

NEW YORK, Oct. 16, 2013 /PRNewswire/ -- [SumAll](#), the leading provider of connected data analytics, announced today that the company has launched native iOS and Android applications as well as a revamped, HTML5 interface for optimized mobile access to the analytics platform, which now drives social, marketing, web traffic and ecommerce strategy for over 80,000 companies. From SumAll's new mobile gateways, decision-makers can view integrated ROI data from over 30 social marketing and payment platforms on-the-go.

"We know being able to tap into your data anywhere is key; in fact, 40 percent of our users open their Daily Digest emails from a mobile device," said Dane Atkinson, founder and CEO of SumAll. "We designed an app we're proud of to give users full visibility into their data, anywhere in the world. Our website has also been optimized for a fluid, easy and comprehensive mobile experience."

In addition to what appears in the Daily Digest, SumAll users can now view all of their data on one screen using the new apps or mobile optimized website. The ability to view real-time social media, email and other digital marketing stats on-the-go caters to busy businessperson schedules.

"Business is real-time so big data must be real-time as well," said Atkinson. "The one constant gateway we have is our mobile devices. Whether our customers are waiting at the airport or working from a coffee shop, we want them to have instant access to their key data."

With clients ranging from SMBs to Fortune 500, SumAll has proven that companies can boost ROI on social, marketing and ecommerce activity when they can view continuous, actionable data that consolidates intelligence from all their marketing channels.

After achieving 1,100 percent year over year growth in customers, a 16-fold increase in customer engagement with the platform and its first strategic acquisition, SumAll continues to show that companies can do better when they ditch data silos and connect data on a massive scale. The company now tracks over \$4 billion in online commerce data, over 300billion social

## SumAll Launches iOS, Android Apps and Redesigned Platform for Viewing Business Data Anywhere

Written by Australian Business

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actions, 190billion visits whilst integrating with over 30 data sources.

To experience real-time data intelligence on-the-go, visit [www.SumAll.com](http://www.SumAll.com) from a mobile device or download the app from iTunes at:

<https://itunes.apple.com/us/app/sumall/id511328203?mt=8>

or to download the Android app, visit:

<https://play.google.com/store/apps/details?id=com.sumall.android>

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**About** [SumAll.com](http://SumAll.com) SumAll, now deployed in 35 countries, is a forward thinking, socially conscious company focused on harnessing the full power of real-time business intelligence for growing businesses. Users can integrate multiple data sources including Facebook, Twitter, Instagram, Google Analytics, Google AdWords, eBay, PayPal, Shopify and Big Commerce into one intuitive, interactive chart. Leading VC investors, Battery Ventures, General Catalyst, Matrix Partners and Wellington Partners, back the company. For more information, visit

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