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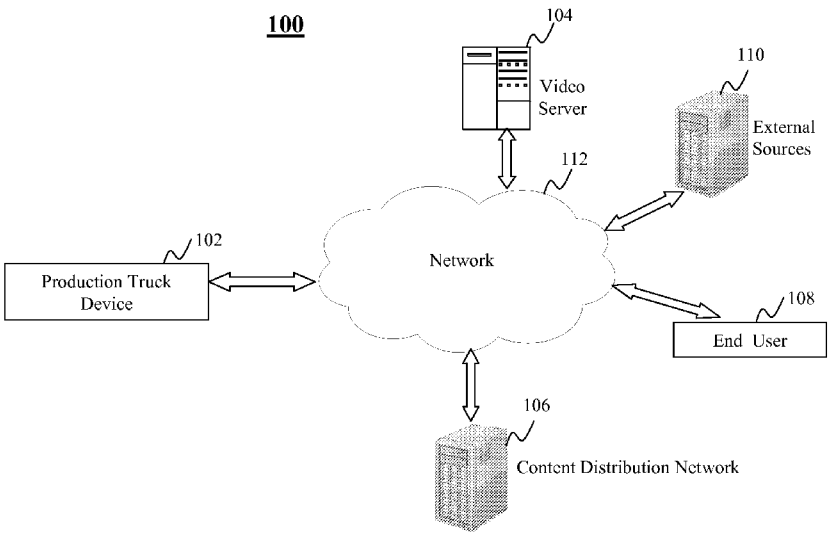


FIG. 1

(57) Abstract: Methods and systems for collecting and analyzing application usage are disclosed. A usage analytics module is integrated within an application. The application is deployed to a device. Usage analytics are received, at a server, in response to usage of the application at the device. The usage analytics are provided to the developer, wherein the usage analytics includes at least one of: information identifying a user of the application or information linking the usage analytics to an existing user identity.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
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USPC - 719/328
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC(8) - G06F 9/44, 9/46, 15/16,15/177; G06Q 10/00 (2014.01)
USPC - 709/224; 719/316, 320, 328

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
CPC - G06F 8/00, 9/4443; H04M 1/72525, 3/42178 (2013.01)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Orbit, Google Patents, Google

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	EMPSON et al. With Another $1.5M, Appboy Launches App Management Platform, Hootsuite CEO Joins Board. 26 March 2012. [retrieved on 2014-01-24]. Retrieved from the Internet: <URL: http://techcrunch.com/2012/03/26/appboy-seed-launch/> entire document	1-38
Y	EMPSON et al. AppBoy Raises A Cool Million To Let App Developers Better Engage And Understand Their User Bases. 23 November 2011. [retrieved on 2014-01-24]. Retrieved from the Internet: <URL: http://techcrunch.com/2011/11/23/appboy-raises-a-cool-million-to-let-app-developers-better-engage-and-understand-their-user-base> entire document	1-38
Y	TAORI et al. Application Performance Management with Oracle Enterprise Manager 11g. April 2010. [retrieved on 2014-01-24]. Retrieved from the Internet: <URL: http://www.oracle.com/technetwork/oem/app-mgmt/twp-apm-em-175919.pdf> entire document	9-10, 22-23, 34-35
Y	US 2012/0054661 A1 (RADOS et al) 01 March 2012 (01.03.2012) entire document	10, 23, 35
Y	Squiz Analytics sneak peek - the Dashboard. 30 August 2010 [retrieved on 2014-01-24]. Retrieved from the Internet: <URL: http://www.squizlabs.com/squiz-analytics/sneak-peek-dashboard> entire document	12, 24, 37
A	iPhoneDevSDK. Does anyone use AppBoy? 13 June 2012 [retrieved on 2014-01-24]. Retrieved from the Internet: <URL: http://iphonedevsdk.com/forum/promotion-techniques/104948-does-anyone-use-appboy.html> entire document	1-38

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