

iPhone, Android Developers Flock to Flurry for Analytics

Flurry Beta Tag removed after 300 developers use Flurry Analytics in first 60 days

SAN FRANCISCO, Jan. 26, 2009 – Flurry, a cross-platform mobile application analytics provider, rang in the New Year with over 300 developers using its free service within the first 60 days of launching its Beta. Today Flurry is making available its free service to all iPhone, Android, Blackberry and Java ME developers as well as providing a [demo with live data](#) for developers to preview the service.

With new markets like the App Store reporting over 15,000 available games and applications, developer competition for consumers is fierce. Flurry's easy-to-integrate technology allows developers to gather live consumer usage data to improve their products, increase user retention and compete more effectively in these new markets.

"Rapid adoption of Flurry Analytics validates we're solving a significant pain point for game and application developers. The response has exceeded our own expectations" said Flurry CEO, Simon Khalaf. "With more platforms supported than any other mobile analytics provider – and new features being added all the time – Flurry offers the most complete solution on the market."

During its recent Beta, Flurry stress-tested its service for aggressive and reliable scaling. "As a company whose legacy includes handling millions of mobile emails, we are using our experience to smoothly scale our back-end in order to satisfy the sharp demand for Flurry Analytics" said cofounder and CTO, Sean Byrnes. "Flurry Analytics has already supported millions of user sessions and has been put through high volume testing to prepare for its next phase of expansion."

Among the most powerful new features available is the ability for developers to track custom user events within games and applications. Similar to Google Analytics, but for mobile applications, developers can monitor custom-defined user actions within their applications to better understand how their products are used and where to make improvements. Comparing user behavior and application performance across different versions enables teams to perform reliable A/B testing.

To learn more about Flurry Analytics, please visit 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 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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