PubNub Insights

INCREASE VISIBILITY AND EFFICIENCY. PLAN WITH CONFIDENCE.

PubNub Insights allows you to dive into your current PubNub implementation to view turnkey analytics based on your messages, users, and channels. These interactive, no-code dashboards are easy-to-use so you can quickly analyze how your app is being used, identify issues, and plan for the future.

Quickly Access Data Visualizations

View dashboards of your messages, users, and channels. Look at maps of where your users and message activity originate from as well as charts that show analytics by hour, day, and longer time periods.
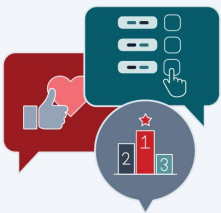
Plan Next Moves with Confidence

Increase engagement and grow your business by identifying and monitoring trends, patterns, and anomalies over time and by location.

Save Time and Resources

Remove the need to spend resources and time building analytics so you can focus on your core strength.

Analyze and Plan Live Events

Check when message activity is high vs low to match what was happening during the event so you can better plan the next one and meet goals.

Track User Engagement & Growth

See changes in activity over time such as general usage of messaging in the app and how frequently the feature is being used by members so you can adjust and prioritize accordingly.

Monitor Product Adoption Trends

Gain visibility into which users and channels have the most activity to better understand user population and how the app is being utilized.

Try It Out

If you're ready to try PubNub Insights, login to the ***PubNub Admin Portal*** and select *Insights* from the left navigation bar.
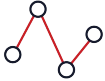
Additional Resources

PubNub Insights FAQ

Contact Sales

PubNub Insights Premium

ACTIVATE YOUR DATA'S FULL POTENTIAL

See what more your data can do for you. With Insights Premium you can delve even further into your historical data, expand your perspective by conducting long range analyses, view additional metrics that are important to your goals, KPIs, and more.

Extended Timeframe & Granularity

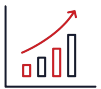Instantly gain access to analytics from the past 90 days.

- Analytics will be stored and available in the dashboard for up to 3 years.
- Select any date range and view data in your preferred time range, from hourly all the way up to yearly.

Dashboard Settings for Message Configuration / JSON Path

Indicate the metrics you want to count, and display them on your Insights dashboard by providing the JSON path found in your publish API.

Expanded Data Download

Download the top 1000 channels and users by the hour or by the day.
- Channels can be based on the number of messages, number of users, and number of users with messages.
- Users can be based on the number of messages and number of channels subscribed to.

Analyze with AI

Scan your data and generate natural language analysis tailored to your specific queries. In early access, you can ask Analyze with AI to:
- Form statistical summaries and identify anomalies & patterns.
- Gather in-depth insights and uncover recommended actions & forecasts.

User Behavior & Devices Dashboard

- Monitor user engagement to better understand how users view your content.
- Reduce churn by observing how long users stay connected to channels or live events.
- Track the types of devices your customers use to enhance their experience.

Try It Out

If you're ready to try PubNub Insights Premium, login to the ***PubNub Admin Portal*** and select upgrade on the *Insights* tab or ***Contact Sales.***