

## Observability for mobile

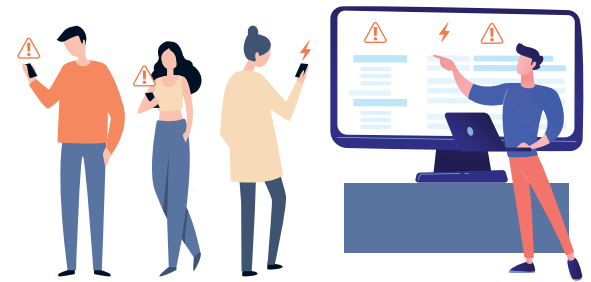
Mobile is an important channel for your business, but it's also your most complex.

As the only observability platform built exclusively for mobile, Embrace is uniquely positioned to help businesses optimize their apps, boost signups, stem revenue leaks, and provide the best user experience possible.

**Teams that care about mobile choose Embrace.**

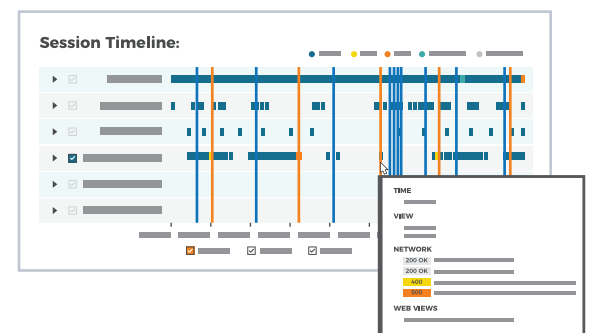
### Track every mobile SLO you care about

Analyze your app's performance with an unrivaled level of detail into anything and everything that can go wrong – like crashes, OOMs, ANRs, low memory, and connectivity issues. By collecting a wealth of device-level data, Embrace helps mobile teams quickly surface key insights about every business-impacting issue – ultimately lowering MTTR, improving UX, and reducing customer churn.



### Zero in on the data that matters

Embrace captures 100% of the data from 100% of sessions (no sampling) so you can identify and diagnose every customer complaint, outage, failing vendor, or technical issue. Replay any user journey step-by-step, rather than wasting valuable time trying to reproduce a problem.



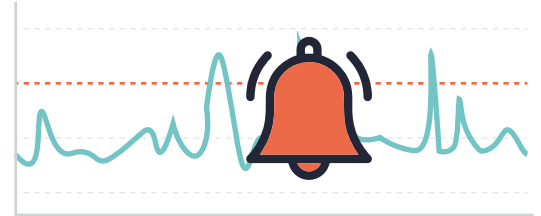
### Get higher-level clarity

More data only helps when put in context. Embrace intelligently aggregates high-volume metrics, like network calls, so you can quickly identify problematic patterns and trace them to their root cause. Analyze trends in 2xx, 4xx, or 5xx response codes at a high level from the device-side – something that server-side monitoring alone just can't do. See where connectivity changes are leading to costly freezes and crashes.



### Cut out the noise

Alerting built around what's most important to mobile teams. Set up alerts for regressions that occur during development and respond to them before releasing new versions. Embrace's industry-leading customization capabilities help you prioritize the issues that actually matter based on your own goals and KPIs.



### Integrate with your data ecosystem

Pull Embrace data into your back-end observability tools for a full-stack view of your app's health. Use Embrace's API to query mobile metrics and build your own dashboards in tools like Grafana – or even your own in-house system – and analyze mobile data alongside BI or attribution metrics to see how performance issues are impacting your bottom line.



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