



Analytics are critical to your business, because they give you data-driven success.

Overview

- **What Are Analytics?** Analytics are the app data that you typically would not see without measuring figures such as usage, traffic sources, marketing, and monetization.
- **Types**
 - **Outside the App:** Download volume, revenue, in-app purchase volume, paid app downloads, country of purchase, advertising revenue, click-through rates, install rates, profit and loss statement.
 - **Inside the App:** Usage and demographics, recidivism, retention, purchasing trends, sharing.
 - **Engagement:** Analysis to form a picture of your user.
 - **Traffic Sourcing:** Identification of where your traffic comes from.
- **Purpose:** Analytics matter because they give you key performance indicators (KPIs) such as length of membership or monetization, then take those figures and demonstrate where to improve your app. Analytics will also show your customer profile, or “customer avatar”. Most importantly, they help you make solid, evidential decisions about the future of your app.
- **Implementation:** Install a software development kit (SDK) into your app, create a custom event, and fine tune cohorts, or geographic data. Build custom reports for world regions and different campaigns.



Important Metrics

Take a look at the following metrics, to help measure your progress:

- App Store Data: App Store views, App Store downloads, devices, countries, conversion rate, and revenue.
- Internal App Data: Use Google Analytics for internal app data such as active users, session lengths, purchases, price, behavior flow, and demographics. It is free, and is constantly improving.
- Most Importantly:
 - If your app is not a quality product, then you will not be able to improve your App Store views and download ratios, which are crucial to long-term success. In tandem, match that quality to your marketing. This combination comes down to one ratio: conversion rate.
 - Identify your customer avatar in order to develop targeted strategy and whale avatars who will spend disproportionate amounts of money on your app. They shift the tide of your business.
 - Identify bugs, crashes, and exit points. Learn what devices are not compatible.
- Best Practices:
 - Use as few platforms as possible, in order to keep your data simple and consistent and make your portfolio most attractive when you are ready to sell.
 - Establish a baseline metric for future comparisons.
 - Keep your users happy, rather than simply buying traffic.
 - Change only one or two things at a time.



Strategies

- **Setup:** Research benchmarks to compare to your app's data. Talk to your developers early so that they are clear to integrate Google Analytics in their layout. Take the Google onboarding tutorial.
- **Testing:** Test user activity with the "Real Time Reporting" feature. Ask some friends to use your app while you test their activity in Google Analytics. Identify the labels. Understand the source, medium, content area, view controller, etc. Note everything in the dashboards that you do not understand, and find out what they mean. Find the holes in your app. Break it.
- **Tracking:** At this point, you should know your terms and be ready to track your own changes as compared to your baseline. Make annotations in Google Analytics. Track the links that come to your app download page and know when they hit your dashboard. Track both negative and positive data.
- **Reporting:** Perform weekly or bi-weekly traffic reports. Build custom reports such as downloads, revenue, countries, and demographics. Alternatively, you might create a simple spreadsheet. Either way, automate reporting of your data. Have your business goals at the ready in order to keep sight of your direction.

Getting Started

Build your data-driven back end with analytics, by taking the following steps:

- **Account Setup:** Set up Apptopia and Google Analytics per their instructions. Forward your SDK from Google to your developer.
- **Account Customization:** Create a list of goals and events such as in-app purchase, email collection, recidivism, level achievements, etc. Send that list to your developer



for them to tag in Google Analytics. Set up custom segments using Google Gallery's pre-populated metrics templates. Lastly, set up custom dashboards using Google's video tutorials.

- Ongoing Resources Apptopia Insights offers competitive analytics. Alternatively, you might hire an analytics expert from Elance.
- The Bigger Picture. The data is smarter than you are, so listen to it. You will need 1,000 users before you have significant data. Furthermore, your analytics are crucial to long-term marketing. Your ability to identify the relevant data is how you make big money.