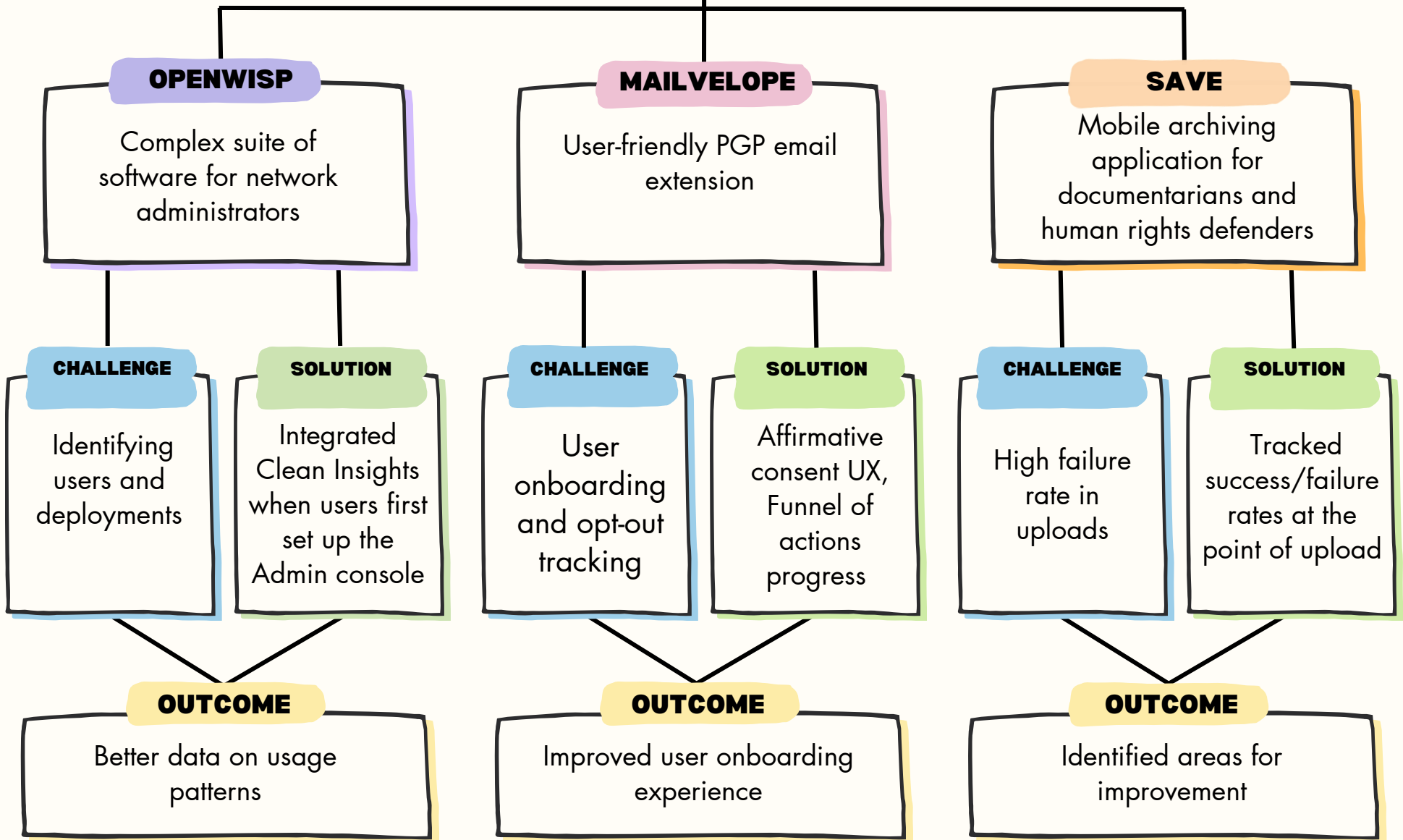


INSIGHTS SUMMARY: THE IMPACT OF CLEAN INSIGHTS



INSIGHTS SUMMARY: THE IMPACT OF CLEAN INSIGHTS CONTINUED

HURIDOCs

Uwazi deployments - database app organizes and analyzes data effectively

CHALLENGE

Privacy-preserving user counts

SOLUTION

Clean Insights for DAUs/WAUs/MAUs (user counts)

OUTCOME

Improved tracking of active users

EQUALITIE

Broad analytics strategy

CHALLENGE

Integrating multiple data collection tools

SOLUTION

Combined Clean Insights with other tools to understand usage behaviors

OUTCOME

Holistic data collection and analysis

NOTICIAS SIN FILTRO

News service for Venezuela

CHALLENGE

Tracking offline usage

SOLUTION

Measured article views and user behavior

OUTCOME

Better understanding of user preferences

OTF FOR TECH AT SCALE

VPN Landing pages supplying USAGM content and IF tools

CHALLENGE

Analyzing click-through rates and page performance

SOLUTION

Test 6 variant designs, measure click-through rate, & load events

OUTCOME

Specific data-driven results and areas to improve