

MARKETING YOUR ANDROID APPS

Lesson 1 UTMs Campaign to measure everything!

Google Play Campaign Measurement

Allows you to see which campaigns and traffic sources are sending users to download your app from the Google Play Store. It is recommended that all developers implement Google Play Store Campaign Measurement.

Google Play Campaign Measurement



Why it is important?

Implementing Google Play Campaign Attribution

Google Play Campaign Measurement

Allows you to see which campaigns and traffic sources are sending users to download your app from the Google Play Store. It is recommended that all developers implement Google Play Store Campaign Measurement.

1. Add the Google Analytics receiver to your AndroidManifest.xml file. To add the Google Analytics receiver to the manifest, copy and paste the following markup:

```
<application>
    <!-- Used for Google Play Store Campaign Measurement-->
    <receiver android:name="com.google.android.gms.analytics.CampaignTrackingReceiver"
        android:enabled="true"
        android:exported="true">
        <intent-filter>
            <action android:name="com.android.vending.INSTALL_REFERRER" />
        </intent-filter>
    </receiver>
    <service android:name="com.google.android.gms.analytics.CampaignTrackingService"
        android:enabled="true"
        android:exported="false" />
</application>
```

Which are the parameters

Parameter	Description	Example(s)
utm_source	Campaign source; used to identify a search engine, newsletter, or other source	utm_source=google
utm_medium	Campaign medium; used to identify a medium such as email or cost-per-click (cpc)	utm_medium=cpc
utm_term	Campaign term; used with paid search to supply the keywords for ads	utm_term=running+shoes
utm_content	Campaign content; used for A/B testing and content-targeted ads to differentiate ads or links that point to the same URL	utm_content=logolink utm_content=textlink
utm_campaign	Campaign name; used for keyword analysis to identify a specific product promotion or strategic campaign	utm_campaign=spring_sale
gclid	AdWords autotagging parameter ; used to measure Google AdWords ads. This value is generated dynamically and should never be modified.	

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