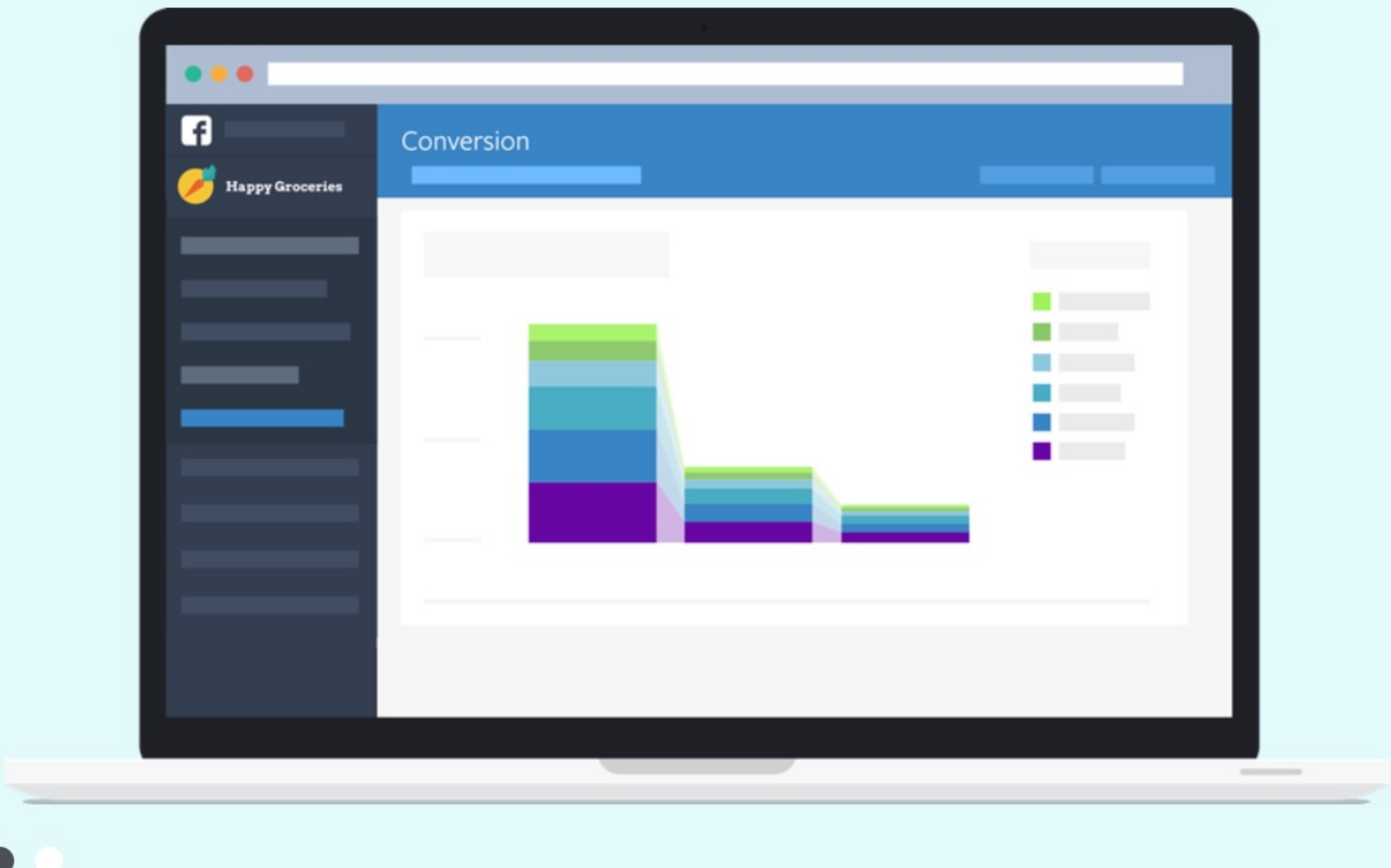


# Facebook knows growth

We built Analytics for Apps to help you grow with the same tools we use: segments, retention, funnels, breakdowns and more.



See Demo

Set up Analytics



## Why choose Facebook Analytics for Apps?



### Powerful demographics

Explore rich insights about your audience, see how they use your app and learn about their activity on Facebook. And you don't need to use Facebook Login.



### Tools for growth

Build audiences that you can target with Facebook ad campaigns. Keep your audience engaged and find new groups of people based on your best customers.



### Used by top apps

Apps logging billions of app events per day use Facebook Analytics for Apps. We can scale to meet your needs as you grow—and it's all free.



### Unified analytics

Facebook Analytics for Apps brings together web and app analytics so that it's easy to understand how your business is performing. Get powerful cross-platform analytics.

See how Facebook Analytics for Apps stacks up against the competition

Compare us



“Facebook Analytics for Apps improved our purchase rate from 15% to 20% by showing us that older audiences convert better.”

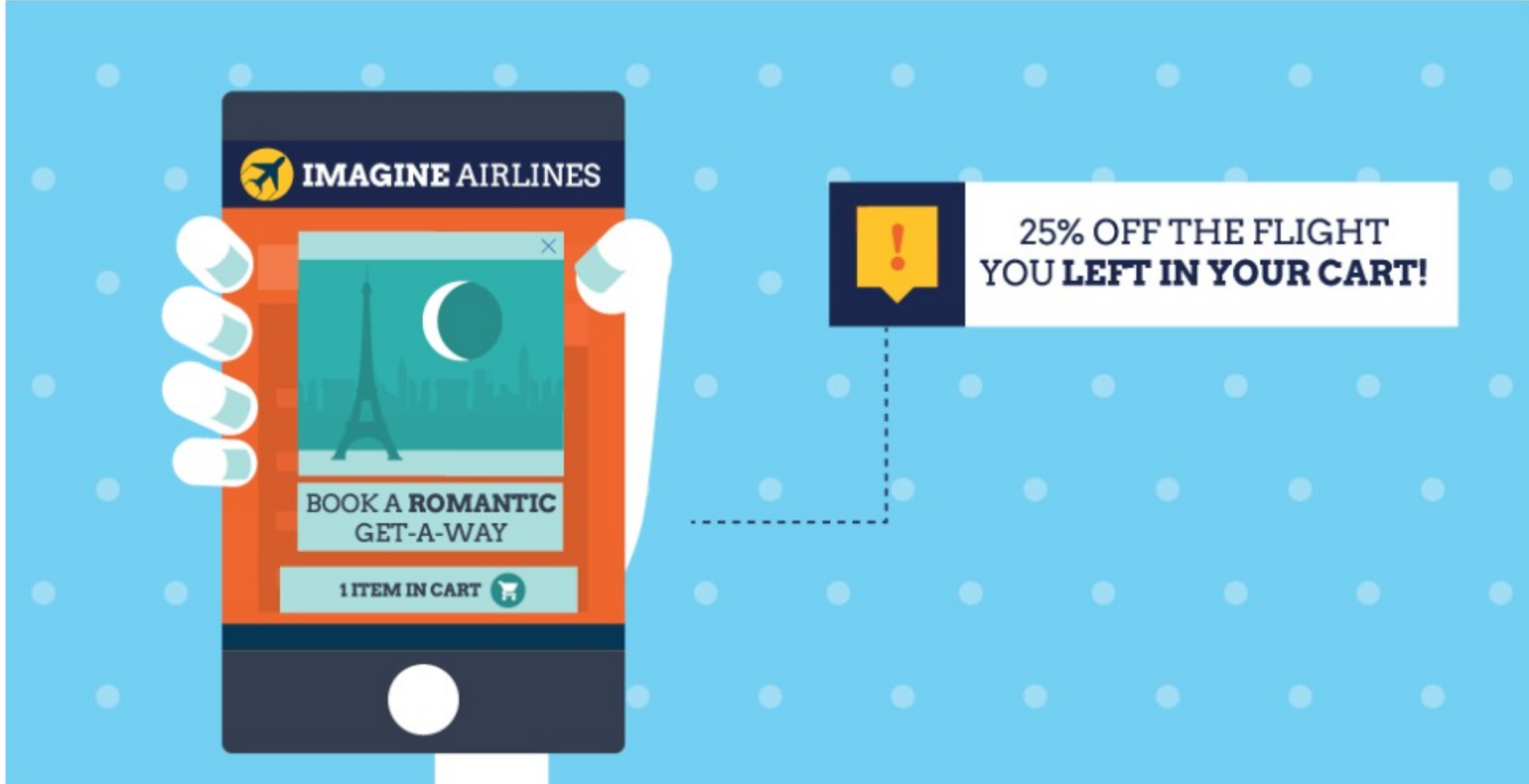
Roman Zhdanov  
Head of Marketing, Plarium



More Customer Stories



## Push Campaigns



Set up free, customizable push and in-app notifications based on the actions people take, such as abandoning their cart, completing a level and more.

[Learn More](#)



## Key features

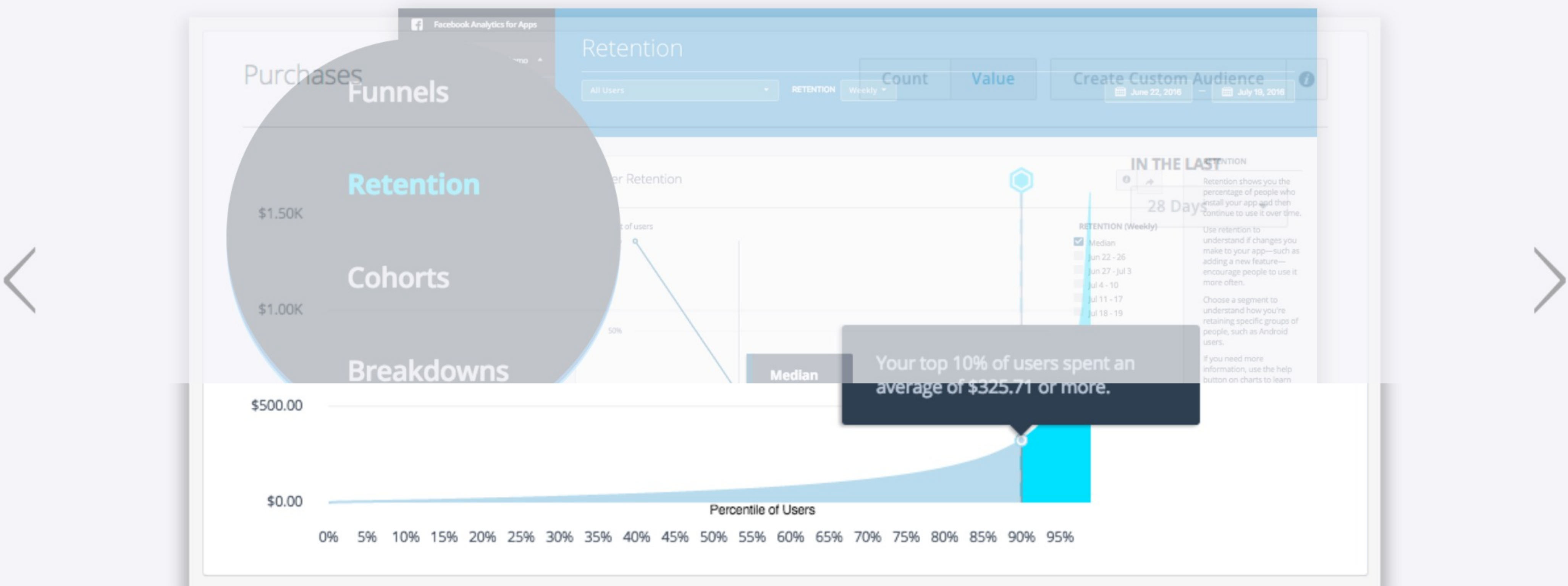
DEMOGRAPHICS

FUNNELS

RETENTION

BEST CUSTOMERS

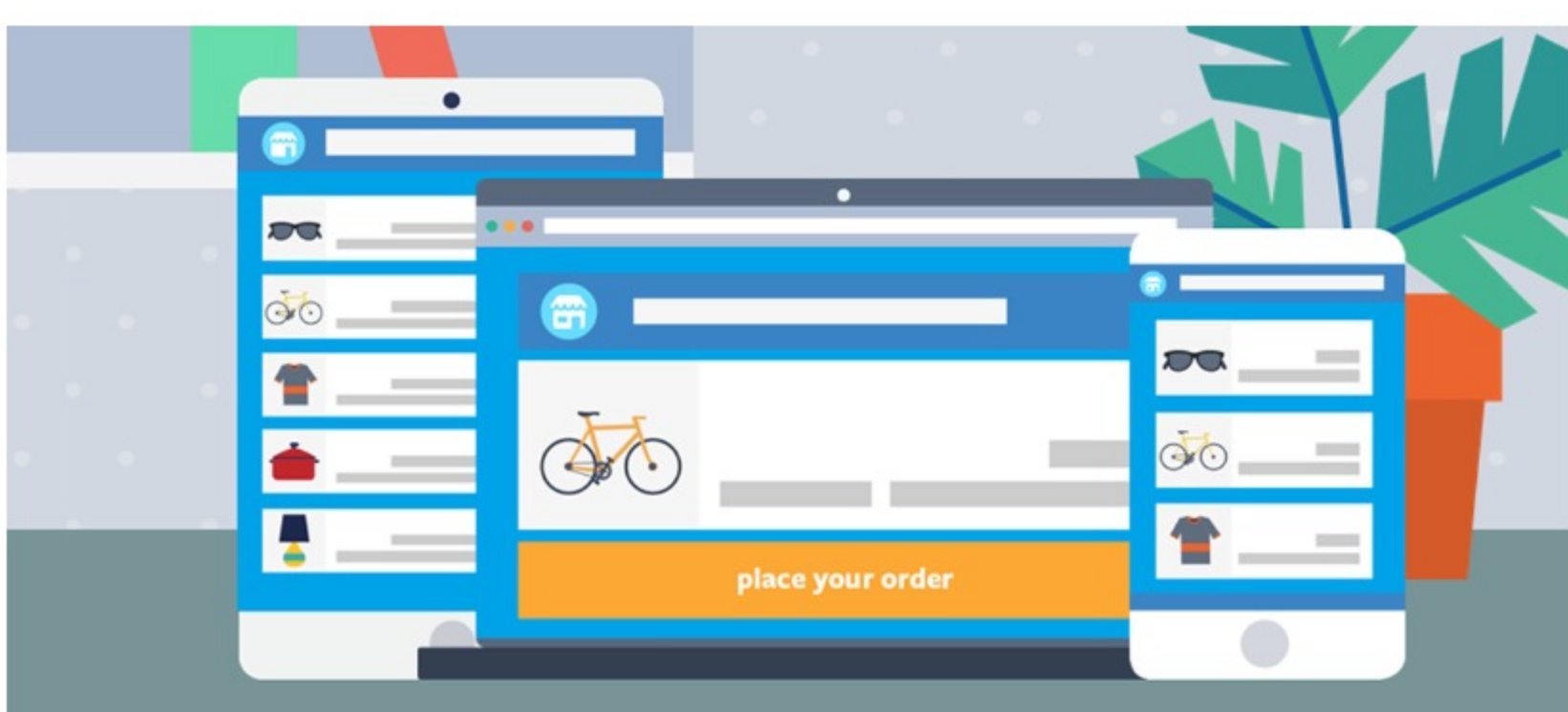
SEGMENTS



We show you how your best customers use your app. Then we make it easy to build new audiences based on people who spend the most or who are the most engaged.



## New from our blog



### Improved Cross-Platform Analytics for Websites and Bots

Posted about a month ago by Ram Kumar Hariharan

Introducing new cross-platform analytics features, including improved traffic source and URL reporting for websites, and the ability to filter analytics for bots by Facebook Page.

[Read more on the blog](#)

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Know your audience, grow your app

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