LIQUID STATE PTY LTD

UBIQUITY ANALYTICS

Make the most of your Ubiquity dashboard with Liquid State's Actionable Analytics.

Monitor user trends for your app, issues, and pages.

See which interactive elements are most frequently accessed.

Enable search functionality, and view metrics on the key terms your users search for.

Enable app user logins to monitor individual app users' in-app activity, and create user groups.

Distribute documents to selected individuals and groups.

Send targeted messaging to selected individuals and groups.

Take an informed approach to your app creation, and continue to engage your users over time.

*Feature only available if App User Logins enabled.
^Feature only available if Search enabled. Search requires live text.

Project Management

Collaborate with your team by creating and fulfilling tasks and notes for your app, issues, and pages.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
- App notes	☑	☑
- App tasks	☑	☑
- Issue notes	☑	☑
- Issue tasks	☑	☑
- Page notes	☑	☑
- Page tasks	☑	☑
- Custom default tasks for new apps, issues and pages	☑	☑

*Feature only available if App User Logins enabled.

^Feature only available if Search enabled. Search requires live text.   Page 2 of 18

App Snapshot

Key details and statistics for your app are displayed within this one helpful screen.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
- Total pages per app	☑	☑
- Total issues per app	☑	☑
- Total notes per app	☑	☑
- Total tasks per app	☑	☑
- Device app builds (iOS, Android, Windows Phone, web app)	☑	☑
- App build types (distribution or draft)	☑	☑
- Current app version	☑	☑
- Number of included issues	☑	☑
- Number of downloaded issues (in app purchases)	☑	☑

*Feature only available if App User Logins enabled.

^Feature only available if Search enabled. Search requires live text.   Page 3 of 18

Issue/Document Snapshot

Similar to the app snapshot, key details and statistics for each issue/document can be found on the issue/document snapshot page.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
- Total pages per issue	☑	☑
- Total notes per issue	☑	☑
- Total tasks per issue	☑	☑
- Issue file size	☑	☑
- Issue type (included or downloadable)	☑	☑

*Feature only available if App User Logins enabled.

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App Usage

A general overview of how much your app is being used, over time.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Active Users*		
- Active users total*		☑
- Active users per year*		☑
- Active users per quarter*		☑
- Active users per month*		☑
- Active users per week*		☑
- Active users per day*		☑
Sessions		
- Sessions total	☑	☑
- Sessions per year	☑	☑
- Sessions per quarter	☑	☑
- Sessions per month	☑	☑
- Sessions per week	☑	☑
- Sessions per day	☑	☑
Sessions per User*		
- Sessions per user total*		☑
- Sessions per user per year*		☑
- Sessions per user per quarter*		☑
- Sessions per user per month*		☑
- Sessions per user per week*		☑
- Sessions per user per day*		☑

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Issues/Documents metrics

Metrics based on the issues/documents contained within your library app. Advanced analytics allow you to segment users based on the issues/documents they have viewed.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Issue/Document Views		
- Number of issues viewed in total	☑	☑
- Number of issues viewed per year	☑	☑
- Number of issues viewed per quarter	☑	☑
- Number of issues viewed per month	☑	☑
- Number of issues viewed per week	☑	☑
- Number of issues viewed per day	☑	☑
Unique Issue/Document Views		
- Unique issues viewed in total	☑	☑
- Unique issues viewed per year	☑	☑
- Unique issues viewed per quarter	☑	☑
- Unique issues viewed per month	☑	☑
- Unique issues viewed per week	☑	☑
- Unique issues viewed per day	☑	☑

*Feature only available if App User Logins enabled.

^Feature only available if Search enabled. Search requires live text.   Page 6 of 18

Issues/Documents metrics cont.

Metrics based on the issues/documents contained within your Library app. Advanced analytics allow you to segment users based on the issues/documents they have viewed.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Most Popular Issue/Documents List		
- Most popular documents of all time	☑	☑
- Most popular documents per quarter	☑	☑
- Most popular documents per month	☑	☑
- Most popular documents per week	☑	☑
- Direct linking from list entry to individual document metrics		☑
Individual Issue/Document Views		
- Total issue/document views time line		☑
- List of locations where an individual issue/document was viewed		☑
- List of users who viewed an individual issue/document*		☑
- Add users to group based on viewed issue/document*		☑
- Send documents to user(s) based on viewed issue/document*		☑
- Send message to user(s) based on viewed issue/document*		☑

Pages metrics

Metrics based on the pages of content within your app. Advanced analytics allow you to segment users based on the pages they have viewed.*

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Page Views		
- Number of page views in total	☑	☑
- Number of page views per year	☑	☑
- Number of page views per quarter	☑	☑
- Number of page views per month	☑	☑
- Number of page views per week	☑	☑
- Number of page views per day	☑	☑
Unique Page Views		
- Unique pages viewed in total	☑	☑
- Unique pages viewed per year	☑	☑
- Unique pages viewed per quarter	☑	☑
- Unique pages viewed per month	☑	☑
- Unique pages viewed per week	☑	☑
- Unique pages viewed per day	☑	☑

Pages metrics cont.

Metrics based on the pages of content within your app. Advanced analytics allow you to segment users based on the pages they have viewed.*

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Most Popular Pages List		
- Most popular pages of all time	☑	☑
- Most popular pages per quarter	☑	☑
- Most popular pages per month	☑	☑
- Most popular pages per week	☑	☑
- Direct linking from list entry to individual page metrics		☑
Individual Page Views		
- Total page views timeline		☑
- List of locations where an individual page was viewed		☑
- List of users who viewed an individual page*		☑
- Add users to group based on viewed page*		☑
- Send documents to user(s) based on viewed page*		☑
- Send message to user(s) based on viewed page*		☑

*Feature only available if App User Logins enabled.

^Feature only available if Search enabled. Search requires live text.   Page 9 of 18

Search metrics[^]

Metrics based on searches conducted within your app. Combined with app user logins, you can segment users based on the searches they have conducted.*^

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Searches Conducted^		
- Searches per year^		☑
- Searches per quarter^		☑
- Searches per month^		☑
- Searches per week^		☑
- Searches per day^		☑
Average Searches per User*^		
- Searches per user per year*^		☑
- Searches per user per quarter*^		☑
- Searches per user per month*^		☑
- Searches per user per week*^		☑
- Searches per user per day*^		☑

*Feature only available if App User Logins enabled.

^Feature only available if Search enabled. Search requires live text.

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Search metrics cont.^

Metrics based on searches conducted within your app. Combined with app user logins, you can segment users based on the searches they have conducted.*^

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Most Popular Search Terms List^		
- Most popular searches of all time^		☑
- Most popular searches per quarter^		☑
- Most popular searches per month^		☑
- Most popular searches per week^		☑
- Direct linking from list entry to individual search metrics^		☑
Individual Search Terms^		
- Total search term timeline^		☑
- List of locations where term was searched^		☑
- List of users who searched for a term*^		☑
- Add users to group based on searched term*^		☑
- Send documents to user(s) based on searched term *^		☑
- Send message to user(s) based on searched term *^		☑

*Feature only available if App User Logins enabled.

^Feature only available if Search enabled. Search requires live text.   Page 11 of 18

Interactivity metrics

Metrics based on user interactions with app based functions, such as table of contents and reading history.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Table of Contents Viewed (App Based)		
- Table of contents views in total	☑	☑
- Table of contents views per year	☑	☑
- Table of contents views per quarter	☑	☑
- Table of contents views per month	☑	☑
- Table of contents views per week	☑	☑
- Table of contents views per day	☑	☑
Reading History Used (App Based)		
- Reading histories used in total	☑	☑
- Reading histories used per year	☑	☑
- Reading histories used per quarter	☑	☑
- Reading histories used per month	☑	☑
- Reading histories used per week	☑	☑
- Reading histories used per day	☑	☑

Interactivity metrics cont.

Metrics based on user interactions with app based functions, such as toolbar links and map buttons.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Toolbar Web Links Used (App Based)		
- Toolbar web links used in total	☑	☑
- Toolbar web links used per year	☑	☑
- Toolbar web links used per quarter	☑	☑
- Toolbar web links used per month	☑	☑
- Toolbar web links used per week	☑	☑
- Toolbar web links used per day	☑	☑
Toolbar Mail Links Used (App Based)		
- Toolbar mail links used in total	☑	☑
- Toolbar mail links used per year	☑	☑
- Toolbar mail links used per quarter	☑	☑
- Toolbar mail links used per month	☑	☑
- Toolbar mail links used per week	☑	☑
- Toolbar mail links used per day	☑	☑
Toolbar Map Buttons Used (App Based)		
- Toolbar map buttons used in total	☑	☑
- Toolbar map buttons used per year	☑	☑
- Toolbar map buttons used per quarter	☑	☑
- Toolbar map buttons used per month	☑	☑
- Toolbar map buttons used per week	☑	☑
- Toolbar map buttons used per day	☑	☑

*Feature only available if App User Logins enabled.

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Interactivity metrics cont.

Metrics based on user interactions with content based functions, such as links, image browsers, and files.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Page to Page Links Used (Content Based)		
- Page to page links used in total	☑	☑
- Page to page links used per year	☑	☑
- Page to page links used per quarter	☑	☑
- Page to page links used per month	☑	☑
- Page to page links used per week	☑	☑
- Page to page links used per day	☑	☑
External URL Links Used (Content Based)		
- External URL links used in total	☑	☑
- External URL links used per year	☑	☑
- External URL links used per quarter	☑	☑
- External URL links used per month	☑	☑
- External URL links used per week	☑	☑
- External URL links used per day	☑	☑
Mailto Links Used (Content Based)		
- Mailto links used in total	☑	☑
- Mailto links used per year	☑	☑
- Mailto links used per quarter	☑	☑
- Mailto links used per month	☑	☑
- Mailto links used per week	☑	☑
- Mailto links used per day	☑	☑

*Feature only available if App User Logins enabled.

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Interactivity metrics cont.

Metrics based on user interactions with content based functions, such as links, image browsers, and files.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Image Browsers Opened (Content Based)		
- Image browsers opened in total	☑	☑
- Image browsers opened per year	☑	☑
- Image browsers opened per quarter	☑	☑
- Image browsers opened per month	☑	☑
- Image browsers opened per week	☑	☑
- Image browsers opened per day	☑	☑
Files Opened (Content Based)		
- Files opened in total	☑	☑
- Files opened per year	☑	☑
- Files opened per quarter	☑	☑
- Files opened per month	☑	☑
- Files opened per week	☑	☑
- Files opened used per day	☑	☑
Refine Content Based Interactions (Content Based)		
- Refine content based interactions by document		☑
- Refine content based interactions by page		☑

*Feature only available if App User Logins enabled.

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Interactivity metrics cont.

The most popular interactive elements within your app, over time.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Most Popular Page to Page Links List		
- Most popular page to page links of all time		☑
- Most popular page to page links per quarter		☑
- Most popular page to page links per month		☑
- Most popular page to page links per week		☑
Most Popular Image Browsers List		
- Most popular image browsers of all time		☑
- Most popular image browsers per quarter		☑
- Most popular image browsers per month		☑
- Most popular image browsers per week		☑
Most Popular Opened Files List		
- Most popular files of all time		☑
- Most popular files per quarter		☑
- Most popular files per month		☑
- Most popular files per week		☑

*Feature only available if App User Logins enabled.

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Interactivity metrics cont.

The most popular interactive elements within your app, over time.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Most Popular Mailto Links List		
- Most popular mailto links of all time		☑
- Most popular mailto links per quarter		☑
- Most popular mailto links per month		☑
- Most popular mailto links per week		☑
Most Popular External URL Links List		
- Most popular external URL links of all time		☑
- Most popular external URL links per quarter		☑
- Most popular external URL links per month		☑
- Most popular external URL links per week		☑

*Feature only available if App User Logins enabled.

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App User and Group metrics*

Metrics based on the in-app activity of individual app users, and user groups. Action this information with segmented document distribution and segmented messaging.

METRIC	UBIQUITY (BASE)	UBIQUITY (ADV)
Individual App User Details*		
- App user details search*		☑
- Pages viewed by individual app user*		☑
- Searches conducted by individual app user*		☑
App Users Functionality*		
- Select users (all/some/none)*		☑
- Search users*		☑
- Add new app user*		☑
- Add selected user(s) to group*		☑
- Distribute documents to selected user(s)*		☑
- Message selected user(s)*		☑
- Deactivate selected user(s)*		☑
User Group Functionality*		
- Select groups (all/some/none)*		☑
- Search groups*		☑
- Add new user group*		☑
- View group details*		☑
- View app users within group*		☑
- Message selected group(s)*		☑
- Delete selected group(s)*		☑

*Feature only available if App User Logins enabled.

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