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How mobile phone analytics have affected market research by [Jay Donaldson](#)

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Mobile phone analytics provide an insight into how subscribers really use their phones. They provide unlimited flexibility for data gathering as well as making the data gathered more insightful. There are many mobile phone analysis service providers and they enable marketers to dig deep into their customers'™ interactions with their mobile phone applications and mobile web using a single reporting and analytics interface. It is also easy to collect data through the mobile application analytics as they provide open access to the data to integrate with other marketing systems.

One of the major aspects of mobile phone analytics is web analysis which studies the behavior of mobile website visitors. This in commercial sense is the use of data collected as a visitor accesses a website from a mobile phone. Mobile analytics can help unveil best performing mobile marketing campaign, whether it is mobile application advertising, mobile search marketing and text campaigns, among others. Data collected at the most basic level includes traditional information such as page views, visits, visitors, countries, as well as the technological advances of the mobile phones that are available in each market.

Mobile phone analytics does not only focus on internet related research. There are also other types of information such as network performance monitoring in the case of mobile network operators. This type of analytics can be very extensive and the solution to real-time service monitoring and Quality of Experience management to mobile network operators. It is however important for mobile application analytics software providers to make sure that they don't™t intrude on their clients need for privacy which can be achieved by following laid down guidelines of mobile phone market research ethics.

There are many companies which offer mobile phone analytics and they can be accessed through the internet. They provide various applications that can be used to monitor web statistics as well as Voice of Customer and Quality of Experience Measurements depending on the needs of the clients. Some of the aspects which can be analyzed using such software include bandwidth, hits, visits, visitors, handsets, mobile operator, geo location and others. Such mobile application analytics have easy to interpret interfaces which make it easy to make conclusions based on market research.

The potential of mobile phone analytics in providing market information is unlimited and its use is expected to grow as more and more people gain access to mobile phones. There are several mobile application analytics solutions in the market and customers get to choose the one that best suit their requirements.

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