

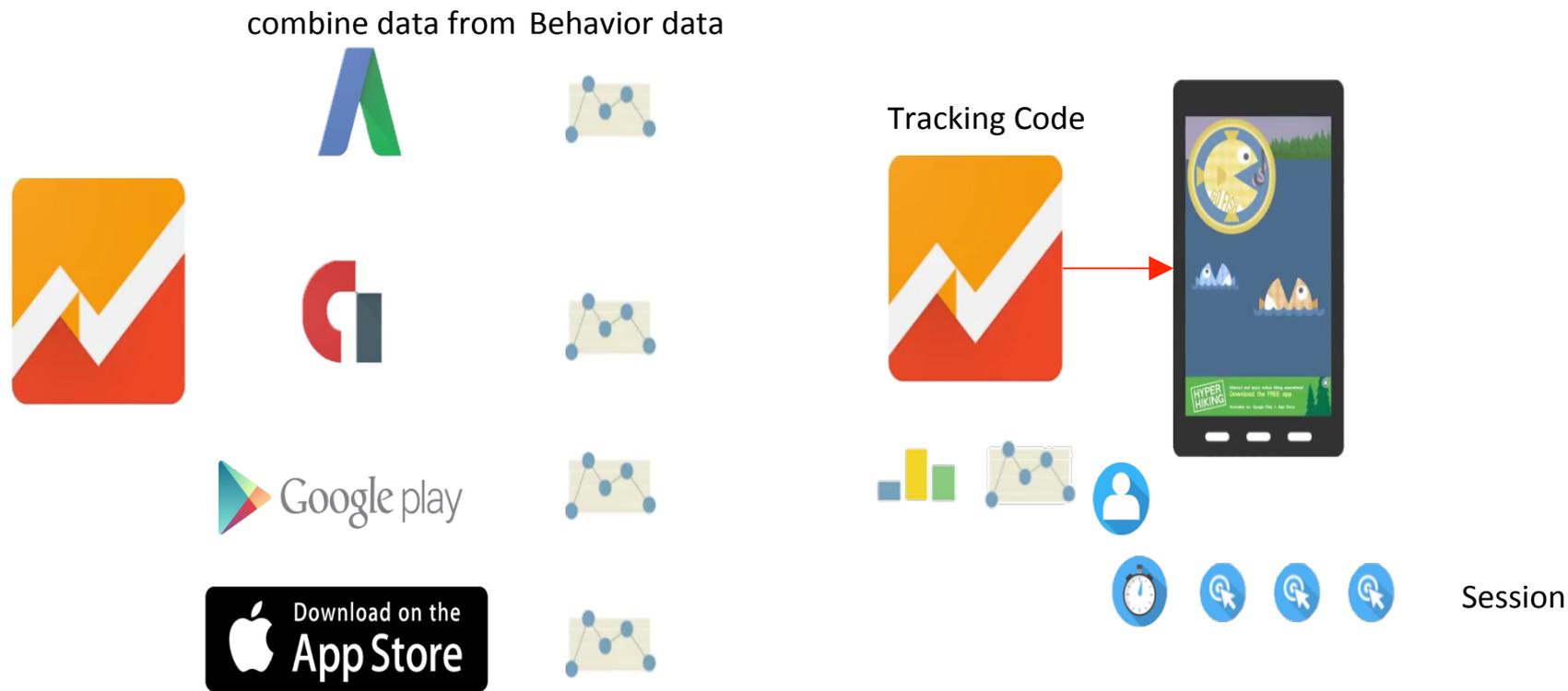
Attracting New Users & Measuring User Behaviour

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Mobile App Analytics – Attracting New Users

Marketing and Analytics Tools



Mobile App Analytics – Attracting New Users

Google Adwords Search Campaign

1 Select campaign settings — 2 Create an ad group — 3 Conversion tracking

🔍 Type: **Search Network only - Mobile app installs**

Campaign name

Campaign #3

Type ?

🔍 Search Network only ▾

- Standard** - Keyword-targeted text ads showing on Google search results ?
- All features** - All the features and options available for the Search Network ?
- Mobile app installs** - Ads encouraging people to download your app ?
- Mobile app engagement** - Ads that encourage actions within your app ?
- Dynamic Search Ads** - Ads targeted based on your website content ?
- Call-only** - Ads that encourage people to call your business ?

[Learn more about campaign types](#)

or load settings from ?

Existing campaigns ▾

Mobile app ? Which app do you want people to download

Select app ▾

Mobile App Analytics – Attracting New Users

Google Adwords Universal App Campaign

1 Select campaign settings ——— 2 Conversion tracking

Type: **Universal app campaign**

Campaign name

Type

Universal app campaign - Android only. App install campaigns that run across Search, Display and YouTube ad networks. Most of your ads, targeting and bidding will be automated based on your Android app selection below.

[Learn more about campaign types](#)

Mobile app

Ads

Add independent lines of text that will be used to generate your ads in different orders and several formats.

Add a YouTube video to be used for video ads. (Optional)

Mobile App Analytics – Attracting New Users

High Value Users

ex.



- Location: Michigan
- app session 50
- interest fishing
- attributes age 25+

ex.



- Location: Michigan
- app session 3
- interest cooking
- attributes age 65+

High Value User

- Regularly make in-app purchase
- Purchase virtual purchases through the game

Low Value User

- Who play the game but do not spend any money

Use Google Analytics to discover common characteristics of high or low value user respectively

You can use this user attributes to design strategies to encourage low value user to make purchases for the first time or you may focus advertising solely on the high value user or both

Mobile App Analytics – Measuring Behaviour

Behavior Report Overview

Use Behavior report

- to see how user engage with your app
- helps you learn which behaviors are most common for your high and low value users.

Each of the Behavior Reports contain information about the types of actions a user takes. This includes:

- screen views
- interactions within the screen
- what crashes
- exceptions they encounter

Mobile App Analytics – Measuring Behaviour

Screen Tracking

Screen tracking measures:

- the various screens visit within your app
- includes:
 - what seeing
 - most popular
 - how long users stay on each screen and
 - how they navigate from one screen to another screen

Screens are often used as containers that holds interactive content



Your app may use:

- just one screen that may push different content into
- or might have separate screens of different sections of the app

Mobile App Analytics – Measuring Behaviour

Screen tracking may help you in a number of ways . For example:



you can track what percentage of people could pass through each level

if there is a level of massive dropouts that may indicate there is a technical issue associate with that level is too hard

we might also find a screen that captures users attention(the highest percentage) and decide if it's a candidate to host Ads

Mobile App Analytics – Measuring Behaviour

Event tracking lets you track specific elements in content within screens that might not otherwise be tracked.

this includes:

- ★ Button clicks
- ★ Menu selections
- ★ Mobile Ad Clicks
- ★ Video Plays
- ★ Swipes or other gestures

Button Clicks



To track event you must first setup in your tracking account and then attached an a method call to the particular screen element you want to track

You can include 4 parameters within the method

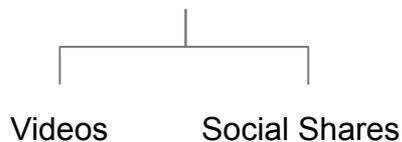
- **Category**
- **Action** **Recommended**
- **Level**
- **Value**

Mobile App Analytics – Measuring Behaviour

4 Parameters within the Method

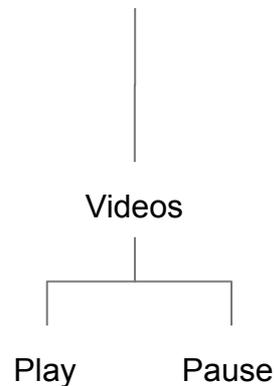
Category: Allow you organize the events you track into groups

1. Category



Actions: strings used to describe an event.

2. Actions

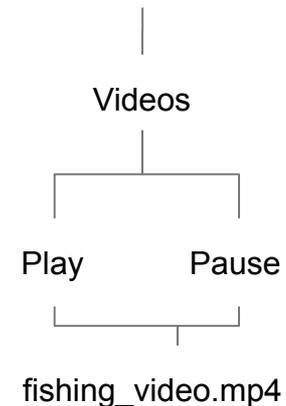


Value: is a numerical variable that you can use to collect customizable values

fishing_video.mp4
"time to load"

Labels: are optional string used to further described the elements you are tracking

3. Labels



Mobile App Analytics – Measuring Behaviour

Custom Dimensions and Metric Tracking

Dimensions: categories of data with different values

Metrics: numerical values that count on how many times certain behavior occurs

Custom Dimensions and Metrics: track data that is unique in your app.

Screen Name = Bait Shop



Screen Views = 45

Screen Name = Level 3



Average time on screen = 3 sec

In order to send the data into Google Analytics you have to configure the settings for each dimensions or metrics in your tracking and administrative settings in your account

Custom Dimensions

- Name
- Scope
- Active

Custom Metrics

- Name
- Type (integer, time, currency value)
- Minimum/Maximum value

Mobile App Analytics – Measuring Behaviour

Enhanced Ecommerce Tracking

E-commerce report the customer's online shopping experience

this will help you understand

- performance and activity for individual products or product categories
- also show your customers' shopping and purchasing behaviors like how often they add or remove products from their online shopping carts.

Types of reports:

- ❖ Product performance report
- ❖ Product List Performance report
- ❖ Shopping Behavior and Checkout Behavior reports

Mobile App Analytics – Measuring Behaviour

Enhanced Ecommerce Tracking

Product Performance report

shows the sales performance and shopping behavior related to your products

This report offers multiple ways to view the data such as

- product name
- SKU
- category
- and so on

Product list Performance report

helps you understand how

- ❖ merchandising blocks
- ❖ category pages,
- ❖ search results,
- ❖ drove product exposure, and
- ❖ how often users clicked on specific products

Shopping Behavior and Checkout Behavior Report

give you a detailed look at how users

- viewed products,
- added or removed from shopping carts,
- initiated,
- abandoned, or completed transactions

Mobile App Analytics – Measuring Behaviour

Identifying Roadblocks to Revenue

A **roadblock** could be a design issue that discourages users like:

- complex registration process
- technical issue that users experience on particular devices or operating system.



You can use the reports to

- identify roadblocks
- more effectively monetize your users

You can use Crashes and Exceptions report to

- to identify possible roadblocks
- crashes data automatically send to your reports

Exceptions report such as network failure, and empty search result

Can be broken up into:

- App version
- Operating system
- Device brand

Mobile App Analytics – Increasing Revenue

Re-Engaging Existing Users

Loyalty Report

how frequently the users
return to your app
Walkthrough

The Loyalty and Recency reports can show user interest in your app base on how frequency and recently user's open the app in the given time frame.

How to re-engage those audiences (Stopped or infrequently ?

Marketing Strategy

- ❖ Email Marketing
- ❖ Push Notifications
- ❖ Remarketing campaigns

Mobile App Analytics – Increasing Revenue

Re-Engaging Existing Users

Remarketing is a powerful tool that lets you target ad content to users who have already visited either your

- website or
- app.

App Remarketing lets you target ad content to existing users who you want to engage again.

Website Remarketing generally target ads to new users who have visited a website like a promotional page for your apps.

Web Remarketing could target either new or existing users with special offers for downloading your app

Audiences Lists are collections of unique tracking IDs that your app sets for the first time.

for website, audiences list are collections of cookies from user's browsers that visited your site with GOogle Analytics and remarketing tracking code enabled.

Predefined audiences:

- all users to your website or app
- users that visits a specific page or area of your website, or screen of your app
- users who complete a specific goal conversion
- new users that google determines to be viable candidates through machine learning.

THANK YOU

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