Flurry Ups the Mobile App Analytics Ante with Audience Segmentation

Flurry Analytics 3.0 launches to over 100,000 customer applications

San Francisco, CA – August 3, 2011 – Flurry, the industry leader in mobile app audience growth and monetization solutions, today announced the immediate availability of Analytics 3.0, a major set of feature upgrades for its industry-leading mobile app analytics service. With the addition of audience segmentation and demographic estimation, Analytics 3.0 invites all developers to “meet their app audiences.” Any Flurry customer can immediately use these powerful new features without any changes to the Flurry SDK or re-submission to app stores. Flurry Analytics remains absolutely free.

“In two short years, mobile applications have crossed the chasm from fad to formidable mass media channel, now challenging the web in terms of reach, and television in terms of engagement,” said Simon Khalaf, Flurry’s president and chief executive. “Adding audience segmentation features to our audience measurement platform, we empower Flurry publishers to increase their audience size through better media and in-app-purchase sales.”

For marketers, the process of segmenting, targeting and positioning is the cornerstone of any strategic marketing process. Flurry Analytics 3.0 supports this approach, allowing mobile application developers to segment their audiences and target their most valuable segments with the right products and services. Developers can segment their audiences based on location, age, gender, app category interests and usage, giving them visibility into how different groups use their applications and respond to different programs.

Flurry Analytics 3.0 ships with pre-defined usage segments to give developers immediate insight into their heavy, medium and occasional users. With this view, developers can understand what aspects of the application these segments use most. Developers can also create their own custom segments to conduct deep cohort analysis, evaluate the performance of user acquisition campaigns, and measure segment by segment retention, among other use cases.

In addition to audience segmentation, Flurry Analytics 3.0 provides developers the demographic make-up of their audience using Flurry estimates. These estimates compute the age group and gender of app audiences based on a core sample and extrapolation algorithms. This additional segmentation information adds to existing geographical and behavioral segmentation already available in Flurry Analytics.

Over the past two years, Flurry’s growth has paralleled the mobile application market’s own unprecedented growth. Flurry Analytics, which launched in January 2009, now reaches 300 million monthly unique users worldwide and tracks 6 billion transactions per day. Flurry receives 15,000 app use sessions per second, which is three times the number of tweets managed by Twitter per second. Flurry Analytics is used by 50,000 developers who have integrated across 100,000 applications on iOS, Android, BlackBerry, Windows Phone and J2ME.
About Flurry

Flurry increases the size and value of mobile application audiences, and is used by more than 50,000 companies across more than 100,000 applications on iOS, Android, Blackberry, Windows Phone and J2ME. Flurry tracks over 17 billion anonymous, aggregated end-user application sessions each month. Flurry is venture backed by Menlo Ventures, Draper Fisher Jurvetson, InterWest Partners, Union Square Ventures and First Round Capital.

Note to editors

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Media contact:

Peter Farago
VP Marketing
Flurry, Inc.
peter@flurry.com
+1-510-461-4450

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