



Four Stages of Product Analytics Maturity in Organizations

About Countly

Countly is a product analytics solution and innovation enabler that helps teams track product performance and customer journey and behavior across mobile, web, and desktop applications. Ensuring privacy by design, Countly allows organizations to innovate and enhance their products to provide personalized and customized customer experiences, and meet key business and revenue goals.

Having tracked 5B+ unique identities on more than 16,000 applications and using over 3,000 servers worldwide, Countly is a world-leading product analytics platform. It securely processes billions of data points every day in the cloud and on-premise, helping companies grow their business, regardless of their size or location.

Countly provides an extensive list of customizable features and dozens of integrations, letting teams freely combine them and work with the data they actually need. And because data-flow security is critical, Countly enables organizations to not only access settings within each team but also provides a privacy-protection compliant environment so they can focus on innovation with customer intelligence, without worrying about compliance.

BMW, SAP, CocaCola, AT&T, Standard Chartered Bank, Roche, TomTom, Allianz, Raiffeisen Bank, Deutsche Telekom, and Verizon are only some of the institutions that we serve around the globe, helping help them get crucial insights from their desktop, web, and mobile applications to offer an evermore exceptional experience to their users.

"At Countly, we strive to liberate product analytics data for businesses worldwide. That's why we have created a product that has, at its core, an extensible, plugin-based architecture so that all businesses, large or small, can tailor all aspects of their product analytics and marketing efforts to meet their specific requirements. We continue to develop Countly and always stay one step ahead based on the experiences that we have gained from the needs of various industries."

Onur Alp Soner
CEO, COUNTLY

1. Executive Summary and Key Findings

“Growing is hard”... but with the right tools, it doesn’t have to be.

In the context of the ongoing rapid digital transformation, product analytics can mean the world when developing growth strategies. However, not every organization is created equal, and they each have their own realities and context, as well as their fair share of related challenges. These very challenges can be treated as opportunities when the organizations are presented with the right tools to make the most out of their realities.

This report aims to help organizations do just that by categorizing the challenges and opportunities they may face at different stages of controlling their data and using their insights effectively. Based on interviews conducted with organizations that now use Countly, this report will show you how some organizations may be wasting precious energy trying to make sense of their data instead of actually applying what they can learn from it into making their products better.

Likewise, you will learn the benefits of using product analytics in such a way that teams increase productivity by sharing data efficiently, decision-makers are always more informed than you thought possible, and up to 80% of subscription costs in product analytics get saved by opting for the right solution.

2. Stages of Product Analytics Maturity in Organizations

In today's world, individuals are consuming more digital products and services than ever before. Customers look for more information, demand more convenience, and desire immediate responses. Additionally, the COVID-19 pandemic has pushed both customers and organizations into a digital realm, dramatically deepening the digitalization of their interactions with one another. Such change in the customer dynamics has made all organizations aware of the key importance that customer experience plays in the sustainability of their businesses.

As a result, organizations have started to focus their product analytics efforts on improving customer experience across all points of contact, but primarily those that rely on digital interactions. Thus, the collection of data points related to customer behavior, customer demographics, and customer feedback, has underscored the importance of using product analytics across different teams within organizations. This means that insights derived from the collected data can be used at every step of an application's lifecycle and by every team that can positively influence it.

Product analytics are the need of the hour for organizations wanting to achieve crucial competitive advantages over their competitors. We prepared this report to showcase different product analytics maturity levels of organizations, and how they can move forward to incorporate more effective and precise insights to progress to the next stages. Therefore, in this report, product analytics maturity does not define the complexity of tools used by organizations, rather the adoption of these tools to make data-driven decisions.

This report aims to help organizations assess their degree of product analytics maturity based on four different stages, what the challenges and benefits are at each stage, and how organizations can achieve higher levels by encouraging internal discussions that lead to broader adoption of analytics insights. Additionally, this report explains how companies can progress through these stages faster and better through the examples of Countly's own customers.

Although the report shows the product analytics maturity as a sequential journey, organizations can move from the first step to the last step in a short period of time. This may depend on their commitment to the improvement, budgets, ability to align different teams behind common analytics-derived strategies, and industries.



Product analytics tools enable organizations to collect data to identify underlying user behavior, ask the right questions, and make data-driven decisions in order to **offer a great customer experience**. They improve the agility of teams and enable organizations to track and focus on what matters the most.

For this report, we interviewed 12 customers that were at different maturity levels before implementing Countly in order to understand their experiences. We consolidated the insights gathered to exemplify different aspects that make each maturity stage unique, as shown in the chart below.

The experiences of these organizations are grouped under the four different stages by considering three major attributes:

Data Access and Collection: the extent of the strategies in place to implement a rational and logical usage of data points.

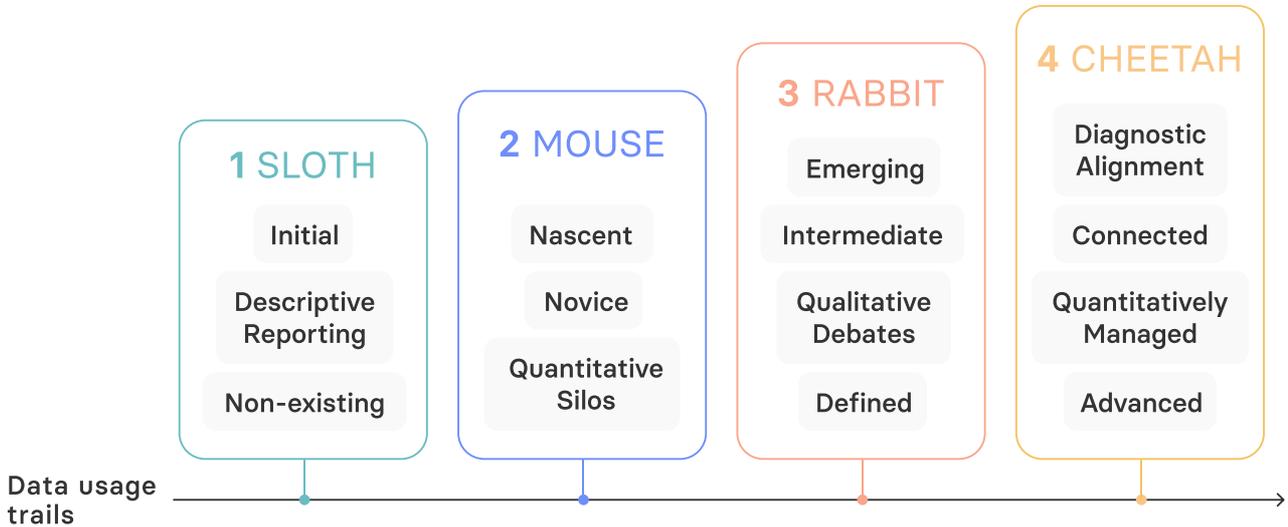
Measurement and Attribution: how much the lasting impact of analytics-derived insights is tracked through time and replicated across all teams.

Organizational Maturity: the quality and level of cross-team collaboration, enabled by highly-informed team leaders.

Additionally, we compiled sets of indicators that represent the interaction of these organizations with product analytics at each stage, including the types of metrics used, the degree of impact analytics have in their decision-making processes, and what the organizations focus on when using analytics.

	STAGE 1	STAGE 2	STAGE 3	STAGE 4
ATTRIBUTES				
Data Access and Collection	No product data is collected.	Collection through a paid external source (e.g., market research) or by limited owned visitor data. No connection between them, with lack of ability to change the data after being collected.	Comprehensive quantitative and qualitative data collection. Limited tracking and ability to merge data after being collected.	Real-time integrated data, precise tracking, and effective reporting. Full data privacy-consciousness.
Measurement and Attribution	No or very limited analysis.	Limited analysis and no attribution to sales.	Advanced but manual analysis, limited or no attribution to sales, and single-channel optimization.	Automatic analysis and optimization across channels by linking to sales.
Organizational Maturity	No data-driven decisions.	No or limited business alignment, with siloed data and inefficient collaboration.	Leadership encouragement, but with limited and time-insensitive collaboration.	Organizational buy-in, with centralized and unified datasets and collaboration.
INDICATORS				
Types of Metrics Used	Not product-focused but general metrics instead.	Vanity or descriptive metrics.	Basic insights.	Deep analysis.
Decision making	Authority-driven and subjective.	Stakeholder opinion incorporated.	Some data usage with relative democratization.	Insights-driven, democratic decisions, automated when applicable.
Focus of the Organization	No data-related concerns.	Understanding tools.	Using insights for decision making.	Consistent use across processes and teams. Customer journey optimization.

3. Stages



3.1 Stage 1: SLOTH



Organization profile

At this initial stage, organizations do not collect product data and do not track user behavior at all. They may gather basic quantitative metrics such as download numbers, site visits, etc. by using the data provided by their applications with no additional integration. Only a few individuals in one or more teams from within the organizations, such as the Product Manager and the IT and Business leads, have access and track these metrics manually, and they do so without a collaborative approach.

Due to limited stakeholder involvement and limited data availability, these organizations end up not making data-driven decisions. The majority of these organizations are led by authoritative leaders with strong opinions on what their users want, rather than basing this information on customer feedback or usage metrics, making the decision-making process subjective and undemocratic.

Case study

A HealthTech start-up at Stage 1 reached out to Countly.

The company had just launched the beta of its telemedicine application. They were tracking:

- Total number of app downloads.
- Total number of appointments.
- Impressions on social media platforms as a return on limited marketing investment.

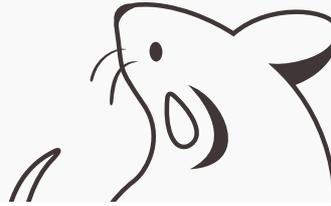
The Countly team worked with the founders to identify more metrics and develop proper KPIs to better measure the success of the app:

- What did the user do from the moment they first opened the app until they recommended it to a friend?
- Has there been churn derived from an issue with the performance of the app?
- What is the level of satisfaction with the first appointment and does it change after each successive appointment?
- What features were more popular among users from different geographical regions and/or with different devices?

“Upon approaching Countly, we realized that the metrics we were tracking were important but there was a much deeper level of analysis we were missing. We had a very limited customer base and it was crucial for us to understand their journey and gather their feedback to scale successfully. We started using real-time analytics, cohorts, and funnels to segment users by behavior and by attributes to pinpoint actual usage of the app and identify pain points. We also used A/B testing to experiment with the potential changes that would fix those issues. Countly was a powerful business partner for ensuring we stay consistently relevant for our early adopters and that new users maintain a high level of engagement from the start.”

CO-FOUNDER OF A HEALTHTECH STARTUP

3.2 Stage 2: MOUSE



Organization profile

At this second stage, organizations have limited visibility on user behaviors and perform rudimentary, descriptive statistics on very limited quantitative metrics such as page views, session duration, bounce rates, etc. Organizations at this stage have a limited understanding of the potential of analytics, and are therefore using web analytics or marketing analytics tools, and may or may not also be using product analytics tools. However, their insights might not be applied properly into the product life-cycle, leading to an accumulation of external data that adds up to the organization's user data pool. Therefore, teams are overwhelmed by siloed data, data storage costs increase, and there is a lack of oversight over how useful the insights really are, resulting in growth being hindered.

In these organizations, stakeholders are able to take a more active role in decisions, but the entire decision-making process ends up being inefficient or based on insights that are incorrect or incomplete. Most of the energy gets spent in trying to make sense of the data rather than in being able to apply the insights derived from it.

Case study

A transformative bank at Stage 2 reached out to Countly. The company had successfully rolled out the beta launch and was heavily investing in migrating services to their mobile app.

- The company was tracking simple analytics data including, but not limited to:
- Page views and sessions duration
- Number of new users
- Technical performance

The product team reached out to Countly, and it was observed that the team had several challenges:

- Lack of engagement.
- Limited organizational buy-in.
- Lack of ability to optimize communication.

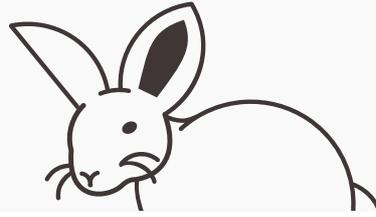
The Countly team helped the team to understand and track:

- Long-term retention, factoring in the application's performance and its impact on customer feedback.
- Average step completion, factoring in session length and heatmaps of user behavior.
- Effectiveness of push messages, factoring in crash data, user segmentation, and customer satisfaction.

"Banking has changed drastically over the past two years and we had to deepen our efforts to meet our clients in a digital space. Our demographics are very diverse so we struggled to effectively understand their needs and behavior. The adoption of app-based services was not homogenous and our app had to rapidly cope with our clients' demands. We used Countly to optimize development roadmaps based on insights derived from customer behavior (thanks to features like Drill and Flows), from crash analytics, and from feedback tools. The result was a sharp decrease in customer drop-off and an increase of CSAT and NPS® metrics within two minor releases. Plus, our regulatory framework is very strict regarding data security, making Countly an instant success for us!"

CUSTOMER SERVICE MANAGER OF A TRANSFORMATIVE BANK

3.3 Stage 3: RABBIT



Organization profile

At this third stage, organizations start utilizing analytics tools more, and include qualitative data such as A/B testing, page views, and heatmaps, as well as more complex quantitative data, such as revenue and crashes and errors. In general, teams can generate basic insights to understand user behaviors, and use these to make data-driven decisions that go beyond individual teams. Despite the data availability and advanced analysis, there is limited or no ability to merge data gathered from different sources, hindering the level of inter-team collaboration as well as leading analytics insights to be based around correlations, rather than causations. This compartmentalized data usually does not allow attribution understanding to the sales teams.

Leadership teams in most of these organizations encourage collaboration and data-driven decision making to achieve this level of maturity, but incorporating both granular and aggregated data into the process is slow.

Case study

An EdTech startup at Stage 3 that engaged with Countly had experienced significant growth due to COVID-19. With the recent investments in tools and talent, the company was able to successfully achieve the following:

- Gathering qualitative data - insight into user behaviors.
- Performing single-channel optimization and testing.
- Creating funnels and setting user segmentation.

The product team reached out to Countly with these challenges:

- Balancing qualitative and quantitative data to generate insights; in other words analyzing qualitative insights was time-consuming.
- Democratization of data; in other words ensuring the data was accessible within the company based on need-basis.
- Optimization across channels; in other words consolidating data from different sources into a single platform, from where to then develop strategies for each channel.

The company was tracking the data without having a product development strategy in place, leading to heterogeneous performance across channels. Once the company developed its product strategy, the Countly team helped them link the data to the strategy and enabled them to use data in an iterative way to enable data-driven product decisions.

The business objectives of the company were:

- Increase daily / weekly / monthly active users.
- Improve retention and LTV (lifetime value).
- Achieve organization-wide data access with the right levels of control.

In order to achieve them, Countly helped the startup create dashboards and automated reports with alerts to answer the questions below company-wide, with customized ones for each team:

What are the real-time data and the trends for active users, retention rate, and LTV?

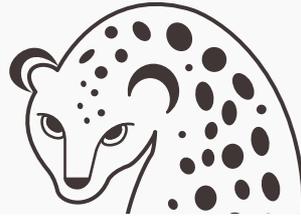
Is every team member receiving the exact information to monitor their individual and team's performance, while being informed of the main KPIs of the entire organization?

Are our data insights correctly integrated into all our channels so that we can quickly identify trend changes and act on them right away?

We have been expanding operations tremendously rapidly and our IT team needed tools to ensure compliance in new locations as we grew. The product and marketing teams had to work hand in hand. However, priorities were conflicting and business analysts were in high demand to serve these departments. Unfortunately, we didn't have a tool to address all these needs. Countly allowed us to implement better collaborations via customizable Dashboards and Reporting. We could track the metrics that matter for each collaborator and every team. Now when we have a conflict, we can track it back to our strategy and let the data lead our operations. Our business analysts are now undertaking more sophisticated analysis and insights to fuel our growth."

SENIOR PRODUCT MANAGER OF AN EDTECH STARTUP

3.4 Stage 4: CHEETAH



Organization profile

At this last stage of product analytics maturity, the insights derived from both qualitative and quantitative data are key players in the decision-making process. Organizations with multiple user journeys are comfortable with using data and integrated performance, engagement, and experimentation tools. Metrics and analyses are consistently and regularly used by every team member, who constantly has the organization's KPIs in sight. The majority of the analytics process is automated and insights are used comprehensively by the organization. Organizations can leverage real-time, integrated data, and precise tracking in order to perform deep analyses such as time-series and cohort analysis. They can also tap into the analysis of individual customer journeys to successfully get a full picture of the customer experience. Teams use these insights to feed the product roadmap, put together acquisition and retention strategies, and design revenue-generating, personalized customer journeys.

The organizations at this stage can answer the below questions, among others:

- How do different combinations affect the customer acquisition cost and lifetime value?
- How do specific user behaviors affect referrals?
- How do A/B tests contribute to the growth of the company? Which parts of our product are crucial for continuous experimentation?
- How well does my organization leverage data?
- How secure is my deployment and how do I reduce any security risks that may affect the privacy of the data I own?

Most crucial for organizations at this stage is to achieve automation of real-time insights that is widely accepted and used by the organization in line with the product development strategy. Of course, product analytics, just like anything else in business, requires continuous improvement and iteration to address needs.

Also, organizations at this stage are mature enough to go beyond immediate needs to focus on long-term needs, such as investing in data security, product-led growth strategies, and tech stack consolidation.

Case study

A Neobank startup at Stage 4 got in touch with us after they became increasingly worried about evolving privacy regulations and the ability of their different current analytics solutions to match their need to set up a security-tight infrastructure for customer data. In addition, they acknowledged that consolidating all their product analytics needs into one platform that was implemented across teams and across channels would empower their team collaborations, reduce data fragmentation, and reduce costs.

"We had a variety of tools that we were actively using when we reached out to Countly. We don't take the privacy of our users for granted and needed an analytics vendor that considered GDPR and data privacy as a priority – and not an afterthought. Countly offered a secure environment for our data, and also gave us a whole suite for the interconnected analysis of data that was easy to share across teams and easy to deploy on our premises. We were happily surprised to solve our privacy concerns and to find new ways to analyze and even experiment with the data we already had, allowing us to find solutions to customer journey optimizations that we had overlooked before. It's noteworthy that the Countly team's support was crucial to both of these outcomes and we can't wait to see what new tweaks we can do to our product next."

SENIOR IT MANAGER OF A NEOBANK

4. Maturing in Context

In this growingly digitalized era, organizations have fewer offline touchpoints with their customers. Improving digital experience is a must for every organization to attract and retain users. These interviews with Countly customers showed that regardless of their initial stages, organizations can quickly progress to improve the digital experience that they offer with the right tools and organizational commitment.

Gathering and understanding product data helps organizations ask the right questions to get a better return on analytics' investments, and offer a better user experience. Data-driven organizations also improve the employee experience by providing tools and insights that are needed for them to work on innovative and value-added solutions. Finally, developing strategies for the efficient usage of product analytics naturally leads to putting a strong focus on data privacy: no product investment is ever worth it if the product cannot be trusted by its users.

5. Countly: Your go-to Analytics Vendor

Countly is the privacy-conscious solution that gives teams of all sizes the power to create outstanding products, improve customer experiences, and drive loyalty. Every user-generated data point has the potential of guiding the path of any organization from a stage of total analytics illiteracy to a stage where every decision is fueled by data. Countly has been the key to growing to this ultimate stage for numerous organizations, where data leads to efficient actions taken across all teams and the customer experience is always central to any decision.

Countly, with its professional services and experienced development team, provides customers with the right feature set at the right time, meeting their organizational requirements and boosting productivity. This ensures that Countly's customers need only one solution and not several vendors for their analytics, marketing, or error-reporting needs, thereby reducing the need for training as well as saving up to 80% in annual subscription costs.

To learn more about Countly's offerings and discover how Countly helps companies in banking and finance, healthcare, telecommunication, edtech, and numerous other industries, contact hello@count.ly.

