

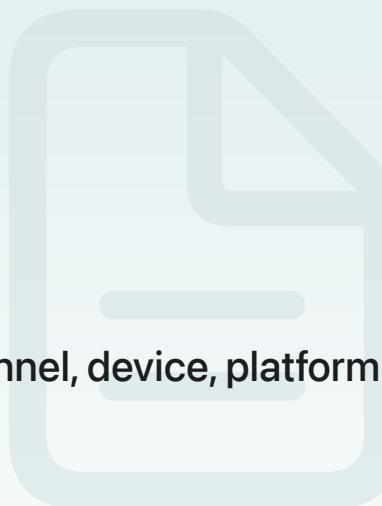
☰ Documentation

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Article

Platform App Installs

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



Overview

The Platform App Installs report includes install data from the App Store, TestFlight, and alternative distribution channels. Using the data in this report, you can measure the number of times your app was installed on devices running iOS and iPadOS.

- Territories: European Union only.
- Platforms: iOS, iPadOS
- Availability:
 - Daily: Every day
- History: On request, data is available beginning on March 5, 2024.
- Completeness: Same day.

Report Fields

Report Field	Description	Data Type
Install Day	The date on which Apple servers recorded the install event.	date
App Name	The name of the app as set in the App Store Connect.	string
App Apple Identifier	Your app's Apple ID.	integer

Report Field	Description	Data Type
Install Type	The type of install that occurred.	string
Channel	The channel from which the install was initiated.	string
Device	The device on which the install occurred.	string
Platform Version	The OS version of the device on which the install occurred.	string
Territory	The App Store country or region in which the install occurred.	string
Installs	The total number of installs.	integer

Glossary

Dimension	Value	Definition
Install Type	First-time install	The first time an app is installed onto a device by an Apple Account.
Install Type	Reinstall	A subsequent installation of an app onto a device by an Apple Account.
Install Type	Update	The process of replacing an app on a device with the latest version of the same app. Includes manual updates and auto-updates.
Install Type	App Clip install	The process of installing an App Clip .
Install Type	Other install	The process of installing a pre-release version of your app using TestFlight .
Install Type	Other update	The process of replacing a pre-release version of your app with the latest version using TestFlight.
Install Type	User managed install	The process of installing an app using Mobile Device Management software. This includes apps installed with Apple Business Manager, Apple School Manager, and custom apps.

Dimension	Value	Definition
Install Type	Device managed install	The process of installing an app on a <u>supervised device</u> using Mobile Device Management software. This includes Apple Business Manager, Apple School Manager, and custom apps.
Install Type	Restore	The process of automatically installing an app on a device from an iCloud backup.
Install Type	Auto-download	The process of automatically installing an app onto other devices associated with the user's Apple Account. Controlled by the Apple account's auto-download setting.
Install Type	Web Install	The process of manually installing an app from a web browser.
Channel	App Store	The app was installed directly from the App Store.
Channel	TestFlight	The app was installed using TestFlight.
Channel	Admin managed	The app was installed using Mobile Device Management software. This includes Apple Business Manager, Apple School Manager, and custom apps.
Channel	Alternative app marketplace name	The app was installed from a digital marketplace other than the App Store.
Channel	Web domain	The app was installed directly from a developer's website.

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.

App Sessions

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

CarPlay App Usage

Review how people use CarPlay in your app.

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.