

Adhara

All the power of UserReplay, now for Native Apps.

Removing the barriers to conversion helps brands deliver exceptional customer experience and increase revenues. Native Apps provide a pivotal relationship between brands and users meaning the need for a seamless user experience is more pertinent than ever.

Adhara provides unique machine learning powered analytics and high-fidelity session replay for iOS and Android Native Apps. Optimize the performance of your Apps for better customer experience and higher conversions.

Insights into the obstacles obstructing great customer experience



Adhara's machine learning algorithms automate the discovery of hidden segments of struggling customers which so often go unnoticed, yet have the biggest impact on conversion. You can drill-down to these interesting segments and select video replays of individual user journeys. These replays provide visibility of all their taps, double-taps, scrolls, zooms (in and out) and interactions. For a completely integrated experience, your login to **UserReplay** allows you to analyze both your websites and native apps.

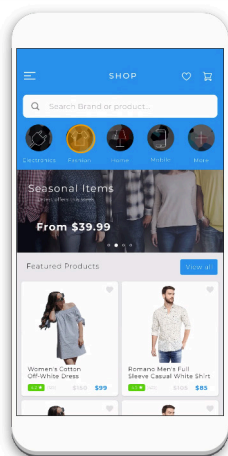
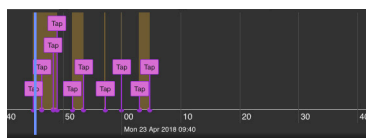
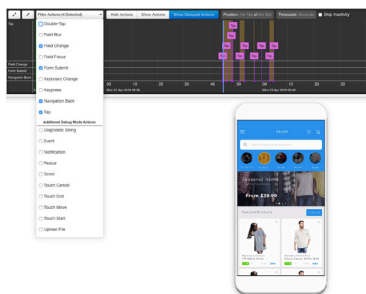
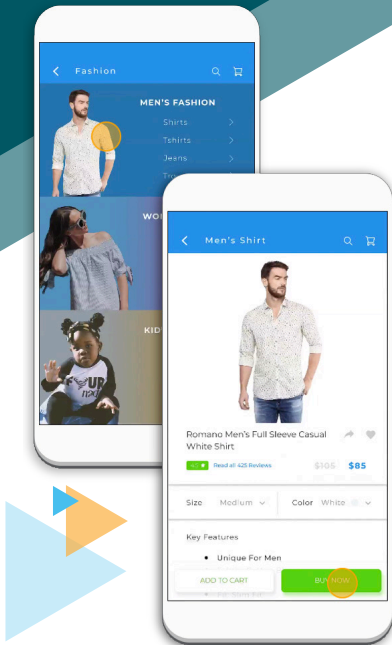
Monetize issues to see their true business impact

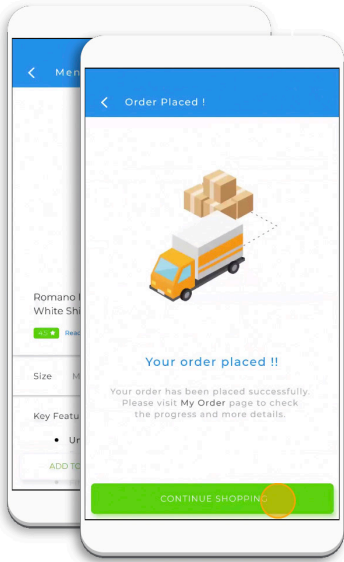


Deliver value to the business and your customers by prioritizing the key issues that impact conversions and customer experience. **Adhara** will automatically highlight a monetary value against discovered conversion issues. Thus you can see the true impact on your bottom line and prioritize resolutions accordingly.

Key Capabilities of Adhara:

- Auto struggle detection powered by Machine Learning
- No sampling of data
- Advanced event-based analytics
- Success and struggle scores
- Video replay of customer journeys with timeline
- Conversion funnels
- Monetization





Innovate solutions and put the customer first

Quickly address the most critical issues impacting your Native Apps and pinpoint obstacles that have the biggest effect on users.

- High-fidelity sessions replay
 - ▶ Visualize the journey from the customer's eyes
- Machine learning powered analytics
 - ▶ Be alerted to key points of conversion struggles
- Custom reporting
 - ▶ Ask any question to power considered decision making
- Data scrubbing (PII protection)
 - ▶ Personal data redacted at first point of contact



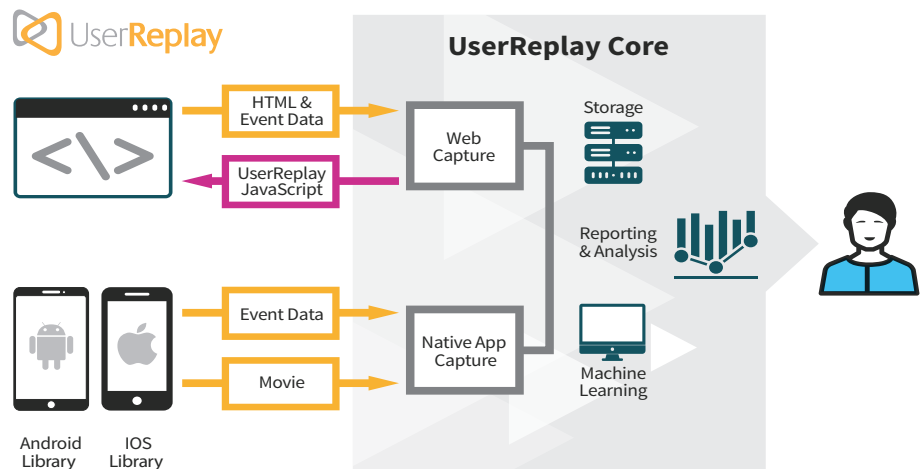
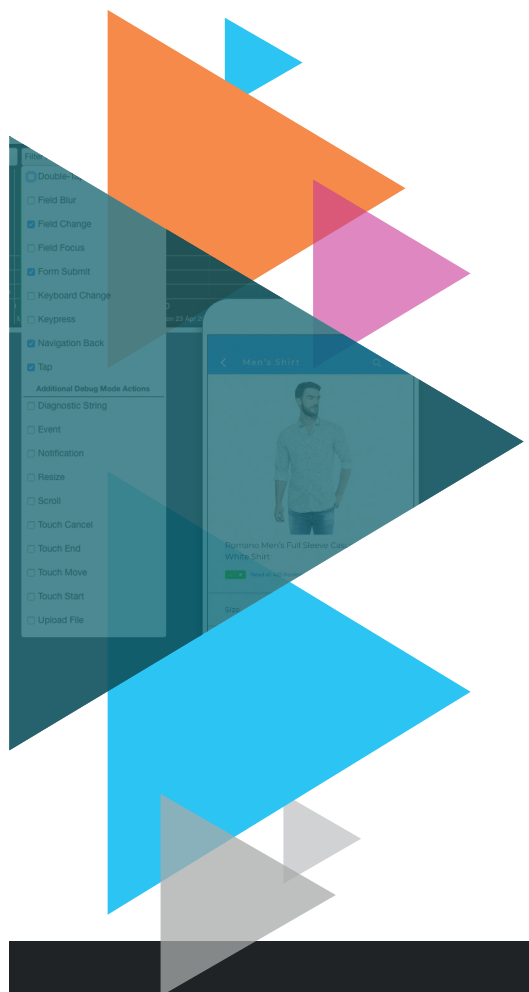
Resolve issues at the speed of the business

Provide digital teams with visibility of real customer experiences to facilitate the rapid resolution of issues and continual improvement of customer experience. Eliminate the need for reproducing bugs and usability issues.

- Analytic data (forms, screens, devices) uploaded in real time and instantly available for analysis
- Session video of journeys captured on the device and uploaded
- Provided as iOS and Android SDKs to easily integrate into your App
- Customize app settings to determine whether data is sent over WiFi only or via 4G

Constantly improve the customer experience

UserReplay is built with digital teams in mind and is proven to deliver the greatest ROI of any tool in the market. With accessible data at every point of the user journey, optimizing the performance of your Apps is made easy. From Marketing through to IT, **Adhara** from **UserReplay** adds value to the whole organization.



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