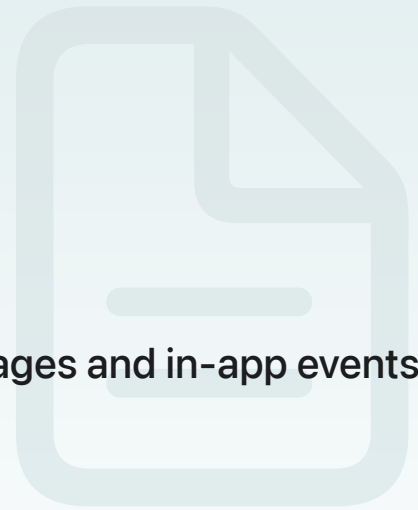Article

App Store Web Preview

Analyze how people engage with your app's product pages and in-app events on web browsers.

Overview

The App Store Web Preview Report allows you to analyze how people are engaging with your app's product pages and in-app events on the web version of the App Store.

- 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.

- History: On request, data is available beginning on January 1, 2024

- Completeness: Within three days. Weekly and monthly reports are complete by default.

- Privacy: Data is available in two reports: standard and detailed. *Standard* reports include fields not easily related to uniquely identifiable 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	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	x	✔
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 event that occurred.	string	✔	✔
Page Type	The page type associated with the event.	string	✔	✔
Page Title	The name of the product page or in-app event page that led someone to discover the app.	string		✔
Source Type	Where someone discovered the app.	string	✔	✔
Source Info	The app referrer or web referrer that led someone to discover the app.	string		✔
Engagement Type	The type of engagement that occurred.	string	✔	✔

Report Field	Description	Data Type	Summary Report	Detail Report
Browser	The browser on which the App Store product page or in-app event was viewed.	string	✔	✔
Browser Version	The browser version on which the App Store product page or in-app event was viewed.	string	✔	✔
Device	Type of device on which the event occurred.	string	✔	✔
Platform Version	The OS version of the device on which the event occurred.	string	✔	✔
Territory	App Store country in which the event occurred.	string	✔	✔
Counts	The total number of events that occurred.	integer	✔	✔

Glossary

Dimension	Value	Definition
Event	Page View	A person was presented with the App Store product page or in-app event.
Event	Tap	A person tapped on the buttons, tabs, or links on the App Store product page or in-app event.
Page Type	Product page	A product page.
Page Type	In-app event	An in-app event page.

Dimension	Value	Definition
Page Title	Various	The name of the product page or in-app event page that led someone to download the app. Possible values include the name you set for your page in App Store Connect, default product page, no page, or null.
Source Type	Web referrer	A person discovered your app or in-app event after browsing a website in Safari.
Source Type	Unavailable	The source type is unavailable.
Engagement Type	App Privacy details dialog modal close	A person closed the app privacy details dialog modal.
Engagement Type	App Privacy details dialog modal open	A person opened the App Privacy details dialog modal.
Engagement Type	Learn more about App Privacy	A person tapped on "Learn More" under App Privacy, which links out to a "Learn More About App Privacy" page.
Engagement Type	Customer review dialog modal close	A person closed a customer review dialog modal.
Engagement Type	Customer review dialog modal open ("more")	A person tapped on "more" to view an entire customer review.
Engagement Type	Developer event page	A person tapped on a link to the developer event page.
Engagement Type	Developer preview page	A person tapped on the developer name hyperlink.
Engagement Type	Developer privacy policy link	A person tapped on the link to the developer privacy policy page.
Engagement Type	Developer website	A person tapped on the link to the developer website.
Engagement Type	License Agreement dialog modal close	A person closed the License Agreement modal.

Dimension	Value	Definition
Engagement Type	License Agreement dialog modal open	A person opened the License Agreement modal.
Engagement Type	Other	A person tapped a link to a destination not covered in the above Engagement Types.
Engagement Type	Privacy Definitions and Examples	A person tapped on "Privacy Definitions and Examples" in the App Privacy dialog modal.
Engagement Type	Product screenshots expanded	A person tapped on the down arrow to view all screenshots by platform.
Engagement Type	See all apps by developer	A person tapped on "See All" to view all apps by the developer.
Engagement Type	Ratings & Reviews expanded	A person tapped on "See All" to view all ratings and reviews.
Engagement Type	Story app	A person tapped on a link to "Story".
Engagement Type	Version History dialog modal close	A person closed the Version History dialog modal.
Engagement Type	Version History dialog modal open	A person tapped on the "Version History" dialog modal.
Engagement Type	View in Mac App Store	A person tapped on the "View" button on your app's product page or in-app event page.

See Also

App Store Engagement

📄 App Store Discovery and Engagement

Analyze how users interact with your app on the App Store.