



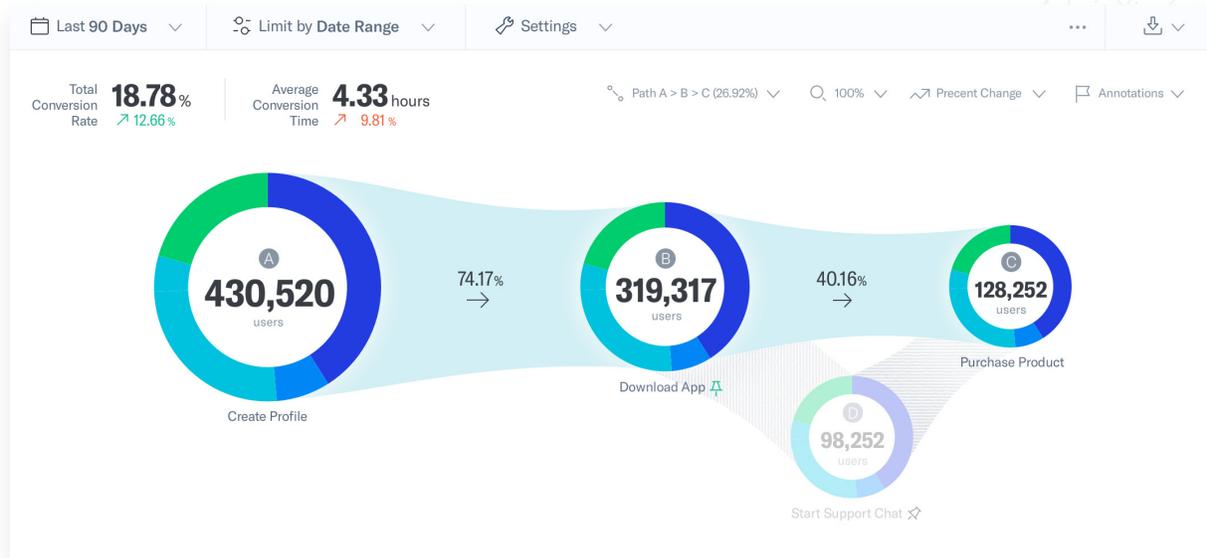
Customer Analytics, Free From Limits

Data Drives Success

Build a better product. Improve user experience.
Convert more sales. Retain more customers.

Data-driven companies excel by creating cultures that emphasize data and analytics. However, the complexity of today's analytics platforms erects barriers to adoption by requiring technical skills to uncover necessary data-driven insights.

Indicative was created to address such challenges. Unlike traditional BI tools, Indicative provides actionable insights across the entire customer journey without SQL or writing code.



What is Indicative?

Indicative is the leading customer analytics platform designed specifically for non-technical users. Indicative's powerful, self-service customer analytics platform enables product managers, marketers, and data analysts to make informed decisions by thoroughly understanding the complete customer journey.



Engage



Convert



Retain

Indicative yields actionable insights that empowers teams to optimize customer engagement, increase conversion, and improve retention.

Why Indicative?



Understand your customer

Fully understand your customer journey, create highly targeted behavioral segments, and connect user attribution across channels and platforms. Unlike SQL-based systems, Indicative is designed for behavioral data, speeding up existing analyses and revealing strategic insights.



Simple to use

No SQL or coding. Indicative is built to expose complex behavioral analyses through an intuitive interface, reducing the burden and reliance upon data and engineering teams.



Connects directly to your data

Only Indicative connects directly to your data warehouse. By integrating with your single source of truth, Indicative does not duplicate data collection and avoids common pitfalls such as mismatched event counts.

Data integrations include:



Revenue

Last 7 Days (as of 1:00:55am)

20.61^{AGG}
m

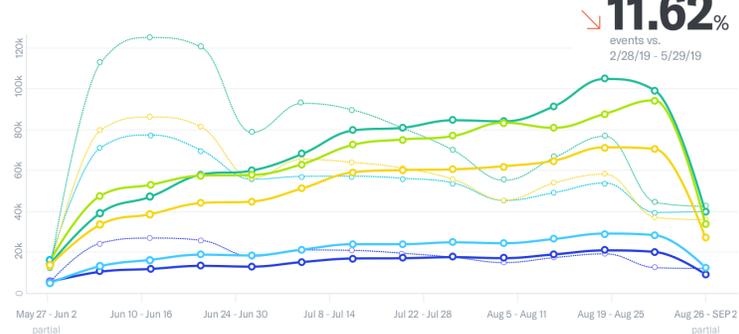
MAU & Average MAU

Last 30 Days (as of 1:00:55am)

431^{AGG}
20,694 ^{AVG}

Subscriptions by Marketing Source

Last 90 Days (as of 1:00:55am)



Marketers

- Use targeted customer segments to inform and launch campaigns.
- Optimize acquisition by pinpointing your highest value channels.
- Maximize retention and LTV by understanding when and how your customers will engage.



Product Managers

- Iterate through product ideas and drive your product roadmap by quickly measuring feature adoption.
- Optimize your product by identifying points of friction.
- Engage and retain customers by better understanding their actions.



Data Analysts

- Unlock behavioral analysis not possible with SQL.
- Get insights in seconds, not days.
- Own your data. Indicative connects directly to your data warehouse.