



Measuring The End-to-End Value Of Your App

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What you're measuring





Lifecycle of a Mobile App



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

Engagement flow Top app screens App crashes Events



App sales Ads monetization **In-app purchases Goal conversions**





Demo: Google Mobile App Analytics

What you're measuring





Architecture of Mobile SDK





Architecture of Mobile SDK







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



- Add configuration file
- Update your manifest



• Add jar file to your project Add 1-line to onStart and onStop



- Add configuration file
- Update your manifest

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• Add jar file to your project Add 1-line to onStart and onStop

- Add configuration file
- Update your manifest

<?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>



• Add jar file to your project Add 1-line to onStart and onStop

xml/Analytics.xml

- Add configuration file
- Update your manifest

<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>



• Add jar file to your project Add 1-line to onStart and onStop

AndroidManifest.xml

- Add configuration file
- Update your manifest

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

• Add jar file to your project Add 1-line to onStart and onStop

MyActivity.java



Demo: **Adding Analytics to Your App**



Track views manually

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



- Track views manually
- Events

tracker.trackView("Level 1");

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



- Track views manually
- Events
- E-commerce

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);



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

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);



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

tracker.trackView("Level 1");

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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	Арр
Track web sites whose	Track interactions within
HTML you control	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

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Get Google Play data

Link App From Google Play

Use Google Analytics reports to see how your app performs in Google Play.

Select an app from below:











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This report contains data from Google Play. Learn	more about data from other app stores at our	help center article.				
Explorer						
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Social 682,304 views						
Referral 465,231 views						
Direct, Paid Search 443,221 views						
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One more thing...



Where you see your reports



What you're measuring

Mobile app





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

What you're measuring

Mobile app







Demo: **Google Analytics Android App**



In Summary

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

goo.gl/E8Uli

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











Thank You!

Neil Rhodes: **+rhodes.neil** Nick Mihailovski: **+nickski15** Docs: **developers.google.com/analytics/devguides/collection/android/v2/** <u>: developers.google.com/analytics/devguides/collection/ios/v2/</u> Google Mobile App Analytics Whitelist: **goo.gl/E8Uli** Google Analytics Android App: **goo.gl/LBaWJ**



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