Article

App Store Downloads

Analyze how many times people download your app on the App Store.

Overview

The App Downloads Report includes download data generated on the App Store. You can use this report to understand your total number of downloads, including first-time downloads, redownloads, updates, and more.

- Territories: Worldwide
- Platforms: iOS, iPadOS, macOS, tvOS, visionOS
- Availability:
  - Daily: Every day
  - Weekly (detailed report only): Every Friday for the previous week (Monday to Sunday).
  - Monthly (detailed report only): On the fifth day of the following month.
- Completeness: Within two days. Weekly and monthly reports are complete by default.
- History: On request, data is available beginning from January 1, 2024.
- Privacy: 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 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`	✔	✔
Download Type	The type of download event that occured.	`string`	✔	✔
App Version	The app version being downloaded.	`string`	✔	✔
Device	The device on which the app was downloaded.	`string`	✔	✔
Platform Version	The OS version of the device on which the download occured.	`string`	✔	✔
Source Type	The source from where the user discovered the app.	`string`	✔	✔
Source Info	The app referrer or web referrer that led	`string`		✔

Report Field	Description	Data Type	Standard Report	Detailed Report
	the user to discover the app.			
Campaign	The Campaign Token of the campaign created in App Analytics. Column available starting November 19, 2024.	`string`		✔
Page Type	The page type from where the app was downloaded.	`string`	✔	✔
Page Title	The name of the product page or in-app event page that led the user to download the app.	`string`		✔
Pre-Order	A flag indicating whether the download came from a pre-order.	`string`	✔	✔
Territory	The App Store country or region where the download occured.	`string`	✔	✔
Counts	The total number of downloads.	`integer`	✔	✔

Glossary

Dimension	Value	Definition
Download Type	First-time Download	The first time a user downloaded your app. Based on the user's Apple ID account. Counted when a user taps the "Buy" or "Get" button on the App Store.
Download Type	Redownload	A subsequent installation of an app onto a device by an Apple ID account. Counted when a user taps the redownload button on the App Store.
Download Type	Manual update	The process of manually replacing an app on a device with another version of the same app. Counted when a user taps the "Update" button on the App Store.
Download Type	Auto-update	The process of automatically replacing an app on a device with another version of the same app. Controlled by the device's settings.
Download Type	Restore	The process of restoring an app onto a user's device from iCloud Backup.
Source Type	App Store search	Users who discovered your app within search results on the App Store. Includes Search Ads results. Doesn't include the Suggested section of the search landing page.
Source Type	App Store browse	Users who viewed your app or tapped to download it while browsing the App Store (for example, in the Today, Games, or Apps tabs, and results in the Suggested section of the search landing page).
Source Type	App referrer	Users who discovered your app from within another app. Includes downloads of your app from within a store sheet.

Dimension	Value	Definition
Source Type	Web referrer	Users who tapped a link from a website that brought them to your App Store product page. If a chain of redirects in Safari leads to your App Store product page, the referring website will be the last URL in the chain. For iOS apps, taps from websites in non-Safari web browsers, such as Chrome, are attributed as that web browser app in App Referrers. For macOS apps, taps from non-Safari web browsers are attributed to Web Referrers.
Source Type	App Clip	Users who discovered your app from within an App Clip.
Source Type	Unavailable	The source from which the user downloaded your app is unavailable.
Source Type	Institutional purchase	The user who downloaded your app from Apple Business Manager or Apple School Manager.
Page Type	Product page	Users who downloaded your app from your app's product page.
Page Type	In-App event	Users who downloaded your app from an in-app event page.
Page Type	Store sheet	Users who downloaded your 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.

See Also

App Store Commerce

- App Store Pre-orders

  Analyze details on the number of pre-orders that people place and cancel for your app on the App Store.

- App Store Purchases

Analyze total revenue generated by your apps on the App Store.