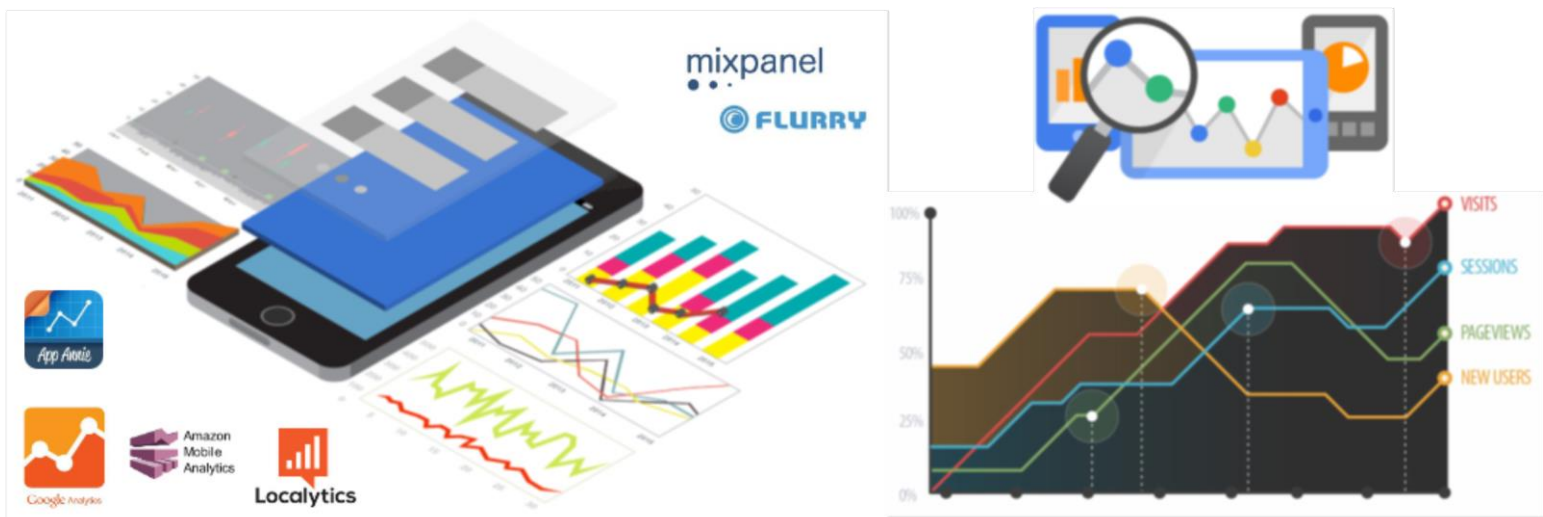




Best Practices and Tools for the Mobile App Analytics

A white paper on Fundamentals and Implementations of Analytics for your Mobile Application



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Executive Summary

“Around 40 apps installed on the normal person’s mobile phone and these apps range from social media, games, retails and media apps.” – Nielsen Survey

The usage of mobile app analytics tool plays a vital role in the success of any mobile app. The commercialization of mobile application does not stop with mere launch of the application in the mobile app store. Similar to web applications, mobile apps involves continuous monitoring of the application performance from end user usability perspective. Though you have developed a quality app, you need to incorporate some mechanism to maintain your app’s growth through careful monitoring and customizing the features or functionality based on your target audience’s needs and wants. The understanding of your user’s behavior with your mobile app and the major set of features that they access frequently is vital to the success of any mobile application. For this reason, you need to integrate the app analytics tools to increase the user traffic through the factors such as finding out exactly why and how people are getting to your app.

Apart from monitoring of the users activities, you should also use the analytics tools to generate revenue, increase app installation count, in-app purchases and rankings. The monetization of mobile app needs a better knowledge of user activities and their pain points within the app and analytical tools come handy to meet these needs.

There are wide range of analytical tool for the mobile application and choosing the right one for your app and business shall be a long term analysis process. This white paper gives an overview on the need for analytics tools, how it helps in monetization, various tools available in the market and the recommended approach.

Why Mobile App Analytics?

- ✦ **Know the ROI of mobile marketing:** Analytic technique shall provide the insight which are necessary for you to regulate your mobile app and its user contribution.
- ✦ **Measure important aspects:** Have clear understanding on the mobile app engagement which shall assist you in making data-driven decisions.



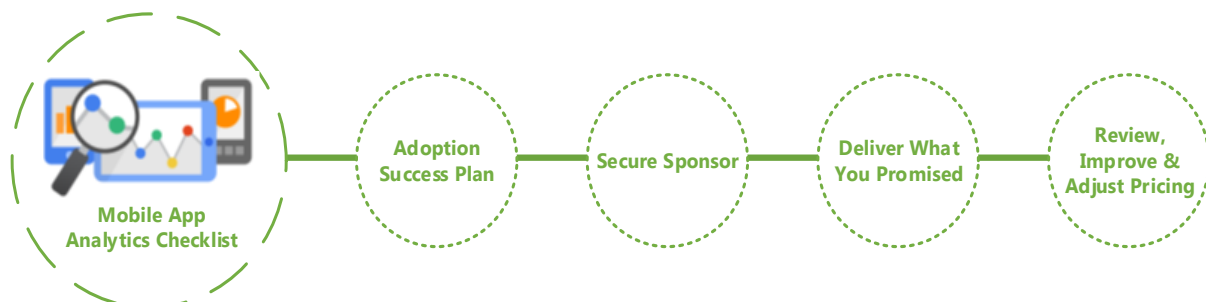
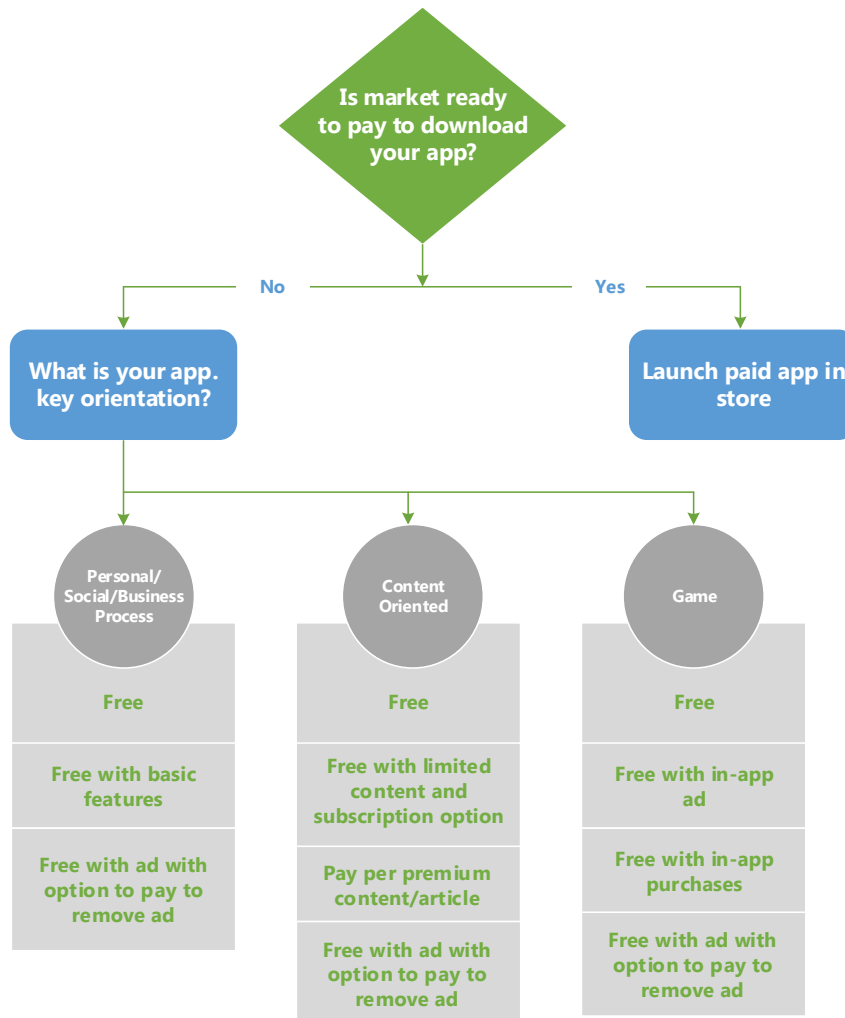
- ✦ **Perform analysis of mobile activity:** Ability to research and relate with your digital data from the app and deep dive into analysis reports.
- ✦ **Mobile plays vital role in understanding your customer journey:** You can analyze and associate the customer behavior through your multiple digital channels. Based on these analytical information, you can improve the experience across the entire customer journey.

Determining Factors of Analytics for Mobile App



Monetization and its Roadmap

Using the Monetization techniques in Mobile apps, you can maximize your profits and increase the app demand in the market. Through this technology, you can deploy your mobile apps in the marketplace as App on sale in the store, Free app with ads, Free app with in-app purchases, Free app with paid subscription and Free app with paid upgrade options. You need to have clear idea on the selecting the mobile app monetization option by analyzing whether,



Trending Tools for Mobile Analytics

Below are few top trending tools for analytics and we have listed their basic features.

Google Analytics



Pricing – Free

Google Analytics is a wholesome analytics tool provided by Google for free. Google analytics has a solution to track your app analytics as well. Your app overview on Google App Analytics tool gives you four metrics:

- ✚ Acquisition (to find out about your new users)
- ✚ Mobile App Audience (to know new vs. returning statistics, country/language, app version)
- ✚ Mobile App Behavior (for event tracking, get reports on speed and crashes)
- ✚ Mobile App Conversion (set up goal, track conversion and see goal flow).

You can also check the mobile device brands used, service provider, mobile input selector, operating systems and screen resolutions on which your mobile site is accessed.

Admob



Pricing – Free

Admob is an extension to Google Analytics into the world of mobile app analytics. With Admob you have an advantage in measuring user acquisition especially for Android apps. You get insights to what

happens before the app is downloaded all the way to in-app purchases. You can see the referral source that is driving users to the app page and also measure the number of drop offs. You can also measure user engagement and in-app conversions.

MixPanel



Pricing – Free version is available. Pricing starts from \$150 per month.

MixPanel offers real-time data, funnel analysis and in-depth analysis to track retention. You can watch real-time events happening in your app and with a point-and-click interface, you can dig deeper into your mobile analytics data. It has cohort-based analysis, tracks individual users and allows to dive deep into your data.

This is a great tool if you have launched a new app and helps to monitor the app performance pretty closely. This can be integrated with your web backend application if needed and data can be viewed in real-time. Mixpanel's New User Acquisition does not allow to pass the Cost per Click of a user. Organizations like Airbnb, match.com, kickstarter use it for their analytics.

Flurry



Pricing – Free

Flurry is a free mobile app analytics tool for iOS, Android, Blackberry, Windows Phone and mobile web. Flurry analytics is mostly based on user-acquisition. It gives you information on active users, sessions, session lengths, frequency, retention, audience persona and demographic. It also gives you information about devices, carriers, firmware versions and errors. You can create conversion funnels.

It does not provide real-time analytics data. The Flurry interface is easy-to-understand. Many top companies such as Skype, AOL, Google, MTV Networks, Facebook and others use this tool for many of their apps.

Localytics



Pricing – Free for up to 10K monthly active users. Pricing starts from \$200 per month.

This is a paid mobile app analytics tool that caters to businesses such as AT&T, Bonnier, Marvel, National Geographic, Temple Run and so on. It caters to apps on mobile platforms such as iOS, Android, Windows Phone, Blackberry and HTML5. You can view number of users or sessions. The tool gives you reports on app usage and other reports by location, device, carrier and app version. It also gives you A/B testing, screen flow, funnel, segments and cohort-based retention reports.

It also gives you unique features such as in-app messaging, push-messaging and life-time value tracking.

Amazon Mobile Analytics



Pricing – 100 million free events per month included in the free tier. Beyond that you are charged \$1 per million events per month.

Amazon mobile app analytics gives you metrics such as daily active users (DAU), monthly active users (MAU), new users, sticky factor (DAU divided by MAU), number of sessions, average sessions per DAU, average revenue per DAU, average revenue per paying DAU, Day 1, 3, and 7 retention and week 1, 2 and 3 retention and event tracking.

The tool is designed to deliver usage reports within an hour of receiving data from an app.

App Annie



Prices: Completely Free





App Annie Analytics offers app publishers the way to track your apps' downloads, revenues, ranking and reviews, storing all your valuable app store data on your behalf. Available for iOS, Mac Store, Google Play and Amazon Appstore. More than 250,000 apps use their app store analytics.

App Annie is app-marketplace-based and gives insight into what's happening in the stores right now, to help you identify opportunities. It's a great tool for when you're ramping up your download rate.

- ✚ Automatically gather your app store data
- ✚ Monitor, visualize and analyze important trends
- ✚ Safely store your historical data

Conclusion

One size never fits all – The need for app analytics tools varies across applications and app owners and evaluation of each tools against your specific requirements would help you in picking the right option. Below is a quick list to evaluate and choose a right analytics tool:

-  Ease to integrate with the mobile app
-  Provide real-time data for monitoring and appropriate action
-  Consistent security features
-  Provide in-depth data on acquisition, activation, retention, referral and revenue

There are a number of good app analytics tools available for measuring and evaluating the performance of apps. If you got website or web application supporting the mobile app, your best analytics tools shall be Google analytics or AdMob (extension of Google analytics) allows the analytics process; since it allows you to use you the existing Google Analytics Account without any extra charges. Depending on your choice of analytics tool, the app growth factor or success can be determined and monitor usage levels throughout the entire life of an app but this shall happen on continuous analysis and not just after app launch.

On the darker side, the app may lose its demand and recognition when it avoids customer feedback, poor or no tracking, no bug fixing and no updates. Thus proper analytical techniques and continuous app maintenance via required updates and response to user feedback provides best mobile app. As more users spend time in apps rather than on the web, its vital businesses and brands are treating their apps like any of their other marketing channels.

About Optisol Business Solutions

Optisol is proficient service provider for Social, Mobile, Analytics and Cloud solutions and focusing on building innovation for our clients in more than 20 countries. With 90+ smart employees, we act as the reliable outsourcing services partner, providing optimized business solutions with delivery excellence to both small and medium enterprises worldwide. Through our services on Consulting, Solutions, Mobility, Cloud Computing and Big Data, we assist our clients to transform and thrive in a changing world.

We are equipped with creative engagement models and operations framework that suits outsourcing needs from all gamut of customers – startup, Independent Software Vendor (ISV), small or mid-size companies and Enterprises. It has been serving its customer base across breadth and width of technology outsourcing needs that spans across.



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