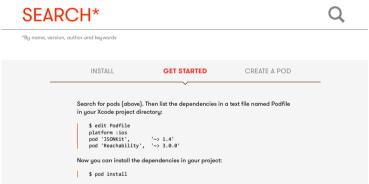


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ARAnalytics -Analytics for iOS Apps; it's a pretty good library



In both my personal apps and Artsy Folio, I'm always after a deeper understanding of how people use the app. There's three ways to do this: ask users, watch users and track usage. I'd like to talk about the third of these.

We've experimented with quite a lot of analytics tools for the Artsy website, and it seemed fitting to do the same for our mobile app. We wanted the freedom to change the analytics tool without having to change the code, and so ARAnalytics was born.

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