iTunes Connect
App Analytics Guide
v1

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Apple Inc.

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Introduction

App Analytics is the best way to learn more about your app and your users. It's free, and you won't need to write any code or update your apps. You can quickly and easily:

- Find out how often customers visit your app's page on the App Store
- Learn how often your users open your app, and on how many devices
- See your app and In-App Purchase sales
- Create campaign links for referrals and see how successful your marketing campaigns are
- Discover which websites refer the most users

Of course, you can also filter all data by purchase date, territory, website referrer, and more.

If you already are familiar with analytics, dive right in, or, if you're just starting out, take a moment to look over the definitions in the Glossary to discover some analytics terms that may be helpful in understanding the data. You can access App Analytics on iTunes Connect if you have the Admin, Finance, or Sales user role.

Resources and Help

The latest information on your apps and the App Store is available on iTunes Connect. To learn more, sign in to iTunes Connect and see our FAQ. If you need to get in touch with us, use Resources and Help on iTunes Connect. You can also get the Sales and Trends User Guide and the Payments and Financial Reports Guide in Resources and Help.

App Developer Forums

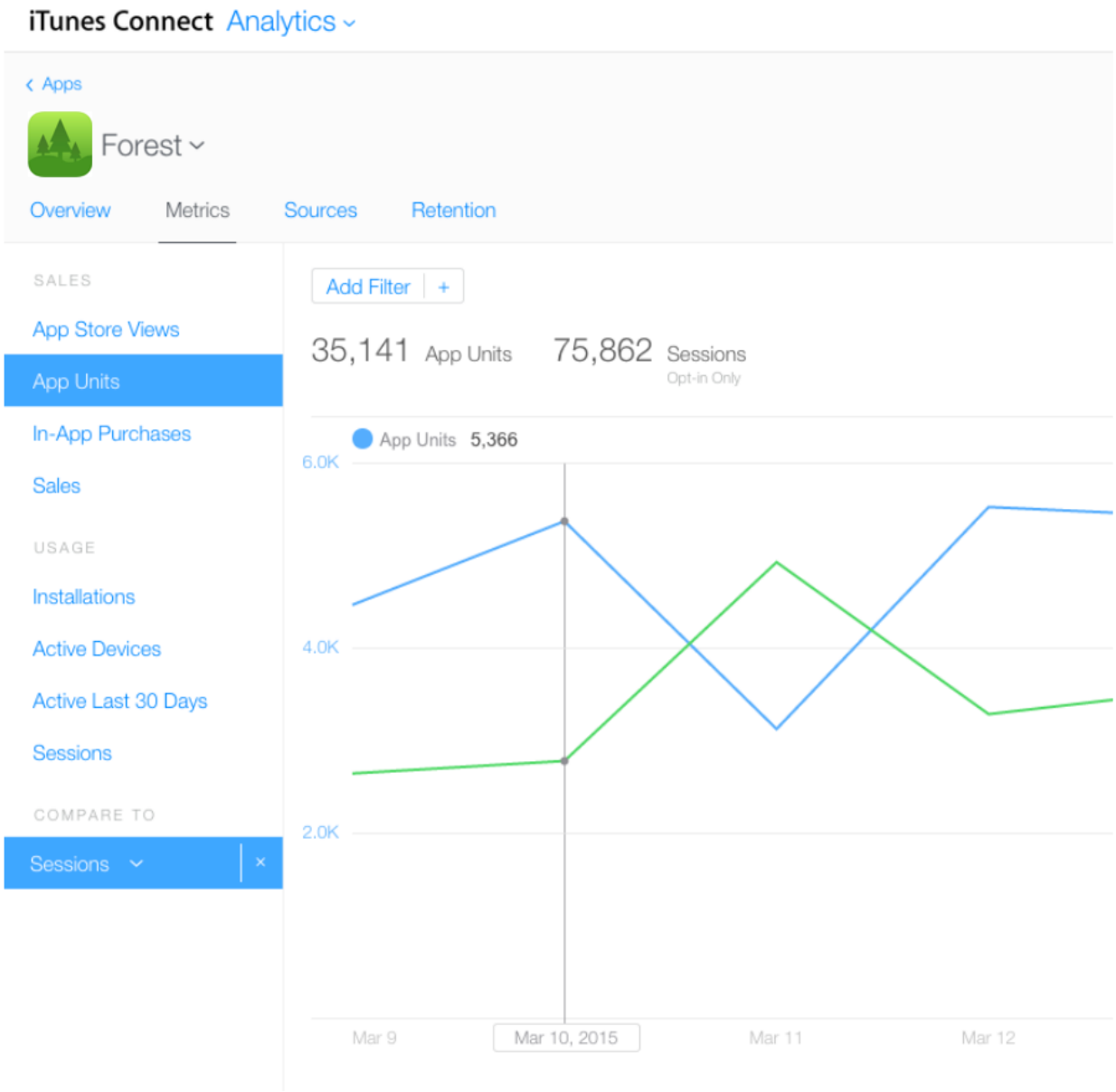
Our dedicated Developer Forums allow you to post questions and share comments with Apple engineers and fellow developers from around the world. To access the Developer Forums, go to devforums.apple.com.

Apple Support Communities Developer Forums

The Apple Support Communities Developer Forums are a community-based, collaborative environment to browse existing answers, ask a question of your own, and share your expertise on creating, submitting, and marketing apps on the App Store.

Understanding App Analytics Data

App Analytics only displays data from devices using iOS 8 or later. All data is anonymized and aggregated with data from other users. To learn more about data metrics and what they mean, see the Glossary.



Sales Metrics

What you see in App Analytics may not match exactly with what appears in Sales and Trends. To more closely match the numbers in App Analytics with those in Sales and Trends, take the following steps:

1) Set the time zone in Sales and Trends to UTC, the time zone used by App Analytics.

2) In Sales and Trends, filter out any app purchases made on Mac or PC, which are not included in App Analytics. To do so, choose Platform from the Add Filters menu, then choose iPad, iPhone, and iPod Touch.

Note that even with these adjustments there will still be some differences in the totals in App Analytics and those in Sales and Trends. This is because apps on devices using iOS 7 or earlier are not included in App Analytics, but they are included in Sales and Trends.

See the Glossary at the end of this guide for information on each metric.

Usage Metrics

App Analytics only collects usage data from customers who have agreed to share their data with third-party app developers, including you.

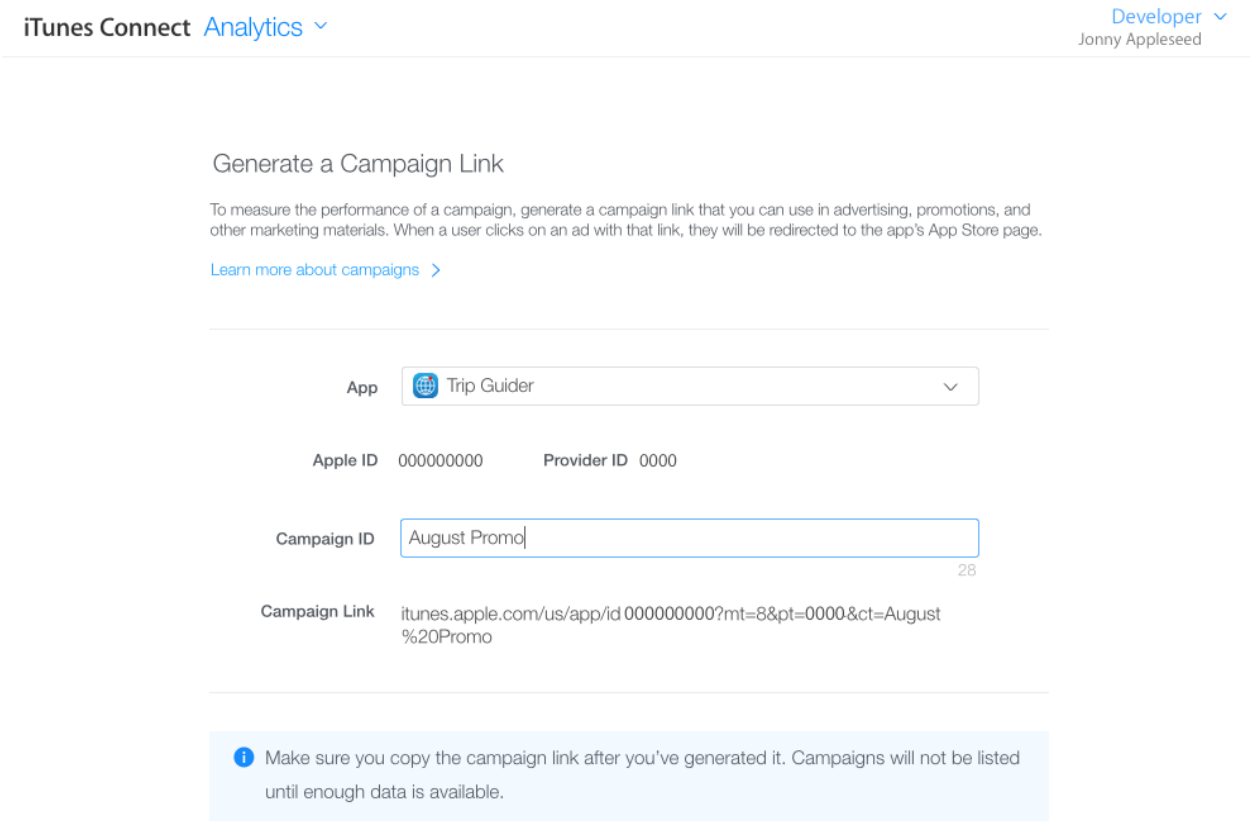
Keep in mind that usage metrics may take longer to appear in App Analytics than other kinds of data. If you are seeing low numbers for the previous day, it's possible that not all of the data has been processed yet. Check back the following day to get a more accurate understanding of your numbers.

Filters

When viewing a specific metric, such as sessions, you can add one of several filters to refine that data. For example, you can only show sessions for a particular app version, or for a certain iOS version.

Sources

From the Sources tab, choose the Top Campaigns or Top Websites view to see your app sales, usage, and monetization for users who arrived from those sources.



Top Campaigns

The Top Campaigns view is available from the Sources tab in App Analytics. Campaigns are custom App Store links you can use in your marketing material, websites, or advertising. Campaign links allow you to see your app sales, usage, and monetization for specific campaigns.

Click a campaign, and you will have access to all of the same App Analytics metrics. Within each metric you will only see data for a specific campaign you've made.

This makes it easier to see which marketing campaign or website advertisement creates the best results. For example, by looking at In-App Purchases filtered by campaign, you can see which types of marketing attract customers who are more likely to make a purchase.

Campaign Links

To generate a campaign link:

1. Go to the Campaigns pane
2. Choose your app
3. Enter a campaign ID that's up to 40 alphanumeric characters long, which can be a version of the name of your campaign
4. Copy the campaign link that's generated for you and use it on your website, in your email, in your advertisements, or in any other marketing campaign

Note that campaigns only appear in App Analytics after five or more unique Apple IDs have installed the app associated with that campaign.

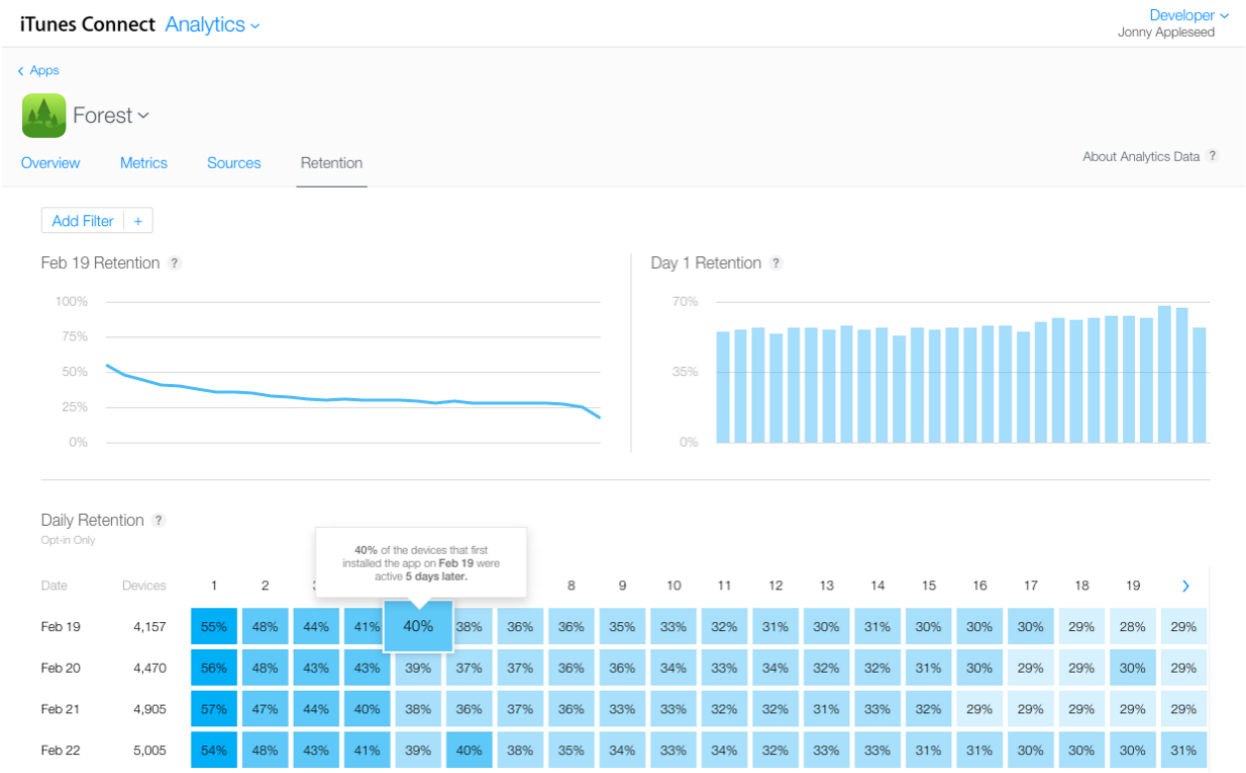
Top Websites

The Top Websites view is available from the Sources tab in App Analytics. This view shows app sales, usage, and monetization for users that have been referred from a specific website. Click a website name, and you will have access to metrics for users referred by that website. Within each metric you will only see data for a specific referring website.

You can use this information to identify websites that refer the right users to your app. For example, if a larger user base is especially important to your app, focus on websites that refer the most users.

Retention

Retention shows the usage of your app over time and helps you develop better apps. Users that stay engaged with your app are more likely to buy In-App Purchases, install app updates, and recommend your app to their friends and family.



Retention Components

Retention consists of four components: the purchase date, devices, the retention period, and the retained devices.

- The purchase date is the date an app was purchased. This may not be the same as the installation date on a device if devices share the same Apple ID or the app has been redownloaded to the same device.
- Devices is the number of devices that purchased the app on the same date.
- The retention period is a specific number of days after the purchase date.
- Retained devices is the number of devices that were active in a given retention period.

For example, if your app was purchased 100 times on May 1, then the purchase date is May 1 for 100 devices. If 20 of those devices used your app seven days later, on May 8, then the retention period is seven days for 20 retained devices.

In this example, the retention after 7 days for apps purchased on May 1 is 20%, or 20 devices out of 100.

Retention totals are based on app users who agree to share their data with you. This data is anonymized and aggregated.

Retention View

To see detailed graphs for different purchase dates and retention periods, click the individual boxes in the Daily Retention section.

You can also look at each box to see what percentage of the active devices that installed the app on a given date were active a certain number of days later. Hover over a box for more information.

Glossary

Dimensions and Categories

Term	Definition
App Purchase Date	The date an app was purchased. This may not be the same as the installation date on a device if devices share the same Apple ID or the app has been redownloaded to the same device.
Campaigns	Custom App Store links you can use in your marketing material, websites, or advertising. Campaign links allow you to see your app sales, usage, and monetization for specific campaigns.
iOS Version	The iOS version on which the app was downloaded or used. App Units, In-App Purchases, and Sales are based on the iOS version on which the app is downloaded. Active in Last 30 Days, App Store Views, Retention, and Sessions are based on the iOS version on which the app is used.
Platform	The device model on which the app was downloaded or used. App Units, In-App Purchases, and Sales are based on the platform on which the app is downloaded. Active in Last 30 Days, App Store Views, Retention, and Sessions are based on the platform on which the app is used.
Region	The App Store territory in which purchases were made, based on the customer's billing address.
Website	The number of apps that were downloaded after the customer tapped a link on a website to your App Store product page. Only taps by users with Safari and devices with iOS 8 or later are counted.
App Version	The version of your app displayed on the App Store.

Metrics and Measures

Term	Definition	Metric Type
Active Devices	The number of devices with at least one session during the selected period. Only devices with iOS 8 or later are included. Totals are based on app users who agree to share their data with you.	Usage
Active in Last 30 Days	The number of active devices with at least one session during the previous 30 days. Totals are based on app users who agree to share their data with you.	Usage
App Store Views	The number of times your app's App Store page has been viewed on a device using iOS 8 or later. Although apps can be downloaded without visiting the app's App Store product page, such as directly from search results, only App Store product page views are counted.	Sales
App Units	The number of first-time app purchases made on the App Store using iOS 8 or later. App updates, downloads from the same Apple ID onto other devices, and redownloads to the same device are not counted. Family Sharing downloads are included for free apps, but not for paid apps.	Sales
In-App Purchases	The number of first-time purchases of an In-App Purchase on a device using iOS 8 or later. Restored In-App Purchases, whether on the same or on a different device, are not counted.	Sales
Installations	The total number of times your app has been installed on an iOS device with iOS 8 or later. Redownloads on the same device, downloads to multiple devices sharing the same Apple ID, and Family Sharing installations are included. App updates aren't counted. Totals are based on app users who agree to share their data with you.	Usage
Sales	The total amount billed to customers for purchasing apps, app bundles, and In-App Purchases. Taxes are only included in the sales if those taxes were included in the App Store price. Note that sales totals are not the same as your proceeds. You can see your payments in Payments and Financial Reports on iTunes Connect if you have the Admin or Finance roles.	Sales
Sessions	The number of times the app has been used for at least two seconds. If the app is in the background and is later used again, that counts as another session. Totals are based on app users who agree to share their data with you.	Usage