



ISV INSIGHTS

Smarter Decisions for AppExchange Solutions

In the ever-evolving landscape of Salesforce ISVs, staying ahead of the competition and driving growth requires more than just instincts, it's about using actionable data to make smarter more informed decisions. Today, aligning analytics with business goals is not just a luxury but a necessity for measurable success.

Wondering **How to Get There?**

With ISV Insights as your Analytics Partner, you can now segment your analysis by account types, release versions, or feature sets to reshape your business strategy. This enables you to optimize your product offerings, optimize trial setups with tailored recommendations. Leverage actionable insights with ISV Insights to make informed decisions, that drive growth and profitability.



For **Emerging ISVs**

Go beyond standard metrics like Users and Frequency variations to uncover valuable user insights and refine your go-to-market strategy.



For **Experienced ISVs**

Leverage ISV Insights to identify emerging trends and scale your AppExchange solutions, to meet evolving customer needs.

Common **Challenges** the **ISV Partners** Face

ISV partners face a variety of challenges that impact growth and customer success:

Limited **Visibility into Product Usage**

ISVs often struggle with feature performance, leading to uncertainty around adoption rates and wasted resources when updates don't align with user needs.

Predicting **Customer Behavior** and Churns

While many Analytics Solutions track Users and Frequency variations, they can miss a deeper understanding of the customer behavior behind those patterns.

Lack of **Real-Time, Actionable Data**

Many ISVs rely on static data or post-release feedback, making it challenging to manage the customer journey or product lifecycle effectively.

How **ISV Insights** Solves These **Challenges**

ISV Insights is here to solve these issues, ensuring that product upgrades, new releases meet expectations and deliver real value to the customer. Here's how we positively intervene:



360-Degree View of ISV Application

ISVs face challenges with feature performance, resulting in uncertainty around adoption rates and inefficient resource use when updates don't align with user needs



WatchTower for ISV Health Monitoring

ISV Insights can create custom watchlists for critical categories like expiring licenses, low utilization, falling scores, and fresh version releases. Proactively identify and assist customers at churning risk.



Account **Category** for **Focused Actions**

ISV Insights segments the customer base by key accounts, new onboarding, geography etc., for tailored analysis with custom scores. Real-time analysis significantly reduces serious performance risks for all account categories.



Beyond **User Graphs** into **User Insights**

Map the Growth Milestones into Measurable Metrics, like Adoption Breadth and Depth. Assign scores to specific feature sets, such as newly released features, beginner features, and advanced or core features.

How **ISV Insights** Propels Your **Business Goals**

In the competitive world of Salesforce AppExchange, ISV Insights helps you track your app's performance, make informed decisions, and drive growth. Whether you're in product management, marketing, customer success, or revenue operations, this tool empowers every team to make smarter, data-backed decisions aligned with your business objectives.

Powerful, Action-Oriented **ISV Insights** Features



KPIs to **Measure App Success**

Simplify decision-making by identifying the root causes behind usage patterns and understanding customer behaviour with KPIs like Adoption Breadth & Depth.



Actionable Notifications

Receive category-based notifications for resource management, ensure proactive interventions and accountability at every stage of the account journey.



Threshold-Based Alerts

Customize thresholds and regression slopes for Health Score Trends, pay special attention to key accounts and strategize for maximum ROI.



Deep **Feature Performance**

Dig deep with our ready-made metrics based on users, operations, and accounts to analyze the data on a daily, weekly, or monthly basis.

Why **ISV Partners** Swear by **ISV Insights**?

ISV Insights enables businesses to track, measure, and optimize their product strategies using KPIs that align with overall business objectives. It allows you to manage accounts throughout the entire customer journey, from onboarding all the way to expansion with informed decisions at every stage.

Real-World Scenarios: **Challenges & Solutions** for Every Team

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Product Owner

Challenge

In a sea of feature graphs, understanding adoption rates and pinpointing underused or friction-causing features can be time-consuming.

Solution

ISV Insights provides real-time metrics that help product owners track feature adoption, identify trends, and evaluate the success of upgrades. Tools like Watchlist, KPI Score and Log Analyzer pinpoint which aspects need attention to ensure customer success.



Revenue Operations

Challenge

Predicting customer churn and spotting accounts at risk can be tough while also losing sight of upsell or cross-sell opportunities.

Solution

With KPI Usage and Heartbeat, revenue teams can track user engagement and predict churn accurately. These insights help identify upgrade opportunities and create targeted retention strategies for long-term revenue.



Customer Success

Challenge

Managing accounts proactively can be hard without real-time usage data, making it difficult to ensure license utilization and effective training follow-ups.

Solution

WatchTower and Engagement help customer success teams closely monitor license usage and engagement. With Log Analyzer and Adoption KPIs, user success teams can detect early warning signs and ensure customer retention.



Marketing Teams

Challenge

Designing marketing campaigns that resonate with the right audience is tough without in-depth insights into usage patterns, and engagement trends.

Solution

ISV Insights provides engagement scores on key feature sets for real-time analysis of customer behaviors, helping customize marketing campaigns for maximum impact. Feature based KPIs assist in targeted messaging, while Version KPIs highlight the requirement for educational materials.

Ready to scale your business with **ISV Insights**?

Start your 45-day free trial right away!



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