A Report

on

"Countly"

"Mobile Analytics tool"

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INTRODUCTION:

Countly is the best analytics platform to understand and enhance customer journeys in web, desktop and mobile applications. It securely process billions of data points every day in the cloud and on-premises in order to help companies across the globe grow their business.

Countly gives deep insights on how the users are experiencing your app. From a button click to swipe screens to time spent on the app, it also captures each and every information of the app movement and stores it in the database.

It is a New York-based company founded by Onur Alp Soner.

Overview:

County Analytics helps you understand how your mobile application performs. It's used in over 110+ countries, on 15000+ applications. It's use spans over 1 Billion+ devices. And it collects tens of billions of mobile data every month.

It connects and gets real-time sessions, users, countries and time spent together with this top platform, top resolution, top carrier views and more.

Using Countly you can go on with data analytics even while travelling.

This is how the basic dashboard of Countly appears:
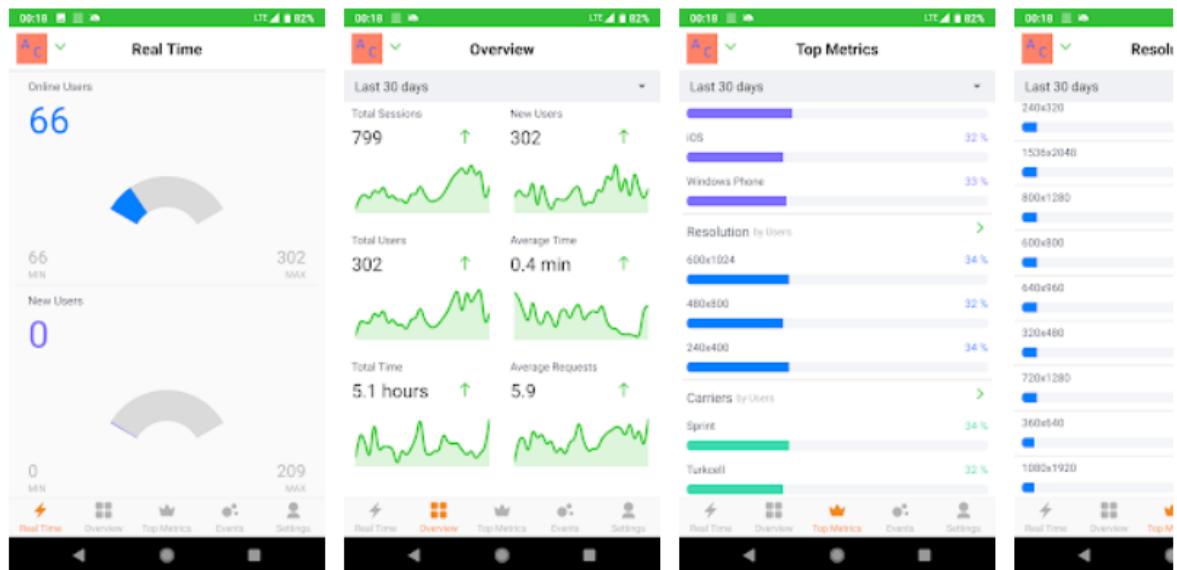
Purpose:

The main purpose of Countly is to provide you with the detailed analysis of all the application that you use on your mobile device on the basis of the performance of each and every application individually.

Need:

In order to perform its task efficiently Countly needs to be used in devices/platforms like Linux Operating System, iOS, Android, Blackberry, Windows Platform.
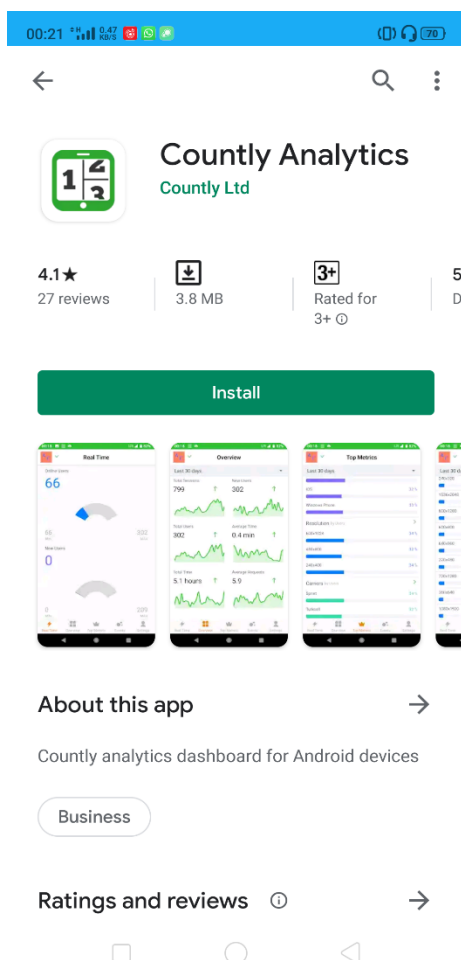
Installing Countly Mobile Application:

Countly mobile application is freely available for download.

It can be downloaded from the Google Play Store for android devices.

Google Play Store Link:

https://play.google.com/store/apps/details?id=ly.count.app

Installing Countly Server:

REQUIREMENT:

Countly can be installed on a Linux server with RAM of atlast 4GB, along with Node.js as the web-server. Countly will run on port 80 or 443 (for HTTPS), so make sure those ports are free.

METHOD 1: LINEAR Installation

The following command will download and install Countly Community Edition on your **Ubuntu:**

```
sudo su -
wget -qO- http://c.ly/install | bash
```

METHOD 2: One Click Installation using DIGITAL OCEAN

If you have a Digital Ocean account and want to install Countly Community Edition, create a droplet using the link given below. Upon selecting a plan and a datacenter region, your Countly instance is ready to go!

Link : https://marketplace.digitalocean.com/apps/countly-analytics

METHOD 3: Downloading via GITHUB or PACKAGE INSTALLATION

As an alternative method, you can download Countly Community Edition via Github:

http://github.com/countly/countly-server

METHOD 4: Installation via DOCKER

Step 1: Configure DNS

While Countly server will work without a DNS, it's suggested that you assign a DNS A record to your server, so you do not have to memorize IP address, like countly.yourserver.com.

Step 2: Configure email delivery

Due to potential spam issues, you need make sure that you configure your DNS records (explained below), so that emails sent from Countly (e.g when you add a new user, or daily/weekly email reports) can be sent and not caught by SPAM preventions.

Here are a few important things you should check first:

1. Make sure your ISP have a reverse DNS record entered to associate the domain names and IP addresses you send mail from. Test your Reverse PTR record. If your ISP does not enter the proper reverse DNS pointer record, it's very unlikely any of your email will be delivered.
2. Is your domain's SPF record correct? Test your SPF record here. Note that TXT is the correct official record type for SPF.
3. Is your domain's DKIM record correct? This will significantly improve email deliverability. Test your DKIM.
4. If you run your own mail server, check to make sure the IPs of your mail server are not on any email blacklists. Also verify that it is definitely sending a fully-qualified hostname that resolves in DNS in its HELO message. If not, this will cause your email to be rejected by many mail services.

Step 3: Using a 3rd Party Email Server

If you want to use a 3rd party email server and instead not use Countly server's email abilities, do the following:

1. Rename the downloaded file (/extend/mail.example.js in your Countly directory) to /extend/mail.js.
2. Add your email server information. An example is provided below:

```
module.exports = function(mail){
    //define this if you need to send email from some third party service
    mail.smtpTransport = nodemailer.createTransport(smtpTransport({
        host: "example-mailserver-host.com",
        secureConnection: true,
        port: 2525,
        auth: {
            user: "your-mailserver-username",
            pass: "your-mailserver-password"
        }
    }));
```

Step 4: Configure Monitoring for the Server

When your server has a problem (e.g lack of enough RAM, lack of swap space, running out of disk etc), chances are Linux kernel will kill some of the processes, or Countly won't work properly. In order to make sure you have a healthy and stable server, we suggest that you use one of monitoring and alerting solutions like Server Density, Nagios or New Relic.

Features:

Here are some of the notable feature of Countly:

- Real-time Screen
- Provides views to daily, weekly or monthly statics.
- Views online and new users in real-time.
- Views stats of several users at once.
- Views top platform along with resolution, carrier and users.
- It works efficiently with Community and Enterprise edition.

Services in detail:

1. Retention:

    Countly makes it easy to understand daily, weekly and monthly retention rates of your customers. Intuitive reporting interface shows you new users for the given period and customers who continue to use your application in consecutive periods. Dig deeper into your data by filtering out retention rates by any user property such as platform or location, or behavioural cohorts.

2. Funnels:

    Retroactive Countly funnels let you track goal completion rates in your mobile application. You'll be able to visualise how many customers pass through stages of your funnels as well as how many times each step event has been performed. You can slice and dice your funnel data by applying filters based on customer properties or out-of-the-box metrics.

3. Revenue Analytics:

    Easily track in app purchases including purchase amount, item and any other breakdown you need. Revenue analytics will show you critical information such as avg. revenue per customer, paying customer rate and revenue over time. Filter all your user profile, session and custom

event data based on whether a customer made a purchase before or total purchase amount.

4. Dive into individual application level data:

   User Profiles lets you track individual level customer information and actions. You can attach properties to your customers to later segment your data based on values of these properties. Detailed profile view lets you see all past sessions of your customers, event timelines in these sessions and funnel completion rates.

5. Track all important metrics and transactions:

   Tracking important milestones, customer interactions or transactional statuses in your mobile application has never been easier. Simple JSON based custom event mechanism lets you send data into Countly together with any key-value based attribute which we call segments. Using Events view you can visualise your events over time or get a breakdown of events based on your segments.

6. Automatically track default metrics:

   Mobile analytics metrics such as active users, time spent in-app, application version, platform, customer location will be there waiting for you in your dashboard after integrating Countly SDK into your mobile application, no additional configuration required. Countly is true real-time so every data point sent from the SDK is instantly available in the dashboard.

Advantages:

1. Open-source and Self-hosted:
   Countly can be completely self-hosted, which makes it really easy to offset costs of a competing service like Segment or Mixpanel for early-stage companies.

2. A large number of SDKs and platform support:

    Countly provides fairly comprehensive support for mobile applications and general tracking. As a result, it's pretty easy to create comprehensive tracking of events for any company.

3. Custom queries, access to data:

    You have instant access to data and extensive customizability which makes this platform fairly easy to use for any purpose of user and market tracking.

<u>Disadvantages:</u>

1. **Bad UI:**

    The UI is quite outdated and poorly designed, which was one of the principal reasons for us moving away from Countly.

2. **Some poor documentation:**

    3rd-party documentation and tutorials for some of their mobile SDKs are better than Countly's own documentation.

3. **Server requirements can be a bit high:**

    For start-ups with trial credits on cloud computing services, this may not be a problem. Otherwise, Countly can get as expensive as hosted services like Segment and Mixpanel.