

# 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

Table of Contents:

- [Perspectives on deltaDNA](#)
- [Case Studies](#)
- [Vendor Information](#)
- [Further Reading](#)

Below we have compiled publicly available sources from around the world that present views on DeltaDNA.

## Perspectives on deltaDNA

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- [Engaging With deltaDNA - A Conversation With deltaDNA's Chief Executive Mark Robinson.](#)  
dfcint.com
- [deltaDNA Study - Mobile Game Makers Don't Know How to Handle In-Game Ads](#)  
venturebeat.com
- [Slide Deck: Overview on deltaDNA](#)  
slideshare.net

## Case Studies

- [deltaDNA Selects VoltDB To Enable Real-Time Personalization](#)  
voldb.com
- [HoW La Cosa Used deltaDNA Analytics In Their PS4 Game](#)  
deltadna.com

## Vendor Information

- [deltaDNA Game Analytics & Marketing Official Page](#)  
deltadna.com

## 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

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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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