

# Specialized Analytics

## Ready to see behavioral analytics in action?

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Resources about strategies, techniques and metrics for specialized analytics use cases: mobile analytics, eCommerce analytics, game analytics, email analytics, and more.

- **Mobile Analytics** — Resources about the practice of measuring and analyzing behavior of users accessing websites and apps on mobile devices.
  - **Mobile App Analytics** — Resources about tracking and measuring the behavior of users in a mobile app.
  - **iOS Analytics** — Resources about tracking and measuring the behavior of users in iPhone, iPad and other iOS applications.
  - **Mobile Advertising Analytics** — Resources about tracking and measuring the behavior of users who interact with ads on mobile devices.
  - **Mobile Website Analytics** — Resources about tracking and measuring traffic and user behavior in websites accessed via mobile devices.
  - **Mobile Analytics Metrics** — Resources about metrics used to measure and optimize the behavior of users in a mobile app.
- **eCommerce Analytics** — Resources about tracking and measuring behavior of users in eCommerce websites.
- **Game Analytics** — Resources about tracking and measuring behavior of users playing a game, with the objective of improving game experience or encouraging conversion/upsale.
- **Content and Media Analytics** — Resources about tracking and measuring traffic and user behavior in content, news or media websites.
- **SEO Analytics and Metrics** — Resources about tracking metrics relevant to organic traffic and Search Engine Optimization (SEO), both on-site and off-site.
- **PPC and SEM Analytics and Metrics** — Resources about measuring the performance of Pay Per Click (PPC) campaigns, online campaigns used to direct traffic to websites, and Search Engine Marketing (SEM), the practice of promoting websites by increasing their visibility using paid advertising.
- **Email Analytics and Click Tracking** — Resources about tracking clicks and interactions on bulk emails sent to users, and measuring the effectiveness of email marketing.
- **Social Media Analytics** — Resources about tracking and measuring behavior of users on social media sites, and users arriving to a website from social media channels.
- **Multi-Channel Analytics** — Resources about tracking and measuring behavior of users across multiple online and offline marketing channels.
- **Real-Time Analytics** — Resources about real-time analytics, which describe the use of data and related resources as soon as the data enters the system, and techniques and technologies used to perform real-time analytics.

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