



ST2228

Web and Mobile Analytics

TOPIC 6: MOBILE ANALYTICS PART I

Learning Objectives

▶ Mobile Analytics

- ▶ Definition
- ▶ Data Collection
- ▶ Tools
 - ▶ Common Tools
 - ▶ Google's solutions

Mobile Analytics

▶ Mobile Analytics

- ▶ Measure mobile websites, mobile apps and visits from web-enabled mobile devices.

Definition from Google

- ▶ The study of the behavior of mobile website visitors in a similar way to traditional web analytics through the use of data collected as visitors access a website from a mobile phone.

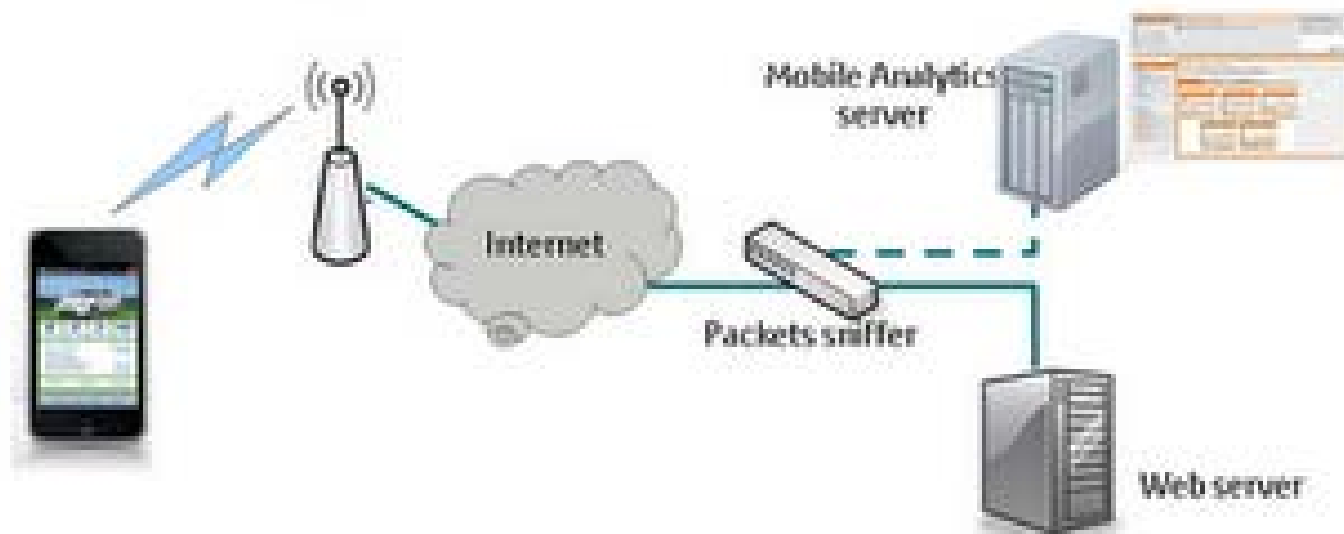
Definition adopted from Wikipedia

Data Collection

- ▶ Mobile Web monitoring:
 - ▶ Packet sniffing
 - ▶ Web beacon
 - ▶ Link redirection
 - ▶ HTTP header analysis
 - ▶ IP Address analysis
 - ▶ WAP gateway log analysis

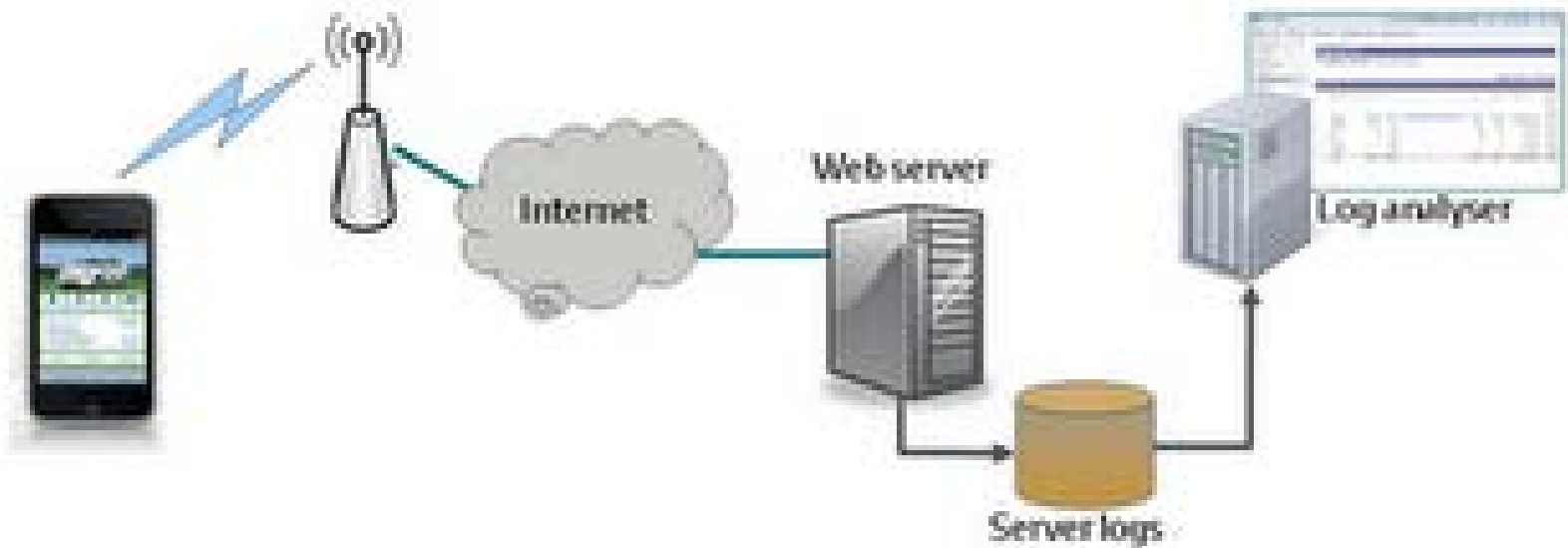
Data Collection

Packet sniffing solution



Data Collection

Log-based solution



Adopted from
<http://www.kaizen-analytics.com/2010/03/mobile-analytics-vertical-specific-vs.html>

Data Collection

- ▶ Mobile App Analytics:
 - ▶ Apps developers will add code from vendor's SDK to the app and data will be collected in-app and sent to the third-party server.

Tools

(examples)

- ▶ Mobile Apps monitoring
 - ▶ **Localytics**: <http://www.localytics.com>
 - ▶ **Flurry**: <http://www.flurry.com>
 - ▶ **Preemptive**: <http://www.preemptive.com>
 - ▶ **Apsalar**: <http://apsalar.com>
 - ▶ **AppClix**: <http://www.mobilytics.net/Default.aspx>
 - ▶ Others:
<https://play.google.com/store/search?q=analytics&c=apps>
- ▶ Mobile websites:
 - ▶ **Bango**: <http://bango.com/mobileanalytics/>
 - ▶ **Mixpanel**: <https://mixpanel.com/>

Tools

- ▶ Google's products:
 - ▶ Google Analytics SDK for Android
 - ▶ Google Analytics SDK for IOS
 - ▶ The number of active users are using their applications.
 - ▶ Location in the world the application is being used.
 - ▶ Adoption and usage of specific features.
 - ▶ In-app purchases and transactions.
 - ▶ And many other useful metrics.
 - ▶ Google Analytics
 - ▶ For mobile websites
 - ▶ For regular websites accessed through smartphones.
 - ▶ For apps: <http://analytics.blogspot.sg/2012/06/measuring-mobile-world-introducing.html>

Google Mobile App Analytics

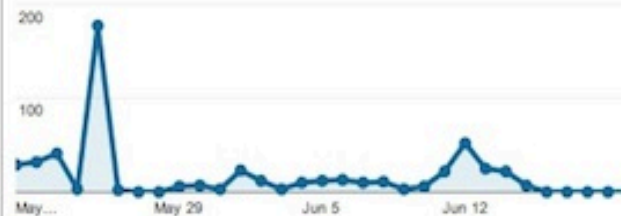
- ▶ Google Analytics classifies these reports for measuring **acquisition**, **engagement**, and user **outcomes**.
- ▶ **Acquisition** involves measuring how users came across your app. It measures App marketplace downloads, including:
 - ▶ How people found your app in the Play Store (Play App or website).
 - ▶ How many downloaded.
 - ▶ How many opened after download.
 - ▶ User location.

Adapted from <http://searchenginewatch.com/article/2188042/Google-Mobile-App-Analytics-Measures-Acquisition-Engagement-Outcomes-More>

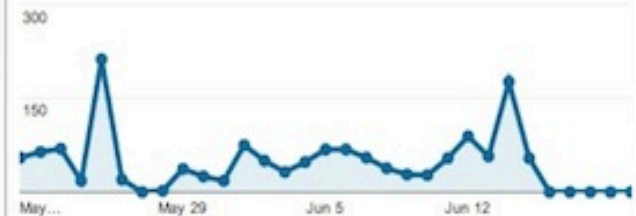
Google Mobile App Analytics

Acquisitions and Users

New Users



Active Users



Country / Territory



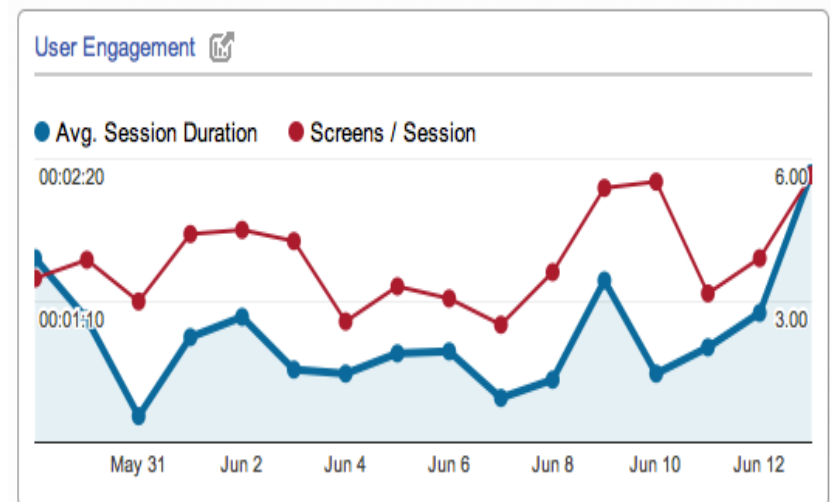
Top Device Models



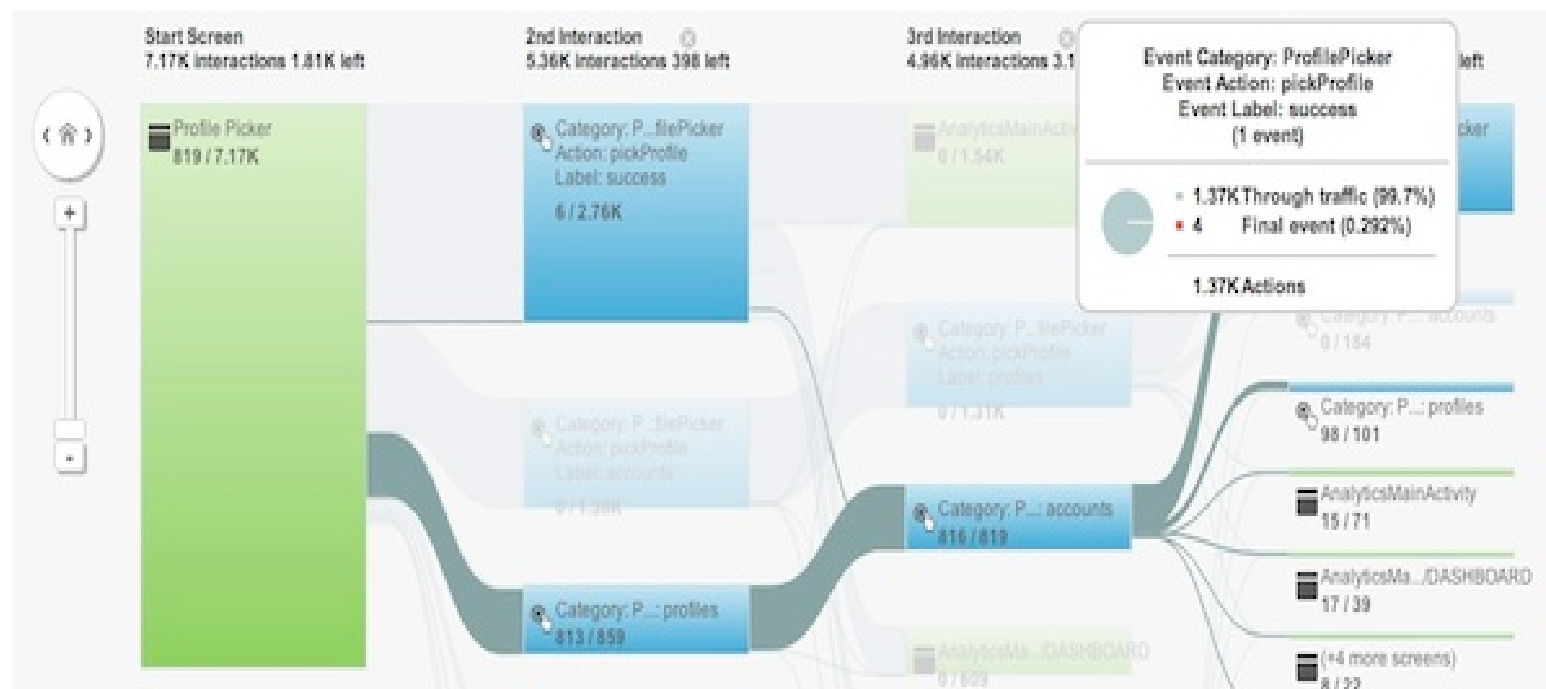
Google Mobile App Analytics

► **Engagement** reports include reports for:

- Top "screens" viewed.
- User loyalty.
- In-app events.
- Information on app crashes.



Google Mobile App Analytics



Engagement Flow Report

Google Mobile App Analytics

- ▶ **Outcome** reports track your goals.
- ▶ The simplest outcome is purchasing your app.
- ▶ Using events, you can track in-app mobile ad clicks, in-app sales, and other micro conversions like phone calls, emails, and file downloads.
- ▶ Through these new reports, Google Mobile App Analytics can help you visualize high-level KPIs:
 - ▶ Which acquisition channels help drive better app purchases.
 - ▶ In which areas of your app are more inclined to be viewed.
 - ▶ In which areas of your app are more inclined to purchase in-app content or click ads.

Adopted from
<http://analytics.blogspot.sg/2012/06/measuring-mobile-world-introducing.html>



Google Analytics App for Android

