



Product & Behavioral Analytics

Stakeholders

Product Management

Growth Marketing

Data & Analytics

“ NetSpring is the Holy Grail of product analytics. You don't have to move your data anywhere.

It sits directly on your data warehouse, looks across all data sets, and supports both traditional BI analysis and modern event-centric product analytics. It is also self-service, so you can expand the reach and impact to everyone in the organization, not just technical teams.

And when it comes to cost, NetSpring is cost-efficient and scales with our business.

Chang Yu,
VP of Product



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Try for free

✍ www.netspring.io/register

Go beyond basic reporting of product metrics

Product & Growth teams need to identify patterns of user behavior across self-serve, product, sales, and support channels, in order to understand the complete customer experience and how specific behavioral patterns are driving product and business-level metrics. Introducing new initiatives to encourage those behaviors allows them to directly shape outcomes around adoption, engagement, and revenue.

But with 80% of product analytics done outside first-generation tools and needing the help of Data & Analytics teams, it's time to rethink your current approach. NetSpring brings the analytical power of Business Intelligence (BI) to self-service product analytics. It works natively on your data warehouse or data lake, the single source of truth for all your product and customer data. There is no duplication of data. And it can even run in your VPC.

Warehouse-Native Product Analytics with the Analytical Power of BI



Business users can now answer any question with self-guided ad hoc visual exploration, directly on event-oriented paths or funnels. With rich business context, they can unlock deeper insights from product instrumentation data correlated across all business data.

Benefits



Full Business Context

Access all of your data in the warehouse, so you can deeply understand every driver of retention, referrals, and revenue.



Privacy & Security

Your customer data never leaves the data warehouse, so you can maintain a single, governed source of truth.



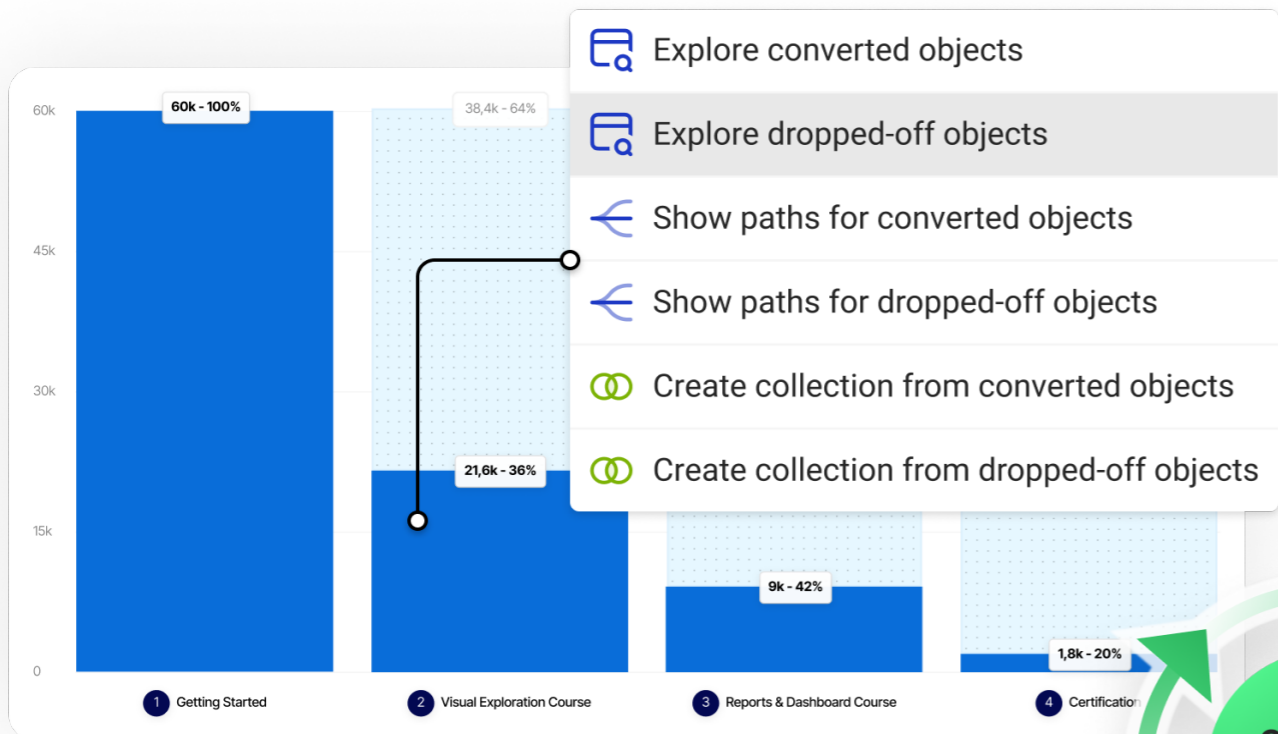
Cost & Maintenance

Simply connect to your data warehouse and self-serve. Since there is no data movement, cost is not tied to event volume.

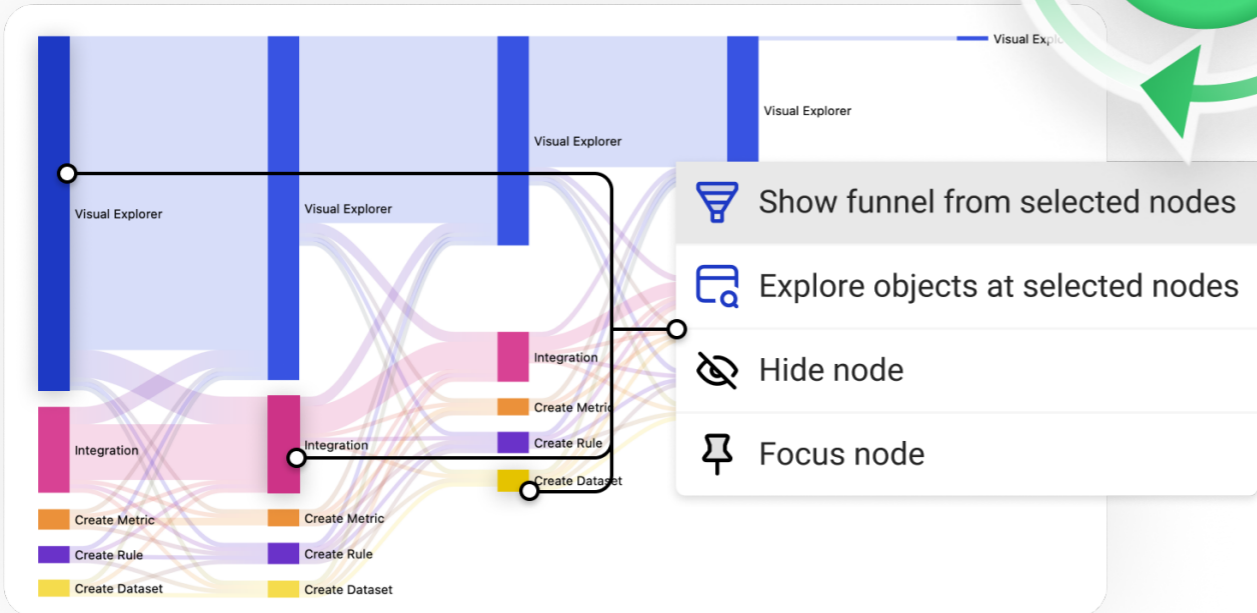
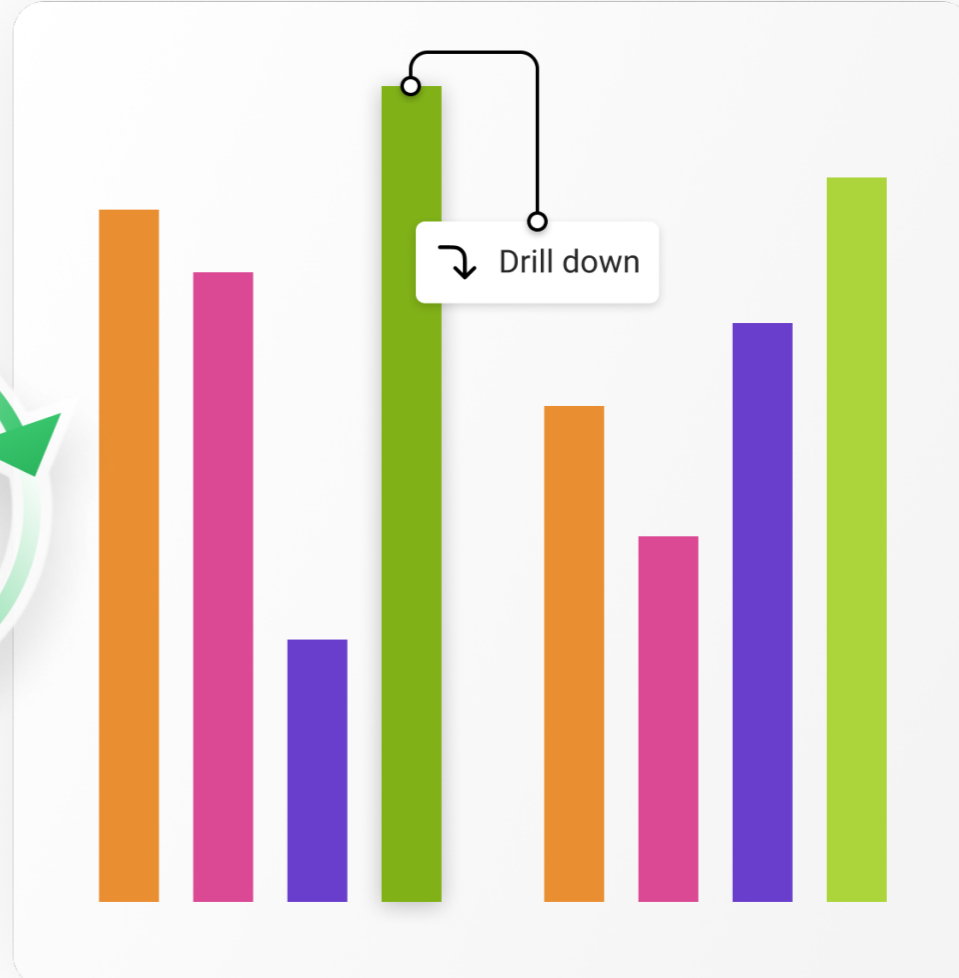
Next-Generation Product Analytics



Self-service product analytics with the power of BI, directly on your data warehouse



- Explore converted objects
- Explore dropped-off objects
- Show paths for converted objects
- Show paths for dropped-off objects
- Create collection from converted objects
- Create collection from dropped-off objects



- Show funnel from selected nodes
- Explore objects at selected nodes
- Hide node
- Focus node

Capabilities



Cross-Channel Visibility

- Track journeys across self-serve, marketing, product, sales, and support channels
- Define conditional stages as logical sets of event sequences and/or user properties
- Slice and dice cohorts of users by any data in the warehouse for rich business context



Behavior-Based Segmentation

- Dynamically define behavioral cohorts based on precise sequences and timing of events
- Build high-performing audiences based on desirable behavioral cohorts
- Create data warehouse views of targeted audiences for activation



Customer Journey Analytics

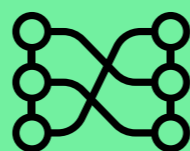
- Understand why certain campaigns or business programs drive user acquisition
- Identify users and behavioral patterns that drive feature-level adoption and retention
- Leverage behavioral cohorts to explain account-level retention and revenue

Value



360° visibility

Get a unified view of cross-channel customer behavior & product performance



Deeper, wider understanding

Go beyond basic reporting templates with self-guided ad hoc visual exploration



Time to insights

Gets answers at the speed of thought instead of waiting weeks between questions