

## **Flurry Arms Thousands of iPhone, Android Developers with New Services Aimed at Increasing Application Usage**

*Upgraded Free Mobile Analytics Service Offers User Path Analysis and User Generated Content Tracking*

**SAN FRANCISCO, March 5, 2009** – Flurry, the leading cross-platform mobile application analytics provider, today announced the release of two ground-breaking extensions to its analytics service: *User Path Tracking* to monitor the sequence of actions completed in mobile applications by consumers; and, *Dynamic Parameters* to analyze user-generated content and other user action data within mobile applications. These never-before-seen mobile analytics features are available for free on all Flurry-supported platforms: iPhone, Android, Blackberry and Java ME. A [demo with live data](#) is available for developers to preview the upgraded service.

“Flurry is committed to dramatically raising the standard of iPhone and Android Analytics for its customers,” said Flurry CEO, Simon Khalaf. “Building the ability to track user flows and event parameters was technically challenging but exactly what our customers needed to better understand their consumers, increase retention and grow their active user base.”

Since emerging from Beta earlier this year, Flurry Analytics has collected billions of analytics data points across tens of millions user sessions. Each day, Flurry Analytics gathers additional data from millions of mobile users, including data from among several of iPhone and Android’s top selling games and applications.

"Millions of consumers have come to expect the highest quality game experiences from Digital Chocolate, such as Tower Bloxx and Crazy Penguin Catapult," said Digital Chocolate Chief Operating Officer, Jason Loia. "Partnering with Flurry provides us with critically important data to consistently improve our games for our consumers."

Flurry Analytics new features include:

**User PathTracking:** Equivalent to “click streams” on the web, developers now can track the sequence of actions that consumers complete in their applications from the time of launch. This data can be used to increase user satisfaction and retention by improving the design of an application and discovery of key features.

**Dynamic Parameters:** In addition to the ability to track when end-users perform key actions, developers can now “describe” how that action was completed in richer detail. For example, if a

developer includes a search box within her application, she can now understand details such as what the most popular keyword searches are, the number of words used in searches and what kinds of searches are performed at different times of the day.

To learn more about the Flurry Analytics service, please visit [www.flurry.com](http://www.flurry.com).

### **About Flurry Analytics**

Flurry Analytics helps developers make better iPhone, Android, Blackberry and Java ME games and applications. The service is free, requires minimal integration and occupies a negligible amount of space in an application. Through analytics, developers can track consumer behavior and application performance to identify user needs, increase retention and grow revenue.

### **About Flurry**

Founded in 2005, Flurry's Analytics platform is built by developers for developers, based on its pioneering experience as one of the first developers to build, deploy and market direct-to-consumer applications. Flurry is venture-backed and based in San Francisco.

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