Mobify Unveils First Analytics Manager for Progressive Web Apps

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Mobify reported the launch of Mobify Analytics Manager.

According to a release, Mobify Analytics Manager works in the background of a PWA, the mobile web experience that is becoming the new standard for enabling engaging modern shopping.

As a single-page application, PWAs do not work with typical marketing analytics tools without considerable workarounds and are particularly challenging since the sites work when the user is offline.

The new Mobify analytics solution works out-of-the box, collecting ecommerce and user behavior events such as when a shopper visits a page or clicks on a button then sends the data to analytics platforms like Google Analytics and Adobe Analytics.

With Mobify Analytics Manager, ecommerce professionals and analytics teams can continue using their standard analytics dashboards to make data-driven decisions when presenting information to customers online. Mobify Analytics Manager also delivers a new set of mobile analytics unique to PWAs, giving marketers the first industry insights into how mobile web shoppers are interacting with this fast, high-converting type of site.

Analytics Manager is part of the latest version of Mobify's mobile customer engagement platform, where Progressive Web Apps are providing retailers and brands with mobile conversion rates through fast, shopper-optimized experiences that work across all browsers.

Mobify is the #1 provider of PWAs for commerce. The company has recently rebuilt or launched high-performing mobile sites as PWAs for brands such as Carnival Cruise Line, Lancome and PureFormulas. The new Analytics Manager is a standard feature, available by upgrading to the latest Mobify PWA.

"Integrating Progressive Web Apps with third-party analytics is an important evolution of the mobile ecosystem for our retail customers who want to effectively engage their audiences on mobile while gaining revenue-generating insights," said Mobify co-founder and chief product officer Peter McLachlan. "With this solution, we have solved the problem of effectively tracking Progressive Web Apps without additional development costs."

The Mobify Analytics Manager includes a library of prebuilt connectors for Google Analytics and Mobify's Engagement Engine, so any Mobify PWA can immediately handle key ecommerce transaction and engagement events out-of-the-box. Additional connectors to virtually any analytics platform can be added in minutes.

More Information:

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https://www.mobify.com/platform/progressive-web-apps/

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