# *Mobiletech measure*

**Mobiletech Measure is a tool for measuring traffic in the mobile internet channel. Mobiletech Measure utilizes the APIs and services made available in the Telco networks to make the reporting of transactions and events as accurate and identifiable as possible. In addition, well known cookie and IP based measurement methods known from World Wide Web are applied. This makes it possible to track each end-user's activity based on their phone number or equivalent ID independent of connectivity. The product can also combine the traffic data with consumer demographics and other information available from third parties.**
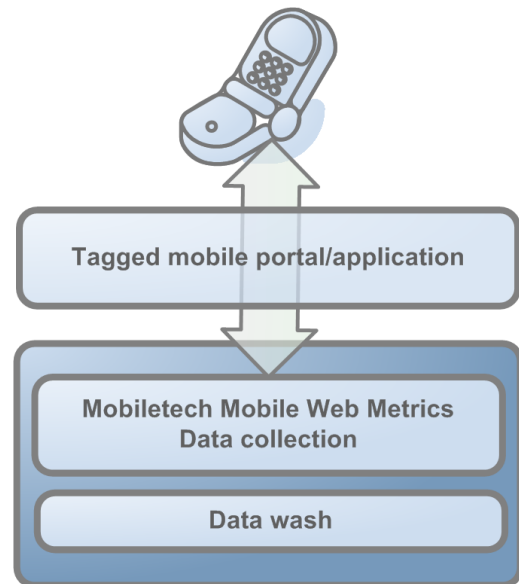
## *Measuring user behavior*

Mobiletech Measure is a standalone product providing deep knowledge of the users on a mobile portal, their actions, movement, identity, connectivity type, and their device.

The knowledge about the customers on a mobile portal and their behavior are critical for making in formed strategic decisions and provide your customers with a well tuned service.

The system is very flexible when it comes to attaching meta-information to the "probe" and telling it what to measure. The measurement can be customized in order to make the reports reflect what the customer requires in a best possible way, for example by enabling custom variables such as article ID and category ID in the measurement

The collected data holds extremely high quality and has an accuracy of >95% when it comes to unique users.

## *Systems overview*



The implementation is very simple and makes use of standard XHTML elements to implement a "probe" on all pages that have been tagged to be measured. The interfaces for all types of measurements are based on the http protocol, making the measurement easy to implement and fully asynchronous.

The solution utilizes APIs in the telecom networks in to provide accurate subscriber data. The data made available through different networks can vary from operator to operator. Mobiletech Measure unifies these differences and ensures that all users from each mobile operator are measured correctly with all metadata available. This makes it possible to track activity down to each user with the users phone number as primary key.

Furthermore, traditional methods known from World Wide Web like cookie and IP address based measurements, are used to track traffic outside the telecom networks (traffic originated from WLAN- and internet phone users). These

two methods combined, give the best possible picture of the user activity without the need to manually examine and process the data. This saves time and allows marketing decisions to be made quickly and consistently.

## Key features

- Enables measurements for mobile portals.
  - Unique users.
  - Page impressions.
  - User sessions.
  - Device- and browser statistics.
  - Network and connectivity statistics.
- Option for customer defined filters and options.

## Our offering

Mobiletech believes in the mobile web as the platform for all development on handheld devices.

In addition to software providing perfect rendering on small screens and best possible user experience on mobile web, we provide a series of value adding products in order to increase the value of mobile presence.

Some of these are
- SMS and MMS gateway.
- Mobile Web Metrics.
- Mobile enabling plug-ins to CMS systems and workflows.
- Mobile publishing system.

All our products have flexible delivery- and deployment models, ranging from hosted on our Service Platform to full remote deployment.

## Mobiletech AS

Mobiletech is an independent software company that delivers state of the art software and products for the mobile web.

Our vision is to change the way mobile web is perceived by the masses. We enable our clients to communicate and interact with end users through the mobile web by providing superior tools with uncompromising focus on usability, usefulness and relevance for the end user.

## Contact us

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