

Third Party Website

<https://appfigures.com/>

Refer document

<https://docs.appfigures.com/>

Usage Report

URL

https://api.appfigures.com/v2/reports/usage?group_by=network&start_date=2023-02-13&end_date=2023-02-14&products=280598515284

Data

```
{
  "apple:analytics": {
    "crashes": 0,
    "sessions": 0,
    "app_store_views": 0,
    "unique_app_store_views": 0,
    "daily_active_devices": 0,
    "monthly_active_devices": 2,
    "paying_users": 0,
    "impressions": 10,
    "unique_impressions": 9,
    "uninstalls": 0,
    "avg_daily_active_devices": "0.00",
    "avg_optin_rate": "0.80",
    "storefront": "apple:analytics",
    "store": "apple"
  }
}
```

Ads Report

URL

https://api.appfigures.com/v2/reports/ads?networks=admob,chartboost&start_date=2023-02-13&end_date=2023-02-14&products=280598515284

DATA

```
{
  "revenue": "0.00",
  "requests": 0,
  "impressions": 0,
  "ecpm": "0.00",
  "fillrate": "0.00",
  "ctr": "0.00",
  "clicks": 0,
```

```
"requests_filled": 0  
}
```

Field	Type	Description
requests	Number	The total number of requests made to the ad network. This metric is available for some networks. Where not available, requests will be set to 0.
requests_filled	Number	The total number of requests filled by the network. This metric is equivalent to impressions for most ad networks with the main exception being Unity, which counts impressions a bit differently.
impressions	Number	The total number of times a request resulted in an ad impression.
fillrate	Number	A number between 0 and 1 representing the percent of filled requests, calculated by dividing requests_filled by requests. Some networks don't provide requests, in which case this metric will be set to 0. Some networks don't provide requests but do provide a fill rate, in which case we'll pass on the fill rate instead of calculating it.
ecpm	Number	The effective cost per thousand impressions, as reported by the ad network.
clicks	Number	The total number of times an ad was clicked.
ctr	Number	A number between 0 and 1 representing the click-through rate. This is provided by the networks directly, when not, it is calculated by dividing clicks by impressions.
revenue	Number	The total revenue generated by ads, provided in the currency of the authenticated user.

Sales Report

URL

https://api.appfigures.com/v2/reports/sales?group_by=network&start_date=2023-02-13&end_date=2023-02-14&products=280598515284

Data

```
{
  "apple:ios": {
    "downloads": 0,
    "re_downloads": 0,
    "uninstalls": 0,
    "updates": 0,
    "returns": 0,
    "net_downloads": 0,
    "promos": 0,
    "revenue": "0.00",
    "returns_amount": "0.00",
    "edu_downloads": 0,
    "gifts": 0,
    "gift_redemptions": 0,
    "edu_revenue": "0.00",
    "gross_revenue": "0.00",
    "gross_returns_amount": "0.00",
    "gross_edu_revenue": "0.00",
    "business_downloads": 0,
    "business_revenue": "0.00",
    "gross_business_revenue": "0.00",
    "standard_downloads": 0,
    "standard_revenue": "0.00",
    "gross_standard_revenue": "0.00",
    "app_downloads": 0,
    "app_returns": 0,
    "iap_amount": 0,
    "iap_returns": 0,
    "subscription_purchases": 0,
    "subscription_returns": 0,
    "app_revenue": "0.00",
    "app_returns_amount": "0.00",
    "gross_app_revenue": "0.00",
    "gross_app_returns_amount": "0.00",
    "iap_revenue": "0.00",
    "iap_returns_amount": "0.00",
    "gross_iap_revenue": "0.00",
    "gross_iap_returns_amount": "0.00",
    "subscription_revenue": "0.00",
    "subscription_returns_amount": "0.00",
    "gross_subscription_revenue": "0.00",
```

```

    "gross_subscription_returns_amount": "0.00",
    "pre_orders": 0,
    "storefront": "apple:ios",
    "store": "apple"
  }
}

```

downloads	An int representing the total number of downloads.
net_downloads	An int representing the number of downloads – returns.
app_downloads	An int representing the number of downloads for the app, not including any in-app purchases (even if specified by ID).
re_downloads	An int representing the total number of downloads that were reinstalls or subsequent installs after an app was initially installed.
updates	An int representing the total number of updates.
revenue	A float representing the total revenue, after the store's fee, in the user's selected currency.
app_revenue	A float representing the total revenue from app sales (not including in-app purchases), after the store's fee, in the user's selected currency.
gross_revenue	A float representing the total revenue before the store's fee, in the user's selected currency.
gross_app_revenue	A float representing the total revenue from app sales (not including in-app purchases), before the store's fee, in the user's selected currency.

returns	An int representing the total number of returns.
app_returns	An int representing the total number of returns for apps, not including in-app purchases.
gifts	An int representing the number of times products in this report were gifted.
gift_redemptions	An int representing the number of times products in this report were gifted and then redeemed.
promos	An int representing the total number of promo codes used.
edu_downloads	An int representing the total number of educational downloads.
returns_amount	A float representing the amount of money refunded to customers, after the store's fee, in the user's selected currency.
app_returns_amount	A float representing the amount of money refunded to customers from app sales (not including in-app purchases), after the store's fee, in the user's selected currency.
gross_returns_amount	A float representing the amount of money refunded to customers, before the store's fee, in the user's selected currency.
gross_app_returns_amount	A float representing the amount of money refunded to customers from app sales (not including in-app purchases), before the store's fee, in the user's selected currency.

edu_revenue	A float representing the revenue from sales to educational institutions (usually discounted), after the store's fee, in the user's selected currency.
gross_edu_revenue	A float representing the revenue from sales to educational institutions (usually discounted), before the store's fee, in the user's selected currency.
uninstalls	<p>The number of times the selected apps were removed from a device they were installed on.</p> <p>Note: This metric is only available for Apple and Google Play.</p>
business_downloads	An int representing the number of downloads received through Apple's Volume Purchase for Business program .
business_revenue	A float representing revenue from downloads generated through Apple's Volume Purchase for Business program, not including the store's fee.
gross_business_revenue	A float representing revenue from downloads generated through Apple's Volume Purchase for Business program, including the store's fee.
standard_downloads	An int representing downloads generated via the store and not through any purchasing program. This equals <code>downloads - edu_downloads - business_downloads</code> .

standard_revenue	A float representing revenue, not including the store's fee, generated via the store and not through any purchasing program. This equals <code>revenue - edu_revenue - business_revenue</code> .
gross_standard_revenue	A float representing revenue, including the store's fee, generated via the store and not through any purchasing program. This equals <code>gross_revenue - gross_edu_revenue - gross_business_revenue</code> .
pre_orders	An int representing the number of orders for a pre-released app. Pre-orders do not count towards downloads until the app is released, at which point the downloads (and subsequent revenue, if applicable) will count towards downloads and revenue separately..

Ratings Report

URL

https://api.appfigures.com/v2/reports/ratings?group_by=network&start_date=2023-02-13&end_date=2023-02-14&products=280598515284&X-Client-Key=e53ed1aeac4e42bdbde3b5a3b885a721

Data

```
{
  "apple:ios": {
    "breakdown": [ 1,0, 1, 2, 3],
    "new": [ 0, 0, 0, 0, 0],
    "average": "3.86",
    "total": 7,
    "new_average": "NaN",
    "new_total": 0,
    "positive": 5,
    "negative": 1,
    "neutral": 1,
    "new_positive": 0,
    "new_negative": 0,
    "new_neutral": 0,
    "storefront": "apple:ios",
    "store": "apple"
  }
}
```

Field	Type	Description
breakdown	Array	An array listing the number of total ratings by star, where index 0 = 1 star and index 4 = 5 stars. These are the ratings that were observed on the last day of the given time period. If the report is broken down by date, these are the ratings that were observed on the source app store on the result date.
new	Number	An array listing the number of new ratings by star, where index 0 = 1 star and index 4 = 5 stars. These are the ratings that were added in the given time period. If the report is broken down by date, these are the ratings that were added since the preceding day.
average	Number	A double representing the weighted average of all ratings.
total	Number	An int representing the total number of times the app has been rated.
new_average	Number	A double representing the weighted average of ratings received in the selected time period.
new_total	Number	An int representing the number of times the app was rated in the selected time period.
positive	Number	An int representing the total number of 4 and 5 star ratings.
negative	Number	An int representing the total number of 1 and 2 star ratings.
neutral	Number	An int representing the total number of 3 star ratings. For the sake of consistency.
new_positive	Number	An int representing the number of 4 and 5 star ratings received in the selected period.
new_negative	Number	An int representing the number of 1 and 2 star ratings received in the selected period.
new_neutral	Number	An int representing the number of 3 star ratings received in the selected period. For the sake of consistency.

Payments Report

URL

https://api.appfigures.com/v2/reports/payments?group_by=network&start_date=2023-02-13&end_date=2023-02-14&products=280598515284&X-Client-Key=e53ed1aeac4e42bdbde3b5a3b885a721

Data

```
{
  "apple:ios": {
    "revenue": 0.00,
    "converted_revenue": 0.00,
    "financial_revenue": 0.00,
    "estimated_revenue": 0.00,
    "storefront": "apple:ios",
    "store": "apple"
  }
}
```

estimated_revenue	<p>The total amount expected to be paid at the end of the month based on daily reports.</p> <p>This is available for all apps and from all sources, and is considered a best estimate which may not match exactly with the actual payment from the source. Common reasons for mismatches include transaction clearing times and exchange rate conversion.</p>
financial_revenue	<p>The total amount to be paid for iOS and Mac apps.</p> <p>At this time only Apple is supported for this type of revenue. This revenue is more accurate but is released about a month after the end of the fiscal month. so it won't be available right away.</p>
converted_revenue	<p>The total amount that has been paid for iOS and Mac apps.</p> <p>At this time only Apple is supported for this type of revenue. This revenue is 100% accurate and will match the deposit from Apple, but is only available about two months after the end of the fiscal month.</p>
revenue	<p>The most accurate payment information, from the previous three, that's available for the app.</p> <p>In the case of iOS and Mac apps, this will initially be <code>`converted_revenue`</code>, then switch to <code>financial_revenue</code> about 30 days after the end of the fiscal month, and eventually <code>converted_revenue</code> about 30 days after. The specific times depend on Apple's Fiscal Calendar.</p>

Subscription Report

URL

https://api.appfigures.com/v2/reports/subscriptions?group_by=network&start_date=2023-02-13&end_date=2023-02-14&products=280598515284

Data

```
{
  "apple:ios": {
    "active_subscriptions": 0,
    "active_free_trials": 0,
    "new_subscriptions": 0,
    "cancelled_subscriptions": 0,
    "new_trials": 0,
    "trial_conversion_rate": "0.00",
    "mrr": "0.00",
    "actual_revenue": "0.00",
    "renewals": 0,
    "first_year_subscribers": 0,
    "non_first_year_subscribers": 0,
    "reactivations": 0,
    "transitions_out": 0,
    "trial_cancellations": 0,
    "transitions_in": 0,
    "activations": 0,
    "cancellations": 0,
    "trial_conversions": 0,
    "churn": "0.0000",
    "gross_revenue": "0.00",
    "gross_mrr": "0.00",
    "active_grace": 0,
    "new_grace": 0,
    "grace_drop_off": 0,
    "grace_recovery": 0,
    "new_trial_grace": 0,
    "trial_grace_drop_off": 0,
    "trial_grace_recovery": 0,
    "active_trials": 0,
    "active_discounted_subscriptions": 0,
    "all_active_subscriptions": 0,
    "paying_subscriptions": 0,
    "all_subscribers": 0,
    "storefront": "apple:ios",
    "store": "apple"
  }
}
```

Field	Type	Description
all_active_subscriptions	Number	The total number of active subscriptions including free and discounted trials, discounted pay upfront and pay as you go subscriptions, and standard subscriptions.
active_subscriptions	Number	The number of active subscriptions that are paying the standard subscription price.
paying_subscriptions	Number	The number of active subscriptions that are paying the standard subscription price or a discounted rate.
actual_revenue	Money	The amount of money generated by subscriptions for the selected period, after the store's fee.
mrr	Money	The amount of revenue subscriptions are earning in a month. MRR includes revenue generated from monthly subscriptions, as well as well as the monthly portion of longer term subscriptions.
gross_mrr	Money	The amount of revenue subscriptions are earning in a month before the store takes its fee.

gross_revenue	Money	The amount of money generated by subscriptions for the selected period, before the store's fee.
activations	Number	The number subscriptions that have been activated in the period, including: activations from new subscriptions, re-activations, trials converting to paying subscriptions, and tier/plan changes. This is an aggregate metric.
cancellations	Number	The number subscriptions that were not renewed directly by the customer, or as a result of moving to a different tier or plan. This is an aggregate metric.
churn	Number	Subscriptions that have been cancelled as a percent of total active subscriptions. This is a calculated metric.
first_year_subscribers	Number	The number of subscriptions that have been active for less than a year. Stores deduct a higher fee for these subscriptions. This metric is only available for iOS and Mac apps.
non_first_year_subscribers	Number	The number of subscriptions that have been active for more than a year. Stores deduct a lower fee for these subscriptions. This is a calculated metric, and is only available for iOS and Mac apps.
active_discounted_subscriptions	Number	The number of active subscriptions that paying a discounted rate.

active_trials	Number	The number of subscriptions that are currently active in free trial.
new_trials	Number	The number of new trial subscriptions that have been activated in the selected period.
cancelled_trials	Number	The number of trial subscriptions that chose not to convert to a paying subscription.
transitions_in	Number	The total number of upgrades, downgrades, and cross-grades that resulted in a subscription activation. This is an aggregate metric.
transitions_out	Number	The total number of subscriptions that have been cancelled as a result of the customer upgrading, downgrading, or crossgrading to a different subscription tier/plan. This is an aggregate metric.
cancelled_subscriptions	Number	The number of subscriptions that have been cancelled by the customer.
new_subscriptions	Number	The number of new subscriptions that were activated by new customers.
trial_conversions	Number	The number of subscriptions that have started as a trial and converted to a paying subscription.
reactivations	Number	The number of subscriptions that were activated after having expired and not renewed immediately.

renewals	Number	The number of subscriptions that automatically renewed successfully.
active_grace	Number	The total number of subscribers that could not be charged and are being retried automatically.
new_grace	Number	The number of new subscribers that could not be charged and are being retried automatically.
grace_drop_off	Number	The number of subscriptions that have been cancelled because they could not be charged.
grace_recovery	Number	The number of subscriptions that were charged successfully after failing and are now active.
new_trial_grace	Number	The number of new trial subscriptions that upgraded to a paid subscription but couldn't be charged.
trial_grace_drop_off	Number	The number of trial subscriptions that were cancelled because they couldn't be charged.
trial_grace_recovery	Number	The number of trial subscriptions that were charged successfully after failing and are not active.