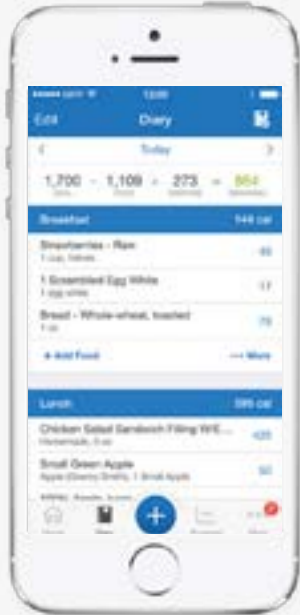


# MyFitnessPal Trusts Localytics for Granular, Real-Time Analytics that Scale



## KEY RESULTS

MyFitnessPal increased daily food logs per user by optimizing the app's "Diary" screen.



## The Company: MyFitnessPal

MyFitnessPal is the leading calorie counter app. With a database of over four million food items, the app easily and quickly enables users to log meals and track exercise. Over 65 million people globally use MyFitnessPal to meet their health and fitness goals.

## The Challenge: Fine Tuning

The MyFitnessPal product team continuously works to identify optimizations that make it easier for their millions of users to log food and track their diet progress. To understand how optimizations big and small impact user engagement, MyFitnessPal relies on granular, user behavior data that enables them to measure the results of their optimizations in real-time.

## The Solution: Localytics

MyFitnessPal needed an analytics solution that could provide comprehensive user engagement tracking for tens of millions of users each month. Localytics met this need with unlimited, real-time event and attribute tracking across MyFitnessPal's native apps and website.

MyFitnessPal uses Localytics to fine tune its product features. In a recent iOS release, they modified their "Diary" screen to make it easier for users to search and log foods. In the previous "Diary" screen, users had to move through multiple screens in order to search and log food items. MyFitnessPal used Localytics data to optimize the experience, reducing the number of clicks and screens a user needed to visit to complete a log.

**This fine tuning led to a 3% increase in daily food logged events per user. Based on these results, MyFitnessPal rolled out the interface change to their Android app.**

MyFitnessPal will use Localytics to optimize their app and track the results of each product release, including their new Recipe Importer tool.

*"Localytics has been able to scale without sampling our data or sacrificing granularity. The ability to filter event reports by any attribute enables us to get at insights that help us fine tune the user experience with each app release."*

- Bryan Levine, Product Manager at MyFitnessPal