Article

App Store Installations and Deletions

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

Overview

Use the data in this report to estimate the number of times people install and delete your App Store apps.

- 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.

App Download Date

- The date on which someone downloaded the app onto the device. This field is only populated if the download occurred in the previous 30 days, otherwise it is null.

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	Summary Report	Detail 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`	✔	✔
Event	The type of usage event that occurred.	`string`	✔	✔
Download Type	The type of download event that occurred.	`string`	✔	✔
App Version	The version of the app being associated with the instalation or deletion.	`string`	✔	✔
Device	The device on which the app was installed or deleted.	`string`	✔	✔
Platform Version	The OS version of the device on which the	`string`	✔	✔

Report Field	Description	Data Type	Summary Report	Detail Report
	app was installed or deleted.			
Source Type	Where the user discovered your app.	string	✔	✔
Source Info	The app referrer or web referrer that led the user to discover your app.	string		✔
Campaign	The Campaign Token of the campaign created in App Analytics. Column available starting November 19, 2024.	string		✔
Page Type	The page type which led the user to discover your app.	string	✔	✔
Page Title	The name of the product page or in-app event page that led the user to discover your app.	string		✔
App Download Date	The date on which the app was downloaded onto the device. This field is only populated if the download occurred in the previous 30 days, otherwise it is null.	date	✔	✔
Territory	The App Store country or region where the installation or deletion occurred.	string	✔	✔

Report Field	Description	Data Type	Summary Report	Detail Report
Counts	The total count of events, based on users who have agreed to share their data with Apple and developers.	integer	✔	✔
Unique Devices	The number of unique devices on which events were generated, based on users who have agreed to share their data with Apple and developers.	integer	✔	✔

Glossary

Dimension	Value	Definition
Event	Install	Your app was installed on the device.
Event	Delete	Your app was deleted from the device.
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	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.

Dimension	Value	Definition
		Doesn't include the Suggested section of the search landing page.
Source Type	App Store browse	The user 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	The users tapped a link in an app that brought them to your App Store product page. Includes apps using the StoreKit API to load your product page. Includes Apple apps, such as Messages, except Safari.
Source Type	Web referrer	The user 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	The user tapped a link in your App Clip that brought them to your App Store product page.
Source Type	Unavailable	The source from which the user downloaded your app is unavailable.
Source Type	Institutional purchase	The user downloaded your app from Apple Business Manager or Apple School Manager.
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.

Dimension	Value	Definition
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 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 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.

📄 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.