

**B2METRIC IQ ANALYTICS CUSTOMER JOURNEY  
PREDICTIVE ANALYTICS: AI-BASED MARKETING  
INTELLIGENCE SOLUTION**



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## BUSINESS KEY PERFORMANCE INDICATORS

### -What is B2Metric IQ Analytics ?

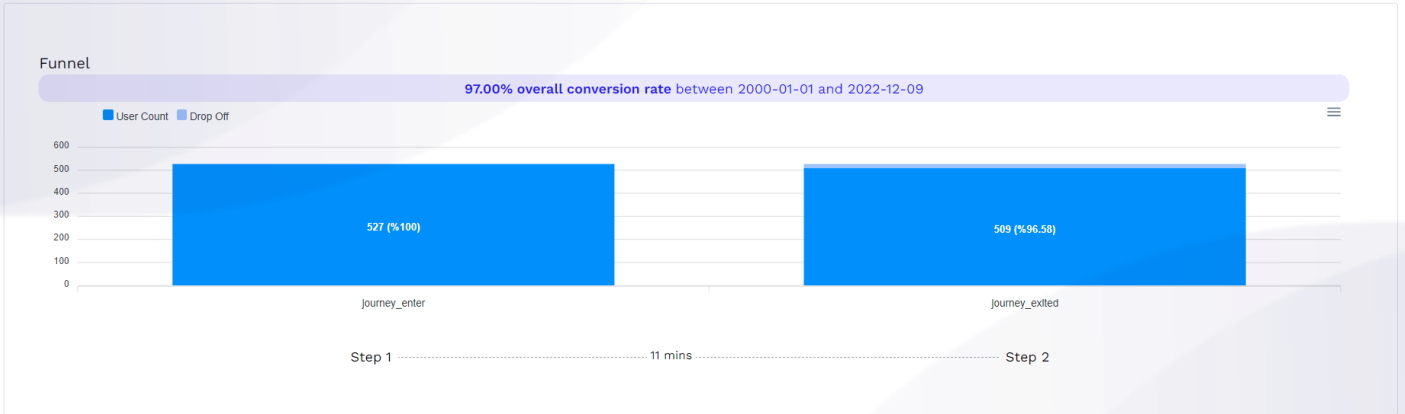
B2Metric IQ Analytics is an AI-Powered customer journey predictive analytics solution for marketing and growth teams of each size of companies that predicts user behaviors in real-time and optimizes marketing growth by understanding customer next actions in digital platforms. B2Metric IQ helps you to gain deep insights with User Growth Analytics & Intelligent CRM, Predictive & Behavioral Analytics, and Performance Optimization System Products. By the adaptation of these 3 sub-products to your organization, you can segment your target users, create effective and efficient marketing strategies and build an impressive remarketing plan.

B2Metric's AI-Based customer journey predictive analytics platform solution has been run for 8 industries into production. Insurance, Telecom, Retail, Banking and Finance, Digital Apps, Media, Automotive

### 1. 1. Funnel

A funnel is a visual representation of the steps that a user takes to complete a specific goal on a website or mobile application. It can help application owners understand where users are dropping off during the process and identify potential problems that may be preventing them from completing the desired action. Funnels are typically used in analytics tools to track conversions, such as the number of users who make a purchase or sign up for a newsletter. By analyzing the data from a funnel, application owners can identify areas for improvement and optimize their application to encourage users to complete the desired action.

With Funnel, you can see which users have transitioned between the selected steps and which users have not.



Breakdown Table

METRIC NAME	JOURNEY_ENTER	JOURNEY_ENTER -> JOURNEY_EXITED
Conversion (from prev. step)	1	0.97
(Drop-off) Frequency	0	760
Avg Completion	0	11.68
Distinct Users	527	509
Frequency	1435	675

It allows you to report which scenario the users stop using the module by following which scenario on the events.  
 You can see the number of successful users and drop offs from the first step to the next step in the sequential events in your digital platform with funnel.

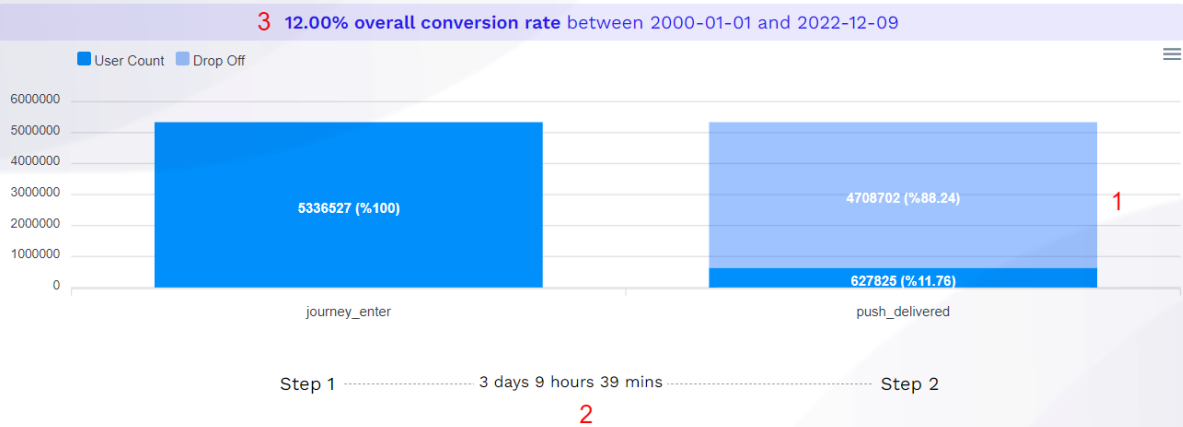
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### Funnel



Field 1 is a graphical representation of the funnel. The dark-colored area shows the users who have completed the funnel, while the light-colored area shows the users who have dropped off at that step in the funnel. The number of users in each group is also shown here.

Field 2 shows the average amount of time it takes for users to complete the step transitions between the funnel steps you have selected. The display here is in Days, Hours, and Minutes.

Field 3 shows the completion rate of the funnel. In other words, it shows how many of the users who performed the selected event in the first step completed the last step.

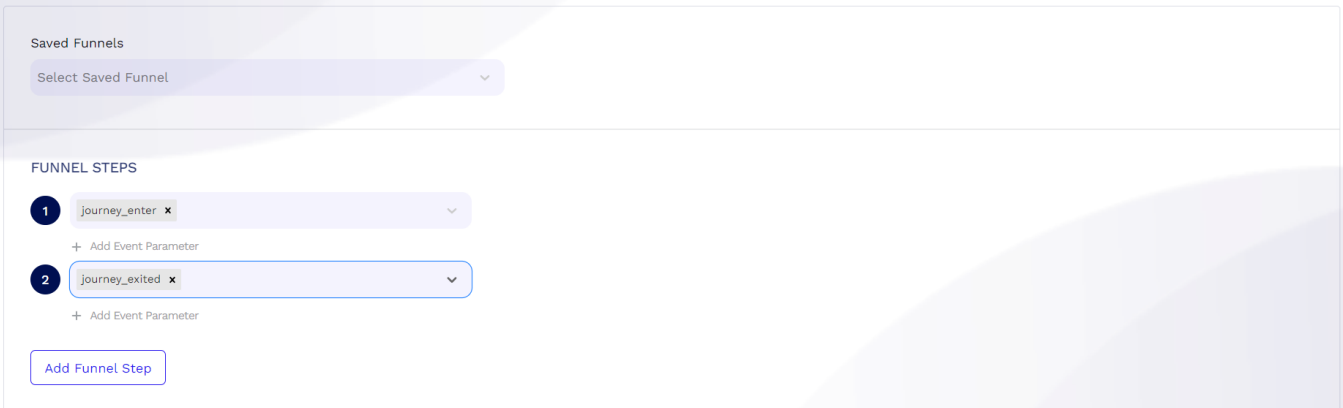
## Creating a Funnel in B2Metric IQ Platform

### I. Event Selection

For creating a new funnel, you should set up min 2 events for funnel steps firstly. Funnel event selection refers to the ability to specify which events are included in the funnel. This is important because the events in a funnel represent the steps that a user takes to complete a specific goal, and the data in the funnel is based on these events. By selecting the events that are included in the funnel, you can define the path that users must follow to reach the end goal and determine where users are dropping off along the way. Event selection allows you to tailor the funnel to your specific business goals and track the performance of different user flows on your website or application.

## Funnel

You can create a series of steps for your users to take, for tracking and analyzing their behavior while using your product.



Saved Funnels

Select Saved Funnel

FUNNEL STEPS

1 journey\_enter x

+ Add Event Parameter

2 journey\_exited x

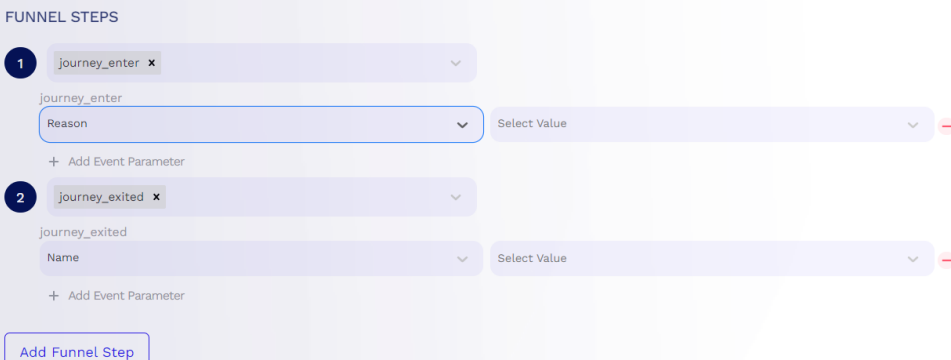
+ Add Event Parameter

Add Funnel Step

You can add more than 2 steps for your funnel via the *Add Funnel Step* button.

## II. Event Parameters (Optional)

Event parameter is a piece of additional information that is associated with an event. For example, if you have an event called "Purchase" that tracks whenever a user makes a purchase on your website, you could use event parameters to provide more details about the purchase, such as the item that was purchased, the price, and the payment method. Event parameters can help you understand the context and details of an event and make it easier to analyze and segment the data. For example, you could use event parameters to segment users based on the items they have purchased, or to compare the performance of different payment methods.



FUNNEL STEPS

1 journey\_enter x

journey\_enter

Reason Select Value -

+ Add Event Parameter

2 journey\_exited x

journey\_exited

Name Select Value -

+ Add Event Parameter

Add Funnel Step

## III. Date Selection

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In the context of a funnel, date selection refers to the ability to specify a date range for the data that is included in the funnel. This can be useful if you want to see how the funnel has performed over a specific period of time, such as the past week or month. By selecting a date range, you can filter the data in the funnel to only include events that occurred within that time frame. This can help you understand trends and changes in the funnel over time and make more informed decisions about how to improve its performance.

### Date Range

2000-01-01 - 2022-12-09



Today

Yesterday

This month

This year

Last month

All Time

← January 2000 February 2000 →

Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29				
30	31												

You can create your funnel for some special date ranges like yesterday, last month, or you can set a custom date range.

#### IV. User Filter (Optional)

User filter is a way to limit the data that is included in the funnel to a specific group of users. This can be useful if you want to analyze the behavior of a specific subset of users, such as users from a particular location or users who have completed a specific action on your website or application. By applying a user filter to a funnel, you can see how this group of users is interacting with the



funnel and identify areas for improvement. User filters can help you understand the behavior of different user segments and tailor your website or application to their needs.

For example, only users who perform the event from the USA, only users who use mobile, and only users who are over 35 years old.

Or you can use multiple user filters to apply the user filter to users who meet the two selected options.

For example, users who live in the USA and are over the age of 35.

USER FILTERS

Platform x v eq x v Select Value v -

Add User Filter

## V. Platform Selection (Optional)

### PLATFORM

All Platforms v

- All Platforms
- Web
- App
- API

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Your users may be using your application on certain platforms. They may use it on the web, or through a mobile application, or an API. Platform selection enables you to set your funnel for users from specific sources like app users, web users, API users.

## VI. Additional Funnel Options (Optional)

### FUNNEL OPTIONS

- Hold  constant at all funnel steps
- Create with users in the  funnel segment
- Set the funnel conversion time as   starting from any day
- Show only the funnel steps within the same session

#### - Conversation time limitation

We measure how long it takes for your users to make transitions between your funnel steps, in terms of average days, hours, minutes, or seconds. In other words, you can see how long it takes for users to move from the event in Step1 to the event in Step2 by looking at the numbers and units between the dotted lines at the bottom of the funnel report.

The conversation time limitation allows you to limit this transition in time. You can limit the average time it takes for users to move from Step1 to Step2 and see the users who complete the funnel within the time you entered.

#### - Show only the funnel steps within the same session

The length of time that a user is active on your site or application. By default, if a user is inactive for 30 minutes or longer, all future activities are associated with a new session. Users who leave your site and return within 30 minutes are considered part of the original session.

#### - Hold constant parameters in all funnel steps.

Constant property is a property that is associated with an event and remains the same for all occurrences of that event. For example, if you have an event called "Purchase" and you want to track the type of item that was purchased with each occurrence of the event, you could use a constant property called "Item Type" to specify the type of item purchased. This property would be

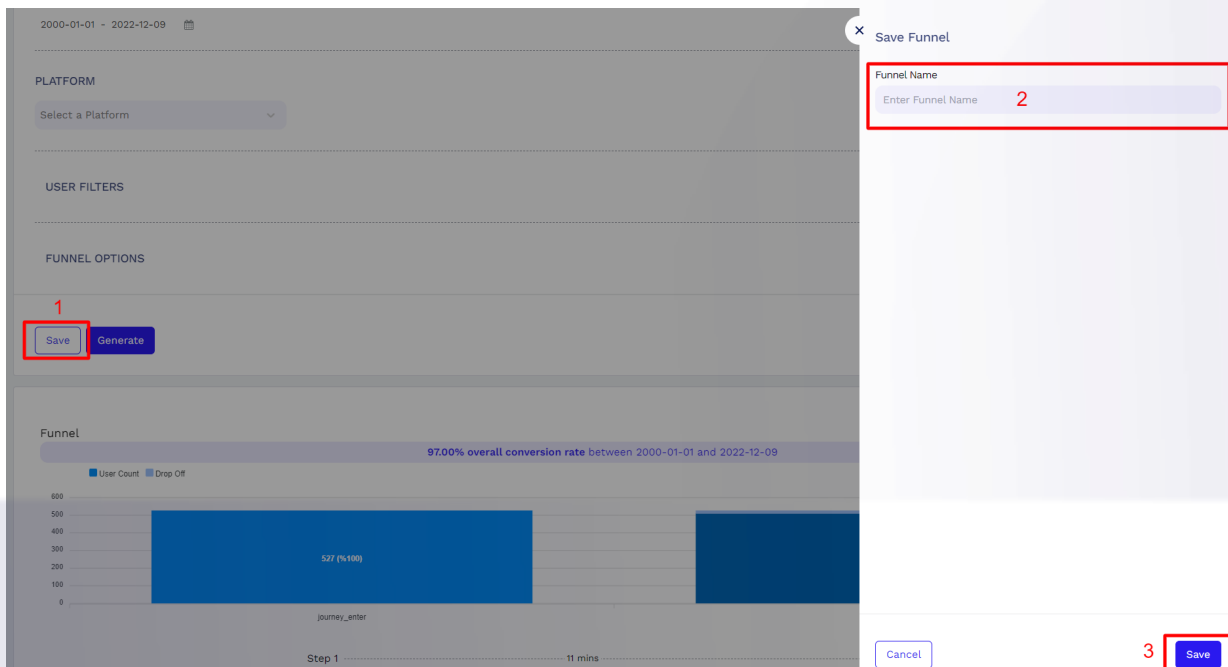




the same for all instances of the "Purchase" event, and could be used for analysis and segmentation.

## Saving a Funnel in B2Metric IQ Platform

It is a saved configuration of a funnel that allows you to quickly access and use the funnel in the future. A saved funnel includes the event and event properties that are included in the funnel, as well as any filters or other settings that have been applied to the funnel. By saving a funnel, you can quickly access and use the funnel without having to reconfigure it each time. This can be useful if you want to regularly track the performance of a specific funnel or if you have multiple teams that need to access the same funnel.



The "Save" button in field 1 allows you to save all the input you have entered for the funnel so that you can use it again later. When you click the "Save" button, your inputs will be saved in a way that allows you to access and use them again in the future. This can be useful if you want to keep track of different funnel configurations or if you want to use the same funnel setup for multiple analysis tasks.

Give a name the funnel you want to save in field 2

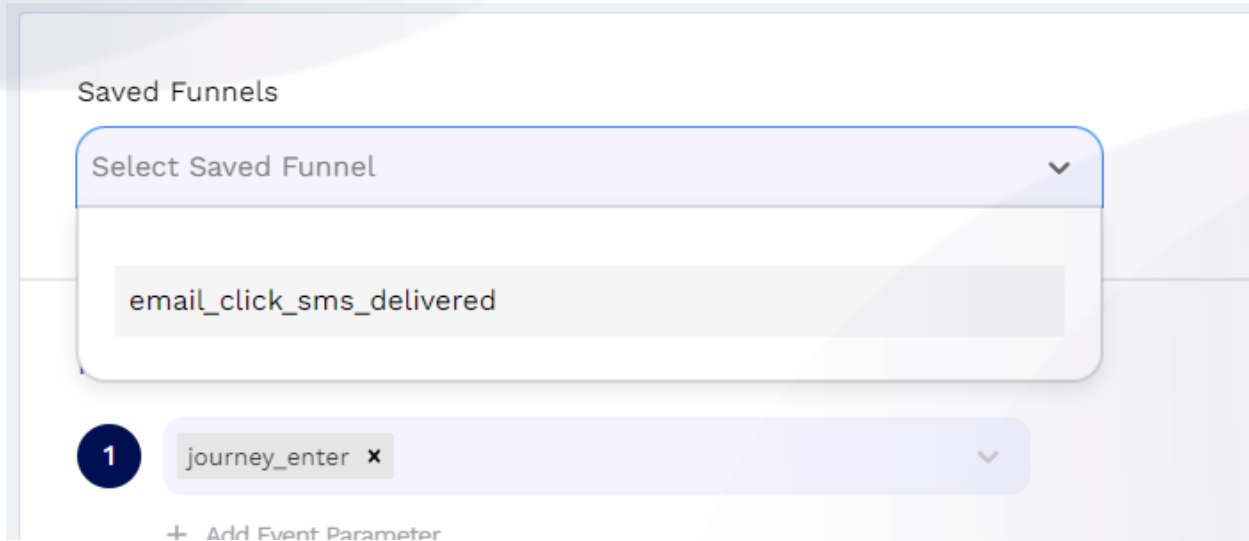
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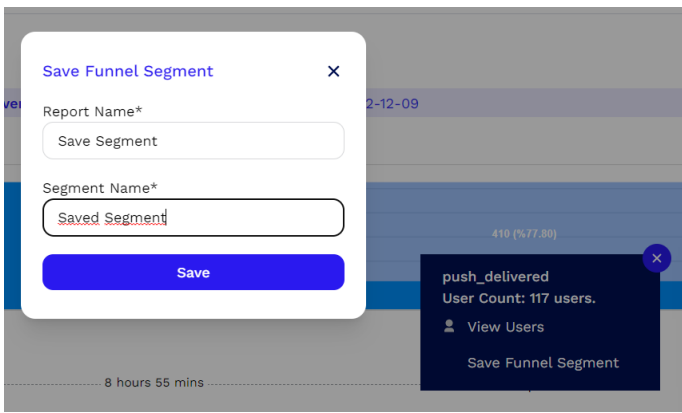
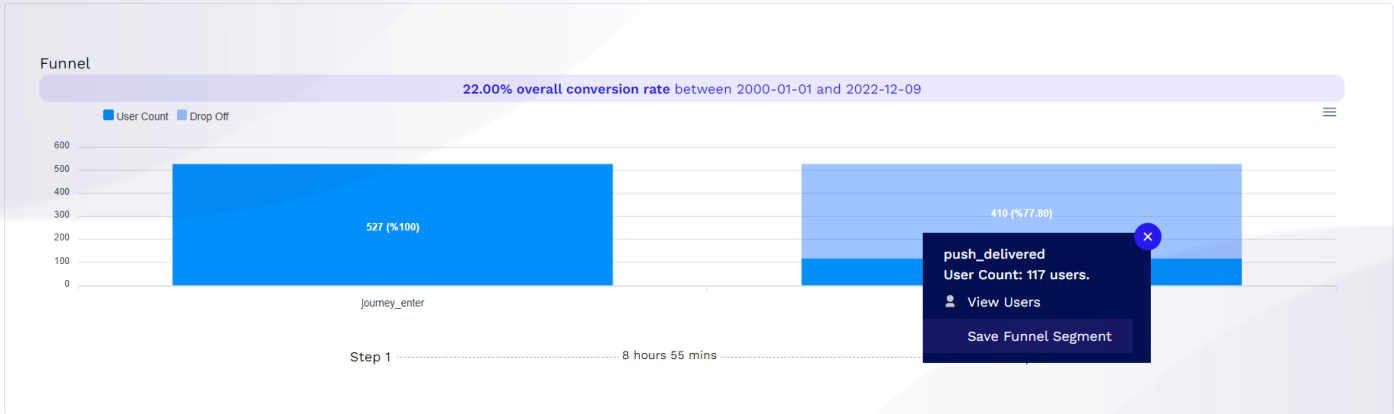
Save your funnel by pressing the "Save" button in the number 3 field



The "Saved Funnel" dropdown allows you to see any funnels that you have saved previously. You can access these funnels by clicking on them in the dropdown. When you select a saved funnel from the dropdown, all the input for that funnel will be automatically filled in the appropriate fields. This can save you time and effort if you want to use a previously saved funnel for your analysis.

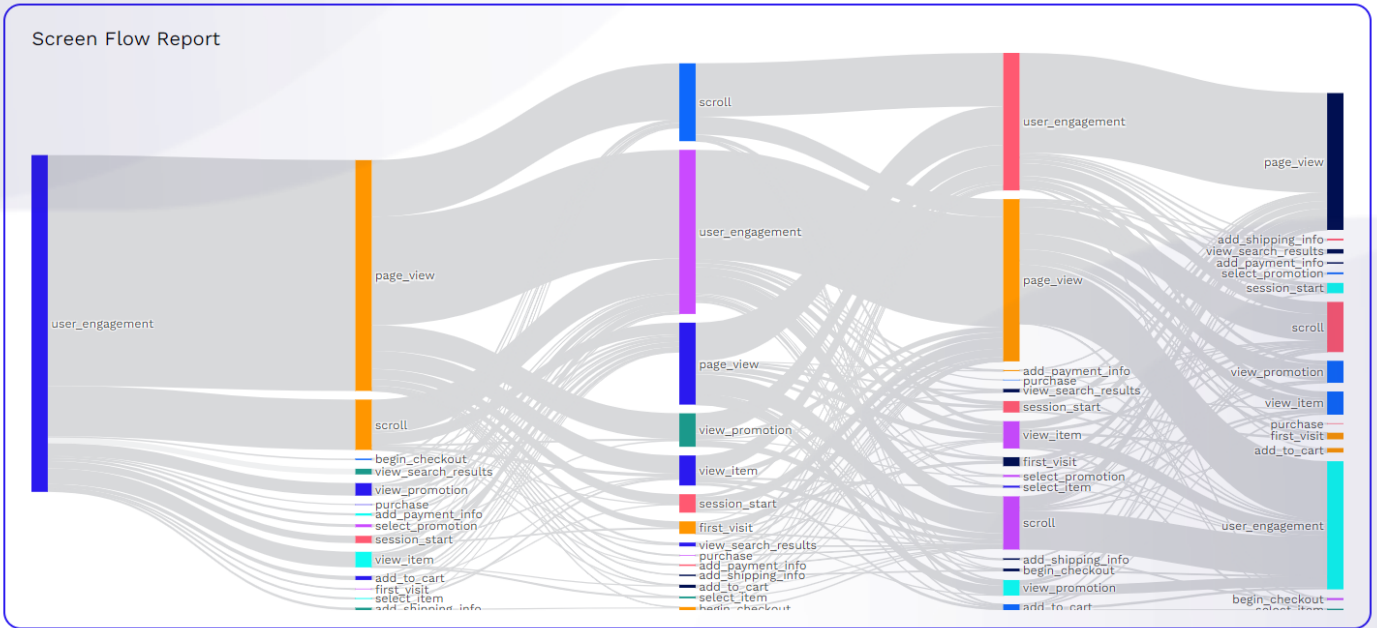
## Saving a Funnel Segment in B2Metric IQ Platform

Funnel segment is a subset of users who have completed a specific sequence of events within a funnel. In other words, it is a group of users who have followed a specific path through the funnel and reached the end goal. Funnel segments allow you to analyze the performance of different parts of a funnel and understand how different groups of users are interacting with your website or application. For example, you could create a funnel segment for users who completed the purchase process on your website and compare their behavior to users who dropped out at a specific step in the funnel. This can help you identify areas for improvement and optimize the user experience.



## 1. 2. Flow

Flow shows the popular paths that users take on your platform within the selected period of time. The purpose of the Flow is to display collective user flows in the selected event.



You can create a specific path, change the time range of the flow, or add filters and parameters. Flow helps you to analyze the user journey to identify trends and patterns. With user flow, you can gain a better understanding of your user and use that knowledge to improve the user experience. In short, you can analyze the steps that your users take before or after an event you select.

**Flow**  
You can analyze the steps that your users take before or after an event you select.

Base Step:

Events:   
+ Add Event Parameter

Number of Steps:

You can set up an event to analyze outgoing (flow with events that happen after the selected event) or incoming (flow with events that before the selected event) flows with base step. You can set the number of steps you want to see for the selected event in your flow.

## Creating a Flow in B2Metric IQ Platform

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Flow  
You can analyze the steps that your users take before or after an event you select.

Base Step  
First Step

Events  
journey\_enter  
+ Add Event Parameter

Number of Steps  
3

Date Range  
2022-12-02 - 2022-12-09

PLATFORM  
Select a Platform

USER FILTERS  
username eq Select...  
Add User Filters

Generate

To create a flow, you should first select the event you want to analyze. Then, you should identify the base step. You can aim to create a flow for the selected event, such as creating flow starting with this event or creating streams ending with this event. You can also add event parameters for the selected event.

Base Step  
First Step

Events  
journey\_enter  
+ Add Event Parameter

First Step  
Last Step

After the event selection, you should specify the number of steps for flow. For example, if you choose 3 as max rank, your flow will be created for 3 steps before or 3 steps after the selected event.

Base Step

First Step

Events

journey\_enter

+ Add Event Parameter

Number of Steps

3

Date Range

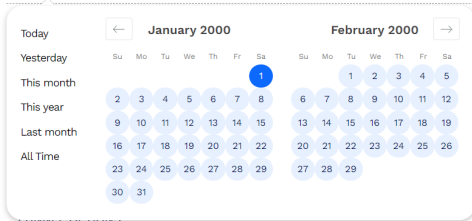
2022-12-02 - 2022-12-09



For creating a flow, you should also select a date range. You can create your flow special date ranges like yesterday, last month, or you can set a custom date range.

Date Range

2000-01-01 - 2022-12-09



You can also adjust your flow for different data sources with platform selection. Additionally, you can set your flow for different user segments with user filters.

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#### PLATFORM

Select a Platform



#### USER FILTERS

username



eq



Select...



Add User Filters

### 1. 3. Retention

The ability of a website or mobile app to keep visitors coming back over time is referred to as user retention. It is a gauge of how effectively a digital platform keeps its user base and encourages users to utilize the platform or service frequently. A successful and engaging platform will normally have a high user retention rate, whereas a service that fails to offer value to its users will likely have a poor user retention rate.

Retention is an engagement analysis feature that breaks down users' session and event behavior, starting from their first session and analyzing through time. To achieve product-market fit and sustainable long-term growth, user retention is essential.

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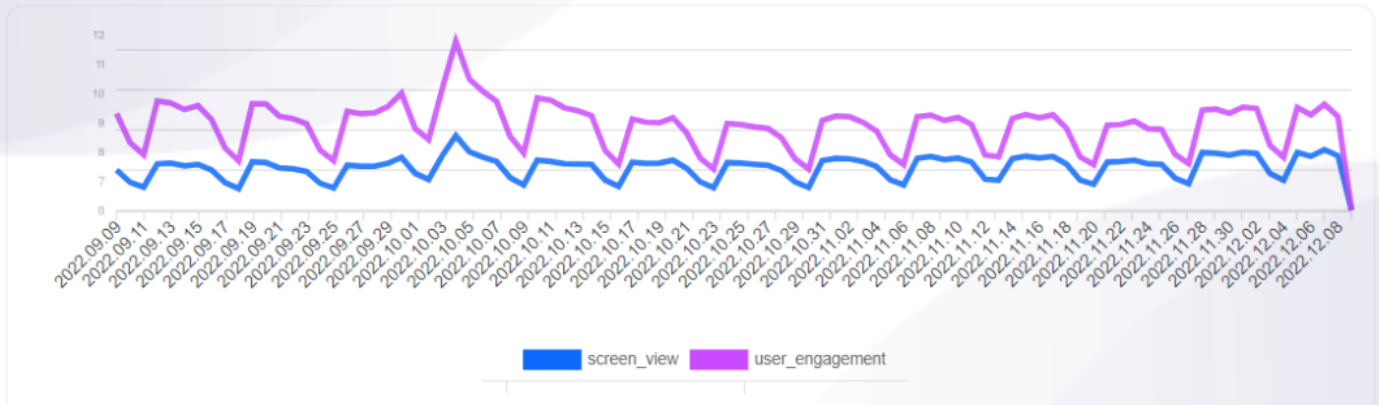
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### Growth Metrics



### Cohort Analysis

User Engagement

Daily Weekly Monthly

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
17.10.2022	100.00%	78.00%	66.00%	63.00%	52.00%	43.00%	44.00%
20.10.2022	100.00%	69.00%	59.00%	50.00%	54.00%	43.00%	
27.10.2022	100.00%	80.00%	75.00%	69.00%	55.00%		
03.11.2022	100.00%	92.00%	84.00%	78.00%			
10.11.2022	100.00%	79.00%	65.00%				
17.11.2022	100.00%	80.00%					
24.11.2022	100.00%						

The retention data by comparing the date of that starting event to the date of the return event you've specified is determined in B2Metric IQ Retention page.

## Creating a Retention Report

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### User Retention

You can set one or more events to analyze how often your users are performing them within the selected period of time.

#### RETENTION EVENTS


1

+ Add Event Parameter

[Add Event Step](#)


---

Date Range


2022-12-02 - 2022-12-09 

---

PLATFORM SELECTION

API 

---

USER FILTERS 

[Generate](#)

To create a retention report, you should first select the event you want to analyze. In this stage, you can add event parameters to the selected event and generate your charts according to these parameters. You can also select more than one event for retention analysis. At that rate, each event will have its own analysis, and will appear as a separate segment in the chart.

#### RETENTION EVENTS

1

+ Add Event Parameter

2

+ Add Event Parameter

[Add Event Step](#)

Then, you should select a date range. So, retention analysis created within time periods such as one day, last 30 days, last year or within the date range that you specify.

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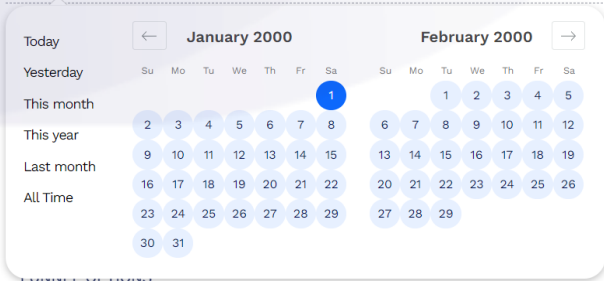
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Date Range

2000-01-01 - 2022-12-09



Users could use your services from different platforms like the web, or mobile and your users data may be obtained from certain sources like inhouse CRM or any kind of datastore. Platform selection enables you to set your retention analysis from specific sources.

#### PLATFORM SELECTION

API x

#### USER FILTERS

os x ne x Select Value x

Add User Filter

Generate

Finally, you can set your report for different user segments with user filters as an option.

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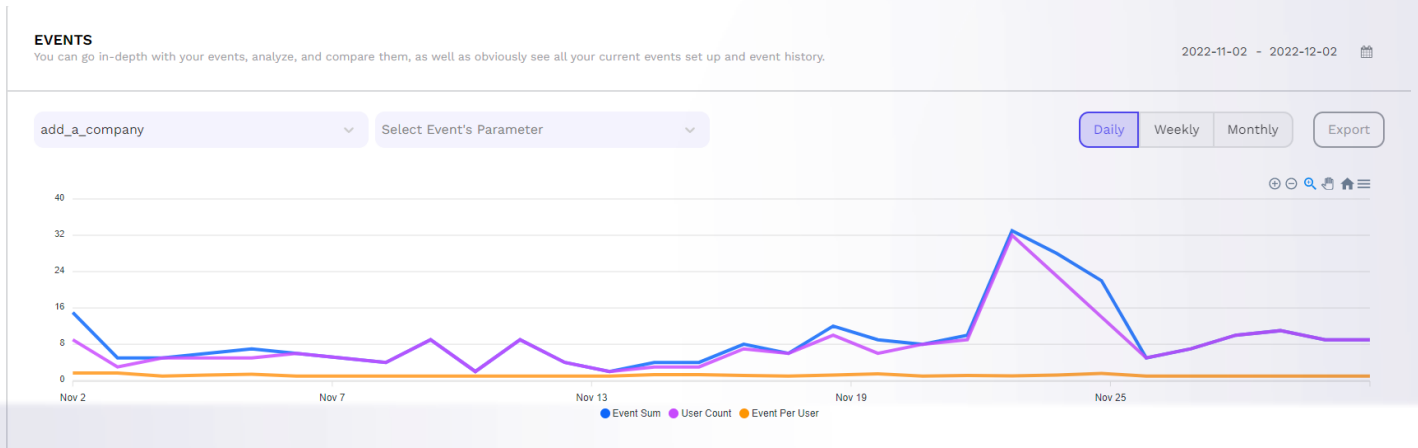
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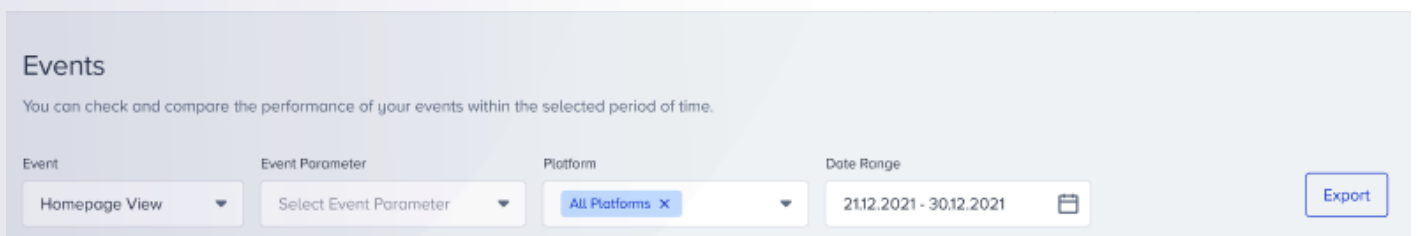
## 1. 4. Event Statistics

Events statistics module a feature that allows you to track and analyze user actions, or "events," within your app or website. This can help you gain insights into how your users are interacting with your product, and identify areas for improvement. With the events module, you can track a wide range of events, including user actions, system events, and custom events. You can then use this data to create reports and visualize your data in a variety of ways, such as graphs and charts.



You can see event sum, user count and event per user for the selected events in this page.

Event Sum shows how many times the selected event was triggered, User Count shows how many unique users triggered that selected events and, Event per User calculated as the total number of events divided by the number of unique users.



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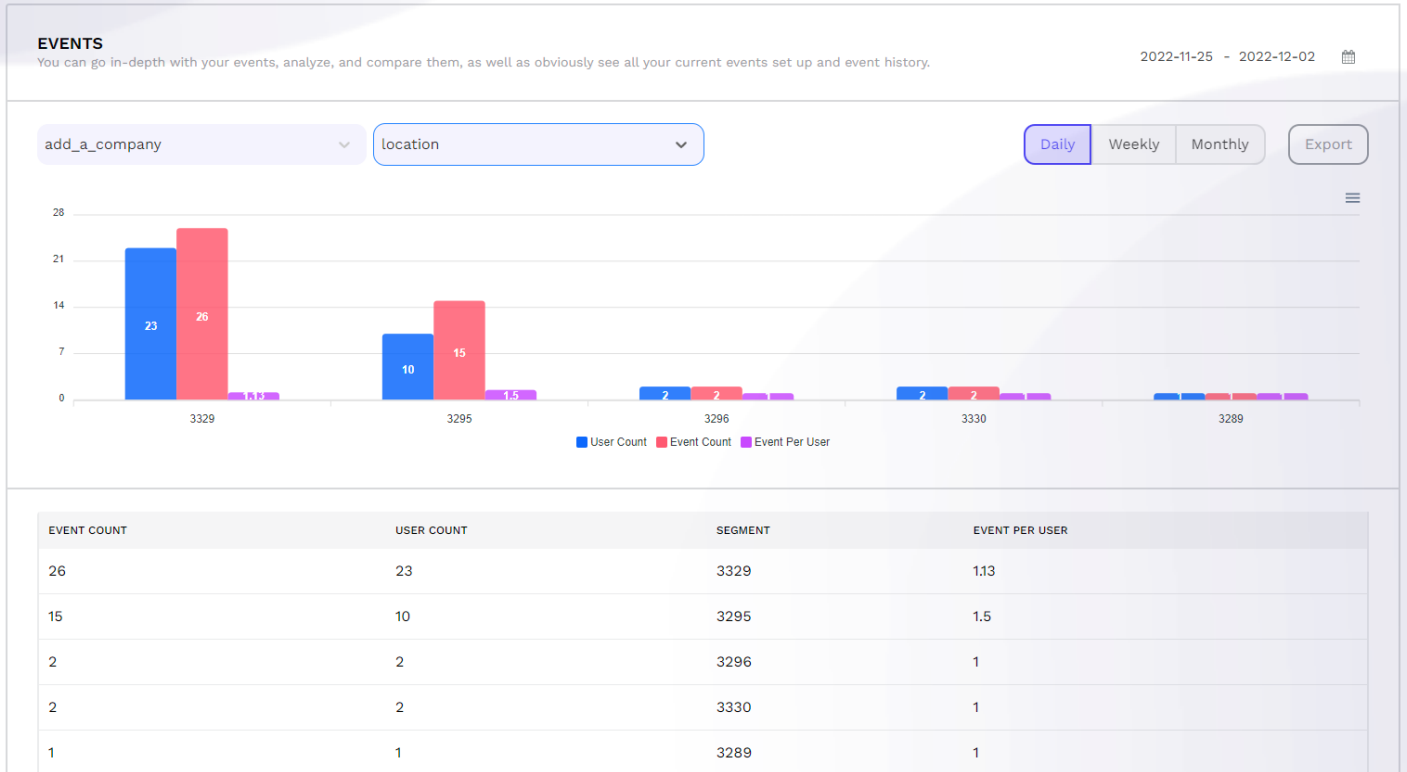
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In addition to tracking events, you can also examine how much those parameter categories are triggered by selecting the event parameter for the event you want.



Thus, how many subcategories of an event parameter are triggered can be reported and compared for each category separately. (In this version, top 5 categories are reported. However, this feature can be customized to report any number of parameter categories.)

Let's say you select the add to cart event and the defined product categories event parameter for this event. It is reported that each product category (clothing, accessories, shoes for example) was added to the cart in total and how many individual users added it to the cart.

This report allows you to see how often your event-specific subproperties were triggered and enables you to conduct research on more specific user segments.

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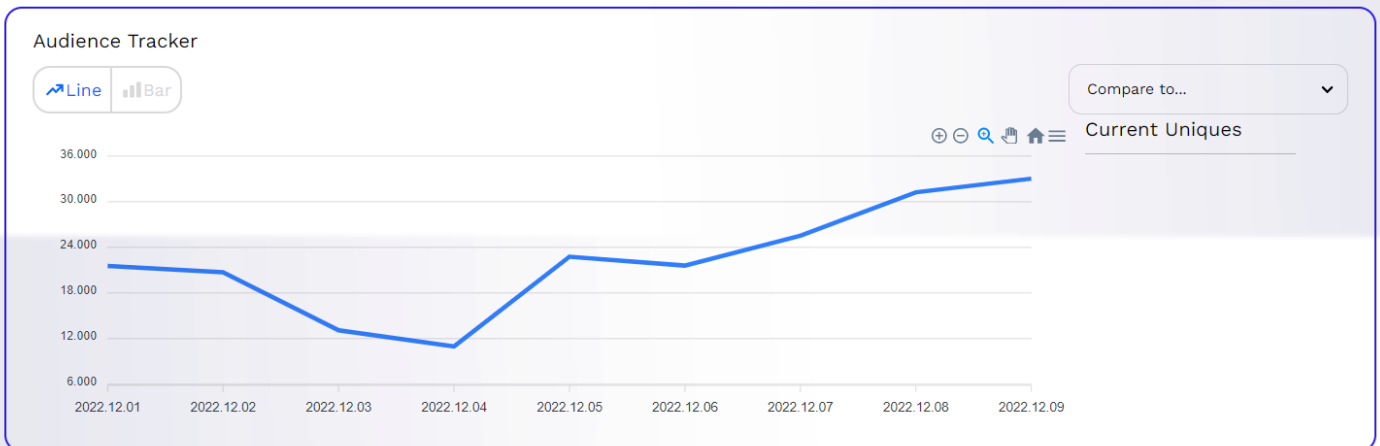
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## 1. 5. Audience Tracker

Audience tracker helps you to analyze what your users are doing in your app. It enables you to;

- Measure the performed events for a certain time period and special user group,
- Analyze how often events are fired,
- Compare events with previous periods.



Breakdown Table

Export

SEGMENT	EVENT NAME	THU, DEC 01	FRI, DEC 02	SAT, DEC 03	SUN, DEC 04	MON, DEC 05	TUE, DEC 06	WED, DEC 07	THU, DEC 08	FRI, DEC 09
1	Login_Girisi_Yap_Tiklama	21541	20710	13082	10964	22766	21597	25527	31241	33024

## Creating a Audience Tracker Report in B2Metric IQ Platform

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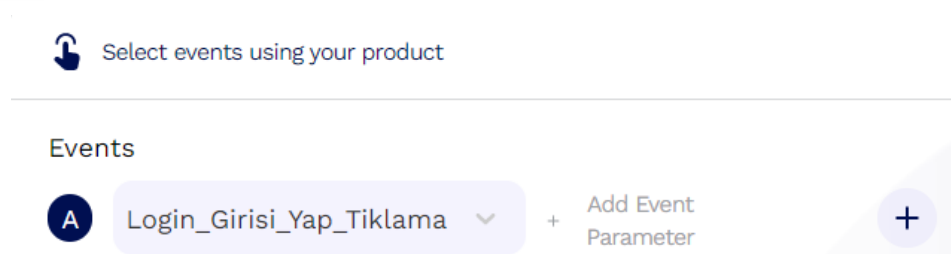
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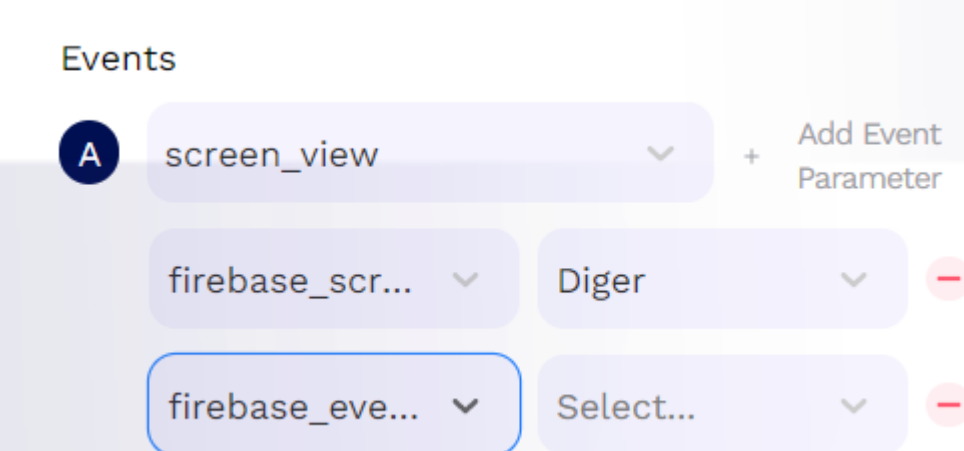
## I. Event Selection

To create an Audience Tracker report, you should first select an event. You can select an event during the event selection phase or you can select more than one event with the "+" button. If you select more than one event, the trigger counts for each event are reported as separate line graphs.



## II. Event Parameter (Optional)

You can add a parameter for the event you choose with the "add event parameter" option. This feature allows you to track the event subgroups (parameters) you want in more detail. By selecting a value of the parameter you want to track, you can analyze the category values of selected parameter one by one.



In this session, you can add more than one parameter for an event.

## III. User Parameter (Optional)

With the User filter, you can report the triggers of the selected event for the user group you want.

For example, if you select device model Iphone 7 as the user filter, your report will be generated only for users logging in from the Iphone 7 device.

device.mobile\_model\_name

eq

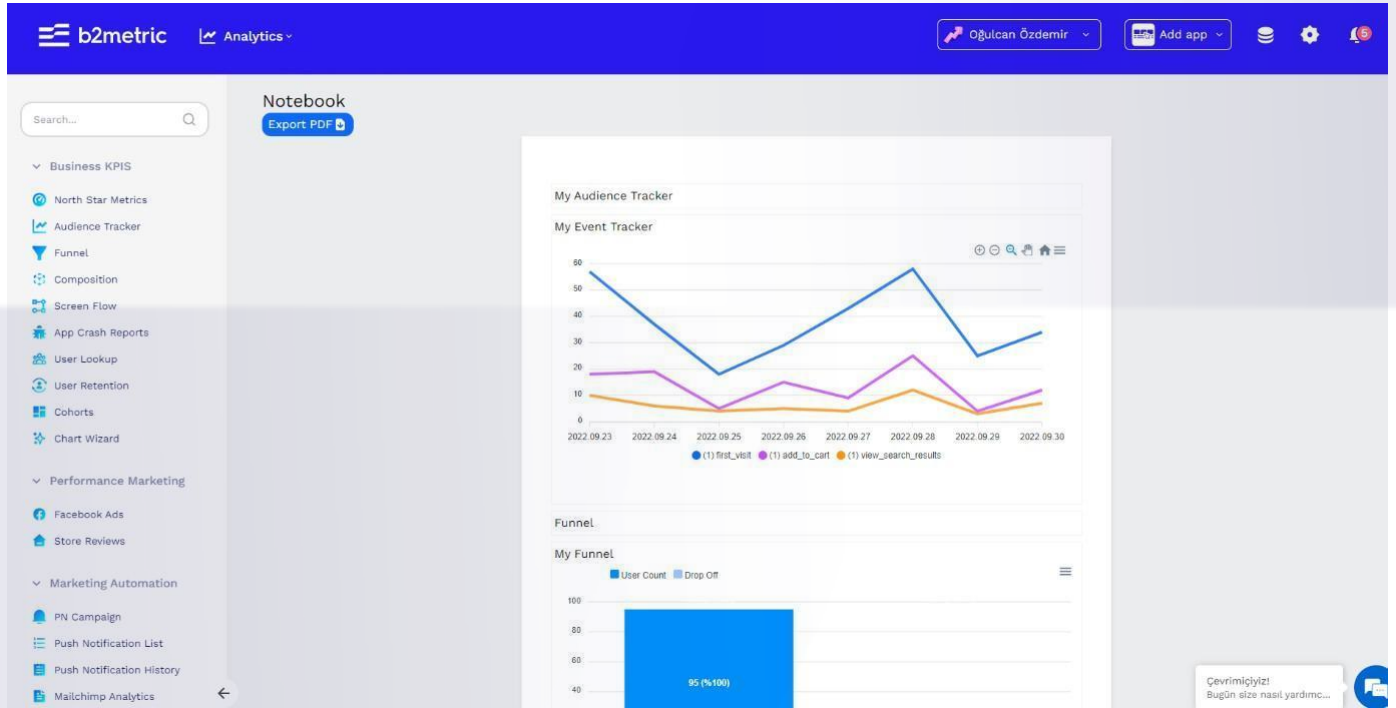
iPhone 7

Add User Filter

You can add one or more user filters for your report with the “Add User Filter” button. If you add more than one user filter, the report is generated for the intersection group of these filters.

## 1.6 Notebook Module

In this module, you can add the chart you want and add it in the notebook module without having to enter the same filters and analyze it again.



## 1.7 Event Management

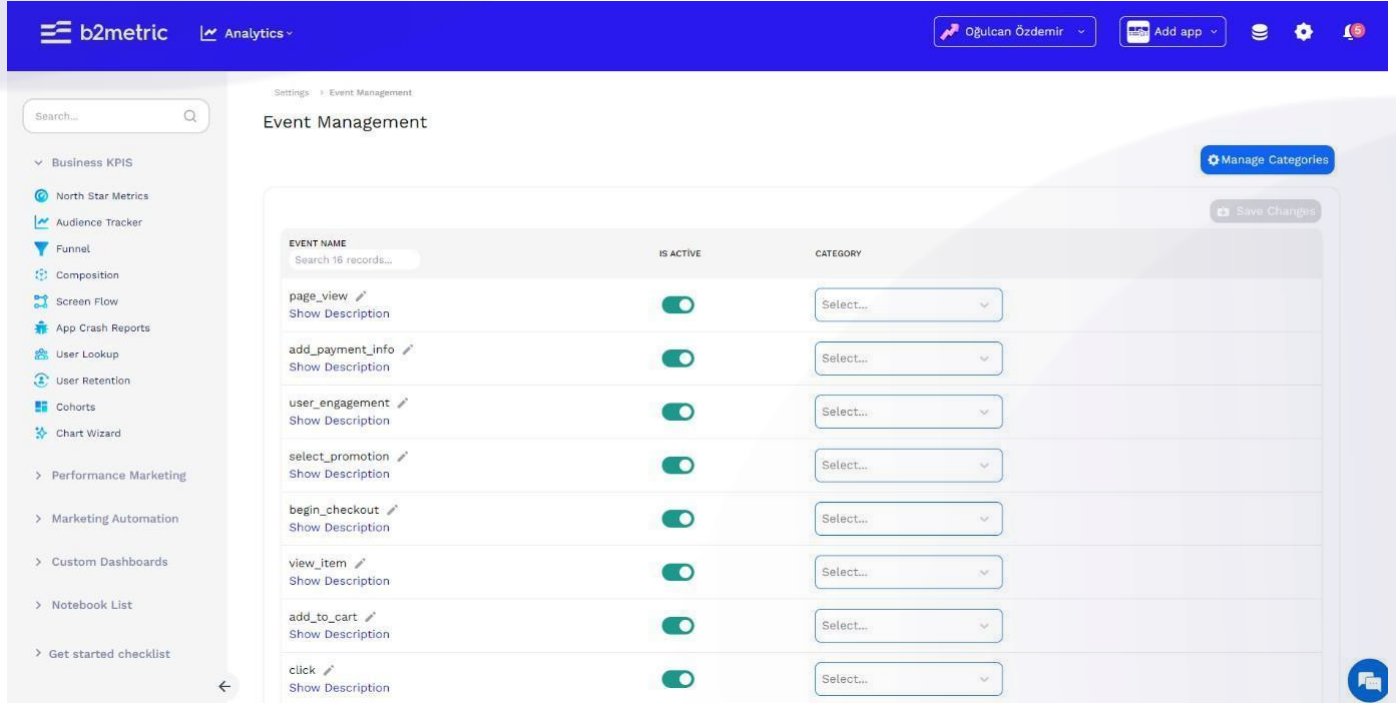
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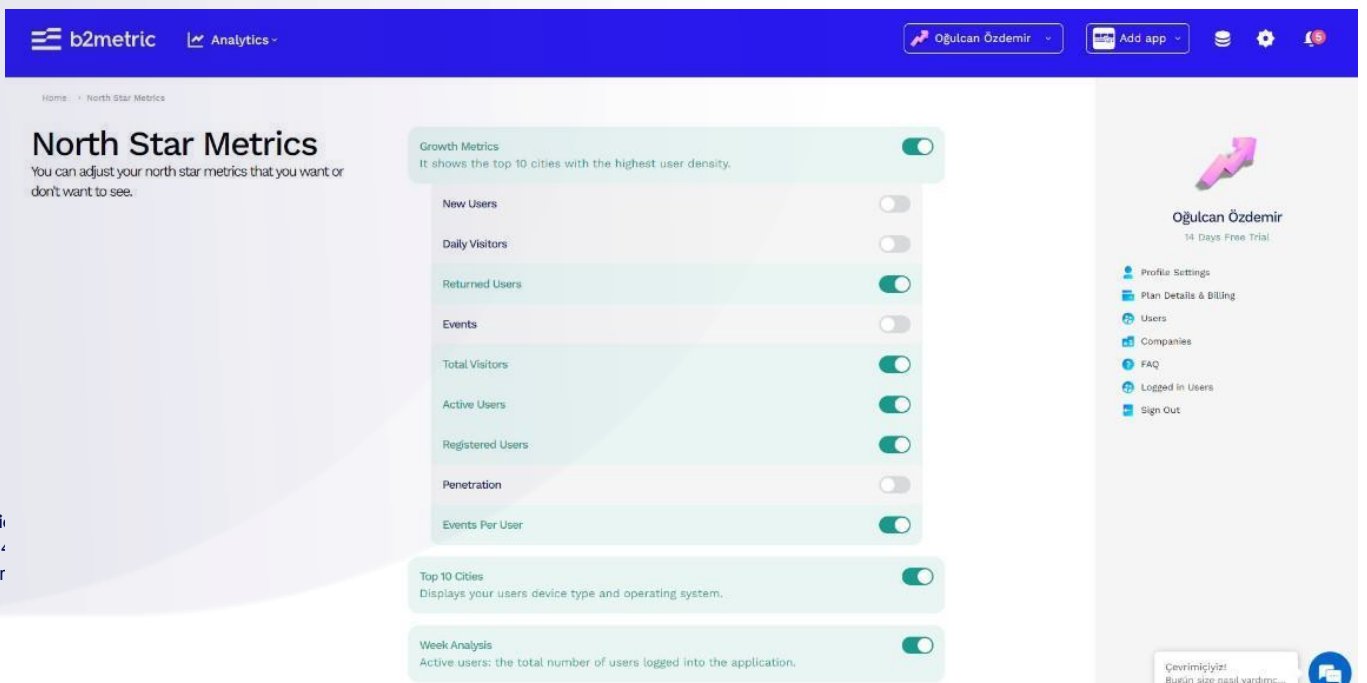
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You can activate/deactivate the events you have defined from the event management section. or you can categorize events.



## 1.8 North Star Management

In the North Star Management section, you can add analyzes that are of great importance to you, and you can disable events that are less important.

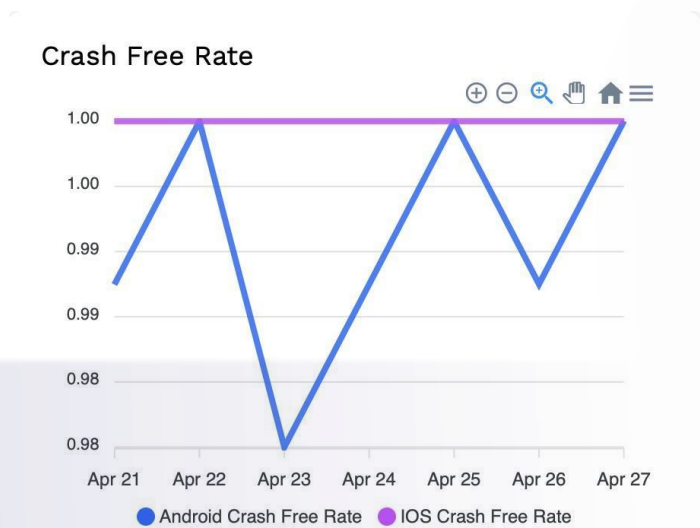




## 1.9 APP Crash Reports

You can view your app crash collected from Firebase. You can see your app crashes by operating system and device.

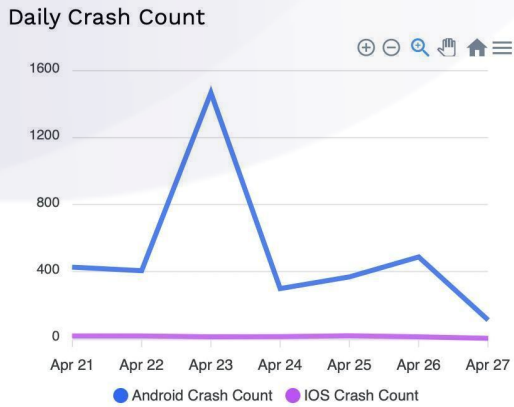
### 1. 9. a. Crash Free Rate



You can see the Crash Free Rate error rate. It shows you the iOS and Android error rates on two separate lines on a daily basis.

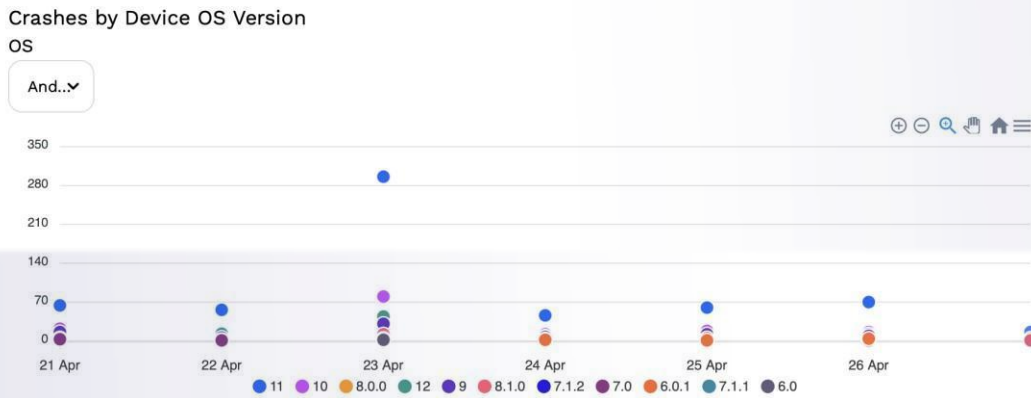
### 1. 9. b. Daily Crash Count

It shows the daily error rates as iOS and Android Crash Free Rate is shown with two different lines as it is.



### 1. 9. c. Crashes by Device OS Version

In this report, you can see the version-based numbers of the errors received. You can choose Android or iOS and view it.

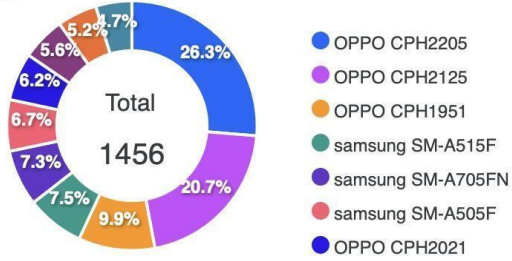


### 1. 9. d. Crashes by Device Models (Top 10)

In this report, you can see the version-based numbers of the errors received. You can choose Android or iOS and view it.

Crashes by Device  
Modals (Top 10)  
OS

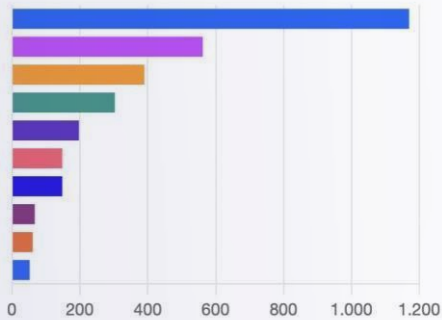
Android ▼



### 1.9. e. Android Exceptions

This report shows the most errors received by Android.

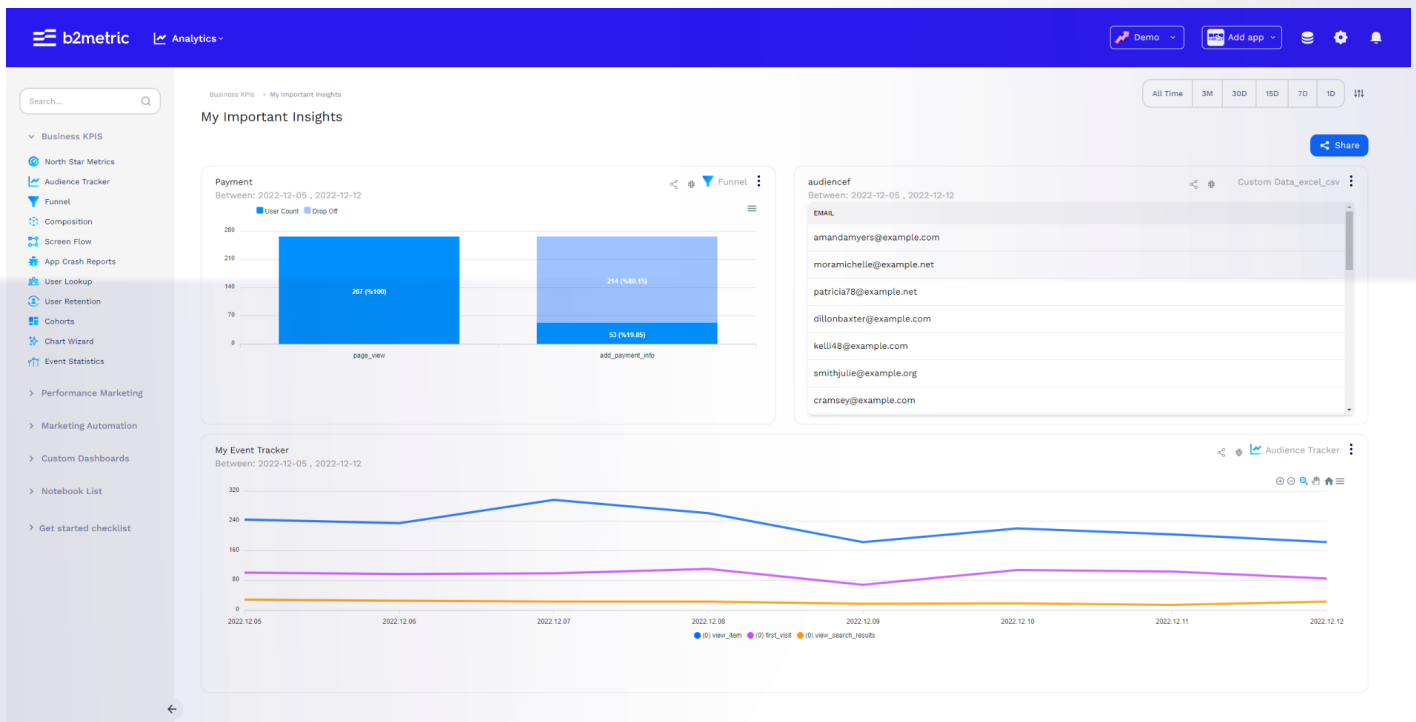
#### Android Exceptions



## 1.10 Custom Dashboard

A custom dashboard in an IQ Analytics is a personalized, user-defined view of the data that is being tracked and analyzed by the IQ Analytics. Dashboards typically consist of a set of metrics, charts, and other visualizations that are designed to provide an overview of the key performance indicators (KPIs) and other data that is relevant to the user. Custom dashboards allow users to tailor the information that is displayed in a way that is most useful for their specific needs and objectives. This can include selecting the specific metrics and data sources that are included, as well as how the data is organized and presented on the dashboard. You can create custom dashboards that include your funnel data, audience tracking data, and any other data or metrics that you are tracking.

This allows you to view all of this information in a single, centralized location, making it easier to monitor and analyze your data. By adding these different modules to your custom dashboard, you can get a comprehensive view of your performance and identify areas for improvement. Additionally, you can customize the layout and design of your dashboard to suit your preferences, and share the dashboard with other team members or stakeholders as needed.



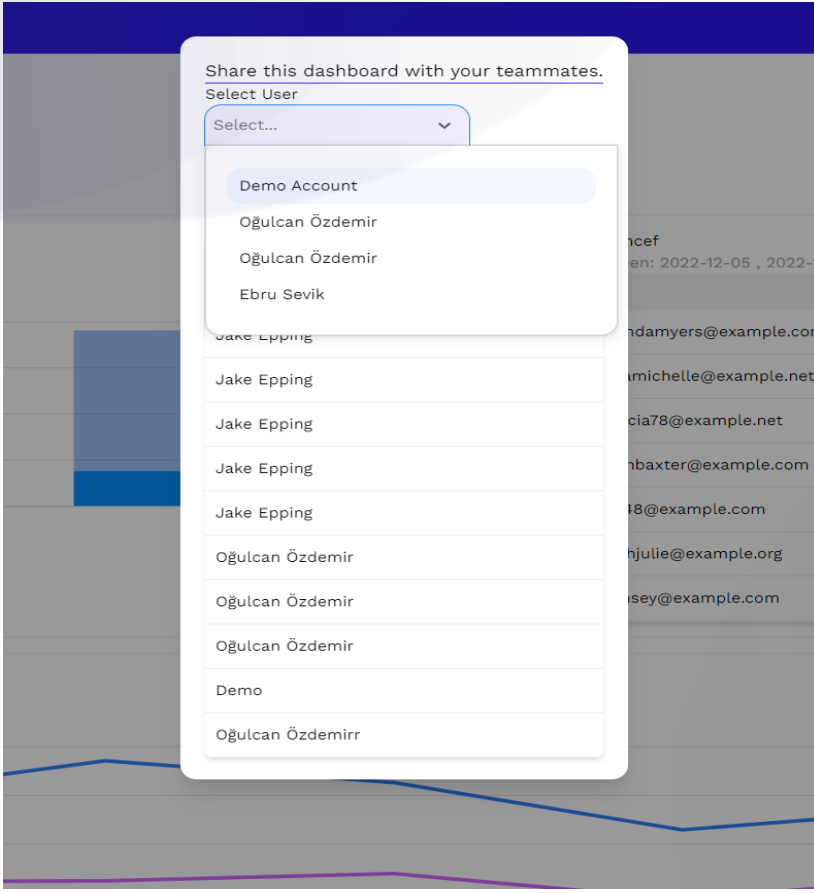
You can share your dashboard to teammates.

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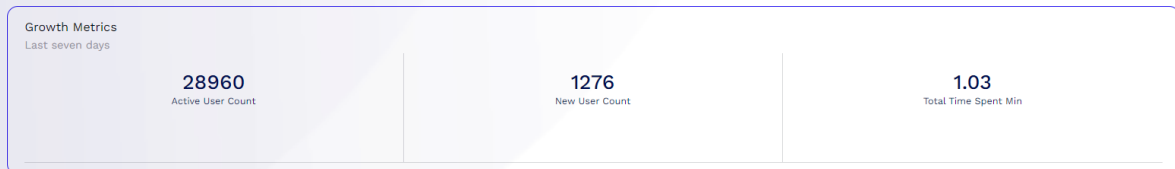


## 1.11 Performance Marketing

### 1.11.a Growth Metrics

Active User Count, New User Count and Total Time Spent (Minute) growth in your application

You can track your metrics with Growth Metrics.



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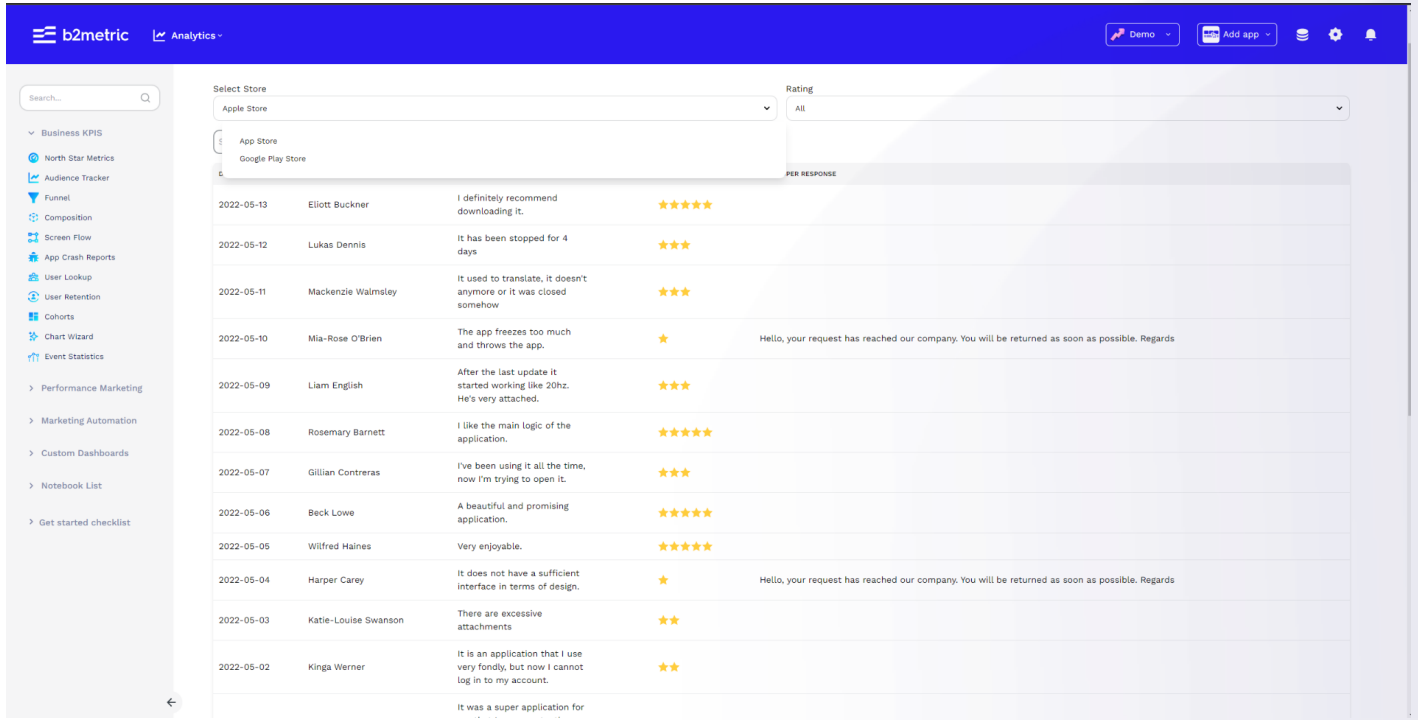
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## 1.11.b Store Reviews

You can view the comments on your app from the App Store and Google Play Store.



Select Store		Rating
Apple Store		All
App Store		
Google Play Store		
PER RESPONSE		
2022-05-13	Elliott Buckner	I definitely recommend downloading it. ★★★★★
2022-05-12	Lukas Dennis	It has been stopped for 4 days. ★★★
2022-05-11	Mackenzie Walmsley	It used to translate, it doesn't anymore or it was closed somehow. ★★★
2022-05-10	Mia-Rose O'Brien	The app freezes too much and throws the app. ★ Hello, your request has reached our company. You will be returned as soon as possible. Regards
2022-05-09	Liam English	After the last update it started working like 20hz. He's very attached. ★★★
2022-05-08	Rosemary Barnett	I like the main logic of the application. ★★★★★
2022-05-07	Gillian Contreras	I've been using it all the time, now I'm trying to open it. ★★★
2022-05-06	Beck Lowe	A beautiful and promising application. ★★★★★
2022-05-05	Wilfred Haines	Very enjoyable. ★★★★★
2022-05-04	Harper Carey	It does not have a sufficient interface in terms of design. ★ Hello, your request has reached our company. You will be returned as soon as possible. Regards
2022-05-03	Katie-Louise Swanson	There are excessive attachments. ★★
2022-05-02	Kinga Werner	It is an application that I use very fondly, but now I cannot log in to my account. ★★
		It was a super application for

If you get more than 1 or 2 stars during the day, you will receive a alert notification according to the threshold rate you choose.

In other words, if you choose 20%, you will receive a notification during the day when 20 of the 100 comments you receive are 1 or 2 stars.

## 1.11.c Facebook Marketing

You can follow the return rates of your Facebook campaigns on a daily or reach basis from this module.

Reach/Spend Analysis

2022-11-12 - 2022-12-12



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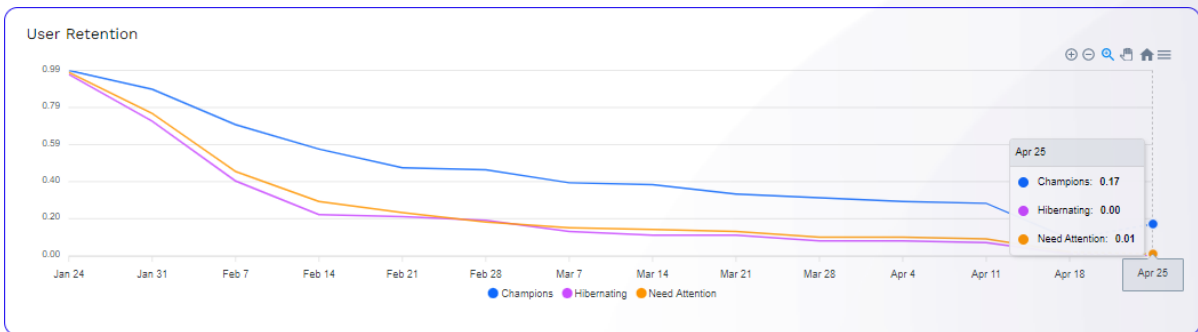
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## PREDICTIVE ANALYTICS

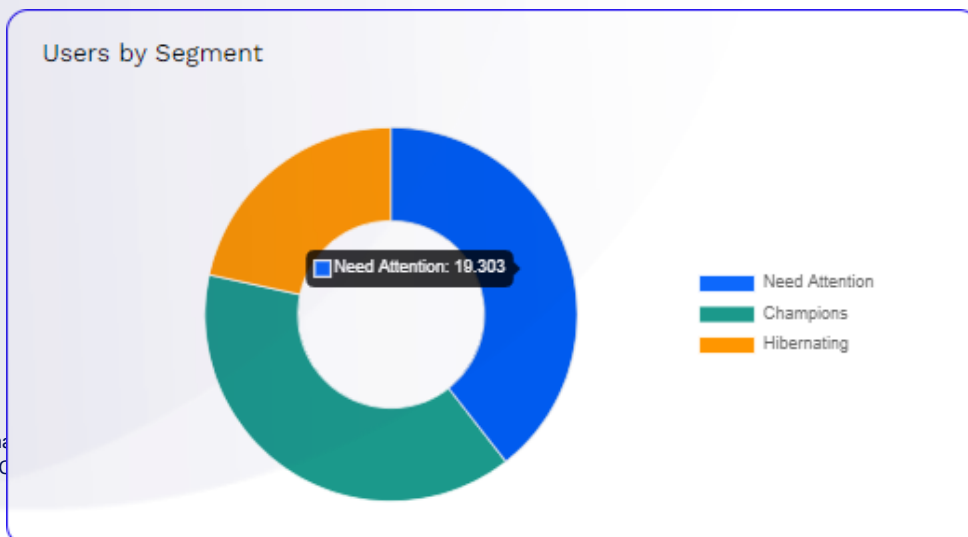
### 2. 1. User Retention

In the retention forecast, it was aimed to predict their retention status in the next week by using the behaviors recorded by the users in the past weeks.



In our retention model, we have three user groups;

- Champions: The group with the highest session duration and number of events.
- Need Attention: A group of users with average statistics.
- Hibernating: The group of users with the lowest values in terms of session duration and number of events.







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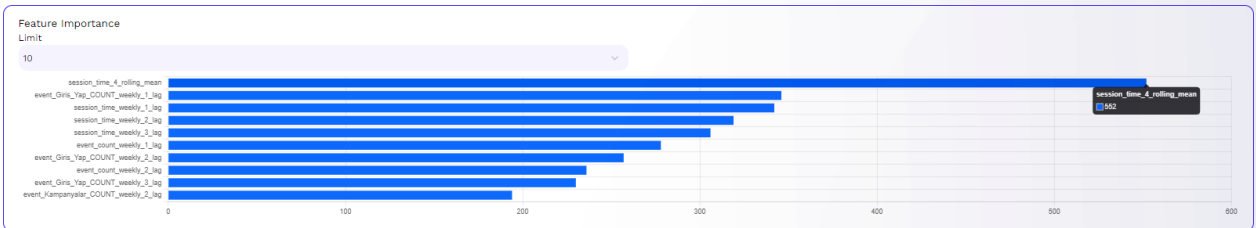
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In Feature importance, the importance level of the variables in the forecast model is shown in the model.

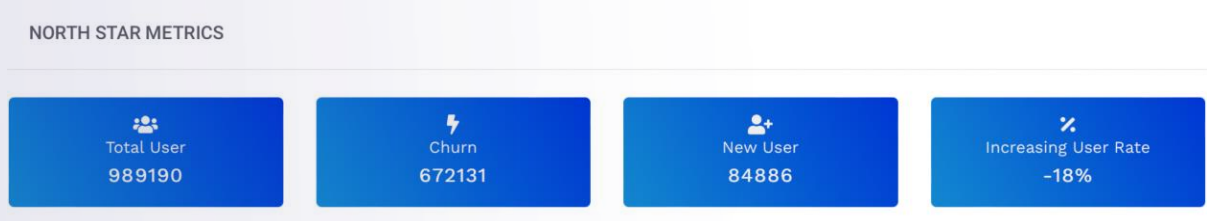
Let us explain this to you with an example;

event\_Giris\_Yap\_COUNT\_weekly\_1\_lag the number of times the user fired the Login event 1 week ago, event\_Giris\_Yap\_COUNT\_weekly\_2\_lag shows the number of times the user fired the Login event 2 weeks ago, session\_time\_weekly\_1\_lag user's average session time last week shows.



### 3. 2. Churn Prediction

Calculate the total number of users in your app, churn-retention changes, and forecasts. you can see.



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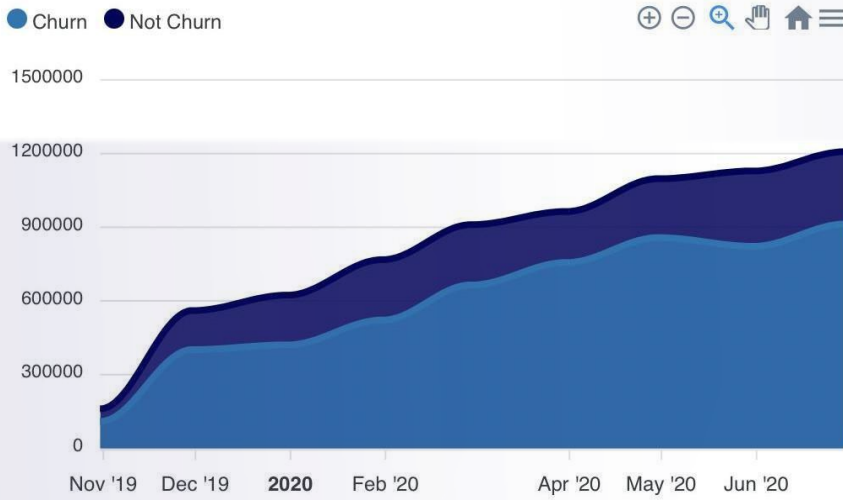
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### CHURN RETENTION BY CUSTOMER ENGAGEMENT IN FIRST THREE MONTHS



### CUSTOMER CHURN RATE CHANGES



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### 3. 3. Anomaly Detection

#### 3. 3. a. User- Event Anomaly Detection Report

We show the anomalies experienced in the events in the application in the User Event Anomaly Detection Report. Anomaly should be mentioned  
Anomaly is the occurrence of an unexpected situation in the distribution of the data and the occurrence of outliers from the distribution.

There are 2 models in the B2M IQ Analytics Dashboard Anomaly Detection Report, these models are Isolation Tree and Arima.

#### **Isolation Tree**

- An anomaly detection model produces two different results. First, a categorical label for whether the observation is abnormal; the second is a score or confidence value.

It carries more information than the label. Because it tells us how abnormal the observation is.

also tells.

#### **Arima**

- Arima models are models that are applied to non-stationary series but converted to stationary by differencing.
- While detecting anomalies with Arima, estimations are made by considering the time-dependent trend and stationarity of the data.

The first thing you need to do is select the event whose anomaly you want to see.

You need to select your event from the Select an Event section.



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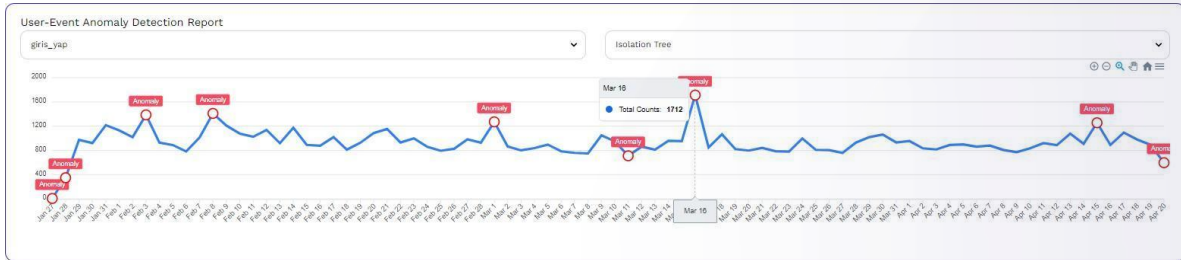
User-Event Anomaly Detection Report

Select a Event

Isolation Tree

- bildirimlerim
- cep\_tel\_gir\_devam
- davet\_et
- giris\_yap**
- hesap\_olusturmaya\_basla
- iban\_kaydet
- islerim

After selecting your event, anomalies first appear as isolation tree.



On the Performance Marketing side, it is a screen where you can manage and follow your Facebook campaigns.

### 3. 4. Sales Forecasting Insight

#### 3. 4. a. Sales Rates Considering Segment Benchmark

On the Performance Marketing side, it is a screen where you can manage and follow your Facebook campaigns.





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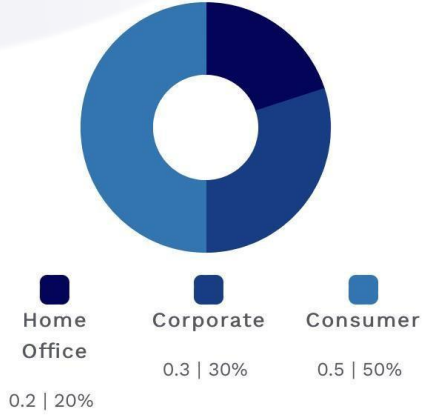
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SALES RATES CONSIDERING SEGMENT BENCHMARK

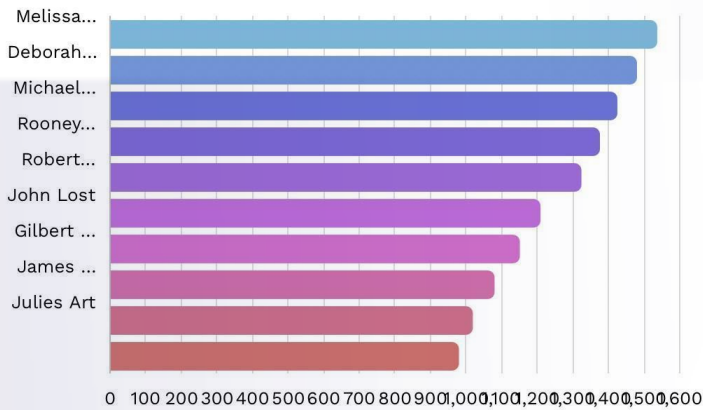
DETAILS



3. 4. b. Top 10 Consumers by Sales

You can review the customers with the highest sales in your app.

TOP 10 CUSTOMER BY SALES



3. 4. c. Total Sales Performance

You can access the annual, monthly and quarterly sales performance details in your application.

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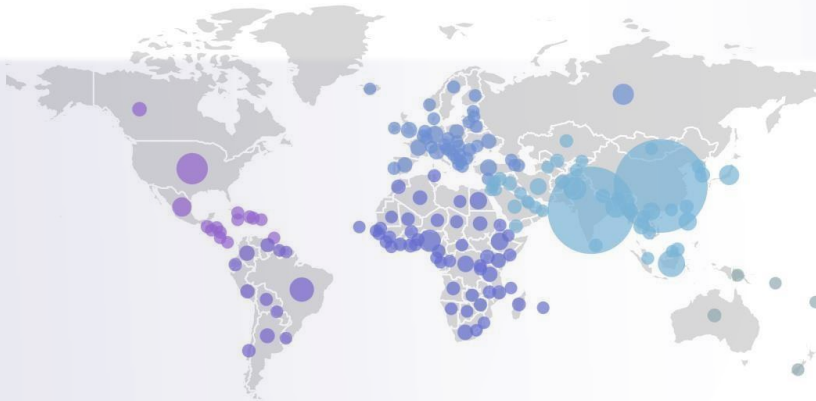
## TOTAL SALES PERFORMANCE

[DETAILS](#)

### 3. 4. d. Sales Counts For Future Forecasting

You can view the forecast for the amount of sales that may occur in the future.

## SALES COUNTS FOR FUTURE FORECASTING



### 3. 4. e. Propensity Forecasting

Predicting the behavioral tendencies of customers that may occur in the future you can view.

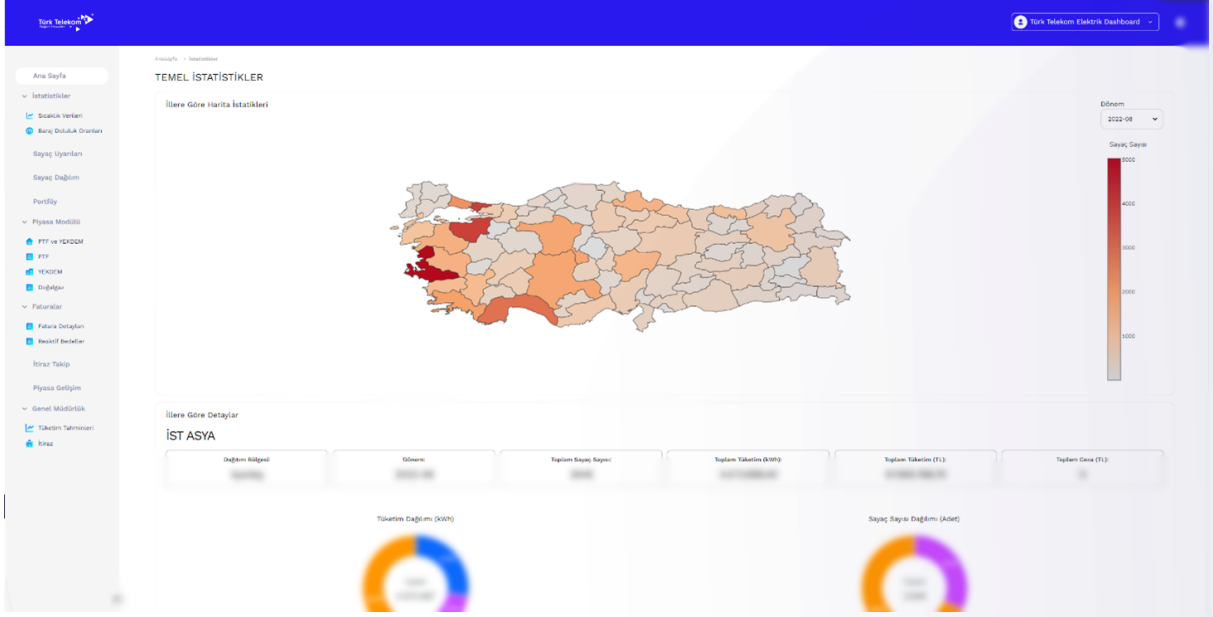
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## Energy Solutions

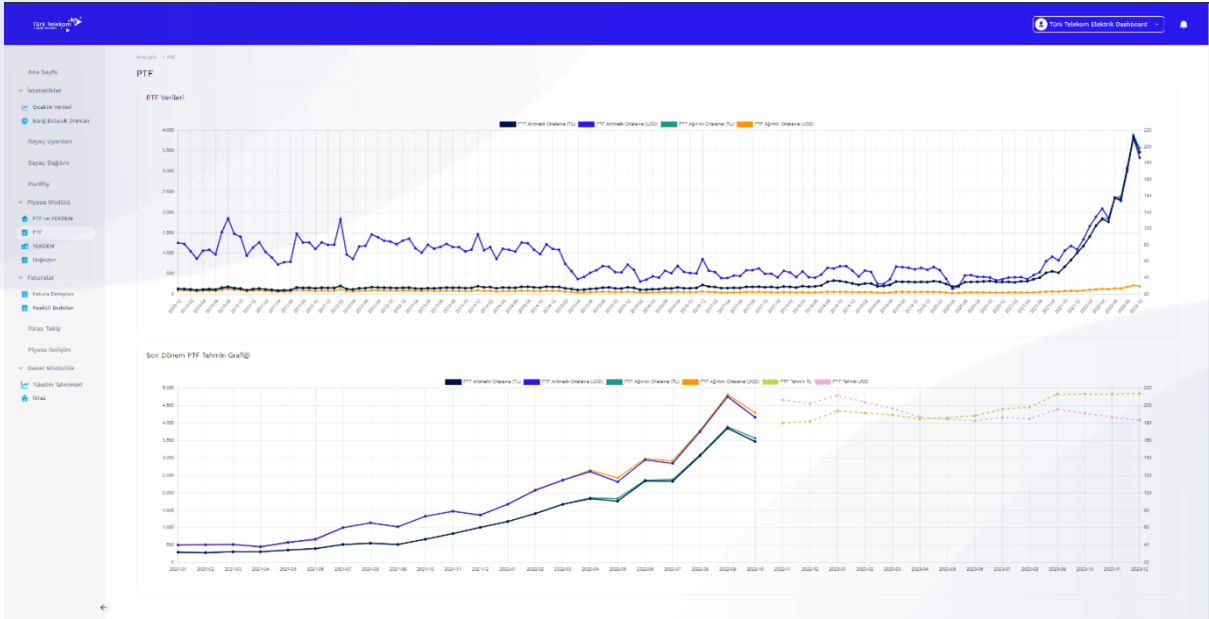


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You can follow the current energy market with our solutions in the energy sector. You can follow the metrics of the energy market on our dashboard.

## OTT Solutions

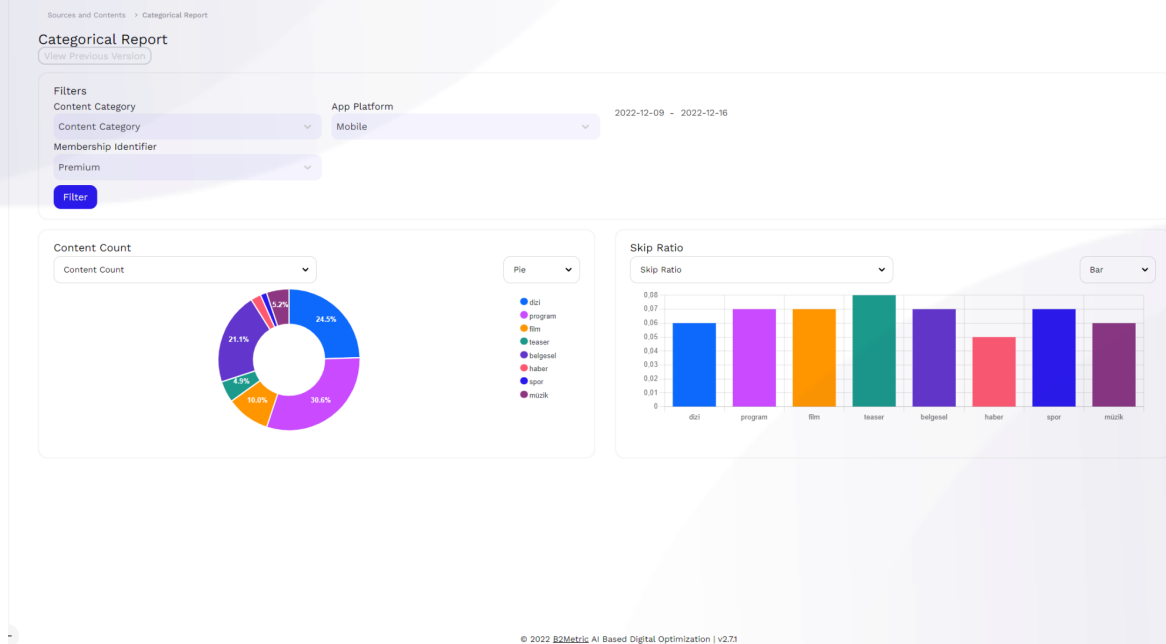


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OTT (over-the-top) refers to the delivery of audio, video, and other media over the internet, bypassing traditional cable or satellite television systems. OTT content is typically accessed through a variety of devices, such as smartphones, tablets, smart TVs, and streaming media players, using dedicated apps or web browsers.

B2Metric IQ Analytics OTT Solutions typically provide a range of features and capabilities, including:

**Real-time analytics:** B2Metric IQ Analytics OTT Solutions often provide real-time data and insights, allowing users to track viewer behavior and engagement in near real-time.

**Audience segmentation:** B2Metric IQ Analytics OTT Solutions can help users segment their audience based on various characteristics, such as demographics, location, and viewing habits, enabling more targeted and personalized content and marketing.

**Content performance:** B2Metric IQ Analytics OTT Solutions can provide data on the performance of individual pieces of content, such as viewership, engagement, and retention, helping users to understand what content is most popular and effective.

**Advertising performance:** B2Metric IQ Analytics OTT Solutions can track the performance of advertising campaigns on OTT platforms, providing data on ad impressions, clicks, and conversions, helping advertisers to optimize their campaigns and measure their return on investment.



Overall, B2Metric IQ Analytics OTT Solutions help users to better understand and optimize their OTT offerings, enabling them to make more informed decisions about content, marketing, and distribution strategies.

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