

MobileSmith

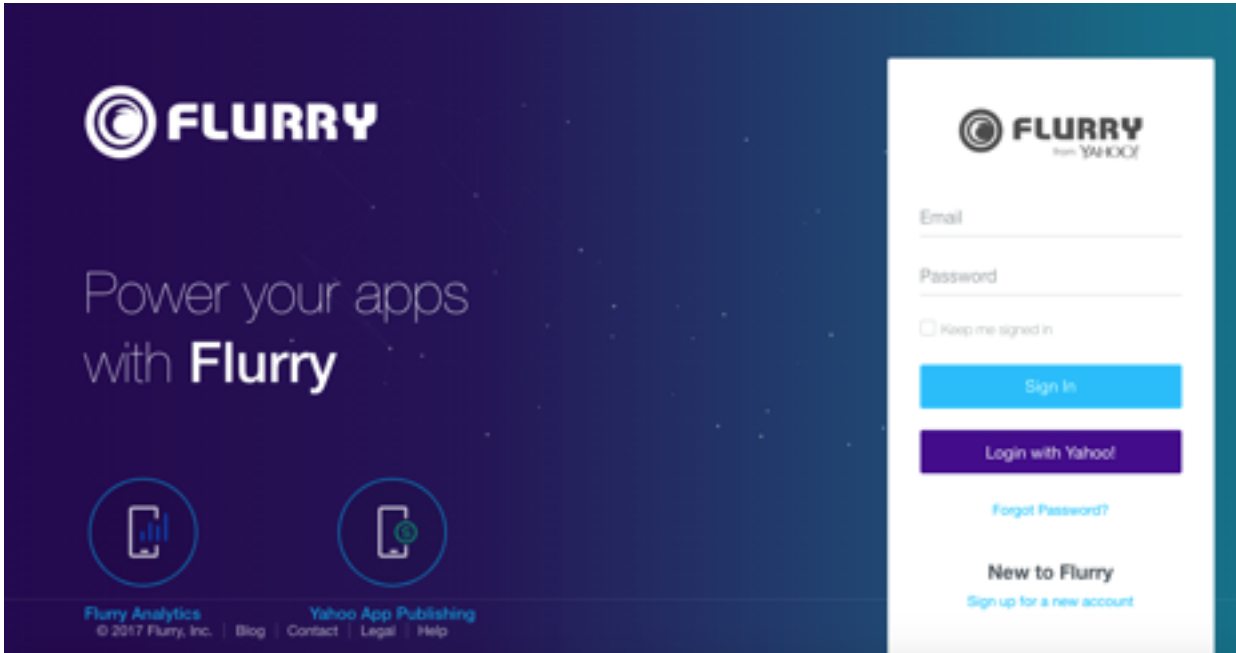
Flurry Analytics

A MobileSmith App Analytics Guide

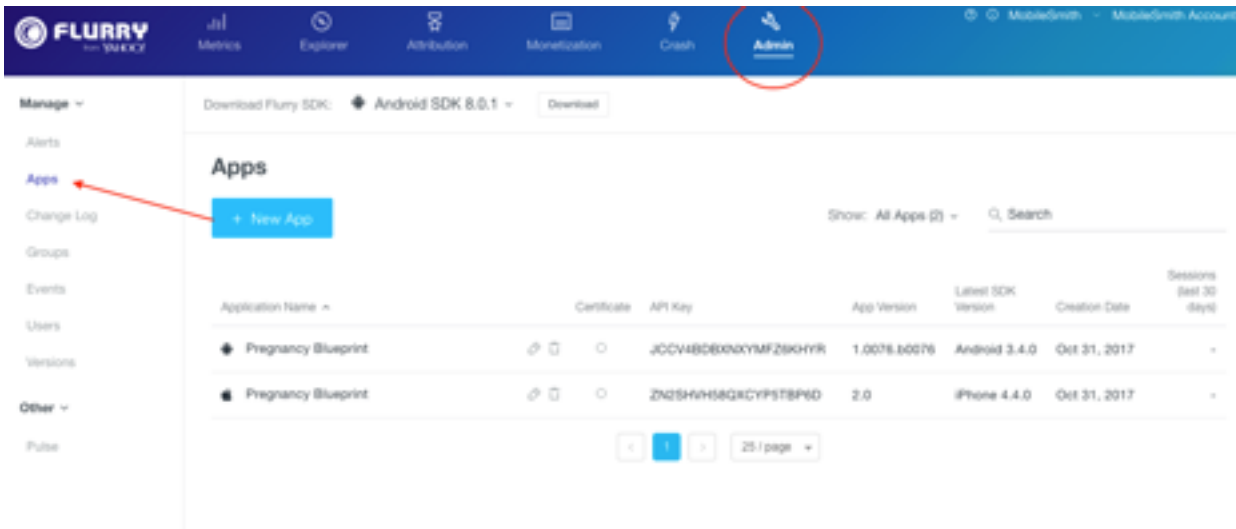


Getting Started

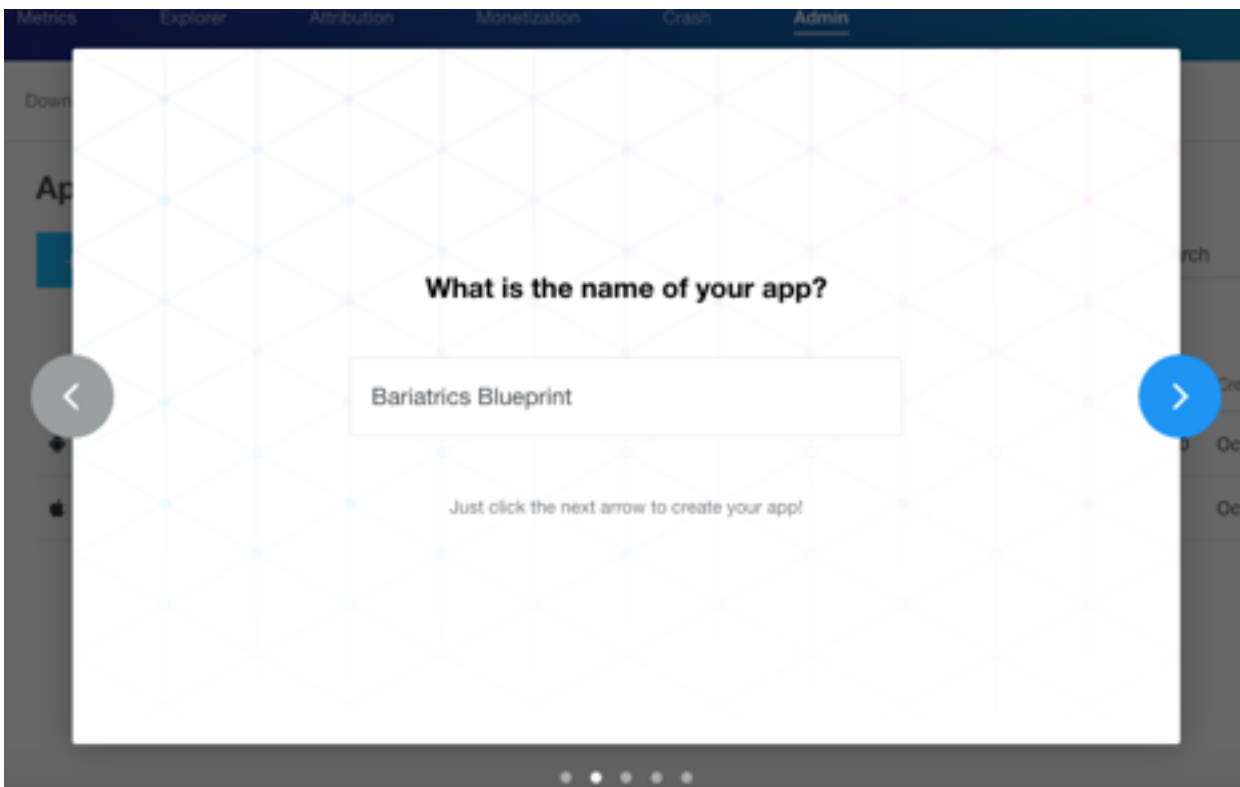
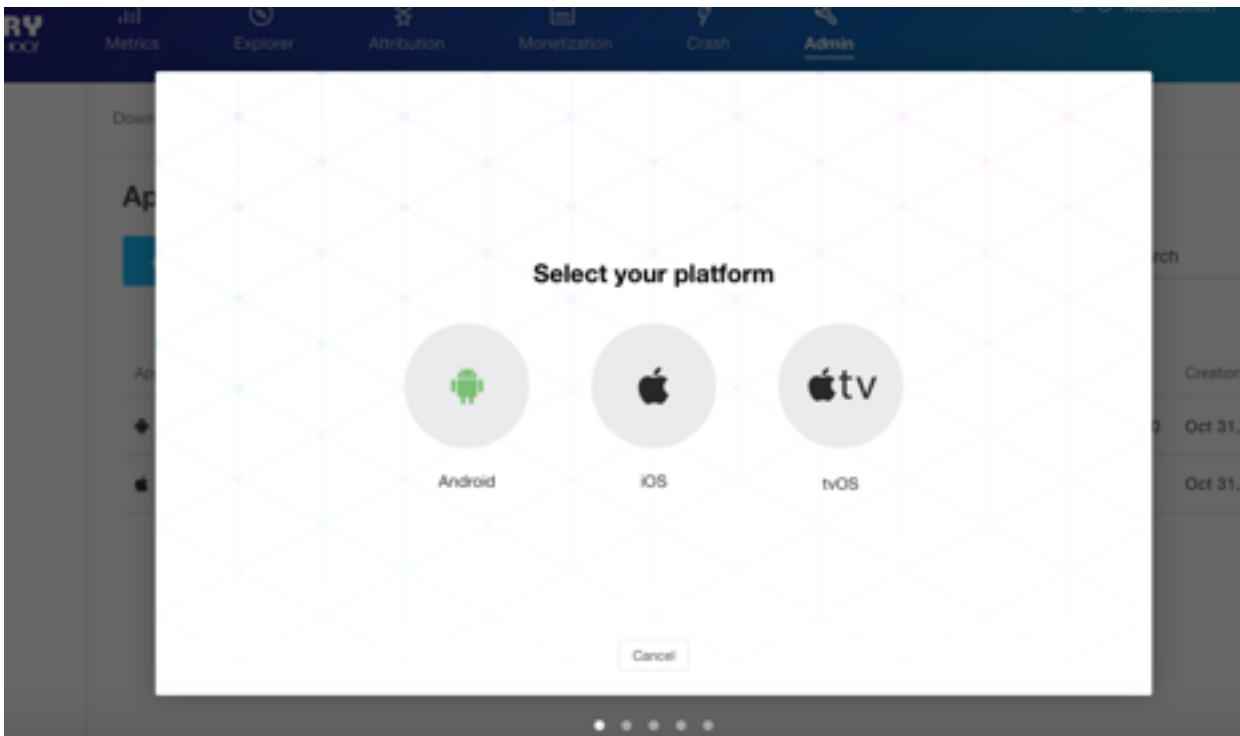
You will need to create a yahoo.com account, or create an account at login.flurry.com to be able to access Flurry Analytics



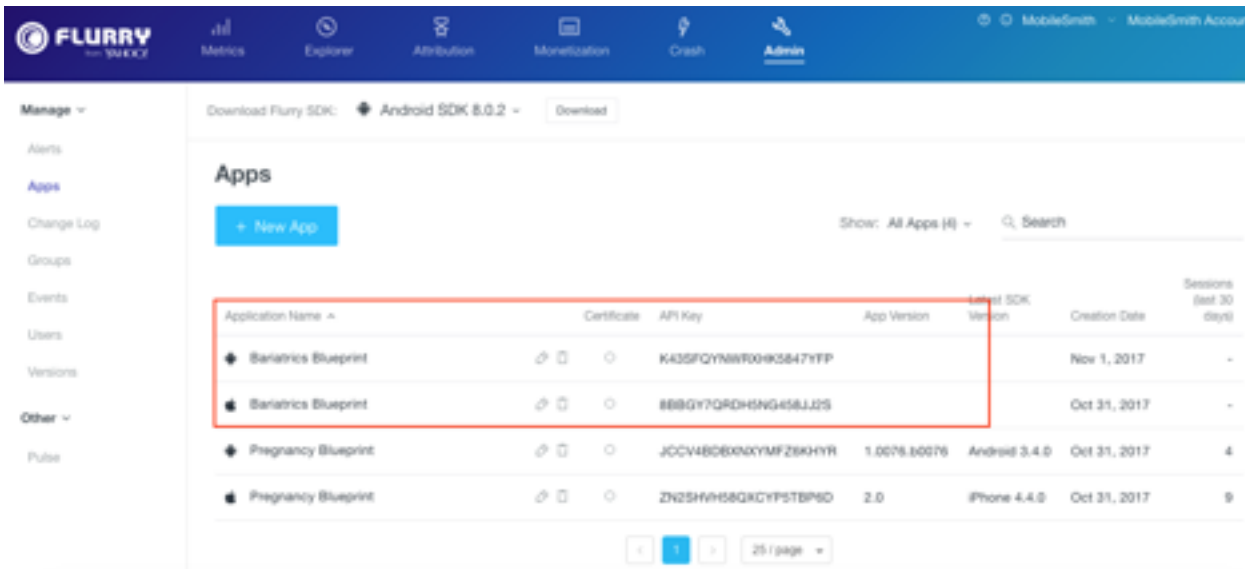
To add an app you would like to track, select “Admin” in the menu at the top of the screen, and then select “Apps” on the menu on the left (under “Manage”).



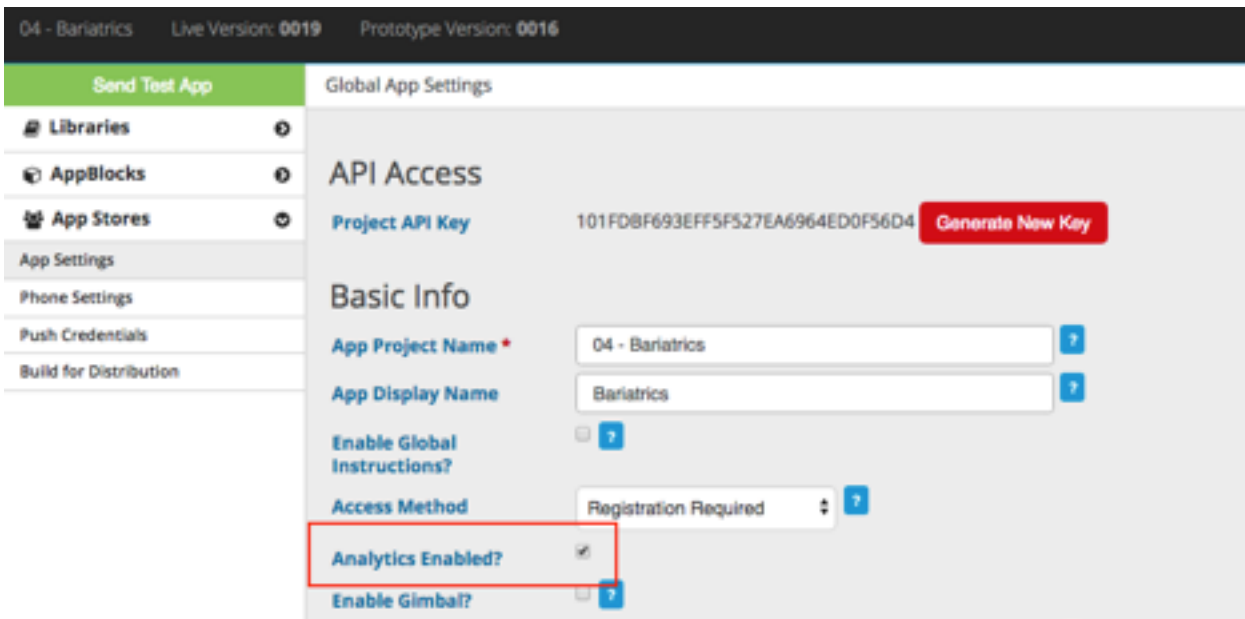
Click the “+ New App” button; you will be prompted to select your platform and name your app in Flurry.



To get to your API Key, click through the prompts until you get to the App screen. Make sure you go through this process for Apple and Android so both will be tracked.

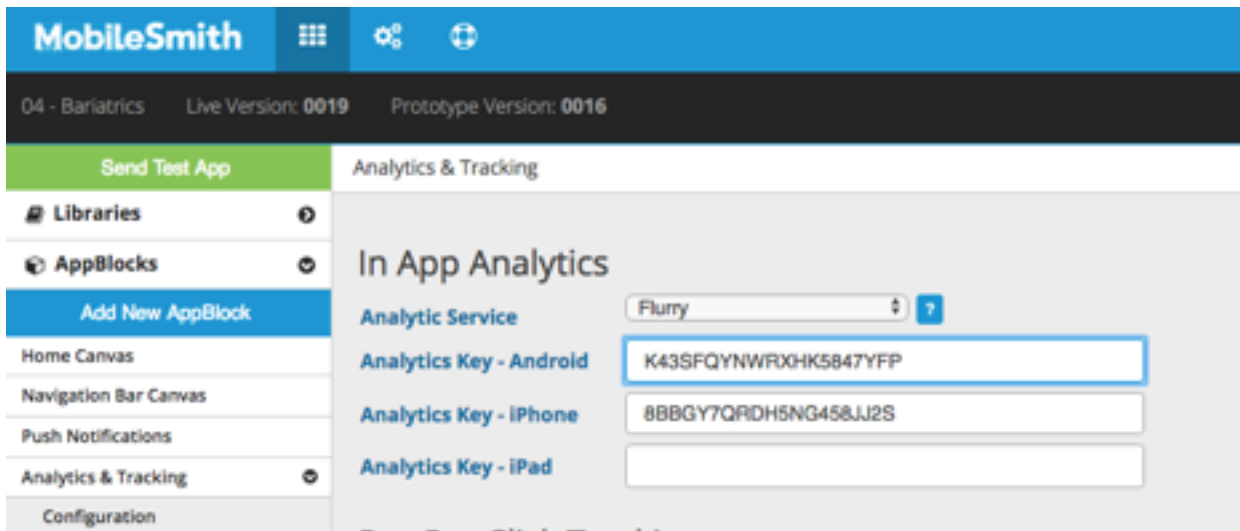


Go to your app in the MobileSmith Platform. On the left menu, select “App Stores” > “App Settings”, and make sure the Analytics Enabled field is checked. Click “Apply”

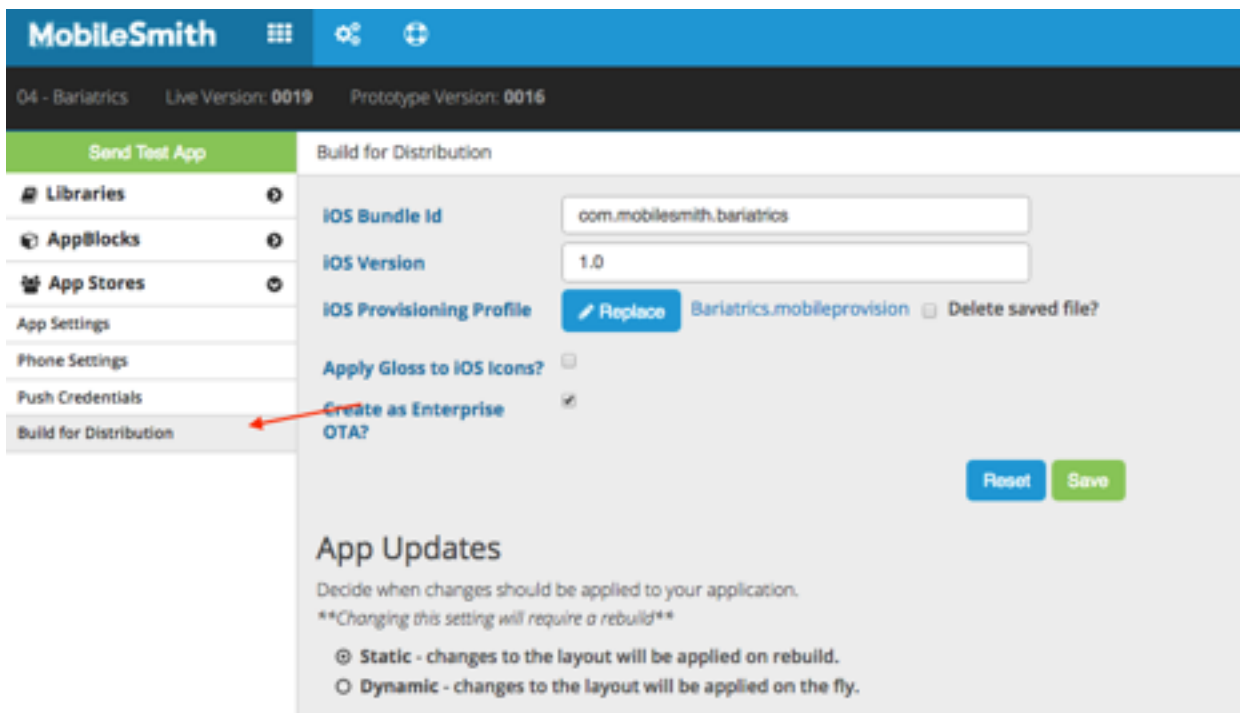


When you expand “AppBlocks” in the Platform, there will be an “Analytics & Tracking Section”. Expand this section, and click “Configuration”.

- Select “Flurry” under Analytics Service, and then copy and paste the API key for each platform (Android or Apple) from Flurry into its respective spot in the MobileSmith Platform.
- Click “Apply”.



Once you've completed these steps, create a distribution build of your app. Flurry will begin tracking the activity. It may take a few hours for the data to show up in Flurry.



App Updates

Decide when changes should be applied to your application.
Changing this setting will require a rebuild

Static - changes to the layout will be applied on rebuild.

Dynamic - changes to the layout will be applied on the fly.

Send Build Notices to:

Chandra Limpert chandra.limpert@mobilesmith.com

Enter the branch name for building the mobile app (MobileSmith internal only)

Enable All

Enable Android

Enable iPhone

Metrics

Here are some of the metrics you can track with Flurry:

New Devices – A new device is a device that has just started using your application. Devices are identified by their unique device IDs (which vary by platform). We recognize someone as a new device when they first launch your application. If a user has downloaded but not ever launched your app, they will not be counted. If a user deletes and re-installs your app to the same device or upgrades to a new version, they will not be re-counted. If a user obtains a new device and downloads your application to that device, they will be counted again as a new device.

Active Devices – a device that has had at least one session with your app during a given time period (hours, days, weeks, months). If a device launches more than one session during a given period, it will only be counted once.

Sessions – one use of the application on a given device. A session typically begins when the app is launched, and ends when the app is terminated.

Session Length – The length of time between the start and the end of a session which can vary by platform.

Session Frequency – How often each unique device used the app within each interval, within a

day across the selected time period

Average Time/Device – The amount of time spent by all devices in the specified period, divided by the Active Devices value for the same period

Events - Events are Flurry's way of tracking specific in-app actions your users take. Examples include playing a song, taking a photo, completing a level, and so on.

Unique Devices Performing Event - The next chart displays the number of unique devices that have triggered the Event in a given time period.

Total Events - Displays the total number of Events that have been triggered over time.

Average Event Duration - This is essentially the total time spent doing the event during the period divided by the number of events that occurred in that period.

Event Duration per Device - This is essentially the total time spent doing the event during the period divided by the number of devices that triggered the event in that period.

Event Duration per Session - This is essentially the total time spent doing the event during the period divided by the number of sessions that occurred in that period.

Event Occurrence per Device - Displays the number of Events that occur per the number of Devices that triggered that event in the period. This is essentially the total count of Event Occurrence divided by the number of devices that triggered the event in that period.