# ind:cat:ve

Product Analytics for Your Data Warehouse

Data Drives Success

Build a better product. Improve user experience.
Convert faster. Retain more customers.

Data is only as valuable as it is useful. Yet, the complexity of today's analytics platforms erects barriers to adoption by requiring technical skills to access data-driven insights.

Indicative was created to address this challenge. Indicative provides actionable insights across the entire customer journey without SQL or writing code.
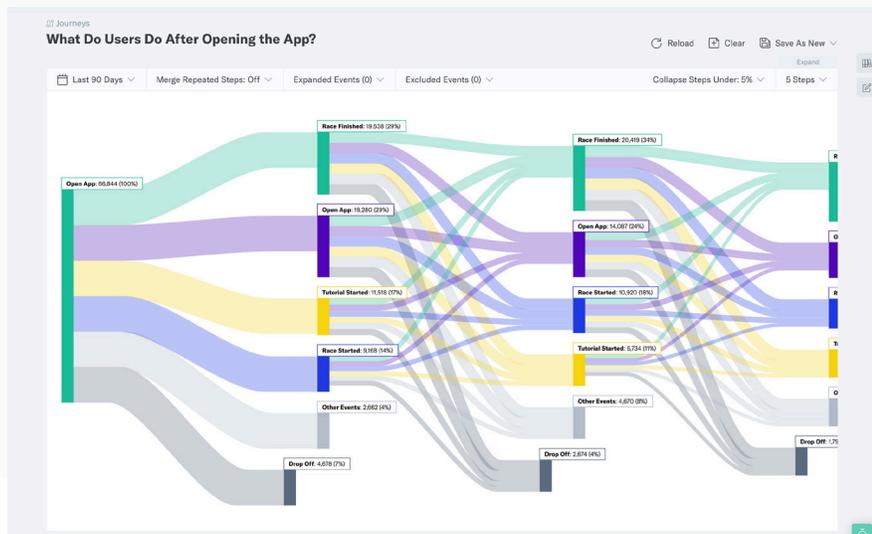
What is Indicative?

Indicative is the only product analytics platform that connects to your data warehouse and is designed specifically for non-technical users. Indicative analyzes complex behavioral data to inform strategic action enabling product managers, growth marketers, and data analysts to optimize customer engagement, increase conversion, and improve customer retention.

Engage **Convert** **Retain**

Indicative yields actionable insights that empower teams to optimize customer engagement, increase conversion, and improve retention.

Product Managers

Iterate through product ideas and drive your product roadmap by quickly measuring feature adoption.

Optimize your product by identifying points of friction.

Engage and retain customers by better understanding their actions.

Data Analysts

Unlock behavioral analysis not possible with SQL.

Get insights in seconds, not days and save your team time from pulling reports.

Own your data. Indicative connects directly to your data warehouse.

Growth Marketers

Use targeted customer segments to inform and launch campaigns.

Optimize acquisition by pinpointing your highest value channels.

Maximize retention and LTV by understanding when and how your customers will engage.

Why Indicative?

Connects directly to your data

Only Indicative connects directly to your data warehouse. By integrating with your single source of truth, Indicative does not duplicate data collection and avoids common pitfalls such as mismatched event counts.

Simple to use

No SQL or coding. Indicative is built to expose complex behavioral analyses through an intuitive interface, reducing the burden and reliance upon data and engineering teams.

Powerful Features

Four powerful features lets you ask, answer, and act on the most important questions about your customers and their behaviors.

Journeys

Visualize where your customers spend their time in your product.

Segmentation

Create targeted user segments based on behaviors and attributes.

Multipath Funnel

Explore conversion and drop-off rates along expected user flows.

Cohort Analysis

Uncover drivers of user retention and factors related to churn.
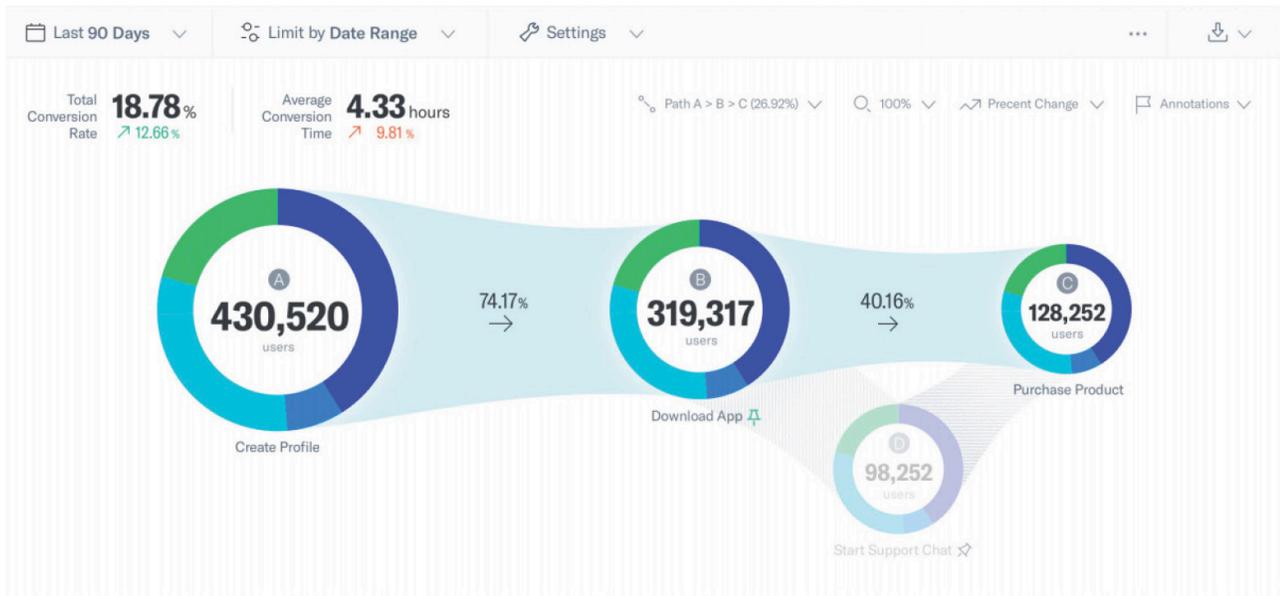
Connect to where your data lives:

snowflake

Google Big Query

amazon REDSHIFT

amazon web services™ | S3

SNOWPLOW

Segment

mparticle

RUDDERSTACK

Recognized by G2

High Performer Mid-Market FALL 2020

Users Love Us

Leader WINTER 2021

Easiest Setup Mid-Market WINTER 2021
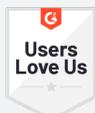
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