Article

App Store Discovery and Engagement

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

Overview

The App Store Discovery and Engagement report provides details about how users engage with your apps on the App Store itself. This includes data about user engagement with your app's icons, product pages, in-app event pages, and underlined other install sheets.

- 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 from 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 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.

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`	✔	✔
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 the user to discover the app.	`string`		✔
Source Type	Where the user discovered the app.	`string`	✔	✔
Source Info	The app referrer or web referrer that led the user to discover the app.	`string`		✔
Campaign	The Campaign Token of the campaign	`string`		✔

Report Field	Description	Data Type	Standard Report	Detailed Report
	created in App Analytics. Column available starting November 19, 2024.			
Engagement Type	User action, if any, on the impression or page.	string	✔	✔
Device	The device on which the event occurred.	string	✔	✔
Platform Version	The OS version of the device on which the event occurred.	string	✔	✔
Territory	The App Store country or region in which the event occurred.	string	✔	✔
Counts	The total number of events that occurred.	integer	✔	✔
Unique Counts	The total number of unique users that performed the event.	integer	✔	✔

Glossary

Dimension	Value	Definition
Event	Impression	A user viewed your app icon in a list alongside other apps, including in search results, charts, and the Today, Apps, and Games tabs. Page views are not included in these counts.
Event	Page view	The user was presented with a dedicated page for your app or in-app event.

Dimension	Value	Definition
Event	Tap	The user tapped on an impression or page for your app or in-app event.
Page Type	No page	Your app was presented to the user outside of a dedicated page, such as in a list alongside other apps.
Page Type	In-app event	An in-app Event page.
Page Type	Notification	An App Store notification.
Page Type	Product page	A product page.
Page Type	Store sheet	An App Store store sheet.
Page Type	App version history	Your app's version history page.
Page Type	App privacy	Your app's privacy detail page.
Page Type	Developer page	Your developer page.
Page Type	App accessibility	An app accessibility detail page.
Page Type	Media view	Pages containing your app's media (such as screenshots and previews).
Page Title	Various	The name of the product page or in-app event page that led the user 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	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 discovered your app while browsing the App Store. Includes results in the Suggested section of the search landing page.

Dimension	Value	Definition
Source Type	App referrer	Users who discovered your app from within another app. Includes impressions and page views loaded in a store sheet. Includes Apple apps, such as Messages, except Safari.
Source Type	Web referrer	Users who discovered your app after browsing a website in Safari.
Source Type	App Clip	Users who discovered your app from within an App Clip.
Source Type	Notification	Users who were presented with your app from within an App Store generated notification.
Source Type	Unavailable	The source type is unavailable. Includes apps downloaded using App Store gift cards, promotional codes, or Mobile Device Management software.
Engagement Type	Get	The number of taps on the Get, Buy, or Pre-order button. To differentiate between these values, view the App Store Download and App Store Pre-Order reports.
Engagement Type	Update	The number of taps on the Update button.
Engagement Type	Redownload	The number of taps on the Download button.
Engagement Type	Open	The number of taps on the Open button.
Engagement Type	IAE reminder	The number of times a user activates a reminder for your in-app event.
Engagement Type	IAE reminder deactivated	The number of times a user de-activates a reminder for your in-app event.
Engagement Type	Notification tap	The number of taps on a notification.
Engagement Type	Share	The number of taps on the Share button.

See Also

App Store Engagement

📄 App Store Web Preview

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