











# iPhone analytics and monetization solutions round up

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<b>Solution</b>	Mobclix	Pinch Media	Medialets	Mobilytics	Flurry	AppLytics	SiteCatalyst	Greystripe	AdMob	VideoEgg
<b>Website</b>	<a href="http://mobclix.com">mobclix.com</a>	<a href="http://pinchmedia.com">pinchmedia.com</a>	<a href="http://medialets.com">medialets.com</a>	<a href="http://mobilytics.net">mobilytics.net</a>	<a href="http://Flurry.com">Flurry.com</a>	<a href="http://applytics.com">applytics.com</a>	<a href="http://omniture.com">omniture.com</a>	<a href="http://greystripe.com">greystripe.com</a>	<a href="http://admob.com">admob.com</a>	<a href="http://videoegg.com">videoegg.com</a>
<b>Cost</b>	Free	Free	Free		Free	Invite only	Omniiture customers only		Free	Free
<b>Status</b>	Working	Working	Working	Beta	Working		Beta		Working	Working
<b>Tracks app metrics</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes		No	No
<b>Tracks custom actions</b>	Yes	Yes	Yes	Yes	Yes				—	—
<b>Tracks user location</b>	Yes (optional)	Yes (optional)	Yes (optional)	No	Yes (optional)				—	—
<b>Control panel for multiple users</b>	No	Yes	Yes		Yes				No	
<b>App monetization through ads</b>	Yes	Yes	Yes	No	No	Yes		Yes	Yes	Yes
<b>Location-based advertisement</b>				—	—				Yes	No
<b>Ads format</b>	Banners: 300x50, 300x250, 250x250, 320x480	Banners: 300x50	Banners, icons, text, overlays, splash, others	—	—				Banners: 320x48	Banners / Takeover screen
<b>Library size</b>	300 KB max.	330 KB	230 KB	—	296 KB max.				170 KB	70 KB
<b>Integration effort</b>	Low	Low	Low		Low					Low

Blank cells mean information is not available

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