



BOOST YOUR VISITORS' DIGITAL EXPERIENCE

Increase your website conversions,
traffic and user satisfaction





THE shared platform to optimize the digital experience delivered by your websites

appYuser is a unique French SaaS solution aimed at digital teams (management, marketing, IT), based on Real User Monitoring technology and standardized indicators to accurately measure the digital experiences of all your visitors... And identify the most effective areas for improvement.

appYuser INSIGHTS for : Management - Webmasters - Marketing teams - eCommerce - IT - UX/Design



Boost Your Digital Growth

With appYuser, switch to Digital Experience Monitoring and analyze 100% of your traffic, effortlessly. Boost your website's efficiency: our users record a 24% average gain in their conversion rates!



Increase your conversion rates



Boost your traffic and UX



Optimize your SEO



Increasing User Satisfaction

appYuser monitors the experience of 100% of your visitors, and provides accurate satisfaction indicators. An essential supplement to your user surveys and NPS results.



Align your teams on optimizing the digital experience

Designed for agility, our platform is the collaborative core of your websites, bringing together sales, marketing, IT and design/UX teams. It analyzes your data, measures the impact on your sales performance and drives your strategic decision-making.

Save time and money

In addition to boosting your website's performance, appYuser helps you significantly improve its efficiency:



Reduce crisis resolution time



Reduce your monitoring costs



Improve efficiency



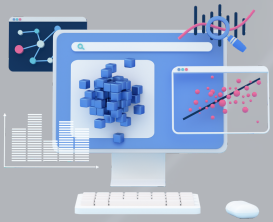
A WIDE RANGE OF FEATURES



Digital Experience Monitoring

Place your site and your entire audience under close surveillance, without effort on your part. Supervise the browsing experience of all your visitors in real time, identify errors and degradations in web performance, calculate business impacts (conversion).

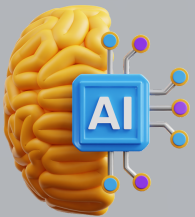
Real User Monitoring - Calculation of the digital experience score (appYdex) - **Monitoring by contexts & uses** - Impacts on conversions - **User journey** - Irritating factors - **Groups & views** - Sector benchmark - **Customizable alerts**.



Digital Experience Analysis

Explore all the monitoring data concerning your site. Analyze these results according to multiple criteria to identify the most promising optimization paths for your conversions and visitor satisfaction.

Analysis by context & segment - **Web performance analysis** - **Conversions** - **User journey** - **SEO/SXO** - **Core Web Vitals** - **Traffic & behavior** - **Intelligent test plans** - **Zoning/Heatmap (Beta)** - **Error detection (Beta)**.



AI Modules

To make your life easier, and help you analyze a very large volume of data, we have developed our own AI modules. Their mission: to boost your responsiveness to any type of web performance problem and accelerate your approach to improving the digital experience.

Expert system: in-depth scan of your data to identify the best improvement paths - **Predictive AI:** “weather reports” of your performance allowing you to anticipate potential degradations.



Privacy & Data Security

appYuser collects billions of browsing data on behalf of its customers in strict compliance with confidentiality and security standards.

Data collection without cookies - **Secure data hosting on servers based in France** - **Compliance with GDPR regulations**.



API & Integrations

Our teams have developed an API allowing you to integrate the measurements carried out by appYuser into your dashboards or BI tools.

We are also developing specific connectors to allow your favorite tools to interact with our application and your monitoring data.



REDUCE THE ECOLOGICAL FOOTPRINT OF YOUR WEBSITE

anticipate future regulations and
develop the sustainability of your
digital business

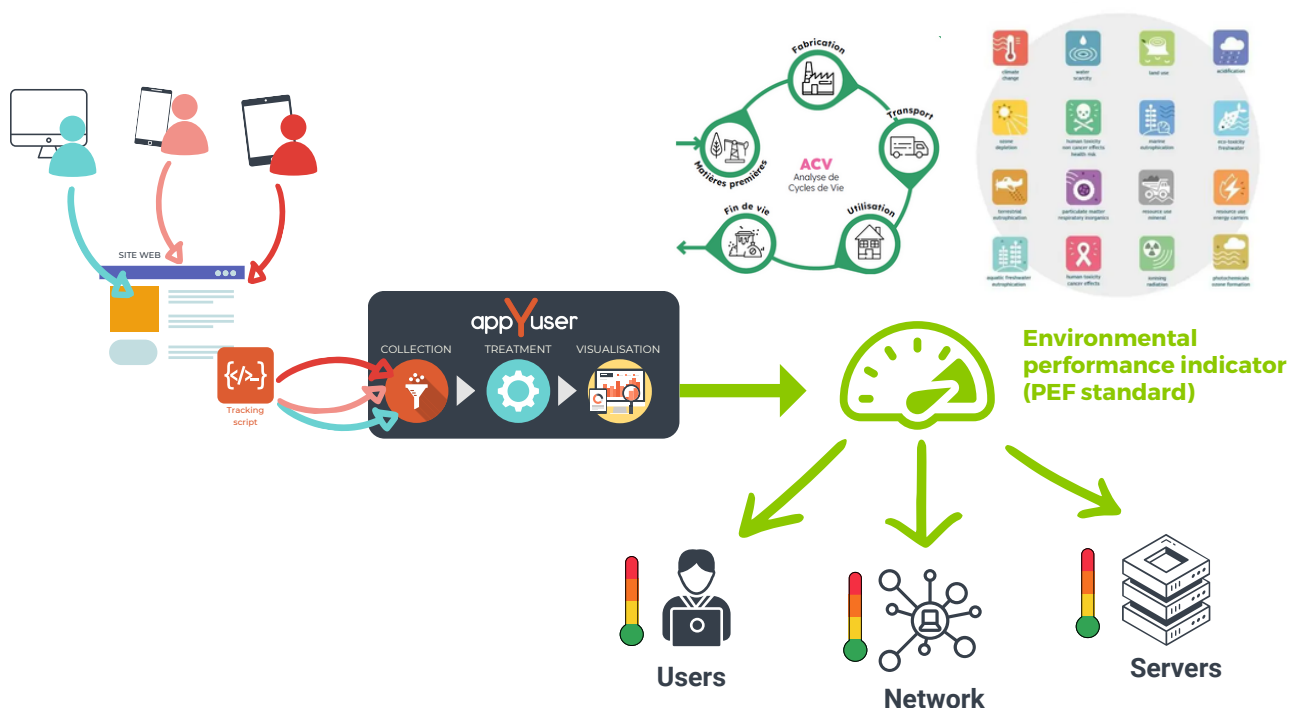




appYplanet

Revolutionize The Tracking Of Your Environmental Impact

appYplanet is the very first SaaS tool to calculate exhaustively the overall environmental impact of a digital device, and to deliver a user-friendly indicator for management, CSR, marketing and IT departments. The indicators are normalized (lifecycle analysis LCA) for complete transparency with customers, web users and employees, to justify a genuine ecological approach.



In collaboration with the best players in responsible digital technology



BENEFITS



Respect your CSR commitments



Increase the sustainability of your web activities



Optimize your costs



Meet customer expectations and communicate!

APPYPLANET FEATURES



Real User Monitoring

appYuser is currently the only solution on the market to calculate the environmental impact of websites based on their real traffic. Using a script placed on your pages, appYuser captures browsing information from 100% of your audience.



Calculation Of Ecological Performance Index

appYplanet balances these 20 indicators and calculates a global ecological performance index (related to the number of sessions), allowing you to easily manage your website's environmental footprint.



Life Cycle Analysis

appYplanet allows you to analyze the environmental impact of your website by life cycle phase (Manufacturing - Distribution - Use - End of life).



Sector Benchmark

Beta version - appYuser provides you with the average performance of websites in your sector (derived from appYplanet's aggregated measurements across all of its users) to help you better position your performance.



Calculation Of Impacts (PEF 3.0 Standard)

No fewer than 20 different indicators are generated, including the 16 impacts identified by the European PEF 3.0 (Product Environmental Footprint) standard: GHG emissions, use of water and other resources, etc.



Analysis Weighted By Planetary Limits

AppYplanet provides an analysis of each environmental impact, weighted by planetary limits, to determine the relative weight of each.



Communication Module

Beta version - appYplanet allows you to communicate your ecological achievements directly to your audience. Our communication module enables you to set up the automatic display of informative messages directly on your web pages.



PLANS FITTING ALL YOUR NEEDS

Check Our Plans Online

appYuser ACCESS

FREE TRY

- 1 domain name
- 1 user account
- Maximum audience: 50,000 sessions/month
- Data retention: 3 months
- Access to the appYuser community
- Chat & email support
- **PREDICTIVE AI at 5 days**
- **appYplanet free for 3 months**

appYuser STANDARD

FREE TRY

- 1 domain name
- 5 user accounts
- Maximum audience: 200,000 sessions/month
- Definition of user groups and business views
- Data retention: 13 months
- Access to the appYuser community
- Chat & email support
- **PREDICTIVE AI at 10 days**
- **IA INSIGHTS Lite**
- **appYplanet free for 3 months**

appYuser CUSTOM

QUOTATION

- Multiple domain names
- Multiple user accounts
- Unlimited audience
- Definition of user groups and business views
- Data retention: tailor-made
- Access to the appYuser community
- Premium support (chat, email, phone)
- **appYuser Serenity Pack: unlimited access and support to our skills center**
- **PREDICTIVE AI at 10 days**
- **IA INSIGHTS Expert**
- **appYplanet included**

THEY ALREADY TRUST US

