Stakeholders

Product Management

Growth Marketing

Data & Analytics

> " NetSpring is the Holy Grail of product analytics. You don't have to move your data anywhere.
>
> It sits directly on your data warehouse, looks across all data sets, and supports both traditional BI analysis and modern event-centric product analytics. It is also self-service, so you can expand the reach and impact to everyone in the organization, not just technical teams.
>
> And when it comes to cost, NetSpring is cost-efficient and scales with our business.

**Chang Yu,
VP of Product**

ERGATTA

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Get Started

✎ www.netspring.io/register

Product & Customer Analytics

Go beyond basic reporting of product metrics

Product & Growth teams need to identify patterns of user behavior across self-serve, product, sales, and support channels, in order to understand the complete customer experience and how specific behavioral patterns are driving product and business-level metrics. Introducing new initiatives to encourage those behaviors allows them to directly shape outcomes around adoption, engagement, and revenue.

But with 80% of product analytics done outside first-generation tools and needing the help of Data & Analytics teams, it's time to rethink your current approach. NetSpring brings the visual, exploratory power of Business Intelligence (BI) to self-service product analytics. It works natively on your data warehouse or data lake, the single source of truth for all your product and customer data. There is no duplication of data. And it can even run in your VPC.

Warehouse-Native Product Analytics with the Exploratory Power of BI

Business users can now answer any question with self-guided ad hoc visual exploration, directly on event-oriented paths or funnels. With rich business context, they can unlock deeper insights from product instrumentation data correlated across all business data.

Benefits
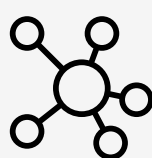
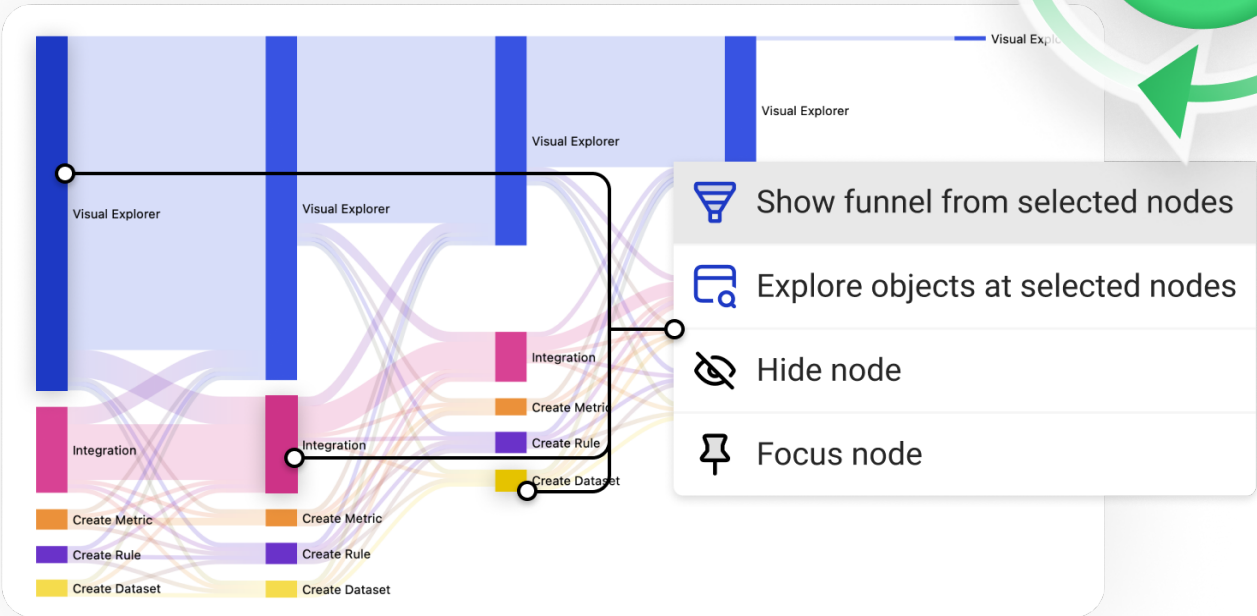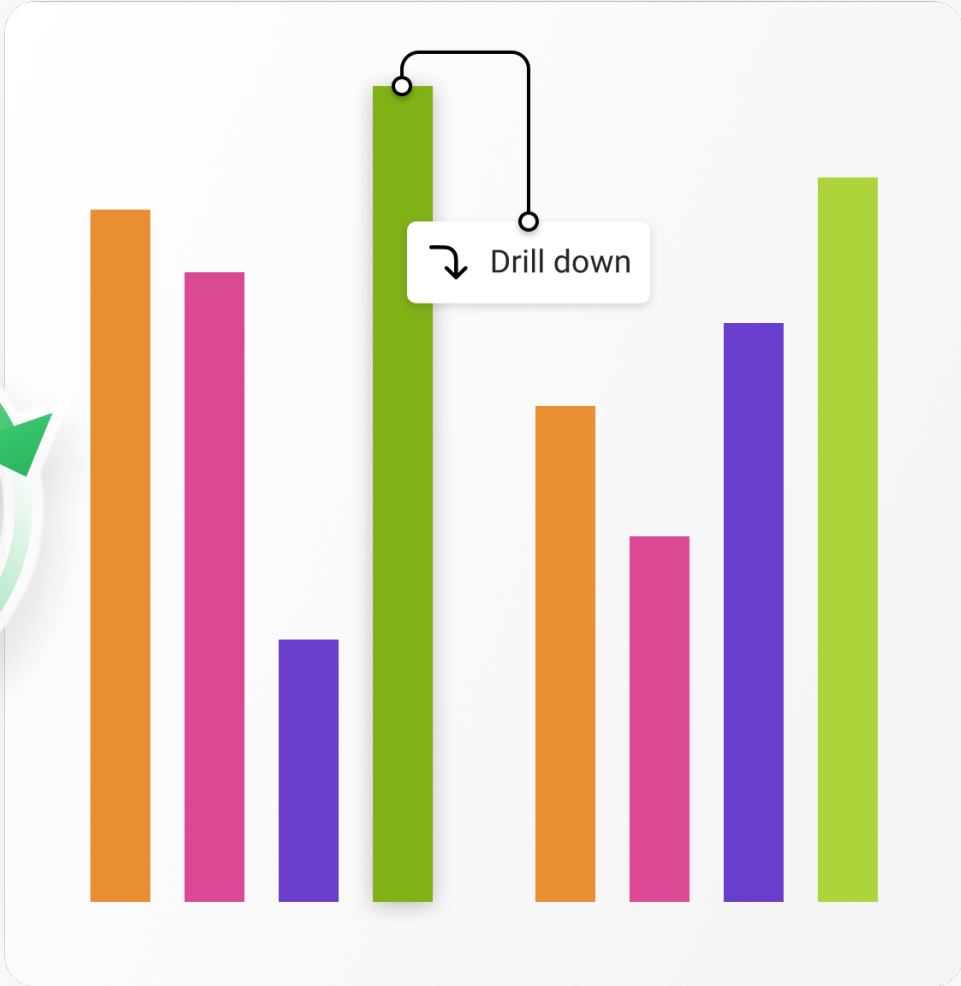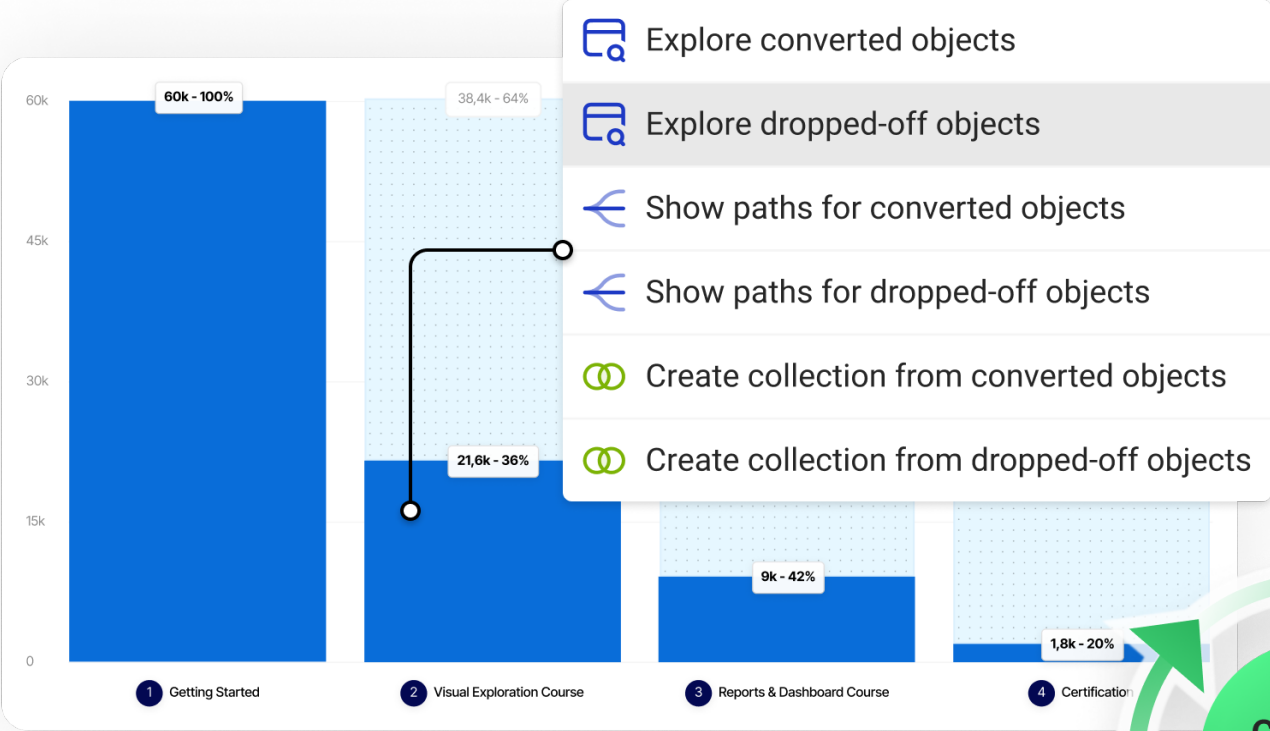| Full Business Context	Privacy & Security	Cost & Maintenance
Access all of your data in the warehouse, so you can deeply understand every driver of retention, referrals, and revenue.	Your customer data never leaves the data warehouse, so you can maintain a single, governed source of truth.	Simply connect to your data warehouse and self-serve. Since there is no data movement, cost is not tied to event volume.

Next-Generation Product & Customer Analytics

Self-service product analytics with the exploratory power of BI, directly on your data warehouse

Explore converted objects

Explore dropped-off objects

Show paths for converted objects

Show paths for dropped-off objects

Create collection from converted objects

Create collection from dropped-off objects

Context Preserved

Drill down

Show funnel from selected nodes

Explore objects at selected nodes

Hide node

Focus node

Capabilities

Cross-Channel Visibility

- Track journeys across self-serve, marketing, product, sales, and support channels
- Define conditional stages as logical sets of event sequences and/or user properties
- Slice and dice cohorts of users by any data in the warehouse for rich business context

Behavior-Based Segmentation

- Dynamically define behavioral cohorts based on precise sequences and timing of events
- Build high-performing audiences based on desirable behavioral cohorts
- Create data warehouse views of targeted audiences for activation

Customer Journey Analytics

- Understand why certain campaigns or business programs drive user acquisition
- Identify users and behavioral patterns that drive feature-level adoption and retention
- Leverage behavioral cohorts to explain account-level retention and revenue

Value

360° visibility

Get a unified view of cross-channel customer behavior & product performance
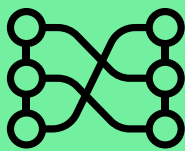
Deeper, wider understanding

Go beyond basic reporting templates with self-guided ad hoc visual exploration

Time to insights

Gets answers at the speed of thought instead of waiting weeks between questions