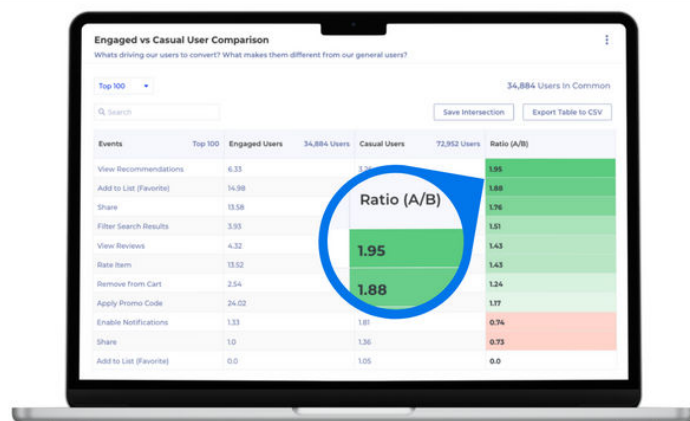# kubit

Warehouse-native analytics for optimizing digital products

Explore customer insights with integrity.

Kubit enables enterprises to optimize their digital products while ensuring data security, compliance, and scalability. With the Kubit analytics platform, companies never have to move their data into silos to gain valuable customer insights. This warehouse-native approach lowers the cost of ownership, frees up engineering resources, and delivers more accurate and complete self-service insights.

Top industries:

- Media and entertainment
- eCommerce and retail
- Digital-native businesses
- Healthcare
- Financial services

Trusted by:

Televisa Univision   BET+   LYST

Influence Mobile   THRIVE GLOBAL

> "Within a month of onboarding Kubit, we were able to analyze and improve our onboarding flows, increasing ROI by over 30%, which paid for the whole year of service many times over.

Daniel Todd
CEO, Influence Mobile

Use cases for Kubit product analytics:

✓ **User engagement:**
Find out which user behaviors lead to higher lifetime value and how to retain and grow your user base.

✓ **Feature engagement:**
See which product bets drive best engagement and create power users within your product.

✓ **Conversion analysis:**
Learn how users convert through critical funnels within your product and how to resolve areas that lead to drop off.

✓ **Consumption patterns:**
Understand which product bets and content to play up and which to sunset.

✓ **Marketing performance:**
Get up-to-date insights into how your marketing campaigns are performing and how they're affected by changes to your product and content.

✓ **Cohort deep dives:**
Create targeted groups of users to dive deep into what is driving their behavior and sync cohorts with Marketing and CDP tools to activate targeted marketing campaigns or in-product experiences.

4 Reasons data and product teams choose Kubit

Reduce risk

Ensure compliance requirements are met because data never leaves your cloud data warehouse. Your single source of truth is realized.

Optimize operations

Reduce demands on engineering resources by enabling business users with self-service insights, complete transparency of all data sources, and 6x faster deployment.

Improve analytics

Expand and manage more complex use cases and gain confidence in the accuracy and completeness of insights because the full data set is actionable and immediately accessible.

Support tech strategy

Decrease TCO and realize better ROI with a simplified warehouse-native architecture approach, which, by design, can scale as the business grows so that you can focus on more innovative projects.

Cloud data warehouse integrations:

snowflake   databricks   Google BigQuery   amazon REDSHIFT   presto   Azure

Kubit is a global organization
with headquarters in Los Altos, California.