

# Enjoy endless data analysts at your fingertips...

## What is madduck insights?

As a team with experience in successful subscription apps, we understand the challenges. That's why we created madduck insights to analyze your data, find issues, and identify opportunities for you.

## WHY madduck Insights?

### Outliers spotted a mile away

Our algorithms set expectations for your cohort based key metrics like Churn, Install to Subscription (ITS) etc. and flag countries which are outliers so you don't have to check each country to spot them. When your metrics move beyond these expected levels, we create an insight and voila!

### Best in class LTV forecasting

As explained in our **Guide**, revenue is corruptible and LTV is the one and only truth in the subscription business. Get the most accurate LTV calculation on the market to get a better handle of your pricing and leave no money on the table.

### Customized alerts for complete peace of mind

Do you have this feeling in your stomach that you might be missing something? An opportunity, or a signal that shows that things will go bad in a certain country? Well we had it too until we deployed Alerts. It enables you to customize alerts in non-cohort based metrics and countries so that you can put your mind at ease.

## HOW It works?

### Just 30 secs with 0 coding required!

After you sign-up, just paste your App Store Token and sit back to let us do all the work for you. NO SDKs to integrate! No developers needed! Just copy & paste and you are good to go! It literally takes you less than 30 seconds.

### Your insights delivered on a country basis

madduck insights shows you the problems with their locations (i.e. countries), their root causes as well as the revenue impact if corrected. With relevant recommendations for each problem, all you have to do is to address the underlying problems to improve your bottomline. All our data comes from Apple's Sales & Trends reports and are cohort based so there is not an ounce of doubt on the precision of our data!

### Country & Package Based LTV Prediction

We calculate your LTVs for each package in each country: and our predictions are extremely accurate. You can see the distribution of your different packages paired with their own LTVs. You can even dig down and see our predicted retention rates for each single package. Moreover, the confidence level we generate for each LTV figure gives you a handle on how to approach our numbers.



Start for **FREE**

**Try madduck Insights for free for 15 days!**  
After the trial period ends madduck Insights remains free for MRRs under \$10K.

See our pricing page for above.  
[www.madduck.com/pricing/](http://www.madduck.com/pricing/)