# Understanding Your App Users with Google Analytics

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# Agenda

**1** Mobile App Landscape

**2** How to measure app user activity
with Google Analytics & new features

**3** Q&A

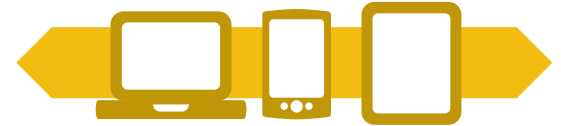With analytics solutions for apps, we help you:



## Win moments that matter

Drive new kinds of customer engagement with mobile apps

## Enable better decisions

Enable tracking and targeting features that help improve your ROI

## Constantly innovate

Use data to iterate and unlock maximum value

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# Mobile apps are changing the consumer world

| | |
|---|---|
| **667** | Minutes the avg. smartphone user spends per month using apps |
| **675K** | # of mobile apps on Google Play |
| **700K** | # of mobile apps on Apple iTunes |
| **25B+** | # of apps downloaded from Google Play |
| **$46B** | Mobile app revenue[1] expected by 2016 |

In-store

**From Apps**

Cross device

www

On mobile web

Click-to-Call
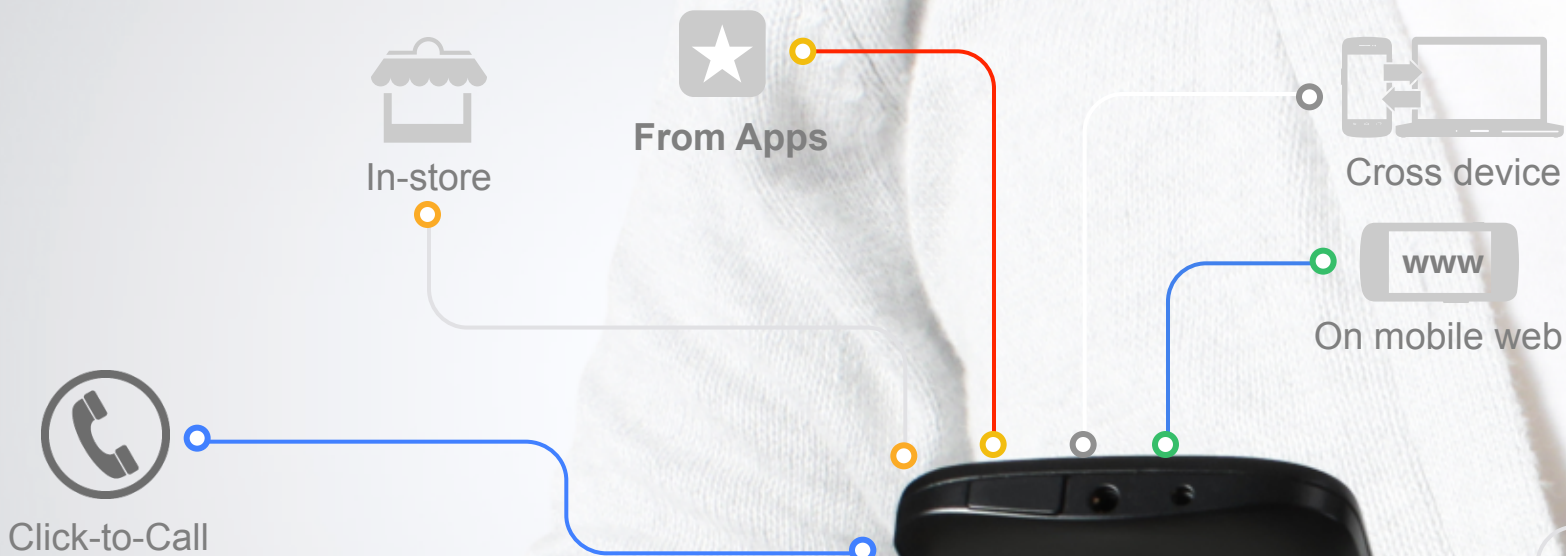
# Mobile is Spurring New Types of Conversions

# Fluency in measuring apps is an emerging skill
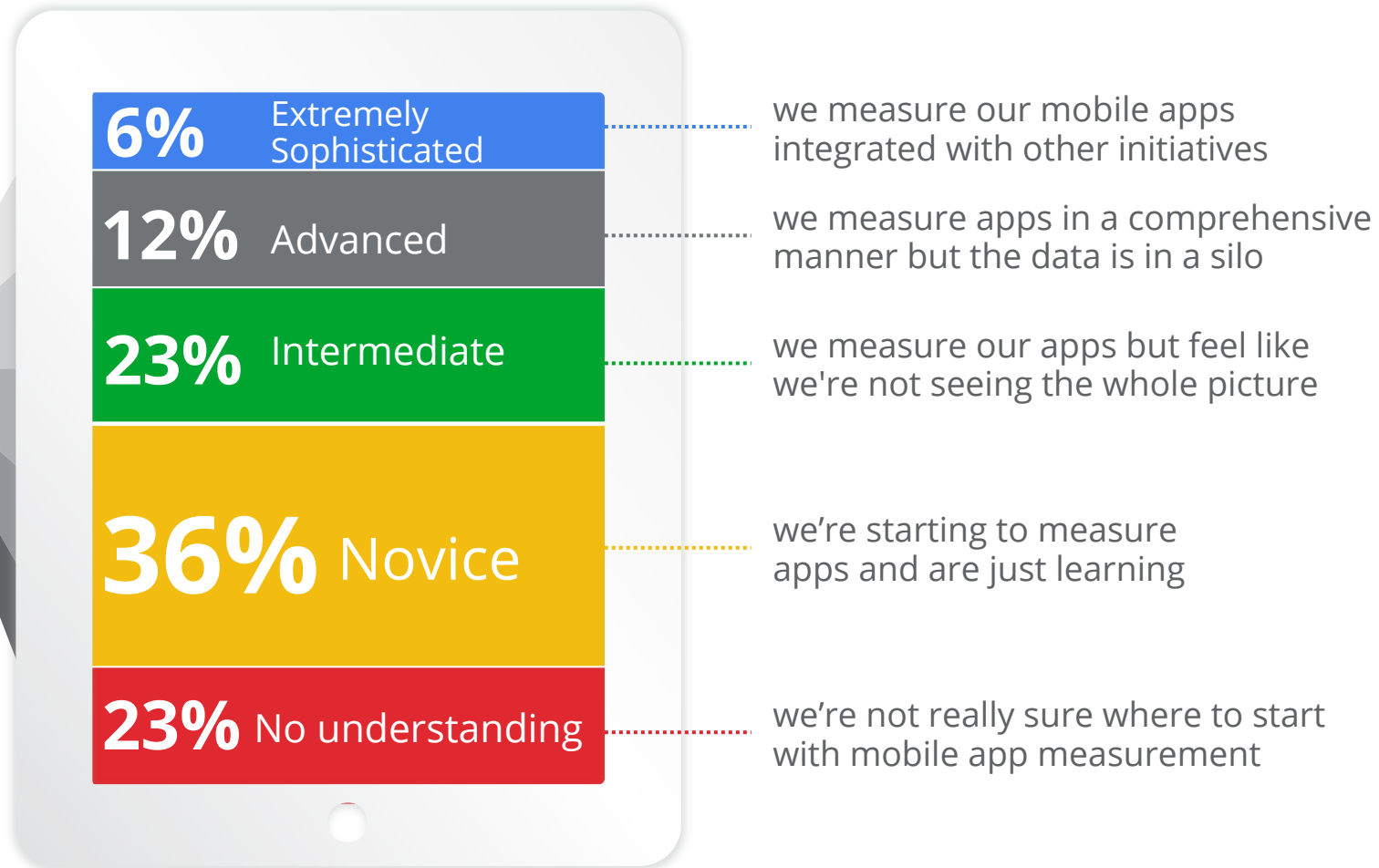
**6%** Extremely Sophisticated .......... we measure our mobile apps integrated with other initiatives

**12%** Advanced .......... we measure apps in a comprehensive manner but the data is in a silo

**23%** Intermediate .......... we measure our apps but feel like we're not seeing the whole picture

**36%** Novice .......... we're starting to measure apps and are just learning

**23%** No understanding .......... we're not really sure where to start with mobile app measurement

# Lifecycle of a mobile app
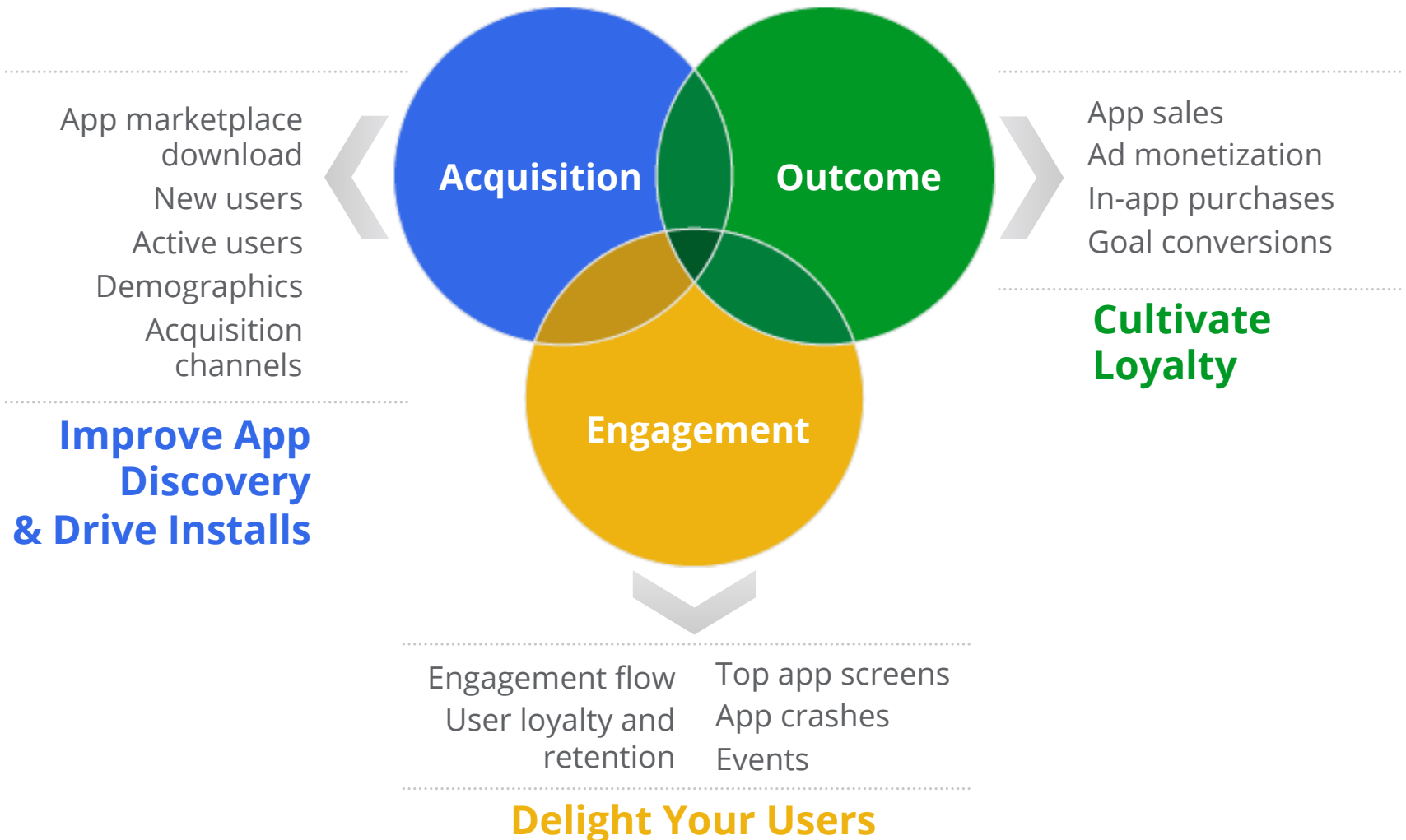
**Develop**
an app

**Market**
an app

**The focus**

**Measure**
and iterate

Measuring the
End-to-End
Value of Your App,
improve based on data

# Understand the end-to-end value of mobile apps



App marketplace
download
New users
Active users
Demographics
Acquisition
channels

**Acquisition**

**Outcome**

App sales
Ad monetization
In-app purchases
Goal conversions

**Cultivate
Loyalty**

**Improve App
Discovery
& Drive Installs**

**Engagement**

Engagement flow
User loyalty and
retention

Top app screens
App crashes
Events

**Delight Your Users**

# Marketers want to measure full app lifecycle

## Metrics that matter to marketers:

**71%**
Engagement / usage of apps

**56%**
Revenue generated from apps

**51%**
Advertising metrics
revenue generated from in-app or spent on acquisition
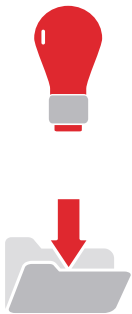
**55%**
Insights into app marketplaces
& downloads of apps

**38%**
Cross-device tracking

**32%**
Crash reporting / troubleshoot information

# Benefits of Google Mobile App Analytics
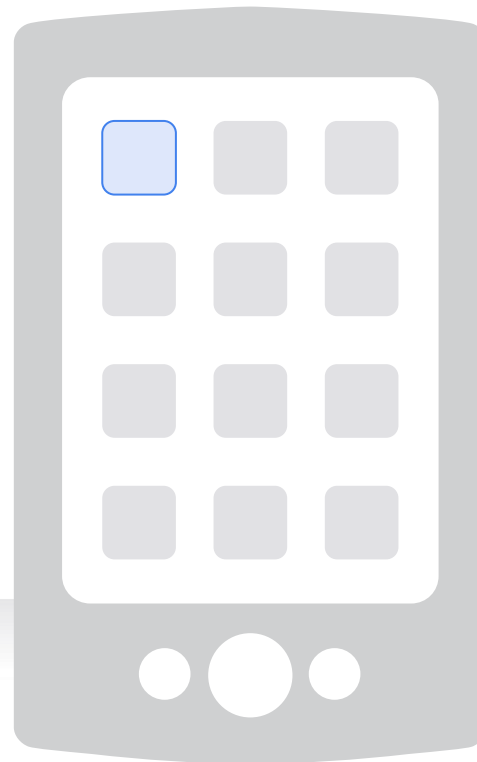
Google™ Analytics

**1** New set of reports tailored for mobile app measurement

**2** More powerful mobile SDK (easy to implement)

**3** New Users: revamped sign-up flow
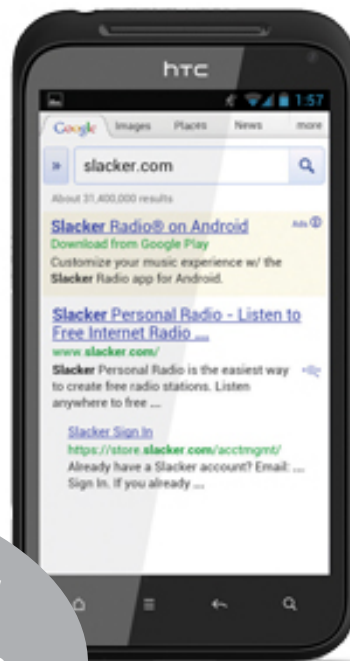
**4** Speaking the language of the mobile app world

# From app download to in-app purchase

## App Acquisition Funnel

### App Promo
Impressions
Clicks

### App Store
Number of views
Number of installs
Rating / reviews

### Installs
Number of installs
Number of opens
Interaction rate

**Acquisition
Outcomes**

## App Analytics

### Outcomes
Goals
E-commerce
Lifetime values
Monetization

### Engagement
Events / screens
Loyalty
Crashes

### Users
Demographic
Mobile device
Behavioral

# Slacker Radio: Beating ROI goals with analytics

## 70%
Improvement in Cost per Download
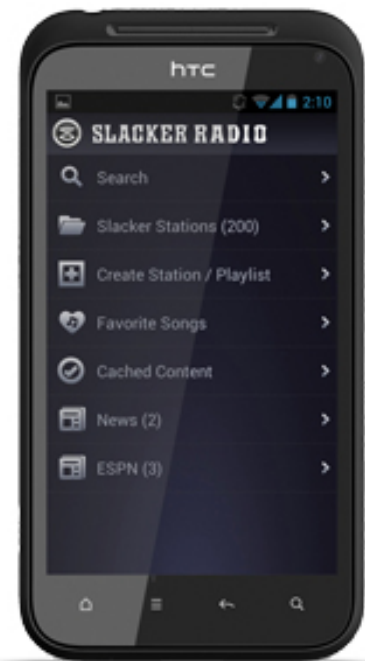
> **With the new SDK tools, robust and reliable attribution was possible in new ways.**
> *Marc Drucker, iCrossing senior Media Analyst*

# Magma Mobile: Driving ad revenue with analytics
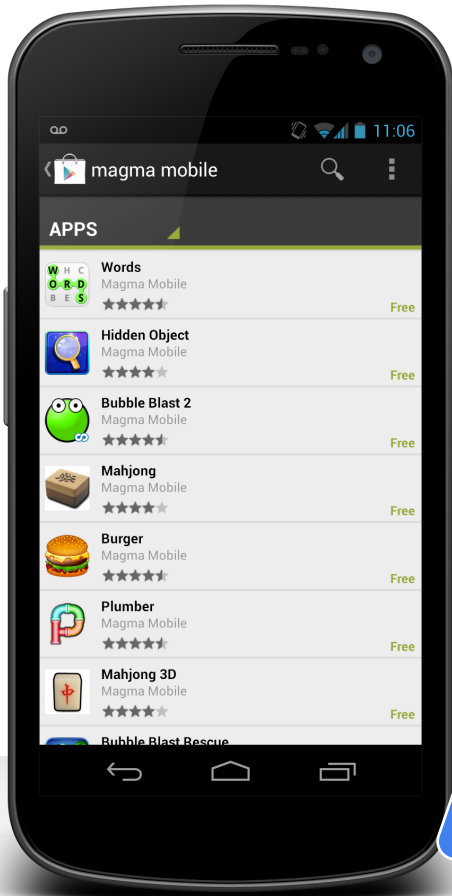
**130m**
**Android app downloads**

Google Analytics helps us analyze data and draw clear actions from which we can **build a better user experience** and encourage greater usage.

**14m**
**monthly active users**

Using Google Analytics we were able to see that some marketing channels drove installs but very little traffic after the download. We now focus promotion efforts where we see the highest growth in loyal users that consume **more pageviews** and spend more time using the app.

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# Best practices for mobile app analytics

Track different apps in separate properties

1

Track different platforms and app versions in the same property

2

Track app editions based on feature similarities

3

# Two-step app Analytics setup process

Set up a new app property in your Analytics account

**Analytics account manager**

1

Download the Google Analytics SDK2

**Your app developer**

2

# A more powerful mobile SDK v2.0
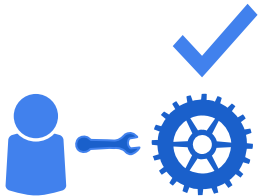
**Easy**
to implement

Easy Tracker library auto tracks Android / iOS views and activities

App developer can implement initial tracking in < 5 min.
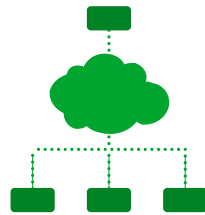
**Open platform**
wire-format

Wire-format will be open platform to support customized solution on other mobile platform

**Opt-out**
ready

API for app-specific user opt-out

**Secure**
and lean

Hits to GA backend can be sent through secure HTTP

Less data will be sent –better battery life

# Creating a new account in Google Analytics
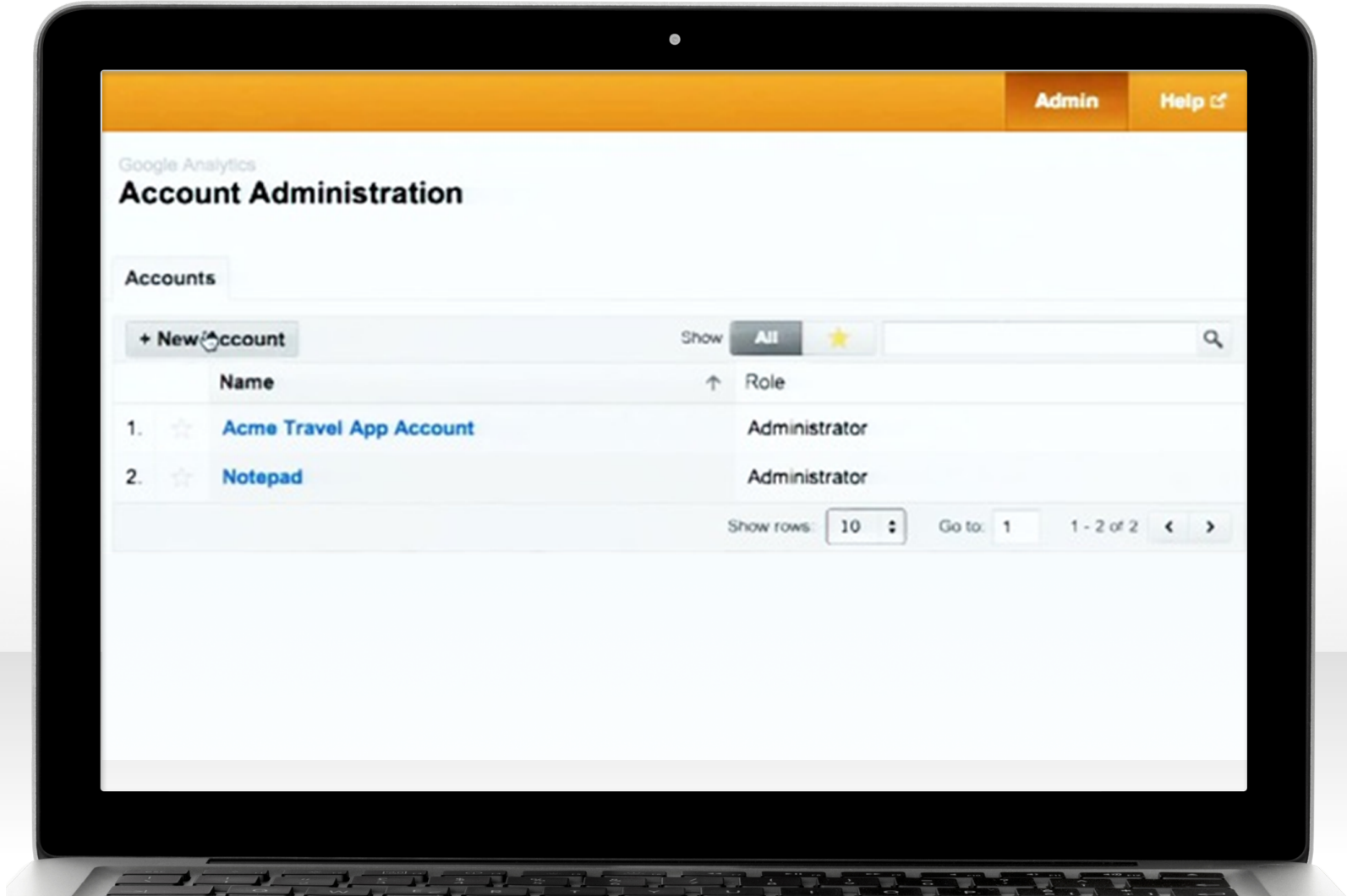
# Creating an app account
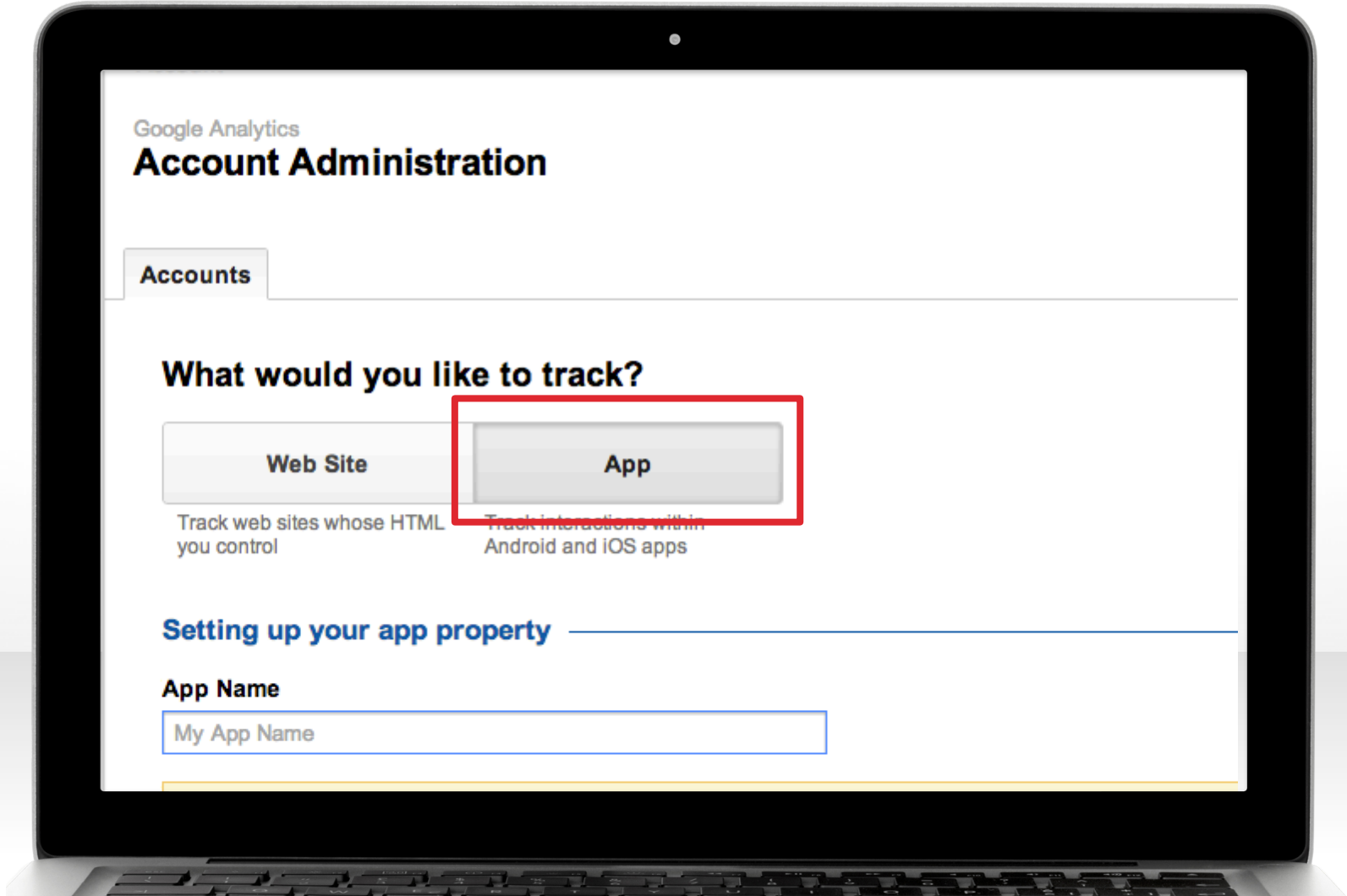
# How to use the Google Analytics SDK
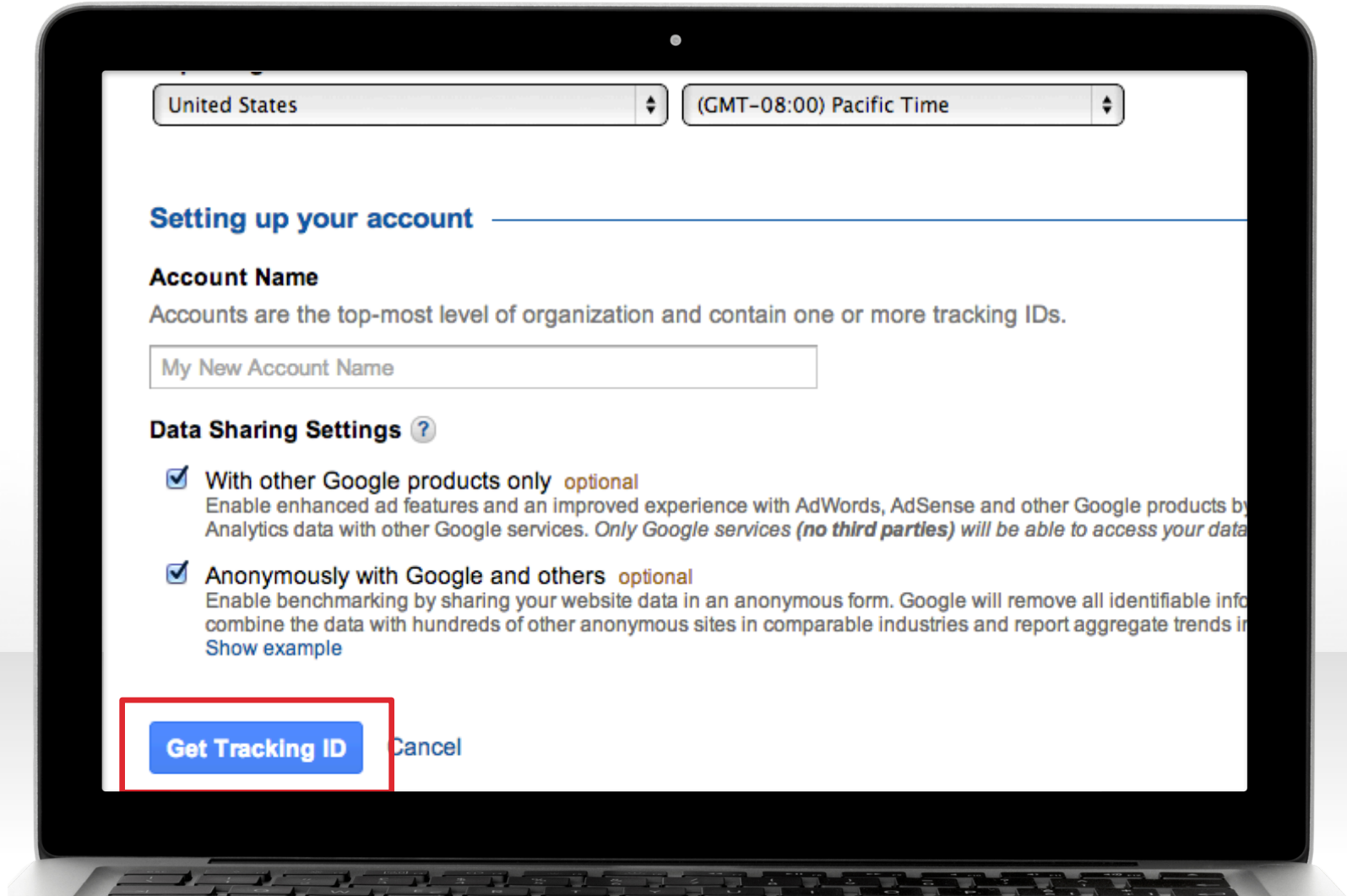
# Receiving your tracking ID
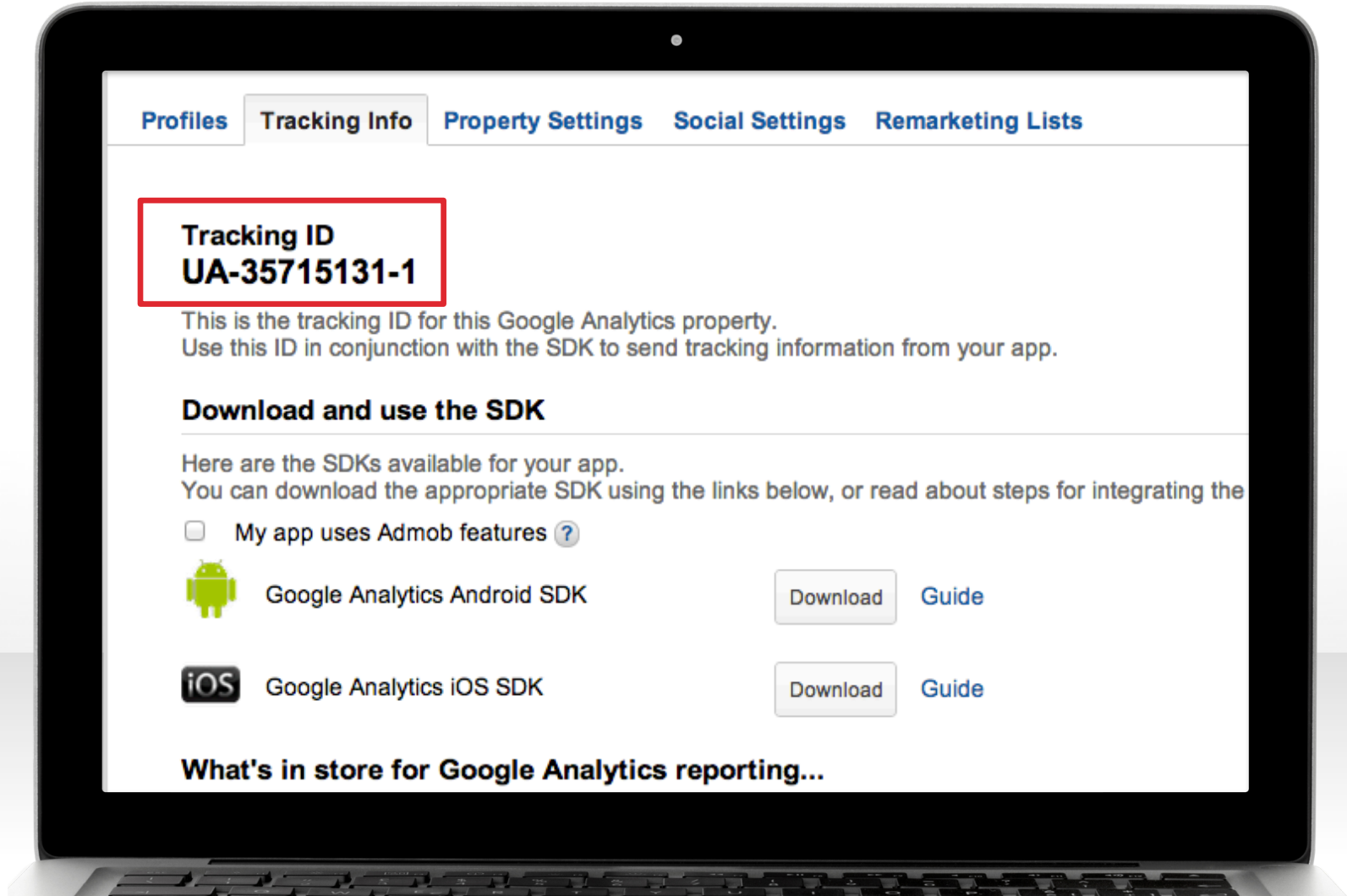
# Adding the code snippet to your app

```java
public class TestActivity extends Activity {

  GoogleAnalyticsTracker tracker;

  protected void onCreate(Bundle savedInstanceState) {
    super.onCreate(savedInstanceState);

    tracker = GoogleAnalyticsTracker.getInstance();

    // Start the tracker in manual dispatch mode...
    tracker.startNewSession("UA-35715131-1", this);

    Button createPageButton = (Button)findViewById(R.id.NewPageButton);
    createPageButton.setOnClickListener(new OnClickListener() {

      public void onClick(View v) {
        // Add a Custom Variable to this pageview
        tracker.setCustomVar(1, "Navigation Type", "Button click", 2);
        // Track a page view.
        tracker.trackPageView("/testApplicationHomeScreen");
      }
    });
  }
}
```
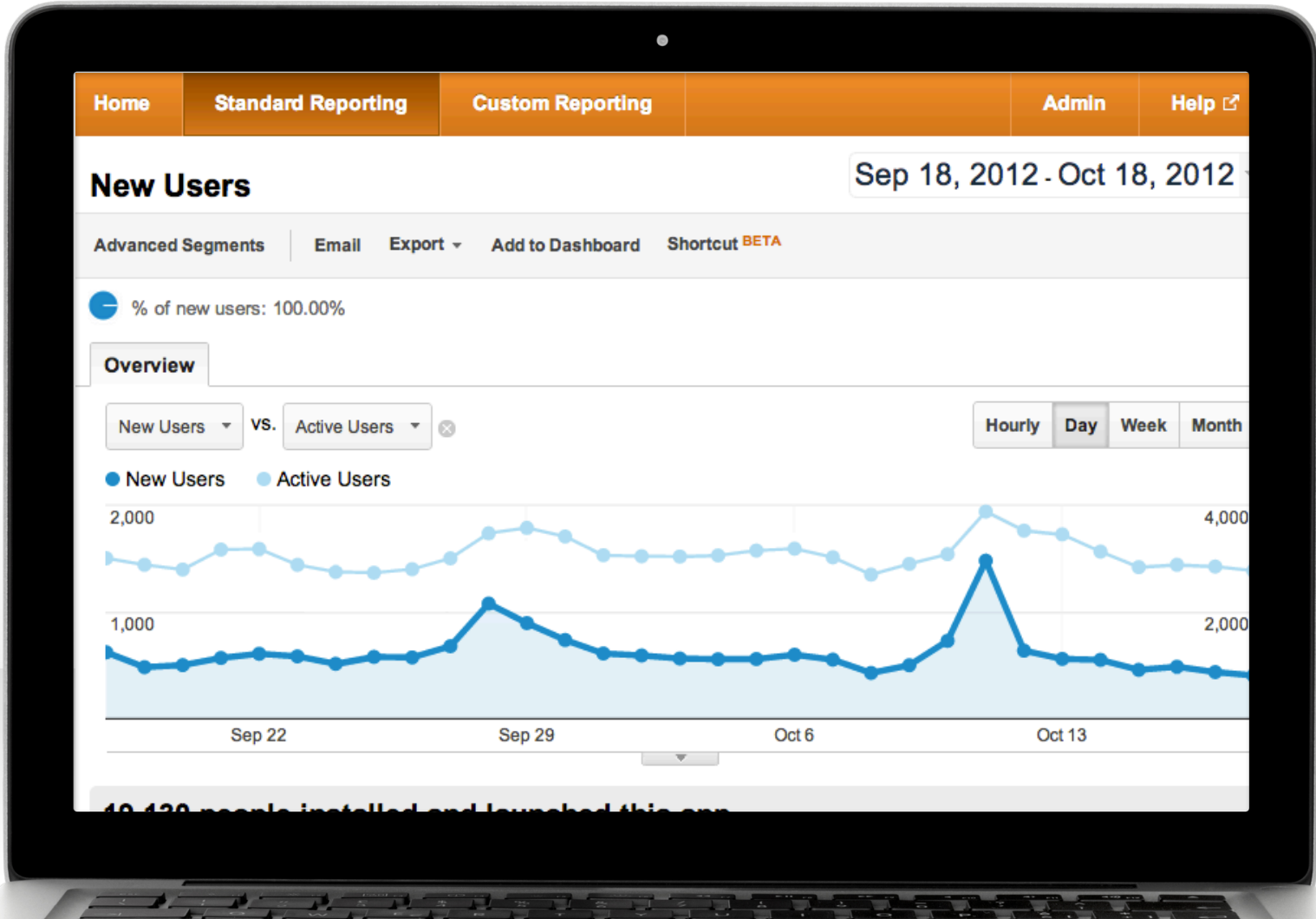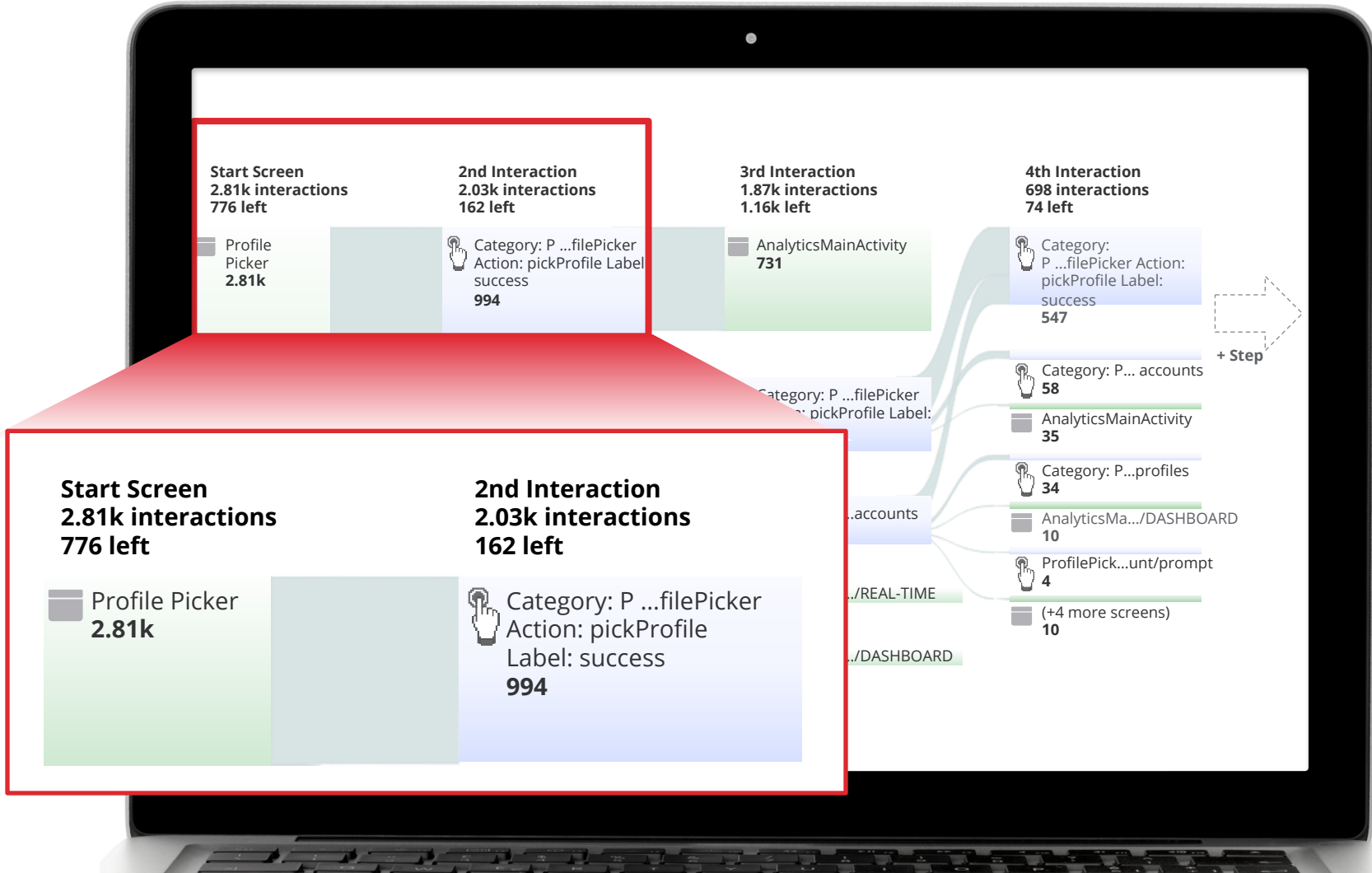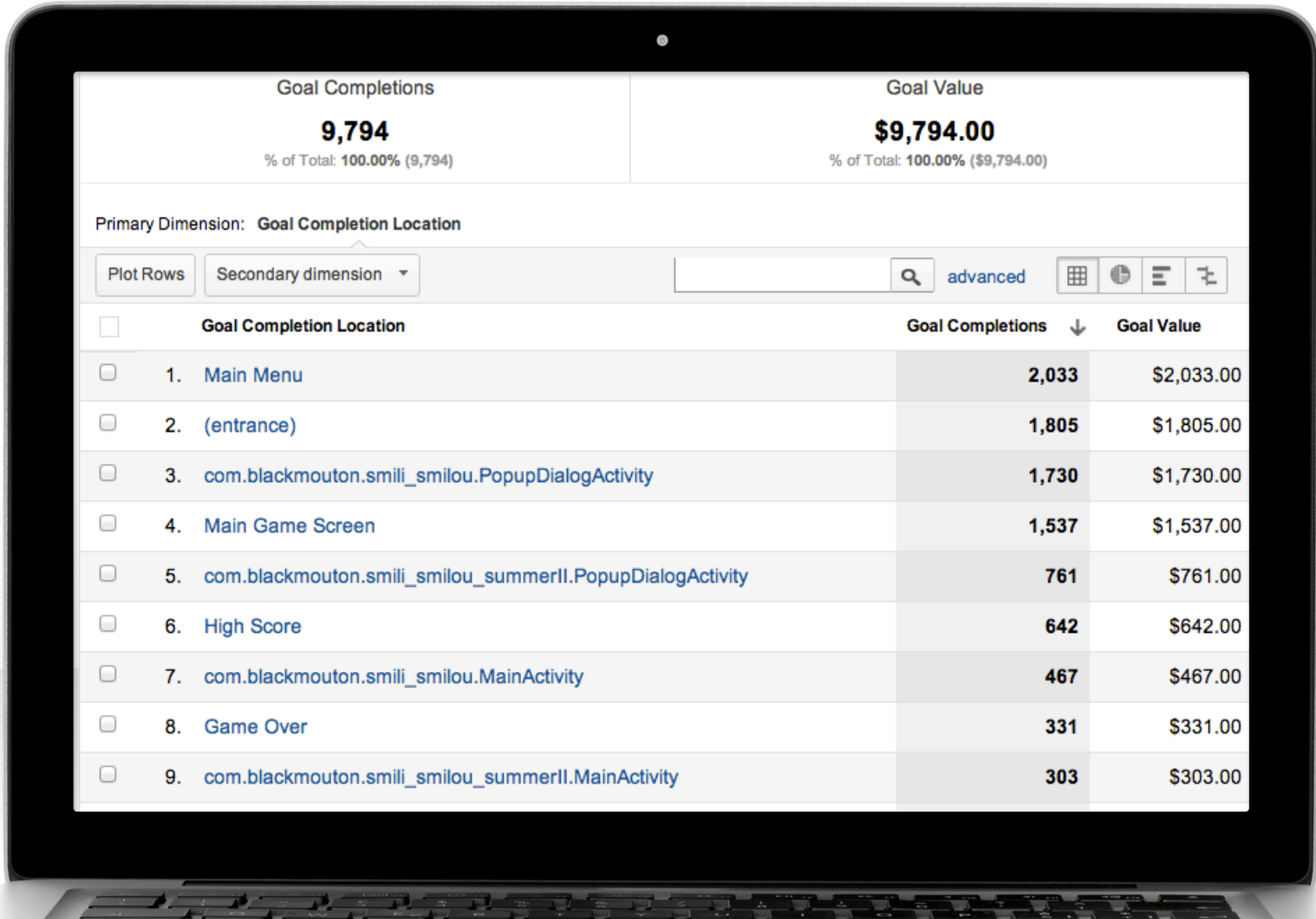
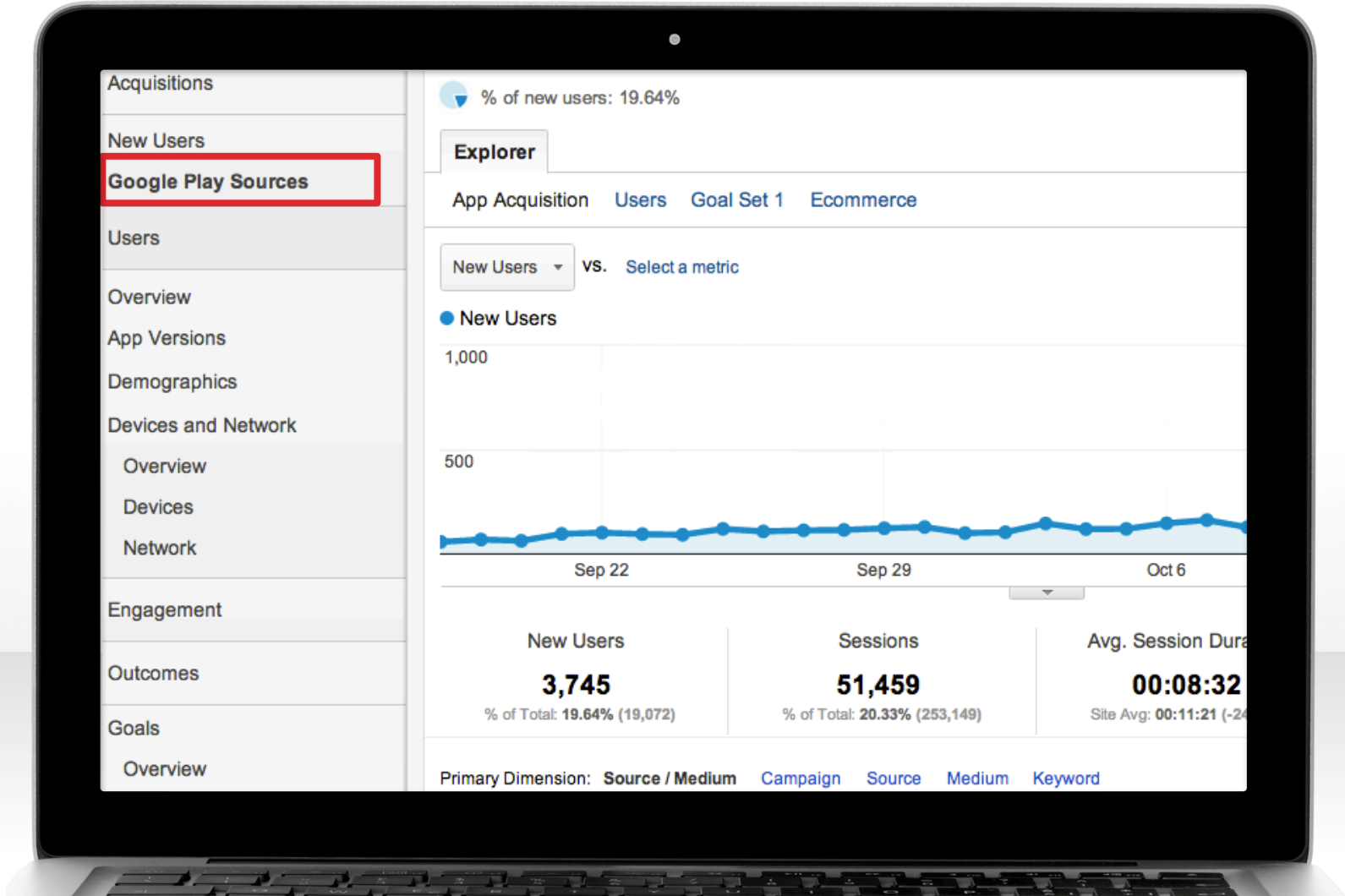# Finding acquisition and user data

# Understanding your app users
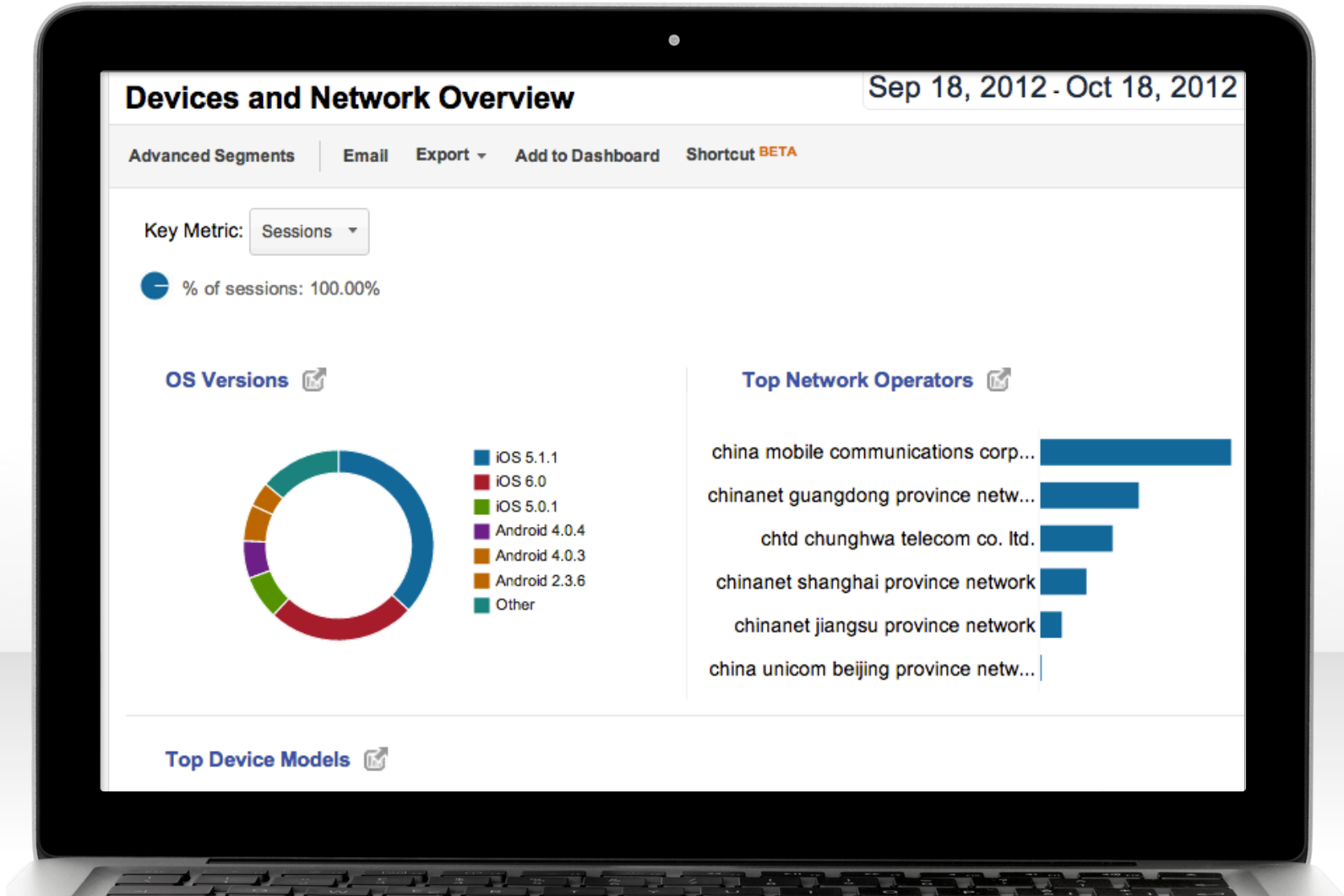
# Knowing how & where your users are engaging

# Measuring your success

| | Goal Completions | Goal Value |
|---|---|---|
| | **9,794** | **$9,794.00** |
| | % of Total: **100.00%** (9,794) | % of Total: **100.00%** ($9,794.00) |

Primary Dimension: **Goal Completion Location**

[Plot Rows] [Secondary dimension ▾]　　　　[🔍] advanced [⊞] [◔] [☰] [⊼]

| | Goal Completion Location | Goal Completions ↓ | Goal Value |
|---|---|---|---|
| 1. | Main Menu | **2,033** | $2,033.00 |
| 2. | (entrance) | **1,805** | $1,805.00 |
| 3. | com.blackmouton.smili_smilou.PopupDialogActivity | **1,730** | $1,730.00 |
| 4. | Main Game Screen | **1,537** | $1,537.00 |
| 5. | com.blackmouton.smili_smilou_summerII.PopupDialogActivity | **761** | $761.00 |
| 6. | High Score | **642** | $642.00 |
| 7. | com.blackmouton.smili_smilou.MainActivity | **467** | $467.00 |
| 8. | Game Over | **331** | $331.00 |
| 9. | com.blackmouton.smili_smilou_summerII.MainActivity | **303** | $303.00 |

# Interpreting the data

# Use autotagging to test and iterate on ad strategy
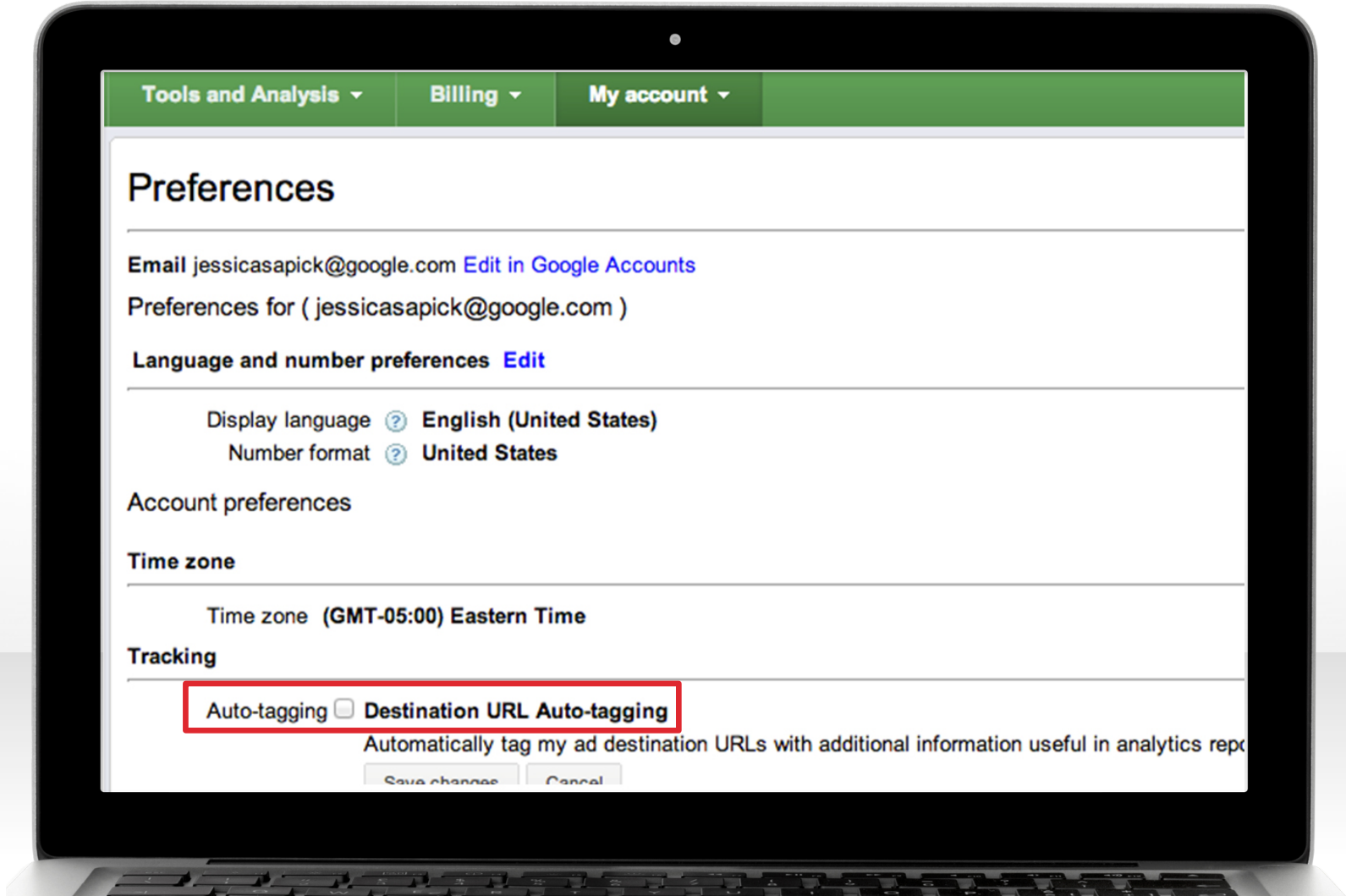
# Use Google's URL builder to test other strategies

# Measuring ad effectiveness & lifetime user value

# See highest value users with loyalty reports
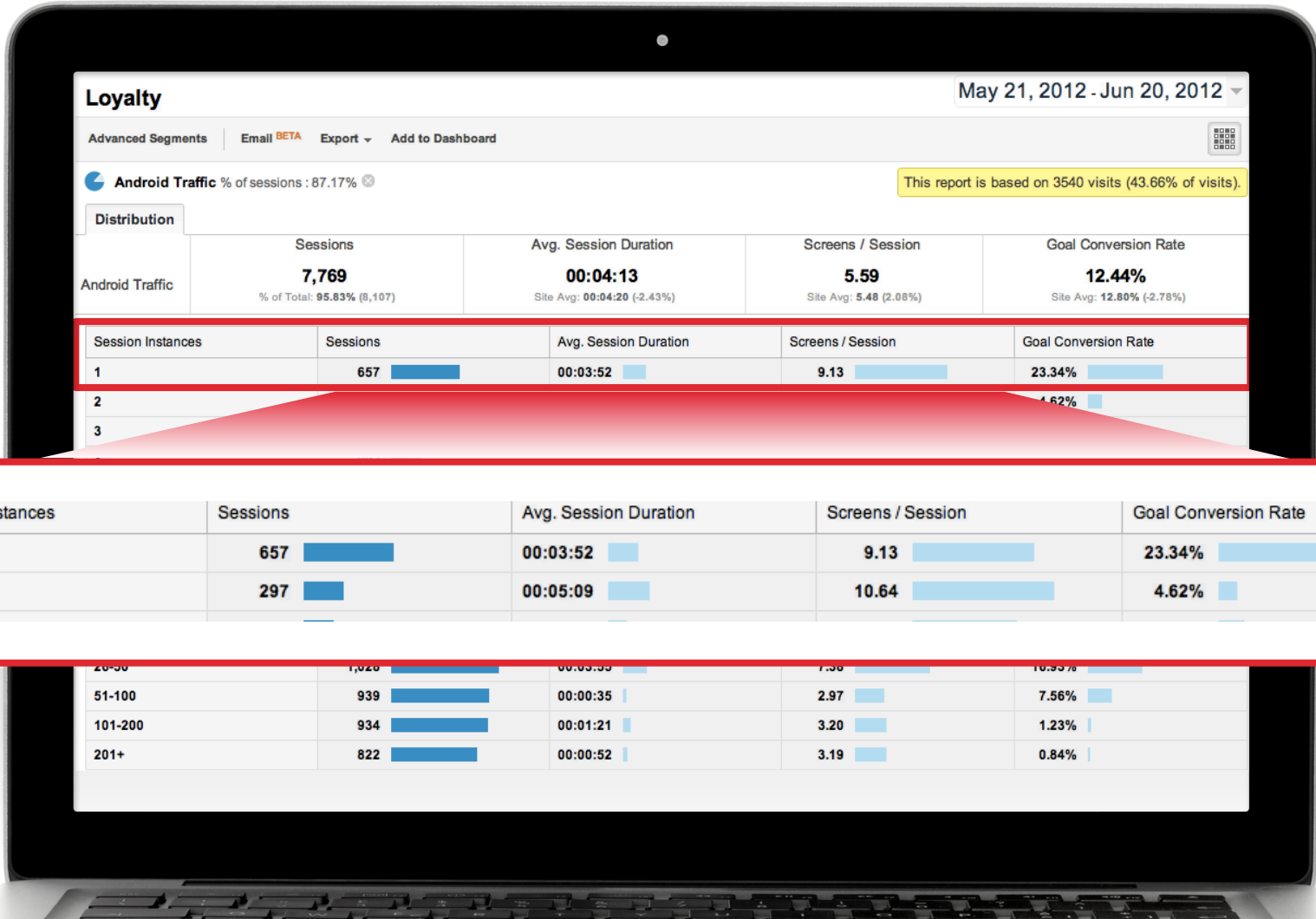
# Avoid user attrition with crash and exception
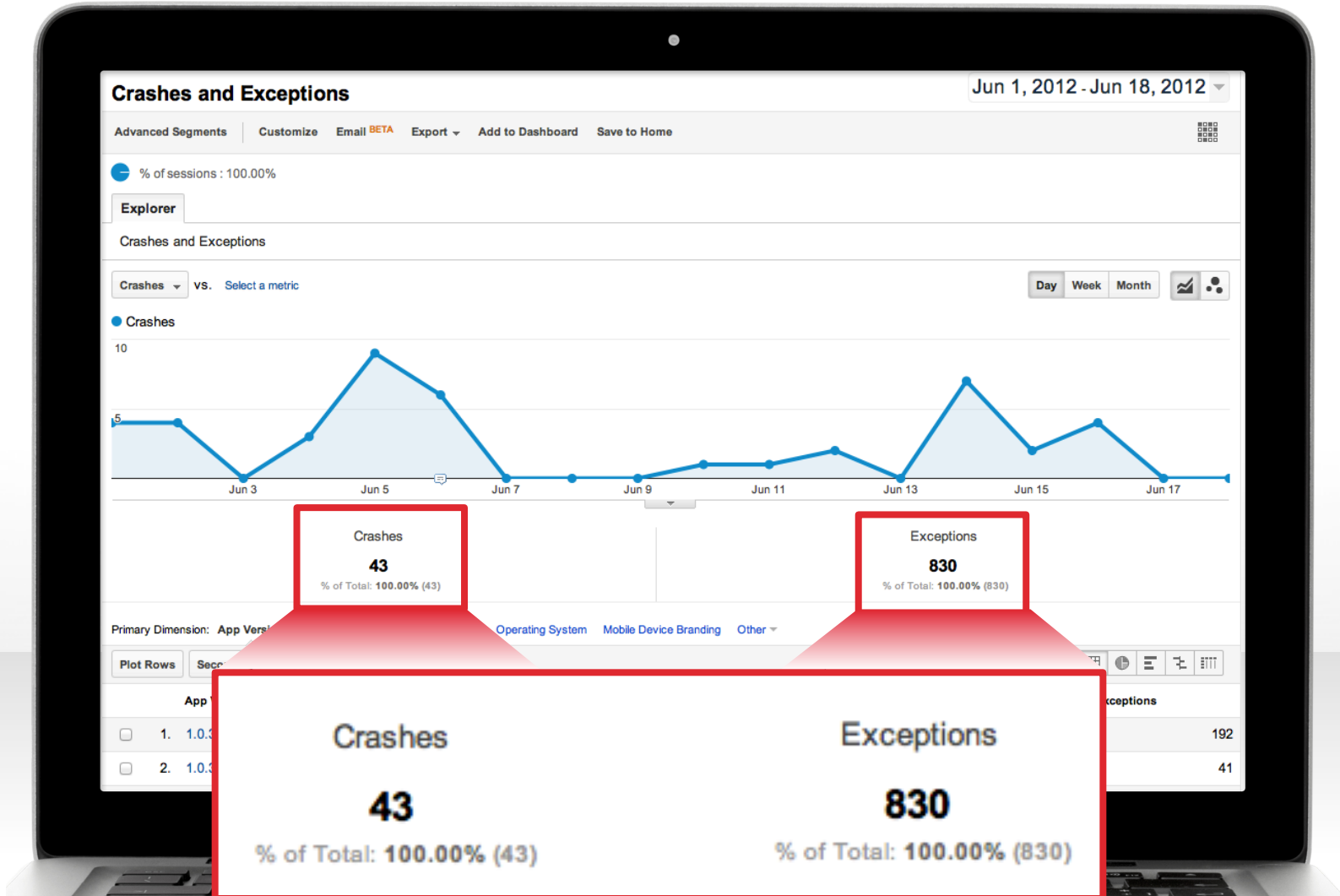
# Unleashing your app potential with Analytics

**Drive app downloads**

1

**Understand key business drivers**

2

**Improve ROI**

3

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