



AESIR[†] Analytics

AESIR^X

Analytics

Open Source 1st-party based, enterprise-level Analytics as a Service (AaaS) platform with a locally hosted JavaScript solution (based on react and npm) that collects and stores 1st-party data legally, locally, and compliantly to GDPR and other local legislation including storage of citizens' data in-country.

- 1st-party hosted JavaScript Data Collector
- 1st-party hosted analytics data storage
- Seamless integration to AesirX Business Intelligence
- Visitor data
- Behavioral data
- Event data
- Conversion data

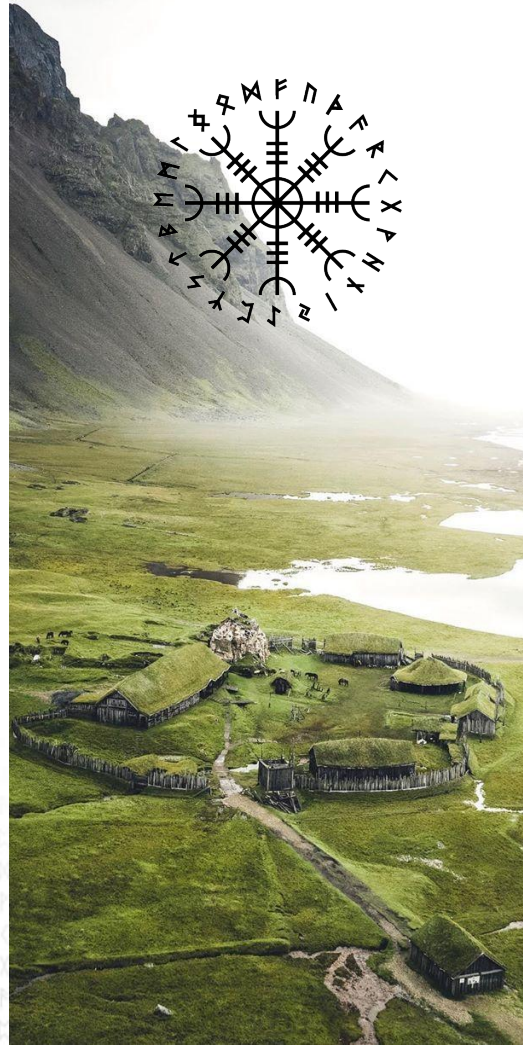
AESIR[™]

Analytics as a Service

AesirX Analytics is our enterprise-level Analytics as a Service (AaaS) platform. You can host and customize it to deliver compliant analytics to your organization to track meaningful data across your applications 1st-party. It also ensures an effective and result-oriented digital marketing strategy for any user experience.

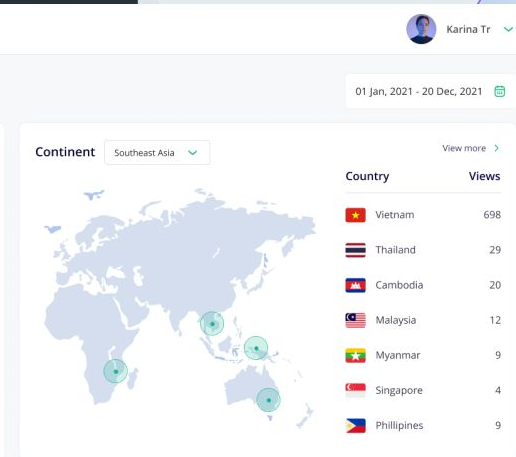
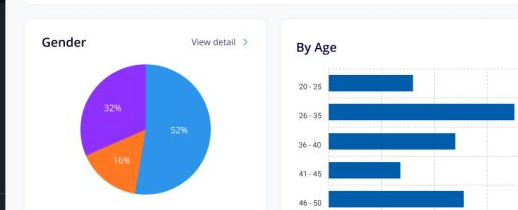
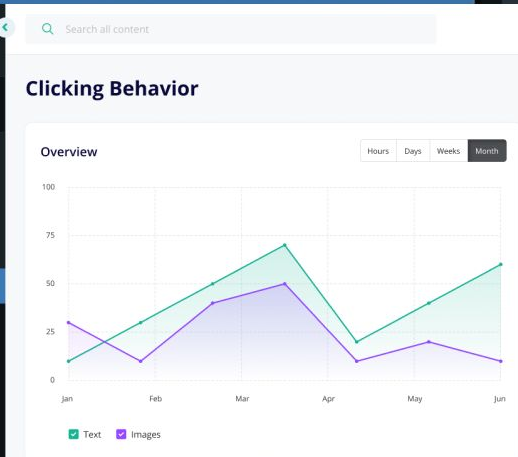
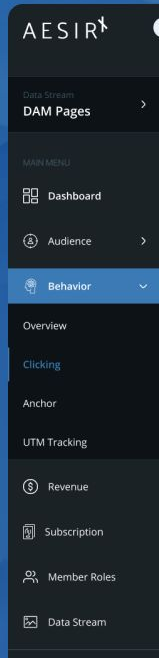
AesirX Analytics Enterprise edition also collects behavioral data from the Staff Experience in real-time - utilizing the collected data for prediction or personalization to further improve the Staff Experience.

We provide the AaaS for free, with reasonable limitations, and also offer 4 tiers that are self-hosted/managed from only \$49 per month as well as a fully hosted and managed Enterprise edition.



AESIR¹ BI

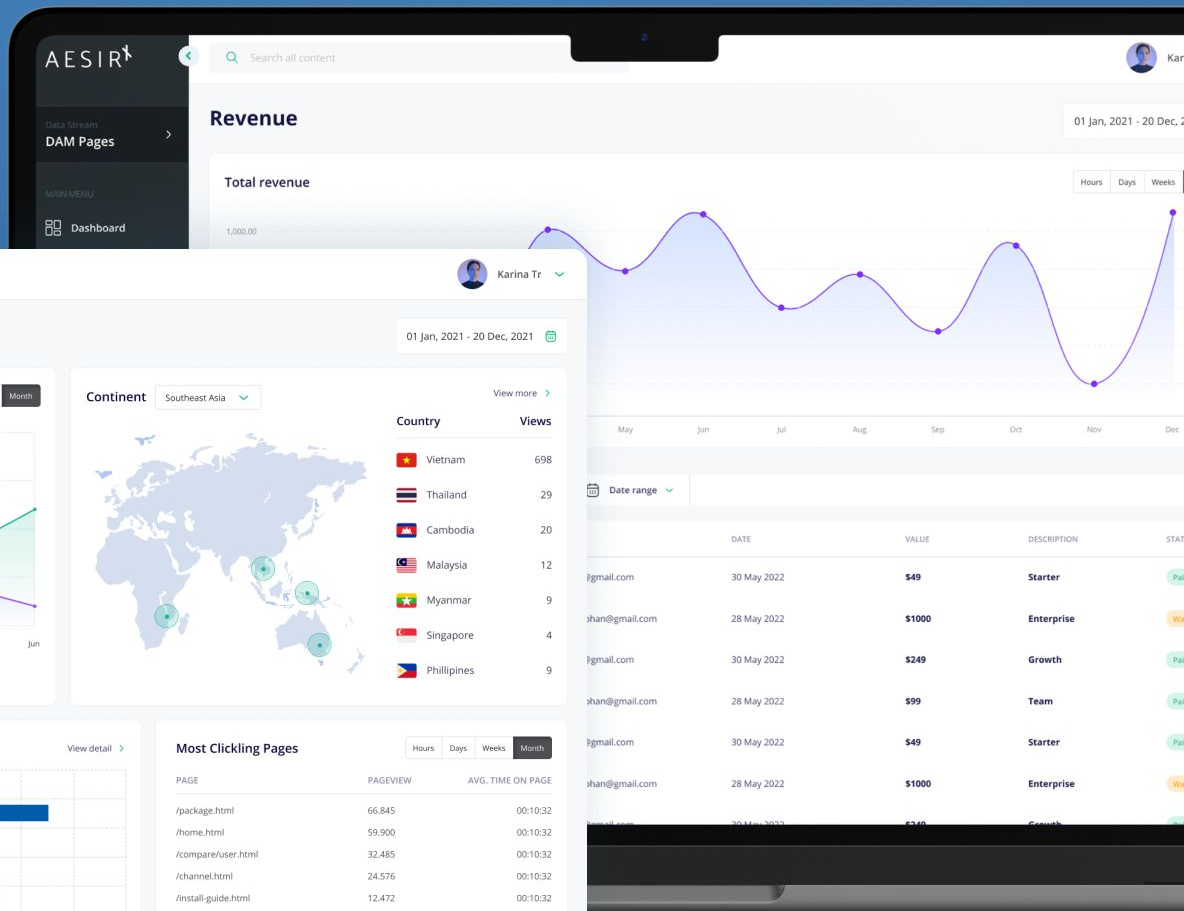
1st-party data collection and
analytics seamlessly integrated to
AesirX Business Intelligence



Most Clicking Pages

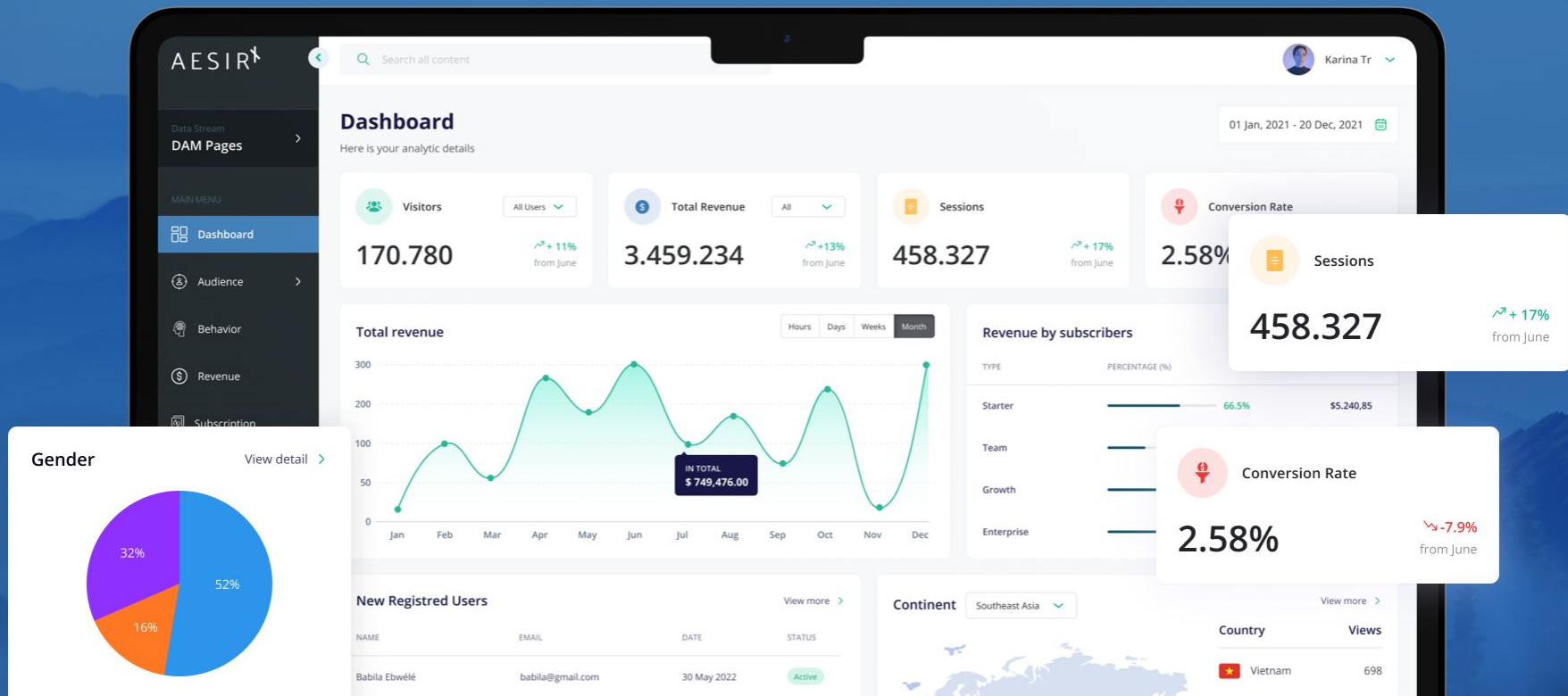
Hours Days Weeks Month

PAGE	PAGEVIEW	AVG. TIME ON PAGE
/package.html	66.845	00:10:32
/home.html	59.900	00:10:32
/compare/user.html	32.485	00:10:32
/channel.html	24.576	00:10:32
/install-guide.html	12.472	00:10:32



AESIR¹ BI

Getting the right data foundation for a legal and respectful customer data foundation is essential for any serious brand



Benefits



1st Party collected data

All data is collected through the AesirX JS Data Collector which is installed 1st-party on your website or application.



Reconnect the missing data

Fully GDPR compliant & built on privacy by design, AesirX Analytics & BI enables data driven marketing in a privacy-first world.



1st Party data storage

All data is stored locally on your compliant 1st-party hosting solution. You own the data from end to end.



End to end service

Optional fully managed Platform as a Service (PaaS), including hosting, management, service & 24/7 support.



Dynamically scale

Designed for easy integration into any existing website or application by simply adding the JavaScript locally (1st-party).



Free open source JS

Free and Open Source, AesirX Analytics is built on React / NPM enabling 20 million JavaScript developers in instant legalization.

OPEN SOURCE

AesirX Analytics is an open source, privacy-focused, 1st party solution analytics storage.

You can download the two-part solution from the Docker Hub and from our

Free Open Source repository on GitHub.



AESIR[†] ANALYTICS JS

Website installable JavaScript provided via snippets and **Github FOSS**, fully able to deliver analytics capabilities to the 1st party configurable server.



AESIR[†] ANALYTICS 1ST PARTY SERVER

Central storage for analytics data.

The server is provided and owned by you, so it's your own data and completely anonymized, making it impossible to identify final users.



AESIR[†] ANALYTICS AS A SERVICE (AAAS)

We deliver full backend capabilities and logics to apply and store your 1st party data.

AaaS is required and the data is never transferred to the 3rd party server.

AESIRX ANALYTICS	COMMUNITY	STARTER	TEAM	GROWTH	ENTERPRISE
Monthly Cost	Open source	\$49	\$99	\$249	\$1000
User Limitation	1	5	10	25	100
Analytics Snippet Customization	✓	✓	✓	✓	✓
1st Party Server	✓	✓	✓	✓	✓
Visitor Data Recollection	✓	✓	✓	✓	✓
Demographical Data Recollection	✓	✓	✓	✓	✓
Behavioral Data Recollection	✓	✓	✓	✓	✓
Event Data Recollection (coming soon)	✓	✓	✓	✓	✓
Conversion Data Recollection (coming soon)	✓	✓	✓	✓	✓
AesirX SSO (WEB3 Wallets) (coming soon)	✓	✓	✓	✓	✓
Cross-Site Privacy.-First Tracking (coming soon)	-	✓	✓	✓	✓
Cross-Site AesirX Ads Delivery (roadmap)	-	✓	✓	✓	✓
Cross-Site AesirX Prediction (roadmap)	-	✓	✓	✓	✓
Cross-Site AesirX Pretargeting (roadmap)	-	✓	✓	✓	✓
Cross-Site AesirX Ecommerce (roadmap)	-	✓	✓	✓	✓
Tracked Domains	1	5	10	25	100
Partner License Commission	--	10%	20%	30%	50%

AESIRX ANALYTICS	COMMUNITY	STARTER	TEAM	GROWTH	ENTERPRISE
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User Limitation	1	5	10	25	100
Docker Deployment	✓	✓	✓	✓	✓
Azure Cloud Deployable	✓	✓	✓	✓	✓
AWS Hosting Deployable	✓	✓	✓	✓	✓
Google Cloud Deployable	✓	✓	✓	✓	✓
Install Packages Repository Access	✓	✓	✓	✓	✓
Github Public Community Repository	✓	✓	✓	✓	✓
24/7 Support	-	Ticket system	Ticket system	Ticket system	✓
Upgrades & New Features	Self Managed	Self Managed	Self Managed	Self Managed	✓
Hosted PaaS 24/7 Service & Management	Self Managed	Self Managed	Self Managed	Self Managed	✓
Regional Compliant Hosting / Private Cloud	Self Managed	Self Managed	Self Managed	Self Managed	✓
Partner License Commission	--	10%	20%	30%	50%



AESIR[™]

AesirX Solution Series

AesirX Analytics is part of the AesirX Solution Series.

In the past decade, we have invented and developed Aesir - the world's first actionable 1st-party data Digital Experience Platform that is legally compliant and privacy-first. Aesir enables our customers and our partners' customer journeys in the most meaningful way by utilizing qualitative first party behavioral data to personalize each Customer, Staff or Learning Experience.

AesirX Analytics fully integrates with the entire AesirX solutions family and ensures that company staff only ever have to use the same optimized interface when working with content and product information. This saves up to 80% of staff hours and up to 80% of the cost in enterprise-level organizations.

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AESIR[†]

The evolution of Aesir is Aesir + [†] (the Norse symbol for Necessity)
"Needed in order to achieve a particular result"