



## Why Product Analytics?

Understand product utilisation and adoption.

Catch potential churn early.

Find effective channels of conversion and allocate budget accordingly.

Find ROI on products and features.

Monitor product performance.

## Achieve Analytics Objectives



Analyse how each feature is getting used.

Which users are adopting the Product most?  
Classify them in Segments.

Are users facing issues like slow loading, high API latency or complex workflows?

Which features are revenue drivers and how users are interacting with it?

Identify the friction points in the product?  
Fix and analyse impact.

Get list of users who are losing interest based on usage pattern trends. These are early indicators of churn.

Nudge users who have not used the most valuable or new features.

Collect user sentiment as NPS (Net Promoter Score).

## Adoption Challenges With other Analytics Platforms



Heavy Engineering effort. Each event tracking has to be planned in advance.

It is not one time effort. Every new release needs engineering effort.

Months of implementation time.

## How Fibotalk solves these challenges



One time code integration.  
New releases are automatically included.

Track all user and system parameters for retrospective and correlational analytics.

Data connectors for BI and Integrations.

Flexible deployment : Single Tenant or On-premise solution along with multi tenant SaaS.

## What Fibotalk Offers?



### Product Analytics

- Monitor application performance per user
- Affected user list
- Usage analytics
- Feature adoption
- Conversion analysis
- Trends of core KPIs like logins.
- Custom event configuration

### User Deep-Dive

- Customer health
- Advanced cohorts
- Losing interest list
- Conversion analysis
- Bad actors and pseudo
- Signups

### User Engagement and sentiment

- Nudge users to features, up-sell and subscription reminder
- NPS (Net Promoter Score)
- Live-chat

## Vs Google Analytics



- ✓ Not built for Web or Mobile Applications.
- ✓ High Engineering effort and long implementation time.
- ✓ No Auto tracking of all events, page load times or click bursts.
- ✓ Cannot track page changes in Single Page applications.
- ✓ No user view.
- ✓ No deployment flexibility.
- ✓ No Feature adoption metric.
- ✓ No user engagement modules.
- ✓ No list of affected users.

## Fibotalk is Ideal for

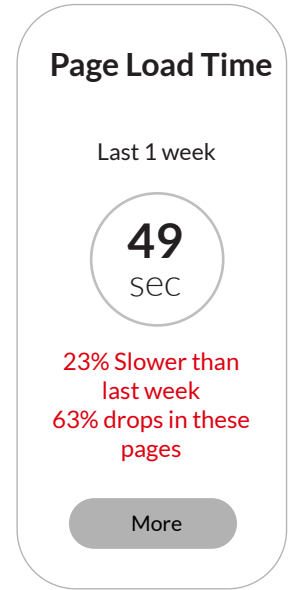
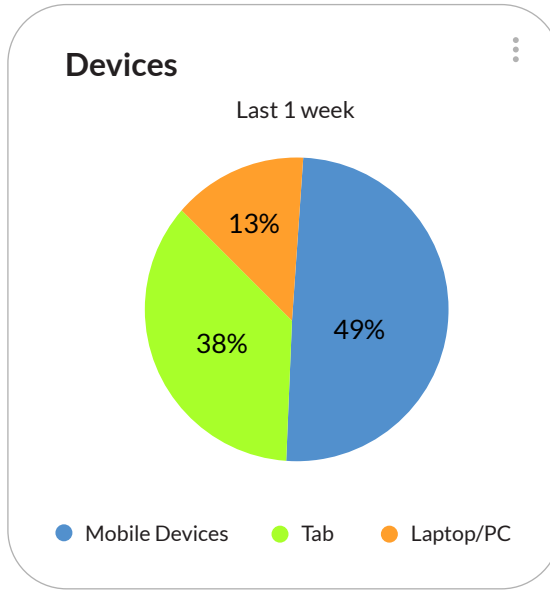


SaaS / E-commerce  
BFSI / Fintech / OTT

Enterprises looking to track adoption and ROIs for:

- Internal Software
- Customer applications
- Sales / transactional websites

Last 1 week



### Top Products

Last 1 week

Product Name	Usage		Avg. Duration
/home/product-12	152	13% ▲	2m 10s
/home/product-5	122	23% ▼	3m 2s
/home/product-314	97	35% ▲	1m 13s
/home/product-5	80	8% ▼	28s

Details

### Top Services

Last 1 week

Services	Usage	
Call me back	249	10% ▲
Certificates	175	5% ▲
Downloads	153	35% ▲
Premium Payment	80	5% ▼

Details

### Top Features

Last 1 week

Services	Usage	
FAQ's	457	5% ▼
Store Locator	386	10% ▲
Calculator	253	35% ▲
Inquiry Form	112	13% ▼

Details

CRMs

Works with

