

Product and App Analytics Tools

Resources about general product analytics and analytics of mobile applications, including tools, best practices, and more.

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Below we have compiled publicly available sources from around the world that present views on Product and App Analytics.

Learn More About Popular Product and App Analytics Tools

- [MixPanel](#)
- [Chartbeat](#)
- [deltaDNA](#)
- [Interana](#)
- [Amplitude](#)
- [Google Analytics 360 for Product Analytics](#)

Perspectives on App Analytics

Ready to see behavioral analytics in action?

[Get a Demo >>](#)

- [The App Analytics Tools Round-Up - Learn How People Use Your App](#)
[apptamin.com](#)
- [Mobile App Analytics Insights](#)
[online-behavior.com](#)
- [5 Benefits of App Analytics](#)
[apptentive.com](#)
- [Best Practices and Tools for the Mobile App Analytics - Fundamentals and Implementations of Analytics for Mobile Application](#)
[optisolbusiness.com](#)
- [How to Pick the Best Mobile Analytics Tool](#)
[pocketgamer.biz](#)

Perspectives on Product Analytics

- [Understand the Basics of Product Analytics](#)
[blog.teamtreehouse.com](#)
- [What Every Product Manager Needs to Know about Product Analytics](#)
[atlassian.com](#)
- [How to Build a Sales-Accelerating Product Qualified Lead Engine 2016](#)
[business2community.com](#)

How To

- [The Beginner's Guide to Mobile App Analytics](#)
[conversionxl.com](#)

Be the first to get the latest news on analytics



- [4 Ways to Deliver Better Product Analytics](#)
blog.intercom.com

Services and Consultants

- [Embarcadero AppAnalytics - Analytics Service for Mobile, Desktop, and Wearables](#)
embarcadero.com
- [Splunk Product Analytics - Measure Product and Service Adoption](#)
splunk.com

Tools

- **CoolaData - Give Everyone The Data and Insights they Need to Succeed**

Share only relevant real-time user insights with your customers, partners, stakeholders and end users. Control the data they can view and share with user permissions.

[Read the article on cooladata.com »](#)

- [AppAnalytics - A Tool That Includes Event-Based Analytics and Features Like Heat Maps, Gesture Recognition, Device Interactions](#)
appanalytics.io
- [9 App Analytics Tools Every App Developer Must Know About](#)
bluecloudsolutions.com
- [The Big List of App Analytics Tools](#)
businessofapps.com
- [10 Popular Mobile App Analytic Tools - Which to Use](#)
buzinga.com.au
- [The Definitive Guide to Mobile Analytic Platforms](#)
blog.soom.la

Further Reading

- [MixPanel](#) — Resources about MixPanel, a business analytics service that tracks user interactions with web and mobile applications, and provides tools for targeted communication with them.
- [Chartbeat](#) — Resources about Chartbeat, a content intelligence and analytics tool for publishers that measures reader engagement and provides data insights for building audience loyalty.
- [deltaDNA](#) — Resources about deltaDNA, a company that develops and markets an analytics and marketing platform for games that are primarily in the free-to-play market, and offers consultation services for game developers and publishers
- [Interana](#) — Resources about Interana, an event-based analytics solution designed to answer critical business questions about how customers behave and how products are used.
- [Amplitude](#) — Resources about Amplitude, a product analytics platform for web and mobile that provides approachable analytics, cross-platform tracking, user behavior insights, and scalability.
- [Google Analytics 360 for Product Analytics](#) — Resources about the Google Analytics 360 Suite, a tool that gathers data from customers and uses deep insights to help enterprises measure and improve the impact of marketing.

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