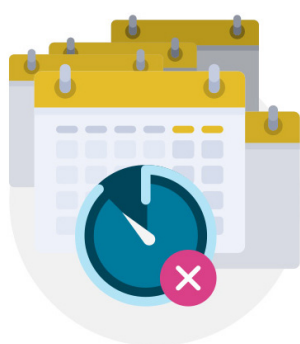# Embedded Analytics: Buy or Build?

Embedded analytics lets you integrate custom-branded data visualizations directly into your apps, offering self-service analysis and insights. Buying from a vendor offers speed and reliability, while building gives you greater control—and the full burden of development and execution. So, should you buy or build?

Is embedded analytics your development team's **core specialty?**

Solution-building can take additional developer time and energy

YES | **NO**

Consider buying

Can you afford to budget as much as **$185,000-$350,000?**

The avg. 7-month team salary for developers, designers, and data scientists

YES | **NO**

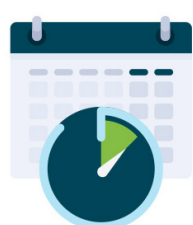Keep reading for vendor price points in a more affordable range

Can you afford to take **7 months or more** to get to market?

The avg. build time—if everything goes as scheduled

YES | **NO**

Check out buying options—it saves money and time

60 days: Minimum to-market timeframe for provider solutions

Will you have additional time and budget to maintain, upgrade, or build more dashboards and visualizations in the future?

New dashboards → Additional development and testing time

3 months minimum | $45,000+ | Software maintenance costs: An additional 20% of the original build cost—per year
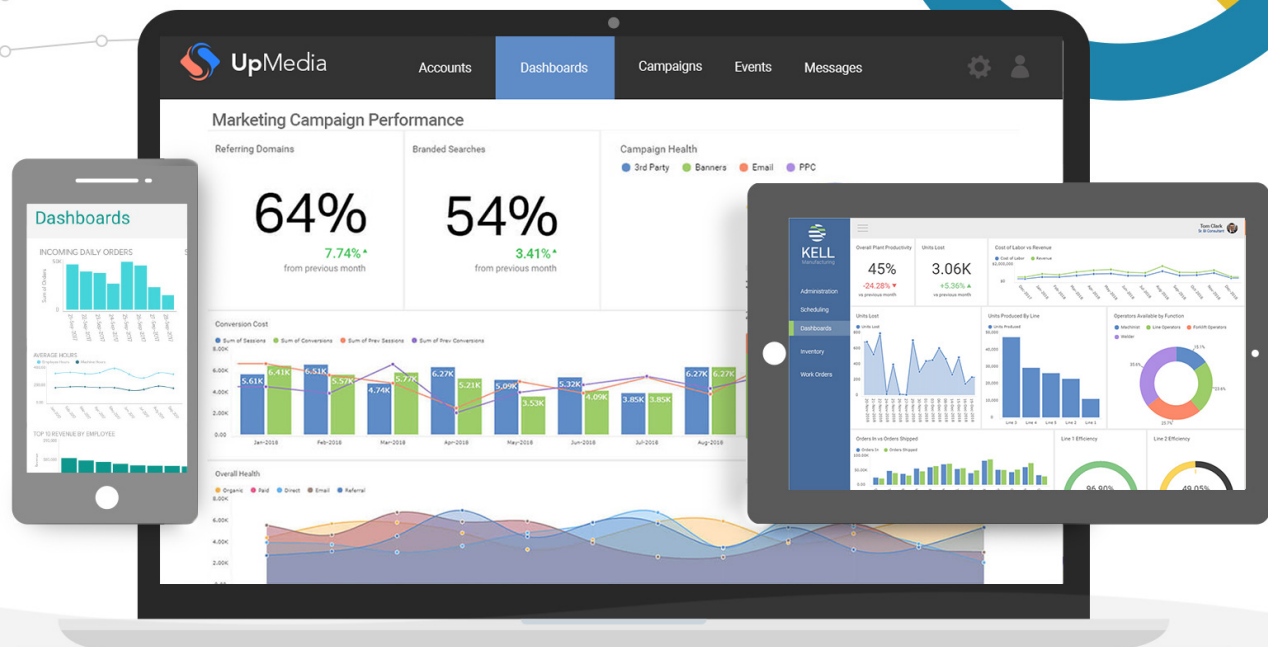
YES | **NO**

You should build! Determine your company needs, and get started. | **You should buy!** Vendors are constantly updating their products with new features and offer pricing parameters to maintain your solutions.

Embedded Analytics: What Your Users Need

If you're just diving into embedded analytics—or not sure what resources to spend—look at the industry's current state, which shows embedded analytics as essential for app and user growth.

87%

of application providers say that embedded analytics is important to their users

UpMedia

Accounts | Dashboards | Campaigns | Events | Messages

Marketing Campaign Performance

Referring Domains **64%** 7.74%▲ from previous month

Branded Searches **54%** 3.41%▲ from previous month

Campaign Health
3rd Party ● Banners ● Email ● PPC

Dashboards

Get to Market Faster. Embed Reveal's custom visualizations right into your apps.

Get started with our predictable pricing!

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