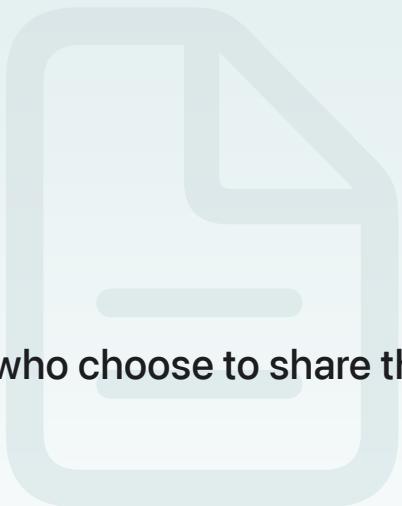


[Analytics Reports](#) / App Store Opt-in

Article

App Store Opt-in

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



Overview

The App Store provides an option for users to share diagnostic and usage data with developers. Utilize the App Store Opt-In Report to determine the percentage of first-time app downloaders who have chosen to share their data with you.

- Territories: Worldwide
- Platforms: iOS, iPadOS, macOS, tvOS, visionOS
- Availability:
 - Daily: Every day.
- History: On request, data is available beginning on January 1, 2024
- Completeness: Within three days.

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
Date	Date on which the event occurred.	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
Downloading Users	Daily count of users who downloaded the app for the first time.	integer
Users Opting-In	Daily count of users who downloaded the app for the first time and opted to share their usage and diagnostic data with the developer.	integer

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 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.
-  [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.