FLURRY ANALYTICS – INTEGRATION CHECKLIST & BEST PRACTICES

We are excited that you are creating a new mobile app! Here is an integration checklist with best practices to ensure you set up your app or mobile website properly from the start. We recommend sharing this document with both your product and business teams to ensure you maximize the value of Flurry Analytics to your mobile analytics strategy.

	Action	Description	☑
SDK Integration	**Install the SDK**	Add the Flurry SDK to your application in minutes. Get started by signing up and downloading the Flurry SDK here for iOS or here for Android.	☐
SDK Integration	**Track Events In-App**	Track in-app actions (e.g. purchases, level completions) with Events to dive deep into user behavior. Think through your business goals and KPIs to identify what user behavior you need to measure. Instructions on how to set up Events can be found here for iOS and here for Android. Please include at least one Event to enable testing your integration within minutes.	☐
SDK Integration	**Track Advanced Features**	Flurry can help track advanced features including age, gender, geography, user ID, errors, and page views. Instructions on how to set up advanced features can be found here for iOS and here for Android.	☐
Flurry Dev Portal Setup	**Learn How Reporting Works**	Watch our video tutorials to familiarize yourself with the Flurry portal and metrics reporting so that you are ready to gain actionable insight on Day 1.	☐
Flurry Dev Portal Setup	**Instrument Funnel Analysis**	Setting up funnels enables you to understand user behavior relative to a specific goal or conversion. More details about funnel analysis can be found here.	☐
Flurry Dev Portal Setup	**Instrument Custom User Segments**	Setting up user segments enables you to bucket users in to groups by specific attributes including usage levels, demographics, actions, and acquisition channels. More details about user segments can be found here.	☐
Flurry Dev Portal Setup	**Instrument User Acquisition Analytics**	Setting up user acquisition analytics enables you to measure the effectiveness of your acquisition campaigns by tracking the quality of acquired users. More details about user acquisition analytics can be found here.	☐
Flurry Dev Portal Setup	**Collaborate in Flurry**	Invite collaborators to your Flurry account. Learn how to add new users and edit permissions of existing account holders here.	☐
Flurry Dev Portal Setup	**Sign up for Explorer**	Explorer is a new feature that allows you to instantly create ad-hoc queries without any coding and visualize them on the fly. Learn more about Explorer and how to sign up for beta access here.	☐

Best Practices

We want to make sure your integration experience is seamless. Here are some of our best practices and recommendations:

Topic	Best Practice
Test Your Integration	If you have added Events to your app, data from sessions that trigger those Events will populate within minutes in the 'Event Logs' section (under 'Events' in the Left Navigation bar within an app's analytics). Visit this section to ensure your integration is working properly. Other metrics in the portal may take a few hours to populate, so we recommend adding Events to aid in testing.
Separate Your Test Data	Create two projects for your app – one for staging and one for live production. When ready to launch, swap in the API Key for your live app into your build version. This ensures test data and live usage data stay separate for analytics purposes.
Coordinate with Your Product and Business Teams	An analytics tool is only effective when it helps you make meaningful decisions. We highly recommend a cross-functional team review of the Flurry SDK setup to ensure that all desired events are properly tracked before submitting to the App Store.

If you have any questions about getting started with Flurry, please visit our FAQ or email us at support@flurry.com.