



# **Driving Performance with Actionable App Insights**

AppPulse is a mobile app analytics platform that combines real-time data monitoring, mobile threat detection (with application hardening), user behavior analysis, and product optimization to deliver an enhanced user experience.

### **Key Features**



## **Real-Time Threat Monitoring**

Detect and guard against attacks



## **User Behaviour Analytics**

Provide insights to fine-tune functionality and improve user experience



## **Performance and Device Insights**

Track launch times and device types to optimize testing and resource allocation during peak usage



### **Custom Alert Notifications**

Real-time app status updates with configurable 24/7 alerts



#### **Ready-To-Use Reports**

Access ready-made, real-time reports that simplify your data analysis and help teams quickly make informed decisions

#### **AppPulse Benefits**



## Stronger App Security

Real – time monitoring of threat detection on application and their operating environment help identify and address potential risks before they impact users, ensuring trust and app reliability



## **Optimized User Journeys**

Behavioural insights provided help streamline navigation and prioritise features that matter most to users. Teams can make informed decisions to optimize marketing strategies, enhanced user experiences, and drive sustained user growth - all in real time



#### **Smarter Product Decisions**

Gain data-driven insights on feature usage, pages, and events to guide updates and give product teams a clear optimization benchmark



## **Operational Confidence**

Stay in control with real-time monitoring and proactive alerts that keep you informed of app performance, security, and user activity - 24/7

Available on iOS, Android, HarmonyOS NEXT







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