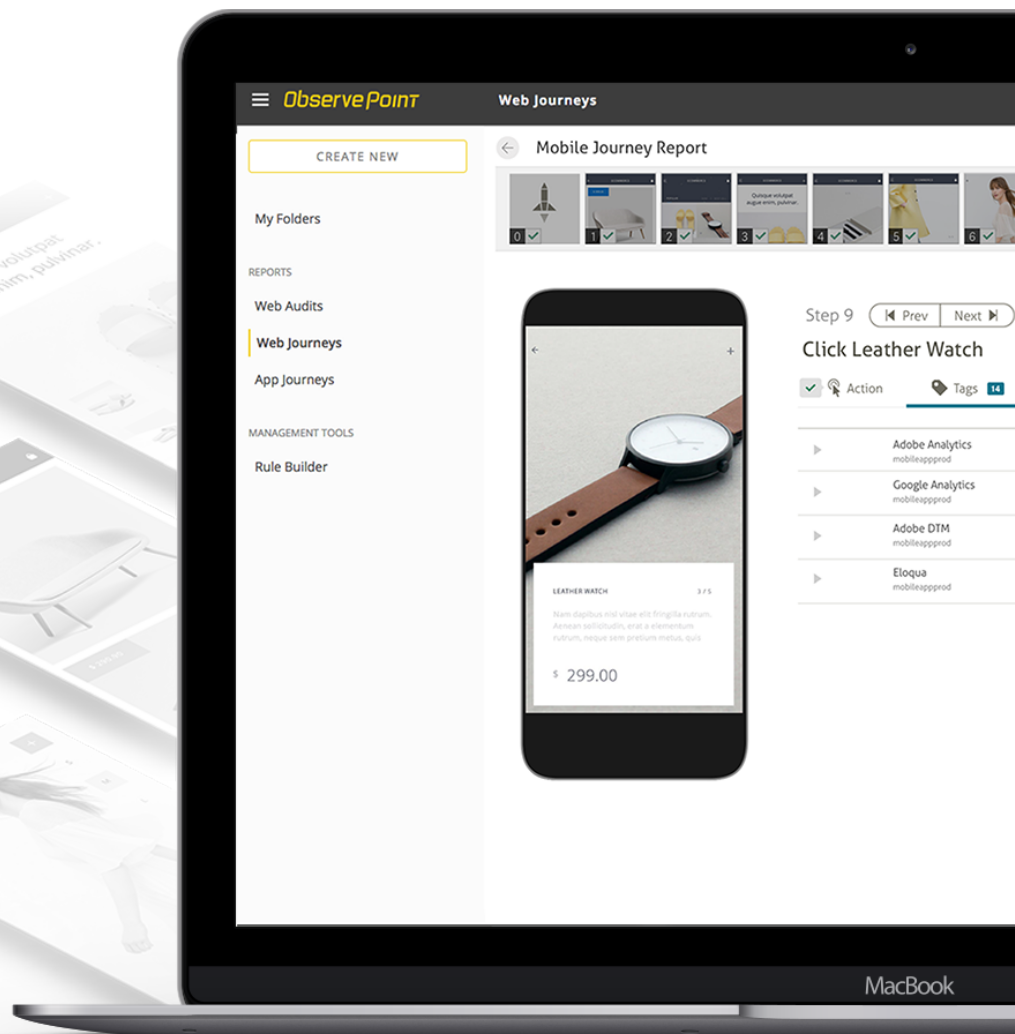
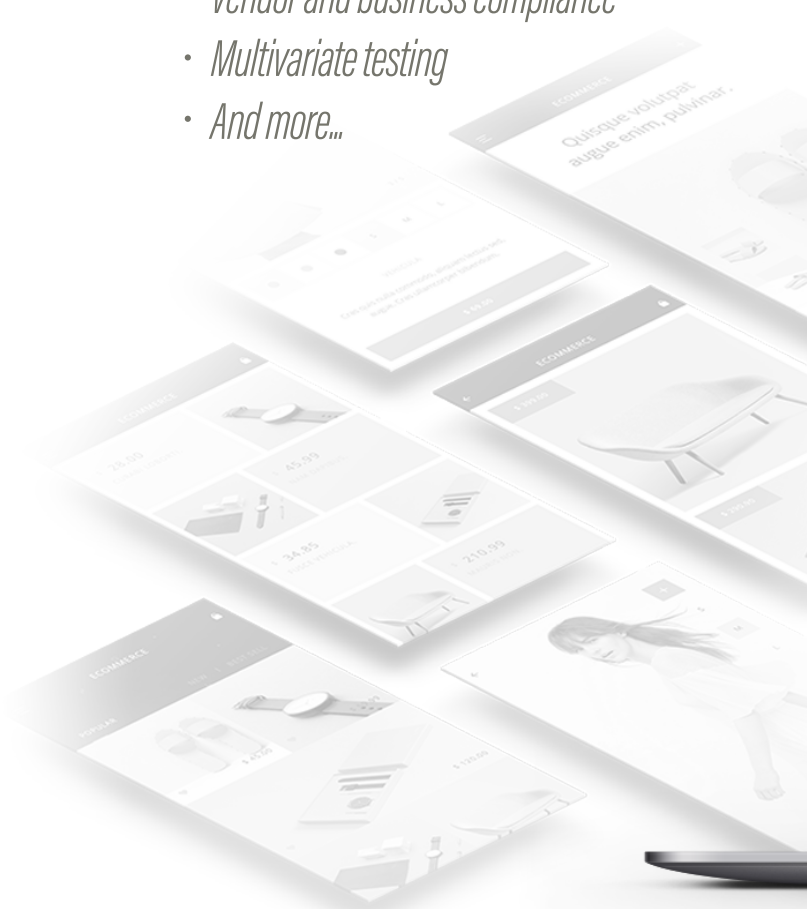
## Can you trust your mobile app analytics data?

Your customers live in apps, but few organizations have a full-fledged strategy surrounding mobile app analytics, and many who do still feel they cannot trust the data they are collecting. Beyond that, manually auditing app analytics implementations is costly, time-consuming and prone to human error.

## AppAssurance™ validates your data.

With customized audit initiatives determined by your organization, AppAssurance™ audits third-party implementations and alerts you to any discrepancies before they become big data problems—enabling you to gain accurate competitive analysis. AppAssurance™ analyzes your app's:

- *Analytics implementations*
- *Defined critical user journeys*
- *Vendor and business compliance*
- *Multivariate testing*
- *And more...*



*"Firms that invest in mobile intelligence practices now will position themselves ahead of their competitors."*

Make Mobile Analytics Digitally Intelligent, Forrester Research May 2016

## Trust Your Mobile App Data

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**Tag Detection** - Locate third-party tags and verify they are implemented correctly.

**Vendor Agnostic** - Validate vendor and custom implementations with a tag database that supports hundreds of vendors.

## Test Critical Action Paths

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**Journey Testing** - Replicate and validate your app's critical user action paths on a regular basis.

**Black Box Testing** - Test securely by uploading your app file to the platform without deploying any code.

**Intuitive Journey Builder** - Open your app within the platform and navigate through the path you want to track—as you click, each step is recorded and saved.

## Monitor Your Success

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**Reports** - Take inventory of the tags used within your app with detailed reports.

**Alerts** - Receive immediate alerts when tags in your app are not performing as expected.

## Increase Efficiency

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**Easy Setup** - Upload your app, select device and OS versions, then create your customer paths with the intuitive Journey Recorder.

**Copy & Save Critical Tests** - Set up your critical user journeys, then simply copy and paste any created journey.

**OS & Device Support** - Test multiple versions of your app across various operating systems and devices.

## Verify App Integrations

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**Implementation Plan Validation** - Measure your implementation plan against current deployments on your app.

**Test on Multiple Devices** - Verify functionality on multiple devices to ensure consistency.

**Tag and Variable Validation** - Identify and validate your tags and implementation variables on your app.

