What is Mobile Analytics?

Mobile analytics is the process of collecting and analyzing data from mobile devices, such as smartphones and tablets, in order to gain insights into user behavior, app performance, and business metrics. Mobile analytics tools are used to track and measure various aspects of mobile app usage, including app downloads, user engagement, retention, in-app purchases, and other key performance indicators.

We are now using fourth generation (4G) wireless mobile technologies. When you look at the past, you will see that wireless mobile technologies have shown a steady growth, evolving from 1G to 4G. With every major shift in the technology, there has been a corresponding improvement in both the speed and efficiency of mobile devices.

First generation (1G) mobile devices provided only a "mobile voice", but in second generation (2G) devices, larger coverage and improved digital quality were provided. Third generation (3G) technology focused on multimedia applications like videoconferencing through mobile phones. 3G opened the gates for the mobile broadband, which was seen in fourth generation (4G) devices. 4G provides wide range access, multi-service capacity, integration of all older mobile technologies, and low bit cost to the user.

Examples of mobile analytics

Mobile analytics involves any data your app gathers about your mobile users' performance or how mobile users interact with it. Common examples include:

Web analytics

Funnel analysis

Heatmaps

App performance and usage

Click-through rates

Mobile conversion rates

Demographic info of signed-up users

Traffic sources (for mobile websites)

Different types of mobile analytics to consider

Mobile app analytics platforms give you virtually limitless options for exploring data. Depending on your business model and goals, you may want to focus on one of the main types:

Mobile advertising analytics

In-app advertising can be a major source of revenue for your business. Mobile advertising analytics show you how your ads are performing and who's interacting with them, so you can find opportunities to generate more revenue.

App monetization analytics

Even if your app is free, you may be monetizing it through in-app purchases on mobile devices, subscriptions or affiliate marketing schemes. Monetization analytics allow you to see the success of these strategies and the revenue they generate.

For example, if you're charging a subscription fee, analytics data could show you which plan is most popular and how long the average user stays subscribed for.

Tracking these metrics could help you optimize different aspects of your strategy—like your plan prices—so you can maximize the revenue you generate.

In-app engagement analytics

In-app engagement analytics give you quantitative data on how people audience segments use your app on average. Key metrics could include:

How often users open your app on their mobile devices
How long they use it for
Which features they use most

App store analytics

Your performance in the app store will affect how many people find and download your app. App store analytics help you track key metrics like:
Rank in app listings
Downloads
Device type
Reviews

Analyzing this data can help you find ways to improve your ranking, target the right audiences, and ultimately acquire more users.

Performance analytics

Your app's performance directly impacts the user experience, and ultimately, your retention rates. Identify issues that could cause users to leave by checking performance analytics data like:

Loading times
Error reporting
Crash reporting

How do different teams use mobile analytics?

For companies that drive revenue or engage with customers through an app, mobile analytics can be a game changer. They're useful to various departments including marketing, product, technical, UX/UI design and customer success.

While their goals might vary, all these teams are focused on understanding and serving users—and mobile app analytics gives them the insights they need to do so.

Mobile analytics for marketing teams

Mobile analytics allow marketers to gauge the effectiveness of their campaigns. By learning more about the people who convert and make purchases, marketers can optimize their strategies to target the right audiences.

Marketing teams can use mobile analytics to:
Segment users (e.g. by acquisition channel or purchasing behavior)
Check in-app conversions (e.g freemium user to paid user)
Track ROI on marketing campaigns
Identify the most profitable marketing channels

With the insights they gain from these processes, marketers can optimize their funnels for maximum conversions while minimizing costs.

Mobile analytics for product teams

Product teams make it their goal to continuously improve their app so that customers keep coming back. However, in order to identify the most important areas for improvement, they need real data about what customers need.

Mobile analytics offer several ways for them to do this:

- Visualize all user journeys and instantly see which ones drive the most conversions
- Idenfity the screens customers are struggling on and where the app is crashing

- Examine app usage to learn which features users are more interested in
- Gather data on how the app affects customer satisfaction
- Measure the results of A/B tests within the app

By listening to the data left by users, product teams can avoid common mobile app traps and make decisions about what features to add, change or remove.

Mobile analytics for UI and UX teams

UX and UI teams are concerned with optimizing the user experience in their app. Since one of their key goals is to remove friction from the user journey, mobile analytics play a vital role in identifying where users are struggling.

Mobile analytics help UI and UX teams to:
Identify common customer journeys in the app
Gather data on what users' motivations and pain points are at key points in the journey
Examine usage data to learn where and when users typically exit the app
Learn what users do on individual pages via heatmaps and interaction maps
Observe user journeys to look for signs of frustration

Mobile analytics for technical teams

Technical teams use performance analytics to ensure their app runs smoothly, without any errors or crashes. This is an important activity because users are highly sensitive to apps that are slow or buggy. According to Google, 29% of users will switch to another app if the one they are using takes too long to load.

Technical teams typically look at KPIs relating to app performance, such as:

- Crash reports
- Carrier latency
- Uptime
- API latency
- Exceptions