**Localytics**

# MARKETING

| Does the platform let you run the following key marketing campaigns? | Vendor 1 | Vendor 2 | Vendor 3 |
|---|---|---|---|
| Push Notifications | | | |
| Geopush (Location based messaging) | | | |
| Rich push (media rich notifications) | | | |
| Transactional push (push notifications triggered by another system) | | | |
| In-App Messages | | | |
| App Inbox Messages | | | |
| A/B Tests on all your messaging channels | | | |
| Remarketing | | | |

| Does the platform provide actionable insights from marketing campaigns? | Vendor 1 | Vendor 2 | Vendor 3 |
|---|---|---|---|
| Changes in user behavior: | | | |
| Engagement (# of sessions, session length, retention rate) | | | |
| Conversion (view-through and click-through conversion rates, conversions per user, total number of conversions) | | | |
| Revenue generated from the campaign (revenue per user, average order size, number of paying users, total revenue) | | | |
| Predictive analysis user behavior | | | |
| True impact of marketing campaigns (beyond open & conversion rates) | | | |

| Does the platform allow you to build audiences for your campaigns based on: | Vendor 1 | Vendor 2 | Vendor 3 |
|---|---|---|---|
| Profile data (who a user is) | | | |
| Behavioral data (what a user has done inside or outside your app) | | | |
| A combination of behavioral and profile data | | | |
| Predictive data (what a user is predicted to do in the future) | | | |
| Can you use the details of an event (often referred to as event "properties" or "parameters") as criteria when segmenting your users? | | | |

# ANALYTICS

**Does the platform collect the following data?**

| | Vendor 1 | Vendor 2 | Vendor 3 |
|---|---|---|---|
| Session data | | | |
| Unique Users | | | |
| New Users | | | |
| User Location | | | |
| Language | | | |
| Gender | | | |
| Device | | | |
| App Version | | | |
| Acquisition Source | | | |
| Acquisition Campaign | | | |
| Event data | | | |
| Custom event data | | | |
| Customer profile data | | | |
| Uninstall tracking | | | |

**Does the platform allow you to do the following with user data?**

| | | | |
|---|---|---|---|
| Create user profiles | | | |
| Analyze user behavior including session length, time between sessions, number of active users, number of new users | | | |
| Evaluate conversion funnels and drop off | | | |
| View reports on the revenue generated by your app | | | |
| Screen Flows | | | |
| In-app event tracking | | | |
| Use predictive analytics and machine learning to predict which users are likely to churn or convert in the future | | | |

**.ıl Localytics**

# OTHER

| **Is the platform flexible and scalable?** | Vendor 1 | Vendor 2 | Vendor 3 |
| --- | --- | --- | --- |
| Ability to start small and grow as your mobile strategy matures | | | |
| Flexible API integrations | | | |
| Push Notifications | | | |
| Profiles | | | |
| Events | | | |
| User segments | | | |
| Integrates with ad networks like AppsFlyer and Kochava | | | |
| Status as a Facebook Mobile Measurement Partner (MMP) and a Twitter Official Partner - only Facebook MMPs and Twitter Official Partners can import ad data from these social networks | | | |
| Integrates with CRMs like Salesforce, Oracle, and Adobe | | | |
| Scalable pricing model as user base grows | | | |
| | | | |