

Should Aumnee Integrate PostHog for Event Tracking?

What PostHog Offers to Aumnee

PostHog enables Aumnee to track and analyze every meaningful user interaction across the platform—right from partner onboarding to loan disbursal. With event tracking, we can log key actions like document uploads, onboarding step completions, and disbursal initiations. This raw behavioral data is the foundation for everything else.

Using funnels, we can visualize where NBFCs or banks drop off in any workflow—spotting friction in onboarding journeys or delays in document submissions. Session replays allow us to watch real user sessions to identify usability issues like misclicks or form confusion—giving us an engineer-level understanding without needing engineers on every issue.

With feature flags, we can launch new features or UI changes to specific NBFCs or banks without risk—testing things live while staying in control. In-product surveys give us structured feedback directly from partners post-integration, improving product decisions.

PostHog also allows us to set up data pipelines that send behavioral insights to our existing data warehouse, letting us combine product usage data with loan performance and operational KPIs. Finally, PostHog's self-hosted option aligns with DPDP and RBI norms, giving us greater control over sensitive financial data—essential in the Indian fintech ecosystem.

PostHog vs Other Tools

Unlike Mixpanel or DIY stacks, PostHog gives us a complete toolkit out of the box. While others may require external session replay tools, custom setup for event capture, or third-party feature flag systems, PostHog handles everything in one unified platform—with lower setup complexity and no vendor sprawl.

This means faster setup, fewer engineering dependencies, and easier cross-functional collaboration between product, ops, and analytics.

Strategic Outcomes for Aumnee

Adopting PostHog positions Aumnee not just as a platform provider, but as a *trusted intelligence partner* to banks and NBFCs. By giving us visibility into partner behavior and workflow dynamics, PostHog allows us to offer tailored insights that banks and NBFCs wouldn't have on their own. We can thus create market influence and build the ecosystem around us by leveraging our unique position as a middleware.