

WILEY

Copyright © 2015 by John Wiley & Sons, Inc.
All rights reserved.

Copyright © 2015 by John Wiley & Sons, Inc. All rights reserved.
No part of this may be reproduced, used, stored in a retrieval system or transmitted in any form by
any means without prior authorization or written permission of the Publisher.

A person wearing a white, vertically striped shirt is holding a black tablet. The person's hands are visible, with the right hand touching the screen. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text '应用的商业分析' in a bold, black, sans-serif font. The background is a blurred blue and green, suggesting an outdoor setting.

应用的商业分析



测量盈利能力

计算营收



销售及趋势链接

- 每个应用的下载数
- 应用内购买情况



Apple iTunes Connect



Application Loader 2.9

Application Loader helps you to prepare and submit your apps to the App Store. You can also use this tool to create In-App Purchases for your apps. Application Loader is part of Xcode and is also available for download separately from the Manage Your Apps module.

The 2.9 update is recommended for all Application Loader users and contains the following enhancement:

- Localization for Dutch, French, German, Italian, Japanese, Korean, Simplified Chinese, Traditional Chinese, and Spanish.

For detailed information on this update, see the Application Loader guide in the Manage Your Apps module.



Sales and Trends

View and download your sales and trends information.



Contracts, Tax, and Banking

Manage your contracts, tax, and banking information.



Payments and Financial Reports

View and download your earnings, payments, and financial reports.



Manage Users

Add, view, and manage iTunes Connect users and In-App Purchase test accounts.



Manage Your Apps

Add, view, and manage your App Store apps.



Grow Your Business With iAd

Monetize your apps and drive downloads.



Catalog Reports

Request catalog reports for your App Store content.



Developer Forums

Find solutions and share tips with Apple developers from around the world.



Contact Us

Find answers or submit a question to an App Store representative.

Access the Developer Guide.



FAQ Review our answers to common inquiries.

<https://developer.apple.com>

其它选项？

A tablet device is shown from a top-down perspective, lying flat on a light-colored surface. The tablet has a dark, possibly black, bezel. The screen is black, and in the center, there is a white rectangular area. Inside this white area, the Chinese text '应用的商业分析' is written in a black, serif font. The text is centered both horizontally and vertically within the white rectangle. The tablet's physical features, such as a small circular button on the right side and a small notch on the left side, are visible.

应用的商业分析

使用Flurry来进行分析

www.flurry.com



- 有效营销你的应用
- 分析顾客行为并追踪顾客购买情况

免费提供

用你在任意地方任意你的应用，
创建顾客任务角色并优化应用组合（通过大数据）

使用Flurry来进行分析



- 注册Flurry网站www.flurry.com并登陆你的帐户
- 添加你的应用到Flurry系统
- 保存唯一的应用key
- 下载最新版的Flurry Analytics SDK

使用Flurry来进行分析



Flurry文件夹：

- **Flurry.h**头文件
- **libFlurry.a**库文件

使用Flurry来进行分析



启动Xcode并打开你的项目

```
[Flurry startSession:@"YOUR_API_KEY"]
```

确保每次开启你的应用时，到Flurry的统计信息畅通

在AppDelegate.m文件中，找到YOUR_API_KEY的位置，实现下面这一行代码

在**application:didFinishLaunchingWithOptions:**方法中，你要实现下面哪一行代码，在你应用每次启动时，发送统计信息给**Flurry**？

- a) `[Flurry startSession:@"YOUR_API_KEY"]`
- b) `[Flurry startSession:@"APP NAME"]`
- c) `[Flurry Launch:@"YOUR_API_KEY"]`
- d) `[Flurry Launch:@"APP NAME"]`



在**application:didFinishLaunchingWithOptions:**方法中，你要实现下面哪一行代码，在你应用每次启动时，发送统计信息给**Flurry**？

- a) **[Flurry startSession:@"YOUR_API_KEY"]**
- b) **[Flurry startSession:@"APP NAME"]**
- c) **[Flurry Launch:@"YOUR_API_KEY"]**
- d) **[Flurry Launch:@"APP NAME"]**

总结

苹果在其网站上只提供有限的应用销售统计数据。

Flurry等分析提供商能够帮助进行应用的商业分析。

要使用Flurry来分析你的应用，你需要：

- 在www.flurry.com上注册并下载最新版的Flurry Analytics SDK。
- 在你的实现文件中导入Flurry头文件。
- 使用唯一应用key，实现Flurry startSession:方法

WILEY

All brand names, product names, and logos represented in this course are trademarks, registered trademarks, or trade names of their respective holders. John Wiley & Sons Inc. is not associated with any product or vendor mentioned in this course.