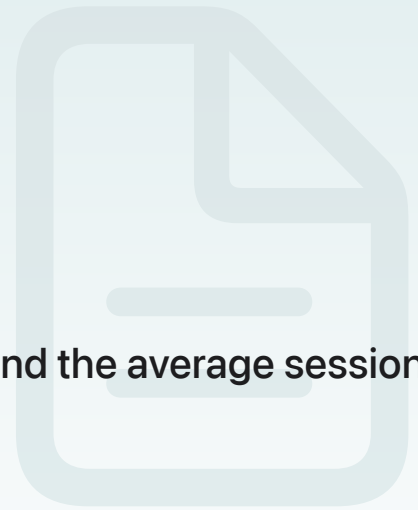


## Article

# App Sessions

Analyze how often people open your App Store apps, and the average session duration.



## Overview

Use these reports to understand how often people open your app, and how long they spend in your app.

- Territories: Worldwide
- Platforms: iOS, iPadOS, macOS, tvOS, visionOS
- Availability:
  - Daily: Every day
  - Weekly: Every Friday for the previous week (Monday to Sunday).
  - Monthly: On the fifth day of the following month.
- Completeness: Within five days. Weekly and monthly reports are complete by default.
- History: On request, data is available beginning from January 1, 2024.
- Privacy:
  - Includes data from users who have opted to share their data with Apple and developers. Data is provided only when events exist from at least five users for the respective report.
  - Data is available in two reports: standard and detailed. *Standard* reports include fields not easily related to uniquely identifiable user data. *Detailed* reports include all fields and also include additional privacy measures for the data, to help protect uniquely identifiable information for individuals. Download the standard report unless you need to analyze the unique fields in the detailed report. To learn more, see [Protecting user privacy in report data](#).

The Analytics Reports framework delivers new portions of report content as instances. Each instance can contain one or more batches of data, to accommodate late-arriving events, or in rare cases, data corrections. To learn more, see [Data Completeness and Corrections](#).

## Report Fields

Report Field	Description	Data Type	Standard Report	Detailed Report
Date	Date on which the event occurred. For weekly and monthly instances, this column represents the first day of the week and month, respectively.	date	✓	✓
App Name	The name of the app provided by you during app setup in App Store Connect.	string	✓	✓
App Apple Identifier	Your app’s Apple ID.	integer	✓	✓
App Version	The version of the app being associated with the session.	string	✓	✓
Device	Type of device on which the event occurred	string	✓	✓
Platform Version	The OS version on the device associated with the session.	string	✓	✓

Report Field	Description	Data Type	Standard Report	Detailed Report
Source Type	Where the user discovered the app associated with the session.	string	✓	✓
Source Info	The app referrer or web referrer that led the user to discover the app.	string		✓
Campaign	The Campaign Token of the campaign created in App Analytics. Column available starting November 19, 2024.	string		✓
Page Type	The product page type which led the user to download the app associated with the session.	string	✓	✓
Page Title	The name of the product page or in-app event page that led the user to download the app associated with the session.	string		✓
App Download Date	The date on which the app was downloaded onto the device. This field is only populated if the download	date	✓	✓

Report Field	Description	Data Type	Standard Report	Detailed Report
	occurred in the previous 30 days, otherwise it is null.			
Territory	The App Store country or region in which the session occurred.	string	✓	✓
Sessions	The number of sessions. Based on users who have agreed to share their data with Apple and developers.	integer	✓	✓
Total Session Duration	The total duration, in seconds, of all sessions being reported.	integer	✓	✓
Unique Devices	The number of unique devices contributing to the total number of sessions being reported.	integer	✓	✓




## Glossary

Dimension	Value	Definition
Source Type	App Store search	Your app was viewed in the search tab on the App Store. Includes Search Ads and suggestions in App Store search.
Source Type	App Store browse	Your app was viewed while the user was browsing the App Store. Includes all App Store tabs excluding the Search tab.

Dimension	Value	Definition
Source Type	App referrer	A link to your app’s product page was presented to the user in another app.
Source Type	Web referrer	A link to your app’s product page was presented to the user on a website.
Source Type	App Clip	Your app was presented to the user in an App Clip.
Source Type	Notification	Your app was presented to the user in an App Store generated notification.
Source Type	Unavailable	The source type is unavailable. Includes apps downloaded using App Store gift cards, promotional codes, or Mobile Device Management software.
Page Type	Product page	The user downloaded your app from your app’s product page.
Page Type	In-app event	The user downloaded your app from an in-app event page.
Page Type	Store sheet	The user downloaded the app from a store sheet in the App Store.
Page Type	No page	Your app was presented in a list view to the user and there was no page title associated with the download.
Page Type	Notification	Your app was presented to the user in an App Store generated notification.

# See Also

## App Usage

-  App Clip Usage  
Analyze how users engage with your App Clips.
-  App Crashes  
Review crashes for your App Store apps based on app version and device type.
-  App Store Installations and Deletions

Analyze details on the number of times users install and delete your apps.



#### App Store Opt-in

Analyze the percentage of first-time app downloaders who choose to share their data with you.



#### CarPlay App Usage

Review how people use CarPlay in your app.



#### Platform App Installs

Analyze your app's install data by date, install type, channel, device, platform version, and territory.



#### Shortcuts Actions Usage

Analyze how often people run shortcuts with your app's actions.



#### Shortcut App Usage

Analyze how often people use a shortcut action in your app.