

Data Science and Analytics Platform for Mobile User Acquisition

An efficient mobile user acquisition strategy requires fast and scalable analytics, detecting patterns and adjusting campaigns in real-time. Iguazio provides a Data Science and Analytics Platform to analyze mobile raw data and omni-channel data at any rate and scale, boosting app discovery and usage.

1. LIMITLESS QUERYING ON RAW DATA

- Command line URL queries
- Group by and filters by all raw data fields (up to 1000 different fields) and by any combination
- Advanced queries based on omni-channel
- High performance
- SQL queries
- Programmable queries and analytics with a full toolkit to write code and trigger events (Python, Spark and more)

2. REAL-TIME AND FRESH DATA ANALYTICS

Push/pull APIs in zero delay

3. GDPR COMPLIANT

- Keeps raw or personalized data forever as opposed to up to 30 days and removes data easily and safely only upon request
- Extra permission-based mechanism for converting anonymized data to personalized data

4. EVENT PROCESSING AND ML

- Combines raw data with other data sources and creates event-driven actions and real-time dashboards
- Runs machine learning models for anomaly detection, predictions and recommendations including location-based recommendations

WHAT IT TAKES TO IMPLEMENT

1. Iguazio provides a SaaS which uses customers' raw data (e.g in S3 bucket), reads it once an hour, processes and anonymizes it and stores it in a new location (a new S3 bucket)
2. The customer's S3 bucket contains anonymized raw data and query results in a CSV format (additional formats can be added upon request)
3. Integration takes a few minutes
4. Iguazio is integrated with AppsFlyer Data Locker and provides it as an off-the-shelf solution

INTEGRATION WITH EXISTING SOLUTIONS

1. Iguazio can be used as a complementary solution aside internal BI products, or as a complete BI solution for user acquisition applications
2. Services available on-demand:
UI based visualization and queries
Push/Pull with real-time analytics

ABOUT IGUAZIO

Iguazio's Data Science and Analytics Platform was built from the ground up for production, enabling fast development and deployment of data science applications. Users correlate many different data types to enrich data, work with leading pre-installed AI and analytics tools and deploy easily and automatically in any environment.