Introduction to Mobile App Analytics

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Introduction to Mobile App Analytics

It is important to collect accurate data, so you can:

- ➢ understand how users found your app
- ➢ how they interact with it once they install it
- ➢ which users become valuable customers

In this course, we'll help you understand

- ➢ What data is useful for measuring app performance
- ➢ which google tools can collect that data and
- ➢ how to interpret that data

Google Analytics help you collect and analyze app data in order to answer questions like:

- ➢ How many total and active users have downloaded the app?
- ➢ How do users navigate through the app and what features do the use?
- ➢ Which marketing generates the most valuable users? and
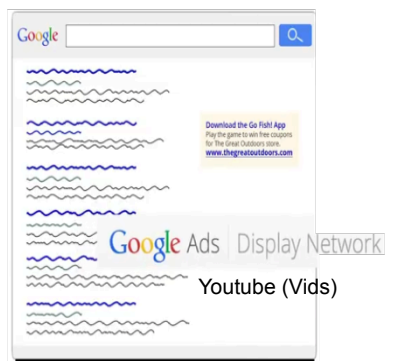- ➢ Are there any technical issues that may that may prevent users from engaging with the app?

Introduction to Mobile App Analytics

Marketing and Analytics Tools

Tools to help promote and measure your app:

Adwords

Admob

Google Analytics

Lets you measure the effectiveness of your marketing efforts

Youtube (Vids)

Marketplaces like:
➔ Google Play
➔ App Store

Hosting other advertisement in your ad to gain revenue

from other developers

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Marketing and Analytics Tools

combine data from Behavior data

Tracking Code

Session
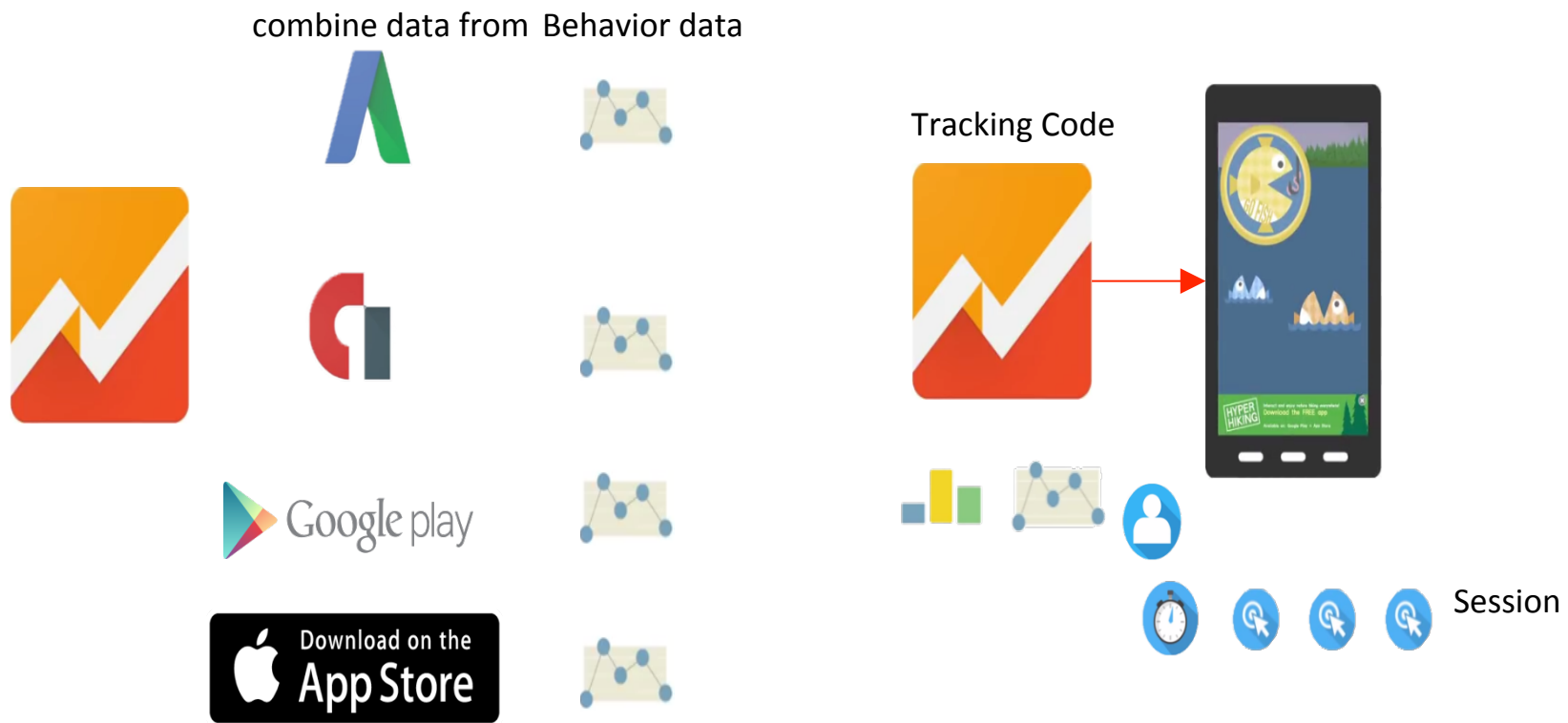
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App Revenue Models

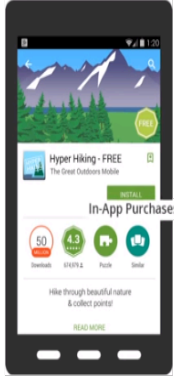Mobile app developers generally rely on three kinds of revenue streams to monetize their apps:

- ❖ Paid App Download
- ❖ In-App purchases (including subscriptions)
- ❖ In-app ads

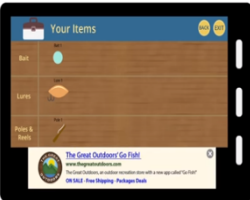**Paid App downloads** income from charging the user a one time fee for downloaded the app:

In App Purchases

Includes:
- Peer-peer selling
- selling a virtual products like extra lives in the game

Most common

Banner ad

In-App ads

interstitial ad

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Starting With a Measurement Plan

Business Objective

"Promote customers' appreciation of the outdoors by providing high-quality camping equipment and sporting goods"

Strategy: Create a fun gaming app called Go Fish! to engage customers with The Great Outdoors brand, generate revenue and drive retail store visits.

Mobile Tactic: Generate App Revenue	Mobile Tactic: Drive Retail Store Visits	Mobile Tactic: Brand Engagement
KPIs	**KPIs**	**KPIs**
Revenue	Find Store Location	Social Shares
Revenue/Customer	Coupons Issued	7, 14, 30-Day Active Users
Segments	Assisted Revenue	**Segments**
Customer Type	**Segments**	Customer Type
Purchase Behavior	Customer Type	Purchase Behavior
Traffic Sources	Purchase Behavior	Traffic Sources
Geographic Location	Traffic Sources	Geographic Location
	Geographic Location	

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Tools to Set up Tracking

In order to collect data with Google Analytics
you'll need:
- to install one of the SDK that connects to the Google Analytics APIs.
- create a Google Analytics account, which we recommend setting up through AdMob.
- Google Tag Manager

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Setup Google Analytics Property for Your Mobile App

https://developers.google.com/games/services/downloads/sdks

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Google Tag Manager

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Steps for Setting Up Tracking

Android App Configuration

Download the Android SDK and Studio

The ◇ Android SDK ⬈ includes the API libraries and developer tools needed to build, test, and debug Android apps. ◇ Android Studio ⬈ also has built-in tools to help streamline your app development.

Download the Play Services SDK

The ◇ Google Play Services SDK ⬈ provides access to the entire suite of Google services including the Analytics and Google Play APIs. The Analytics API lets you measure useful metrics like:

- Your active app users
- The specific actions users perform
- Whether users are completing the app's objectives and goals
- How long it takes users to accomplish specific tasks
- App crashes and exceptions
- In-app purchases and transactions

Link your AdMob account to Google Analytics

If you haven't done so already, you'll want to create an AdMob account linked to Google Analytics ⬈ by going to the AdMob website ⬈ and following the instructions. (Please note that AdMob will also create AdWords and AdSense accounts that will allow you to advertise your app on other web or app properties, or publish advertising within your app.)

Once you've created an AdMob account, you'll need to:

1. Associate your account with your app in any apps marketplaces
2. Set up your Analytics tracking ID by creating a new ID or linking to an existing account

You should start seeing Google Analytics data on the Analyze tab of AdMob within 24 hours after you successfully implement the Google Analytics service in the Play Store SDK and launch the app to your users.

Add tags to Google Tag Manager

◇ Google Tag Manager for Android ⬈ makes it easy to add and update data collection tags in your app for tracking without having to push out new versions of an app. This allows developers to efficiently change their configurations without having to rebuild and resubmit application binaries to apps marketplaces. To use GTM, go to the Google Tag Manager website ⬈ and create an account.

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The Android SDK

https://developer.android.com/studio/index.html

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The Google Play SDK

Google Play Games Services SDK Downloads

☆☆☆☆☆

Download these SDKs to develop games with the Google Play games services on your platform.

Platform	SDK	Description
Android	Google Play Services SDK	Install the Google Play services SDK.
iOS	Games SDK Version 5.1	Now part of the Play Games C++ SDK. For more information, see release notes.
	Google Sign-In iOS SDK	Install the client library to access Google Sign-In features on iOS.
C++	Play Games C++ SDK Version 2.1	Install the Google Play Games C++ SDK. Release notes

★ **Note:** Play Games C++ SDK now uses the Google Sign-In SDK for authorization on iOS, so if you are updating your client SDK for an existing game on iOS, make sure to review the Google Sign-in quick migration guide.

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https://developers.google.com/games/services/downloads/sdks

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
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Adding Analytics Tags Using Google Tag Manager

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Steps for Setting Up Tracking

<u>IOS app Configuration</u>

Download Xcode

App Store

To build apps for the App Store, you'll need a Mac computer running OS X 10.8 (Mountain Lion) or later, as well as Xcode ⧉, which includes the iOS SDK. Xcode is Apple's integrated development environment (IDE), which includes a source editor, graphical user interface editor, and other features.

Download the Analytics SDK

If you're developing for iOS, you can implement the stand-alone ◊ Google Analytics SDK for iOS ⧉, which lets you measure useful metrics like:

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Xcode SDK
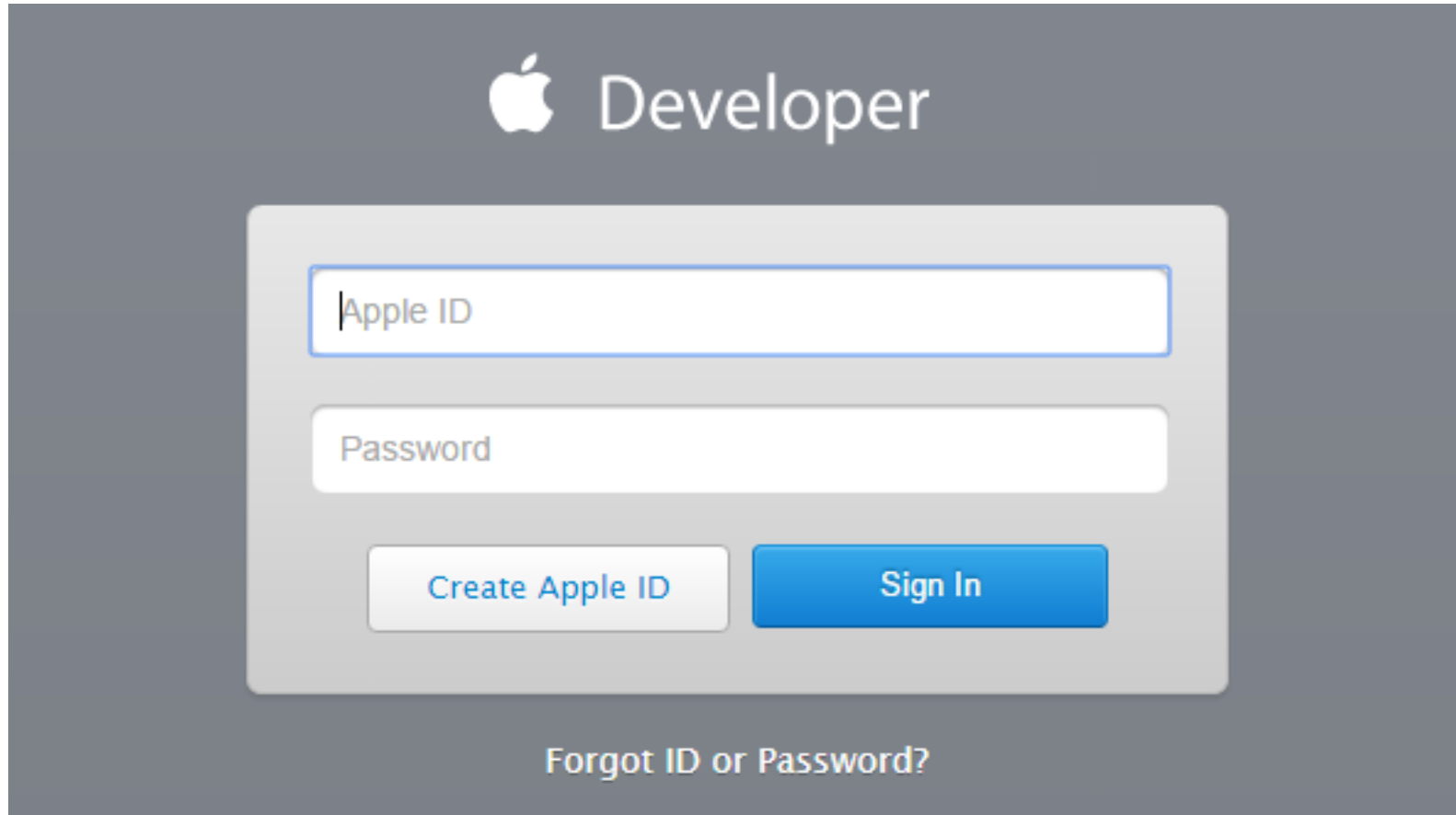
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The Google Analytics SDK for IOS/Xcode

https://developers.google.com/analytics/devguides/collection/ios/v3/sdk-download

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Link AdMob to Google Analytics

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THANK YOU

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Review of Assignments

- Create additional views on existing website
- Create custom reports
- Setup E-commerce tracking
- Setup Enhanced E-commerce tracking
- Setup custom e-commerce reports