Google
Developers

Measuring The End-to-End Value Of Your App

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Nick Mihailovski: Developer Programs Engineer

Google™ 12 I/O

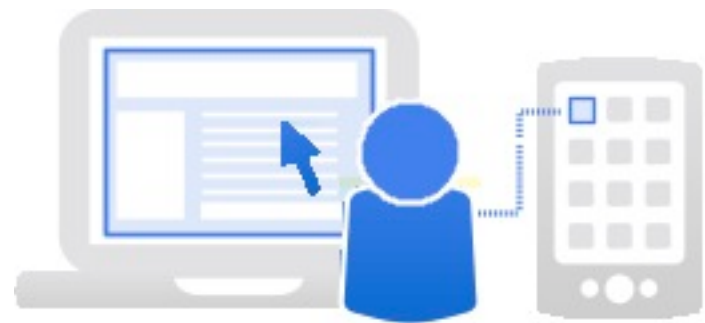**What you're measuring**

Web site	Mobile app
✔	✘

Announcing:
Google Mobile App Analytics

Lifecycle of a Mobile App

The focus

Develop an App

Building Android Apps
with Web APIs

Making Good Apps Great

Market and Monetize

Google Play: Marketing
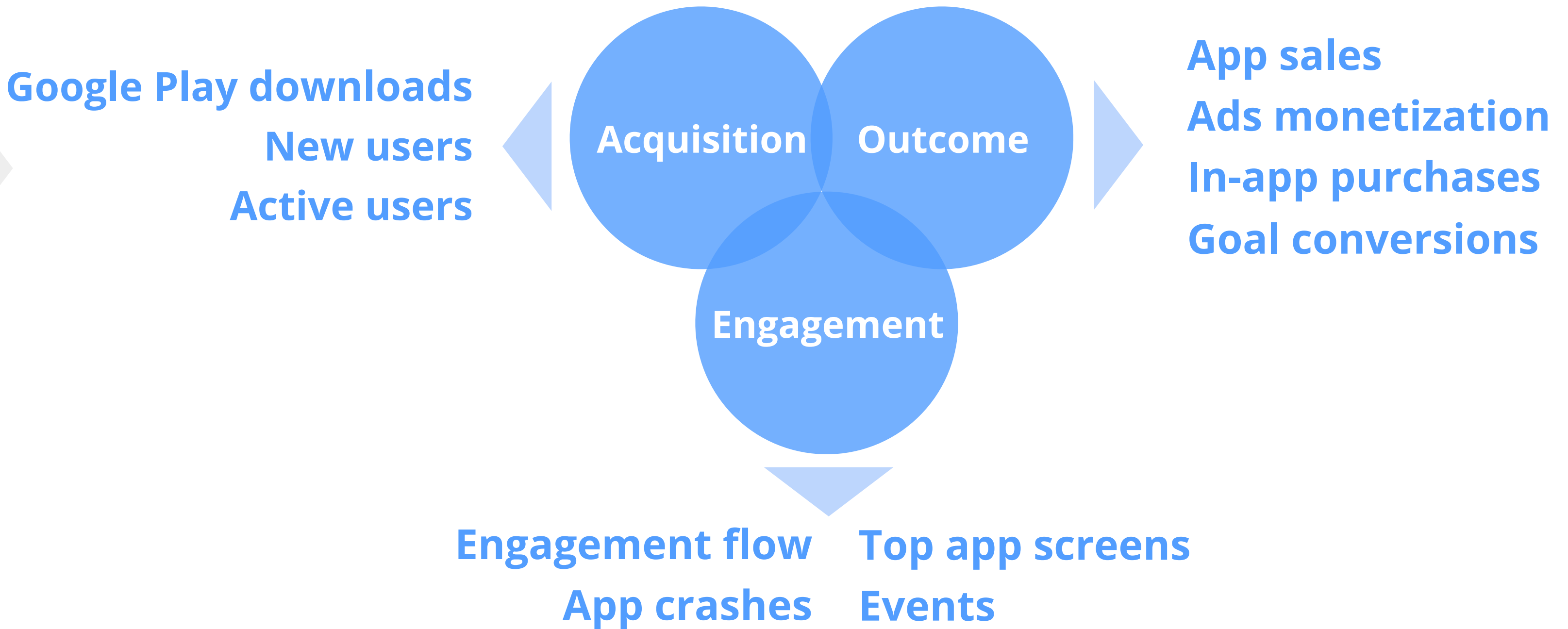101 for Developers

Getting Found
on Google Play Apps

Monetizing Android Apps

Measure and Iterate

Measuring the
End-to-End
Value of Your App
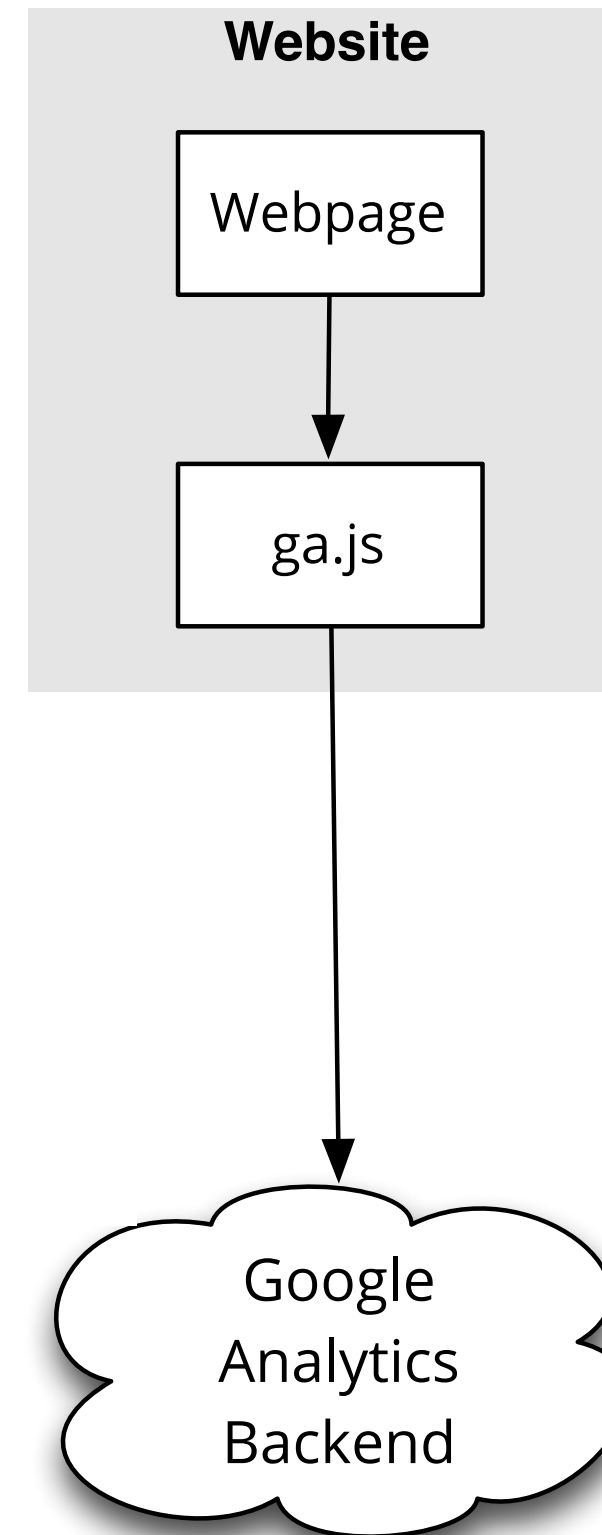
Understand the End-to-End Value of your Mobile App

Google Play downloads
New users
Active users

Acquisition

Outcome

Engagement

App sales
Ads monetization
In-app purchases
Goal conversions

Engagement flow
App crashes

Top app screens
Events

**Demo:
Google Mobile App Analytics**

What you're measuring

Web site	Mobile app
✓	✓

Architecture of Mobile SDK
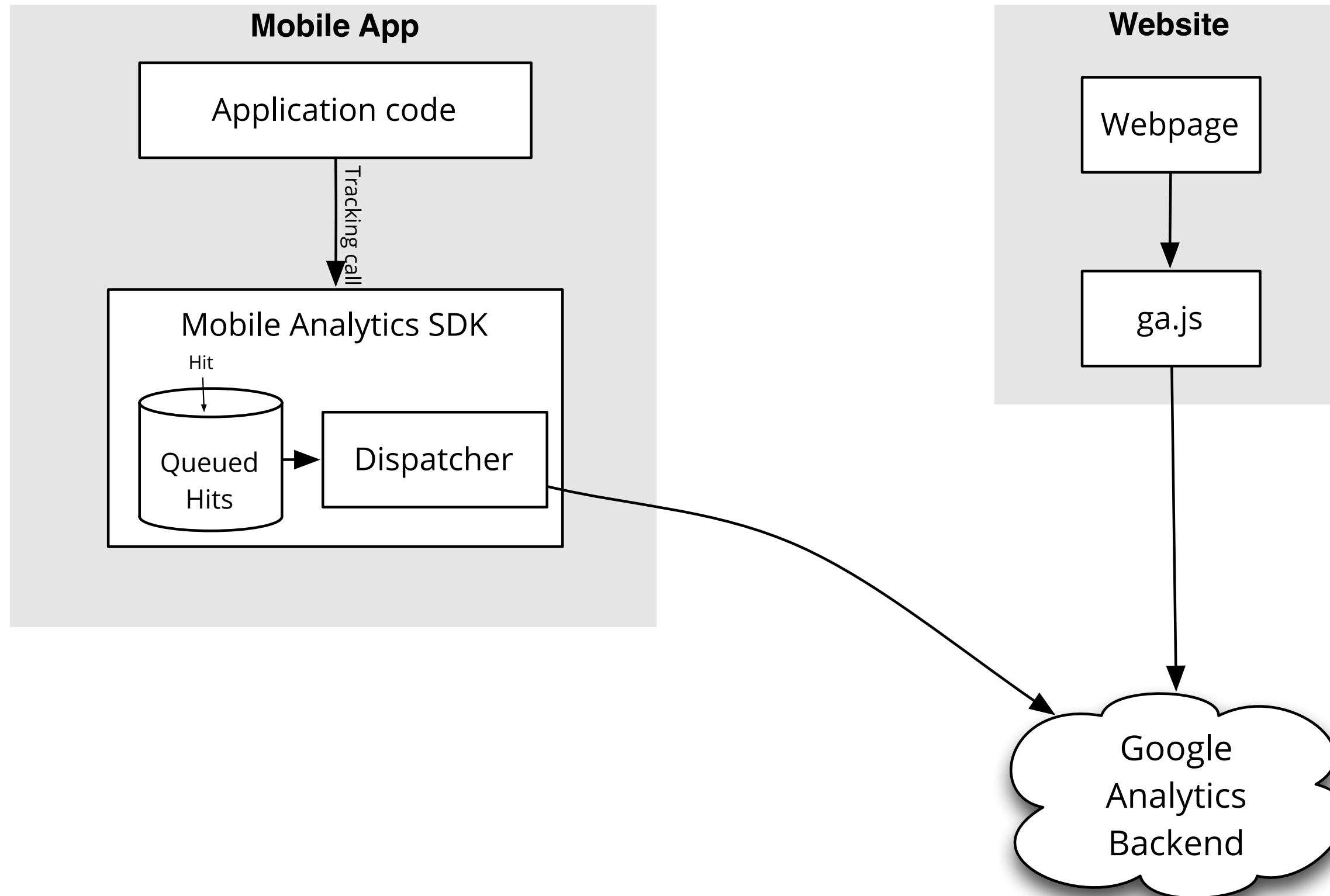
Website

Webpage

ga.js

Google
Analytics
Backend

Architecture of Mobile SDK

Adding Analytics to Your App

- Add jar file to your project
- Add configuration file
- Update your manifest
- Add 1-line to onStart and onStop

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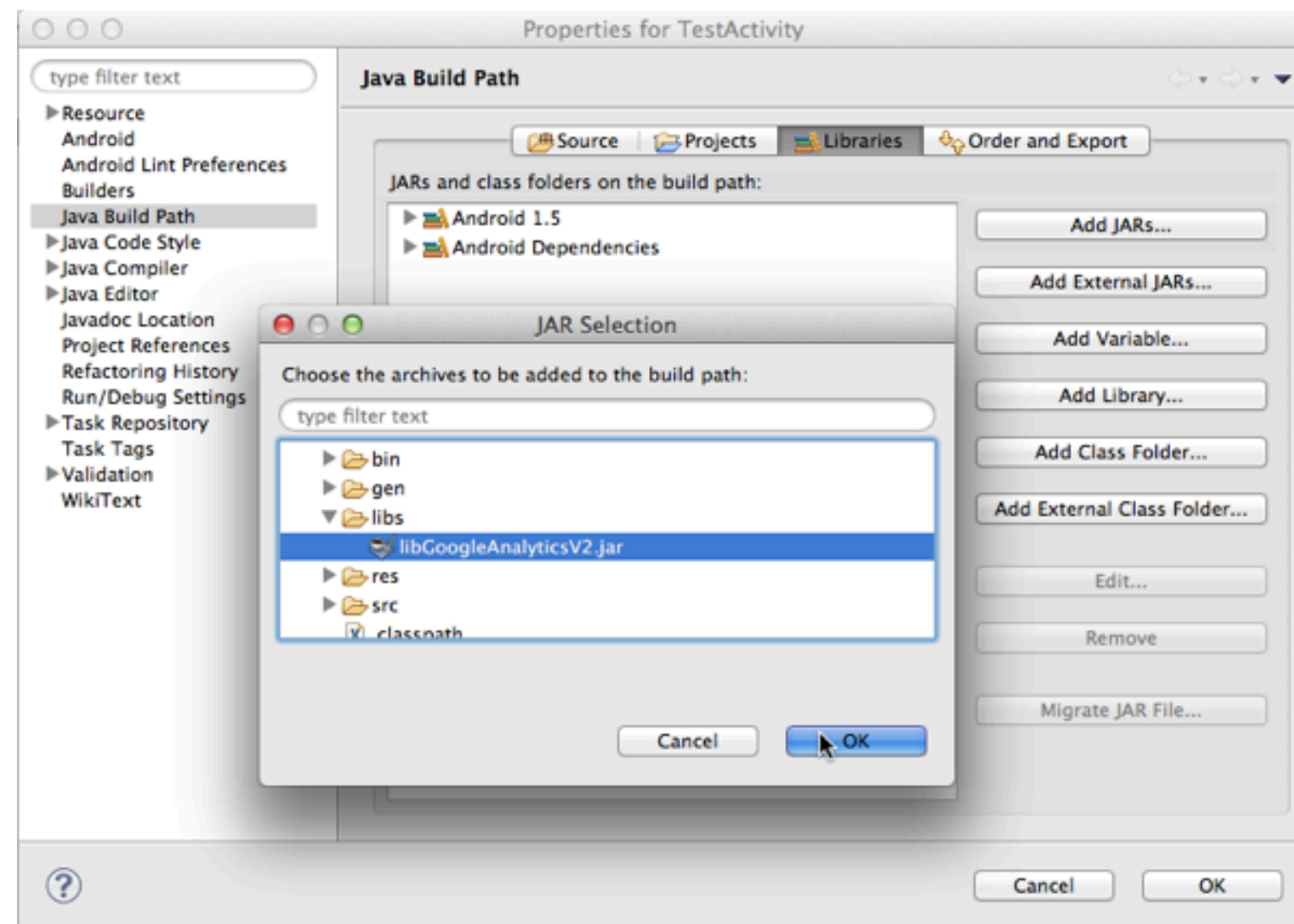- Add 1-line to onStart and onStop

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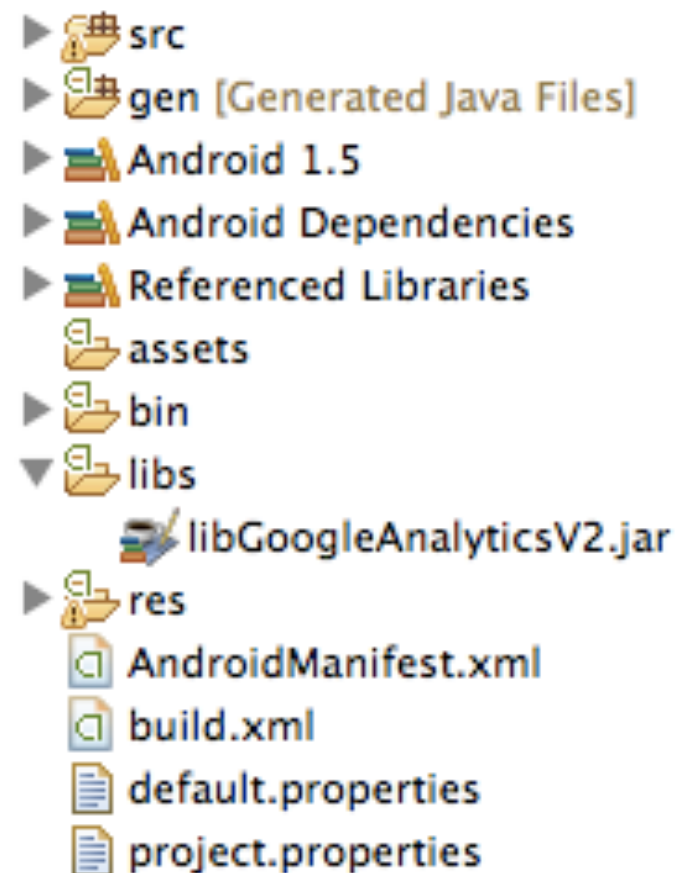- Update your manifest
- Add 1-line to onStart and onStop

```xml
<?xml version="1.0" encoding="utf-8"?>
<resources>
  <string name="ga_trackingId">UA-XXXXXX-Y</string>
  <bool name="ga_debug">true</bool>
  <bool name="ga_autoActivityTracking">true</bool>
  <bool name="ga_reportUncaughtExceptions">true</bool>
</resources>
```

xml/Analytics.xml

Adding Analytics to Your App

- Add jar file to your project
- Add configuration file
- **Update your manifest**
- Add 1-line to onStart and onStop

```
                                                      AndroidManifest.xml
<uses-permission android:name="android.permission.INTERNET" />
<uses-permission android:name="android.permission.ACCESS_NETWORK_STATE" />
…
<!-- Handles notification from Google Play on install -->
<receiver
      android:name="com.google.analytics.tracking.android.AnalyticsReceiver"
      android:exported="true">
  <intent-filter>
    <action android:name="com.android.vending.INSTALL_REFERRER" />
  </intent-filter>
</receiver>
```

Adding Analytics to Your App

- Add jar file to your project
- Add configuration file
- Update your manifest
- **Add 1-line to onStart and onStop**

```java
public class MyActivity extends Activity {         MyActivity.java
  protected void onStart() {
    super.onStart();
    EasyTracker.getInstance().activityStart(this);
  }
  protected void onStop() {
    super.onStop();
    EasyTracker.getInstance().activityStop(this);
  }
  …
}
```

Demo:
Adding Analytics to Your App

Additional Tracking in your Application

- Track views manually

```java
tracker.trackView("Level 1");
```

Additional Tracking in your Application

- Track views manually
- Events

```java
tracker.trackView("Level 1");

tracker.trackEvent("category", "action", "label", value);
```

Additional Tracking in your Application

- Track views manually
- Events
- E-commerce

```java
tracker.trackView("Level 1");

tracker.trackEvent("category", "action", "label", value);

Transaction transaction = new
    Transaction.Builder("transID", totalCost)
        .build();
transaction.addItem(Item.Builder
    ("SKU", "productName", price, 3).build());
tracker.trackTransaction(transaction);
```

Additional Tracking in your Application

- Track views manually
- Events
- E-commerce
- Exceptions

```java
tracker.trackView("Level 1");

tracker.trackEvent("category", "action", "label", value);

Transaction transaction = new
    Transaction.Builder("transID", totalCost).build();
transaction.addItem(
    Item.Builder("SKU", "productName", price, 3).build());
tracker.trackTransaction(transaction);

tracker.trackException(threadName, exception, false);
```

Additional Tracking in your Application

- Track views manually
- Events
- E-commerce
- Exceptions
- **Timing**

```java
tracker.trackView("Level 1");

tracker.trackEvent("category", "action", "label", value);

Transaction transaction = new
    Transaction.Builder("transID", totalCost).build();
transaction.addItem(
    Item.Builder("SKU", "productName", price, 3).build());
tracker.trackTransaction(transaction);

tracker.trackException(threadName, exception, false);

tracker.trackTiming("category", interval, "name",
    "label");
```

Upcoming...

What would you like to track?

Web Site	App
Track web sites whose HTML you control	Track interactions within Android and iOS apps

Setting up your app property

Property Name
Enter a property name that best describes your app property

Google+ App

Industry Category
Select an industry category for this app property

Technology ▾

Reporting Time Zone

| United States ▾ | (GMT -7h) Pacific Time ▾ |

Get Google Play data

▶ **Link App From Google Play** ⑦
Use Google Analytics reports to see how your app performs in Google Play.

ON

Select an app from below:

○ ○ ○ ○ ⦿ ○ ○ ○ ○ ○

Advanced Segments | Customize | Email BETA | Export ▾ | Add to Dashboard | Save to Home

This report contains data from Google Play. Learn more about data from other app stores at our help center article.

Explorer

Acquisitions   Ecommerce

Day | Week | Month

Organic
802,567 views

Google Play Views
2,393,323

Downloads
403,382

New Users
8,332

Social
682,304 views

Referral
465,231 views

Direct, Paid Search...
443,221 views

Google Play Views	Downloads	New Users	Average Screen Duration	In - App Revenue
2,393,323	403,382	8,332	00:18:39	$37,279

Primary Dimension: Traffic Channel   Source/Medium   Source   Medium   Other ▾

Secondary dimension ▾ | Sort Type: Default ▾ | | advanced

Traffic Channel	Google Play Views ↓	Downloads	New Users	Average Screen Duration	In - App Revenue
☐ 1. Organic	802,567	82,367	825	00:15:42	$8,231
☐ 2. Social	682,304	72,322	3,774	00:25:32	$3,566
☐ 3. Referral	465,231	92,421	2,556	00:24:59	$11,231
☐ 4. Direct	223,100	83,009	543	00:17:32	$2,451

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Google Play Acquisition Funnel   Apr 8, 2012 - May 8, 2012

Advanced Segments   Customize   Email BETA   Export ▾   Add to Dashboard   Save to Home

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Explorer

Acquisitions   Ecommerce

Day   Week   Month

Organic   Google Play Views   Downloads   New Users
802,567 views   2,393,323   403,382   8,332

Social
682,304 views

Traffic Channel	Google Play Views ↓	Downloads
Organic	802,567	82,367
Social	682,304	72,322

Primary   Source/Medium   Source   Medium   Other ▾

Secondary dimension ▾   Sort Type: Default ▾   advanced

	Traffic Channel	Google Play Views	↓ Downloads	New Users	Average Screen Duration	In - App Revenue
☐ 1.	Organic	802,567	82,367	825	00:15:42	$8,231
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☐ 3.	Referral	465,231	92,421	2,556	00:24:59	$11,231
☐ 4.	Direct	223,100	83,009	543	00:17:32	$2,451

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One more thing...

What you're measuring

	Web site	Mobile app
Where you see your reports **Web**	✓	✓

What you're measuring

		Web site	Mobile app
Where you see your reports	**Web**	✔	✔
	Mobile app	✘	✘

Launching today:
Google Analytics Android App
goo.gl/daX3i

Demo:
Google Analytics Android App

In Summary

See the entire picture of
your application in
Google Mobile App Analytics

goo.gl/E8UIi

View your web or mobile
analytics from anywhere with
Google Analytics Android App

goo.gl/LBaWJ

Thank You!

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Nick Mihailovski: **+nickski15**

Docs: **developers.google.com/analytics/devguides/collection/android/v2/**

: **developers.google.com/analytics/devguides/collection/ios/v2/**

Google Mobile App Analytics Whitelist: **goo.gl/E8Uli**

Google Analytics Android App: **goo.gl/LBaWJ**

goo.gl/daX3i