

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 they use?
- Which marketing generates the most valuable users? and
- Are there any technical issues that may prevent users from engaging with the app?

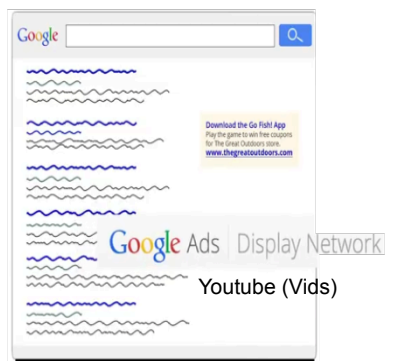
Introduction to Mobile App Analytics

Marketing and Analytics Tools

Tools to help promote and measure your app:



Lets you measure the effectiveness of your marketing efforts



Hosting other advertisement in your ad to gain revenue

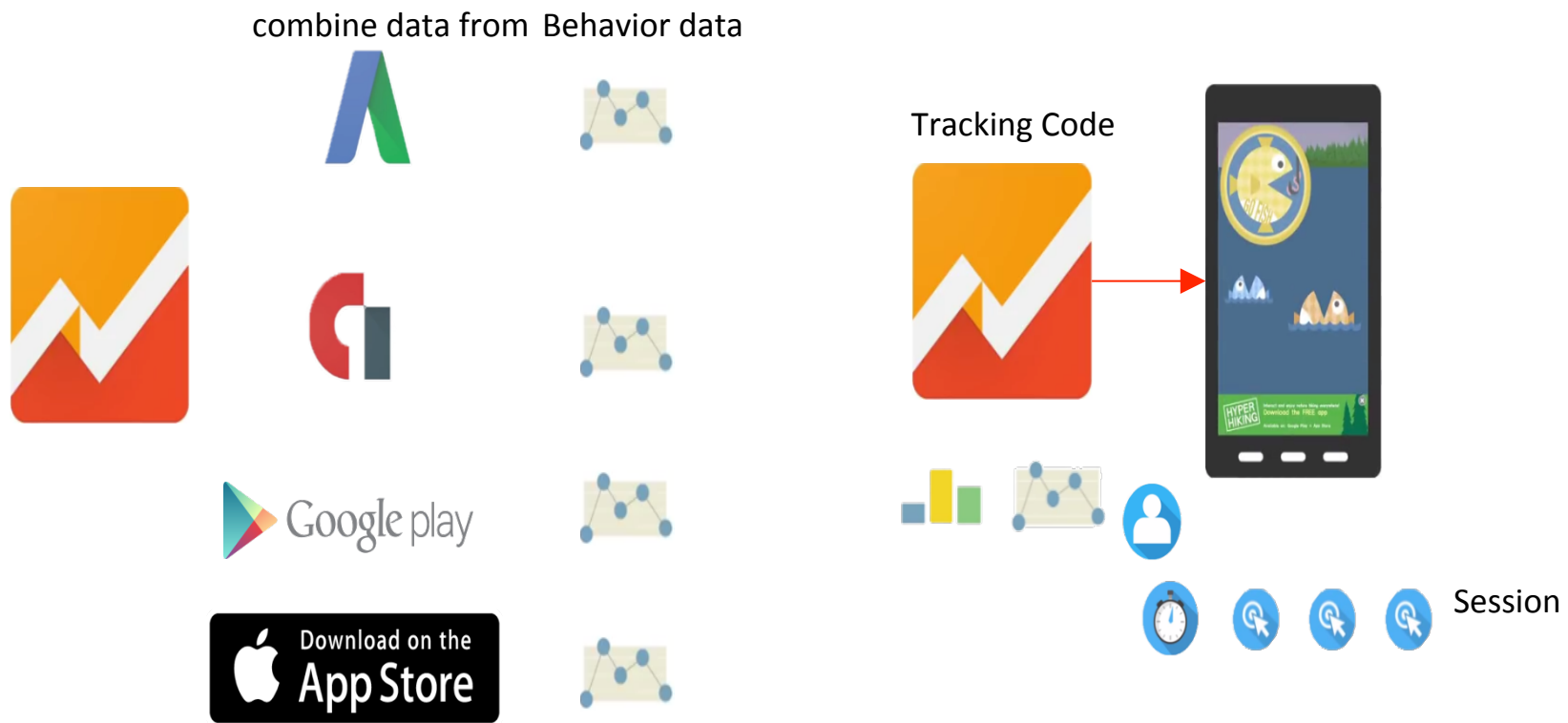
Marketplaces like:
→ Google Play
→ App Store



from other developers

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Marketing and Analytics Tools



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App Revenue Models

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

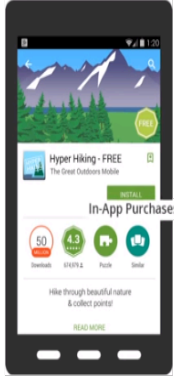
- ❖ Paid App Download
- ❖ In-App purchases (including subscriptions)
- ❖ In-app ads

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



In-App ads

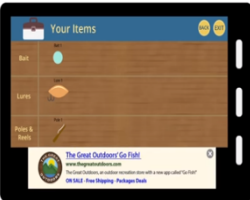
In App Purchases



Includes:

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

Most common



Banner ad



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

Google Analytics Home Reporting Customization **Admin**

New Property

Creating a new property will provide you with a Tracking ID.

When your initial property is created, we will also create a default view that will gather all data associated with the tracking code. If you would like to gather only a subset of the data for this code, you will probably want to create a second reporting view, and you will need to create and apply one or more view filters to this data.


What would you like to track?

Website Mobile app

Tracking Method

Firebase Analytics **RECOMMENDED**
 Google Analytics Services SDK

Setting up your property

 Firebase Analytics is the new and improved way to measure apps with Google. [Learn More](#)

App Name

Already tracking an app with Google Analytics? You might not need this step!

An existing tracking ID can be reused in multiple app versions, app editions, and across platforms. In some cases, one tracking ID can also be used in multiple apps. Using an existing or new tracking ID affects how data appears in your reports.

Review the [Best Practices for Mobile App Analytics](#) set up to find out if you should get a new tracking ID or use an existing tracking ID.

Industry Category ?

Select One ▾

Reporting Time Zone

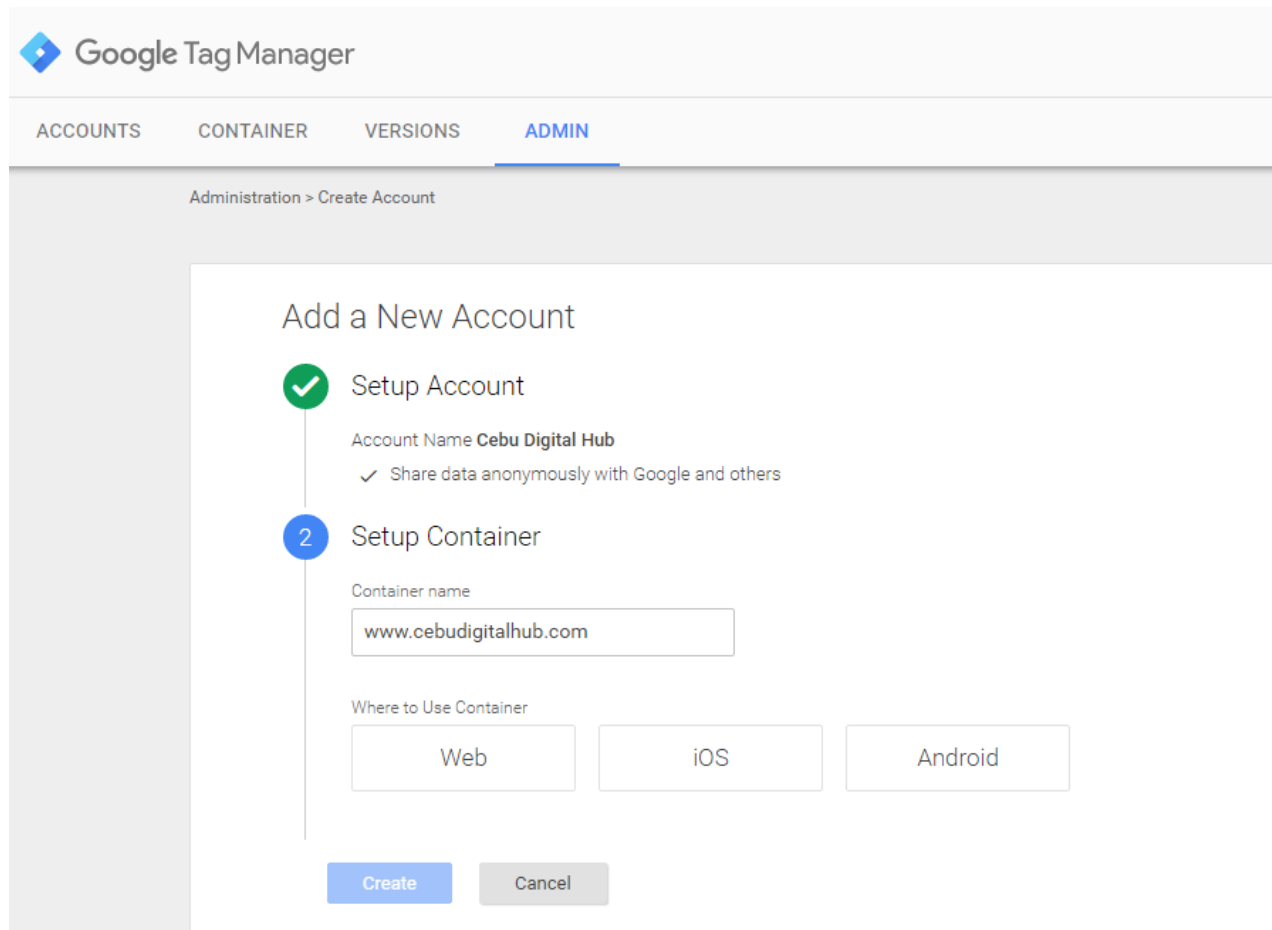
United States ▾ (GMT-08:00) Pacific Time ▾

This account has 1 property. The maximum is 50.

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

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Google Tag Manager



The screenshot shows the Google Tag Manager interface. At the top, the Google Tag Manager logo is visible. Below it, a navigation bar contains the tabs: ACCOUNTS, CONTAINER, VERSIONS, and ADMIN (which is currently selected). The breadcrumb trail reads 'Administration > Create Account'. The main content area is titled 'Add a New Account' and features a vertical progress indicator on the left. The first step, 'Setup Account', is completed and marked with a green checkmark. The second step, 'Setup Container', is the current active step, marked with a blue circle containing the number '2'. Under 'Setup Account', the 'Account Name' is 'Cebu Digital Hub' and the option 'Share data anonymously with Google and others' is checked. Under 'Setup Container', the 'Container name' field contains 'www.cebudigitalhub.com'. The 'Where to Use Container' section has three buttons: 'Web', 'iOS', and 'Android'. At the bottom of the form are two buttons: 'Create' (in blue) and 'Cancel' (in grey).

<https://tagmanager.google.com>

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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

Android Studio

The Official IDE for Android

Android Studio provides the fastest tools for building apps on every type of Android device.

World-class code editing, debugging, performance tooling, a flexible build system, and an instant build/deploy system all allow you to focus on building unique and high quality apps.

DOWNLOAD ANDROID STUDIO 2.1
FOR WINDOWS (1187 MB)

[› Read the docs](#) [› See the release notes](#)



[› Features](#) [› Latest](#) [› Resources](#) [› Videos](#) [› Download Options](#)

<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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Last updated January 21, 2016.

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

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Link AdMob to Google Analytics

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

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Adding Analytics Tags Using Google Tag Manager

Add tags to Google Tag Manager



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Steps for Setting Up Tracking


IOS app Configuration


App Store	<h4>Download Xcode</h4> <p>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.</p>
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	<h4>Download the Analytics SDK</h4> <p>If you're developing for iOS, you can implement the stand-alone Google Analytics SDK for iOS, which lets you measure useful metrics like:</p> <ul style="list-style-type: none">• 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
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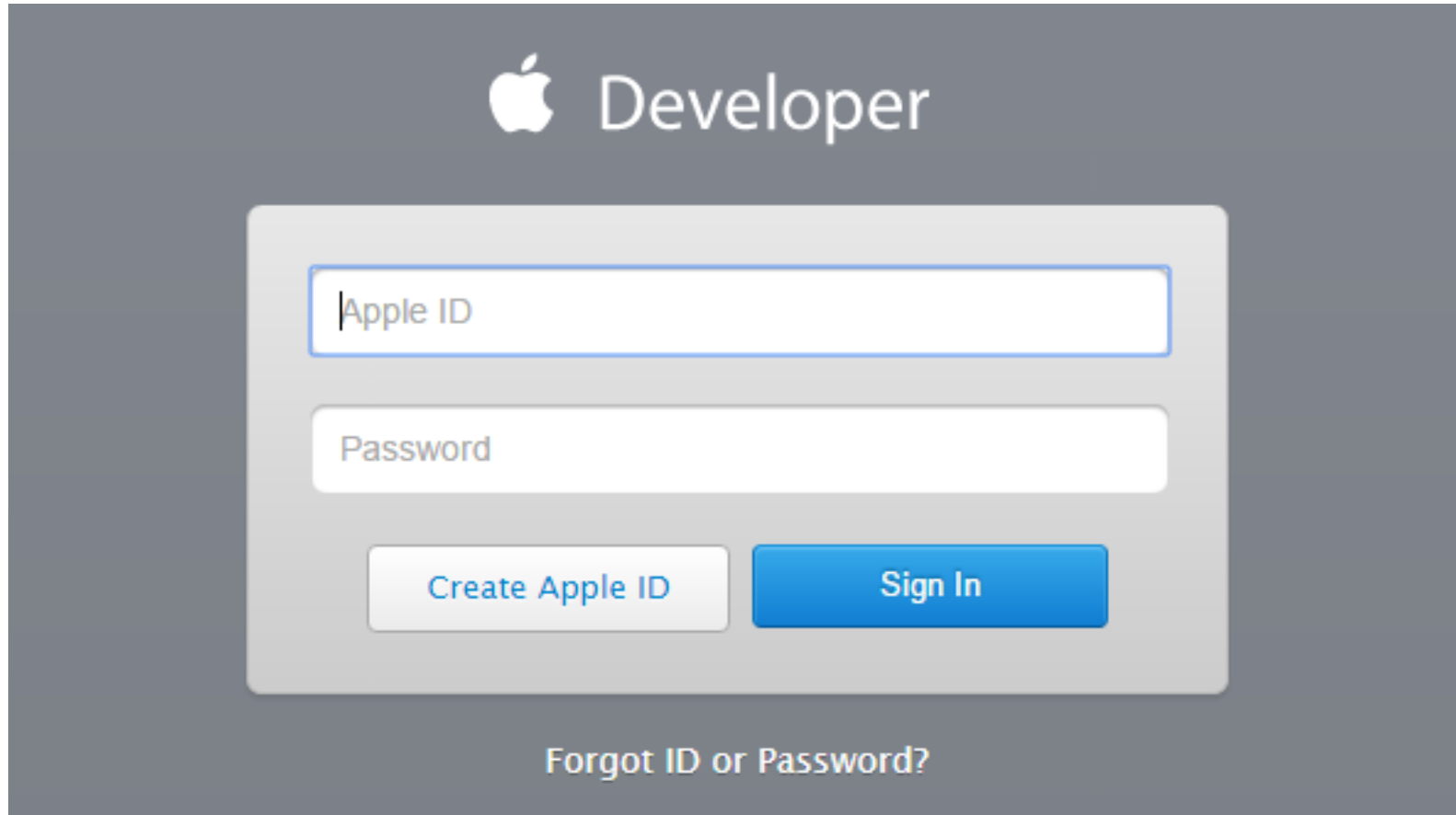


	<h4>Link your AdMob account to Google Analytics</h4> <p>If you haven't done so already, you'll want to create an AdMob account linked to Google Analytics by going to the AdMob website and following the instructions. (Please note that AdMob will also create AdWords and AdSense accounts that will allow you to advertise your app on other web or app properties, or publish advertising within your app.)</p> <p>Once you've created an AdMob account, you'll need to:</p> <ol style="list-style-type: none">1. Associate your account with your app in any apps marketplaces2. Set up your Analytics tracking ID by creating a new ID or linking to an existing account <p>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.</p>
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Xcode SDK



<https://developer.apple.com/&path=%2Faccount%2F&rv=1>

Introduction to Mobile App Analytics

The Google Analytics SDK for IOS/Xcode

Google Analytics Services SDK



★ **Note:** Although the Google Analytics Services SDK is available below to download, we recommend you use CocoaPods to [add Analytics to your iOS app](#).

To add Google Analytics Services SDK to your Xcode project:

1. [Download the SDK](#).
2. [Add libraries from the downloaded SDK to your Xcode project](#).

Download the SDK

The Google Analytics Services SDK contains the latest Google Analytics and Google Tag Manager for Mobile libraries.

If you'd like to learn more about Google Tag Manager, see [Google Tag Manager for Mobile Apps](#).

Version	Package	Size	SHA1 Checksum
3.15	GoogleAnalyticsServicesiOS_3.15.zip	19.5MB	90a4dbcd3bcbb310b8a468c11a1a662395aa1e3d
3.13	GoogleAnalyticsServicesiOS_3.13.zip	6.9MB	cdfa43636ea8c588bb77f93a3b0eaeddfc24d5c7

As of version 3.14 Google Analytics supports bitcode, which may cause compiler errors under Xcode 6. If you are still using Xcode 6 consider downloading v3.13.

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

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Adding Analytics Tags Using Google Tag Manager

	<p data-bbox="459 578 950 611">Add tags to Google Tag Manager</p> <p data-bbox="459 654 1644 808">🌐 Google Tag Manager for iOS [↗] 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.</p>
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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