

Free  
30 day  
trial

# bango analytics

## Get in-depth analytics on your mobile visitors

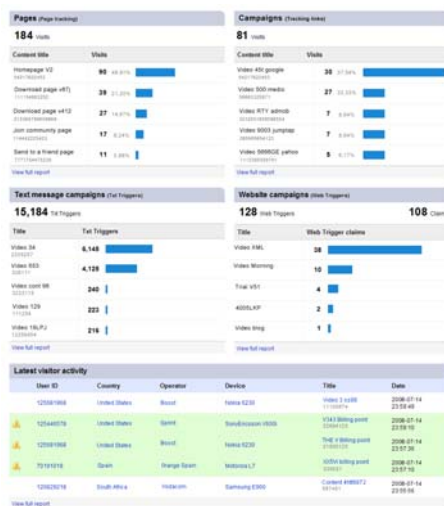
With Bango Analytics, get the data you need to make the best business decisions about mobile.

Do more than count visits to your mobile site, get detailed information about individual people as they interact with your mobile marketing campaigns and visit your mobile website.

## Monitor and measure

Traditional web analytics cannot accurately monitor and measure mobile websites or campaigns – only Bango Analytics gives you all the mobile facts:

- ✓ Monitor people visiting your mobile websites
- ✓ Understand the success of marketing campaigns
- ✓ See your visitors, their country, network and phone
- ✓ Persistently identify people across multiple visits.
- ✓ Powerful online management, access your information from anywhere



## Your answers to:

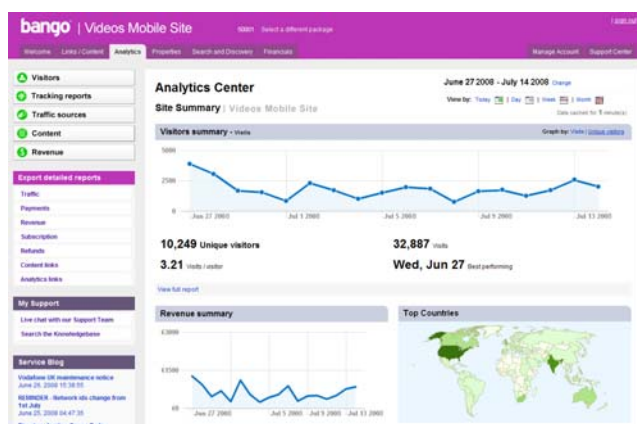
- How many unique visitors have I seen today?
- What phones are they using?
- What networks in which countries do my visitors use?
- Which content was the most popular?
- Which search term gives the best results?
- Which ad company gets me the most traffic?
- What's my total return from a marketing campaign?

## Measure unique visitors in real-time

**Bango site analysis** gives you an accurate view of your mobile site traffic. You can see how many unique visitors you get and which pages are more popular. Get mobile metrics based on countries, networks and phones.

## Track your mobile marketing campaigns

**Bango campaign analysis** records comprehensive data about individual people interacting with your mobile campaigns and websites in real-time. Compare goals and measure your ROI using our independent data.



## The essential solution

Bango Analytics works with all forms of mobile advertising, mobile search engine optimization, marketing campaigns and mobile site development. It is ideal for use with Yahoo, Decktrade, AdMob, Google, Admoda, Microsoft and many more.

If you have a mobile storefront, Bango Analytics is essential to use alongside mobile billing.



## Quick and easy integration

Bango records information as people pass through a short URL – it couldn't be simpler. Track multiple calls-to-action using one landing page.



## Only Bango

Whether you are paying for mobile advertising or building a better mobile website, only Bango gives you the complete picture:

- **Mobile specific** – Bango gives you identity, operator (including MVNO), country and device information.
- **Mobile leaders** – Nobody knows the mobile web better than Bango. We have been pioneers since 1999.
- **Scalable, reliable and fast** – Our infrastructure gives you seamless scalability, top performance and a level of reliability you can bet your business on.
- **Independent** – Bango does not deliver search or advertising so there's no conflict of interest.
- **Safe and sound** – We run millions of financial transactions every minute of every day, so we take security, data protection and privacy very seriously.

## Features

Bango Analytics delivers important features and benefits for everyone serious about mobile:

- ✓ Real-time unique visitor count
- ✓ Independent comparisons world-wide
- ✓ Works with all leading mobile ad companies
- ✓ Supports mobile search
- ✓ Tracking content sales
- ✓ Fast to implement
- ✓ Visitor info on country, operator and handset
- ✓ Data how and when you need it
- ✓ Export information as XML or CSV
- ✓ Get detailed PDF reports
- ✓ Get summary information at a glance

## Pricing for Bango Analytics

Get started with Bango Analytics Medium or Large to see where your visitors are coming from and which campaigns are generating the most success.

Bango Analytics operates as a hosted service, allowing mobile website owners anywhere in the world to connect their sites to the Analytics service in minutes.

Our free trial lets you test out the functionality of the product for a limited 30 day period, after that you'll need to upgrade to avoid losing valuable data.

**Sign up** for Bango Analytics at [www.bango.com/analytics](http://www.bango.com/analytics)



	Trial	Medium	Large
	For 30 days only	Sites with <b>good</b> traffic levels	Large sites with <b>lots</b> of traffic
Page visits included per month	500,000	500,000	5 million
Price of extra 1,000 page visits		\$0.50 / €0.40 / £0.30	\$0.10 / €0.08 / £0.06
Login accounts	1	1	10
Points to track	10	Unlimited	Unlimited
Detailed visitor information	✓	✓	✓
Dashboard	✓	✓	✓
Data export		✓	✓
APIs *		✓	✓
	<b>FREE</b> for 30 days	US \$49 / €39 / £29 month	US \$499 / €399 / £299 month

\* includes Bango Relay and Bango Identifier features

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