Flurry Releases Advanced, Time-Themed Features Amid Explosive Growth

Flurry Analytics 3.1 launches to over 120,000 customer applications

San Francisco, CA – October 13, 2011 – Flurry, the industry leader in mobile app audience growth and monetization solutions, today announced the immediate availability of Analytics 3.1, a new set of feature upgrades for its industry-leading mobile app analytics service. With the addition of day-parting, lifecycle and hourly stat drill-down features, Analytics 3.1 invites iOS, Android, Windows Phone, BlackBerry and J2ME app makers to “master time.” 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 completely free.

“With its focus and commitment to frequently releasing powerful, advance features, Flurry has experienced recent record growth,” said Flurry CEO Simon Khalaf. “In just the last two months, a record 20,000 new apps have been added by customers to the Flurry system, further increasing the company’s leadership position.”

Since last updating its service in August 2011 with Analytics 3.0, over 4,000 additional companies have adopted Flurry Analytics. Additionally, customers added a total of more than 20,000 new apps to the Flurry system. In terms of reach, Flurry Analytics end-user session tracking jumped significantly from a daily average of 560 million to over 660 million, an increase of 18%.

Flurry Analytics 3.1 offers the following new features:

**Day Parting (a.k.a. Time-of-Day) Metrics**

The time-of-day feature allows companies to take a snapshot over any time period (e.g., one-month) and view key stats over a standardized 24-day. With this, they can study time-of-day trends such as peak acquisition, usage and purchase times. To demonstrate the power of this feature, Flurry recently aggregated a multi-app set of data and compared it to TV and Internet time-of-day usage, and can be found in a blog post [iOS & Android Apps: Prime-time All the Time](http://blog.flurry.com/2011/10/ios-android-apps-prime-time-all-the-time.html).

**Lifecycle Metrics**

Top apps frequently update their apps with new features, and run ongoing acquisition campaigns. To measure the impact these activities have on increasing user engagement and retention, Flurry introduces Lifecycle metrics. The lifecycle view enables a developer to select any cohort of users, defined by numerous tracked characteristics, and accurately measure its usage (and churn) over time.

**Hourly Drill-Down Metrics**

Offering more granularity than ever before, Flurry provides companies with the ability to drill down into their key metrics by the hour. This level of detail allows companies to
better understand how external events, such as promotions and app updates, impact usage app usage hour-by-hour, within a given day.

About Flurry

Flurry increases the size and value of mobile application audiences, and is used in more than 120,000 applications across iOS, Android, Blackberry, Windows Phone and J2ME apps. Flurry tracks over 19 billion anonymous, aggregated end-user application sessions each month. Flurry is venture-backed by Draper Fisher Jurvetson, InterWestPartners, Union Square Ventures, Menlo Ventures and First Round Capital. The company has offices in San Francisco, New York and London.

Note to editors

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