

Apple Store Analytics

Why Use Apple Analytics?

- Use this Data to better understand your App's overall performance.
- See how successful you are at driving adoption and usage from your Community with actual data.
- Find out when the app is most used/downloaded and determine how that success can be replicated throughout the year.
- See things like:
 - What months have the highest Download/usage rate?
 - How many active users does the App have?
 - Are promotional efforts working based off of analytics?
 - And much more!

Recommendations

- Login to your Apple Account frequently to review Analytics associated to your App.
- Use this data together with the Reports you can run in the Bb System about "*Buttons Clicked*" to get a wholistic view of how the App is used.
- Pay attention to trends related to the data displayed. Among other things, you'll see data about when the App is downloaded, how often the App is used, and the average amount of active devices using the App each day.
- Follow the instructions below to learn how to navigate the Apple Analytics portion of the Apple Store:

How Do I Access Apple Analytics?

- Login to *App Store Connect* (<https://appstoreconnect.apple.com>)
- Click "*App Analytics*"
- Set the Date Range for the Data you'd like to view
- Click into your District Mobile App Listing

Overview

- This area gives a surface level view for your App's overall performance.
- View things like:
 - Impressions
 - Product Page Views
 - Conversion Rate
 - Total Downloads

Acquisition

- This area highlights “How” the user found your App:
 - App Store Search
 - App Referrer
 - App Store Browse
 - Etc.

Metrics

- There are two dropdowns you can use to pull data. The first changes the “Type” of data. The second determines if the data pulled is based off of a date, device type, source type, etc.
- **Types of Metrics:**
 - [App Store](#)
 - **Impressions:** The number of times your App showed up on the App Store. Use this to know how many people searched for your App on the Apple Store.
 - **Product Page Views:** The number of times the App’s product page was viewed on the App Store. Use this to know of those people that searched for your App on the Apple Store, how many clicked into the listing.
 - **Updates:** The number of times the App has been updated to its latest version.
 - [Downloads](#)
 - First-Time Downloads
 - Redownloads
 - Total Downloads
 - [Usage \(Opt-In Only\)](#)
 - Only includes data from users who have agreed to share their diagnostics and usage information with app developers. Often this ranges from 20-40%.
 - **Installations:** Total number of times your app has been installed. Includes redownloads and restores on the same or different devices.
 - **Sessions:** The number of times the app has been used for at least 2 seconds.
 - **Active Devices (Daily Average):** The total number of devices with at least one session during the selected period.
 - **Active Last 30 Days (Daily Average):** The total number of devices with at least one session within 30 days of the selected day.
 - **Crashes:** The total number of crashes.
 - **Deletions:** The number of times your app has been deleted on devices.