



Google Analytics

Overview of Google Analytics

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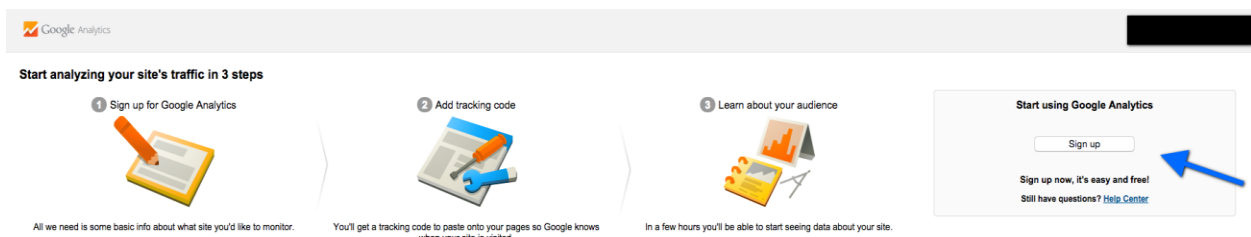
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Setting up Google Analytics

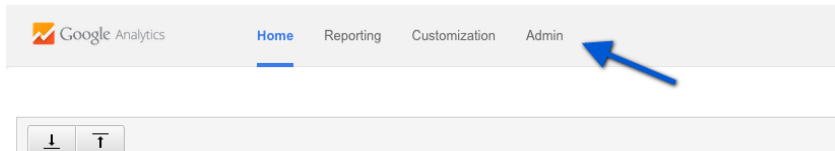
Below, we will discuss the steps to getting Google Analytics ready to be implemented into your app:

Step 1

Login to <https://www.google.com/analytics> using the Google account you want associated with Google Analytics. If this is your first time logging in, you'll see a sign up button. Click that to begin. If you've logged in before, we'll head to admin.



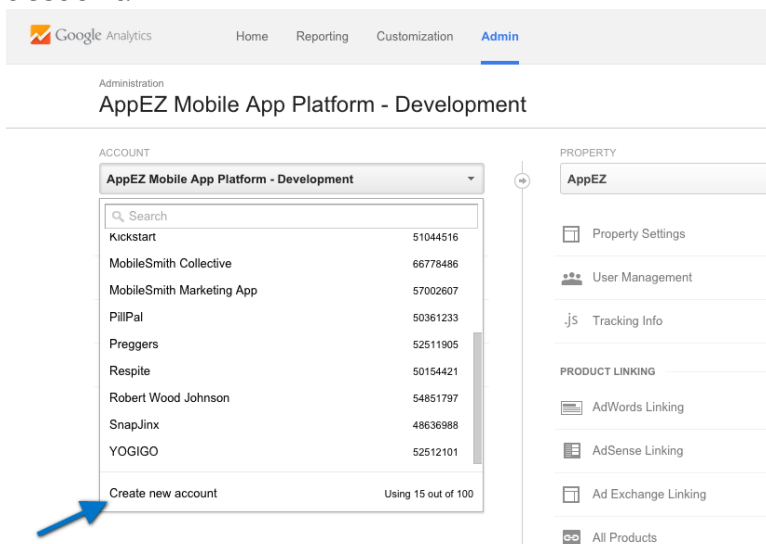
(first time users will click sign up)



(returning users will click on Admin)

Step 2 *(this step needs only be conducted by returning users)*

Click the account drop down box and at the bottom, click on create new account.



Step 3

Be sure to click on “Mobile App” for “what you would like to track” and then proceed to fill out the form leaving all check marks checked. Once done, click on “Get Tracking ID” at the bottom.

Google Analytics Home Reporting Customization **Admin**

Administration > New Account

New Account

What would you like to track?

Website Mobile app

Setting up your account

Account Name
Accounts are the top-most level of organization and contain one or more tracking IDs.

My New Account Name

Setting up your property

App Name

My App Name

Industry Category

Select One

Reporting Time Zone

United States (GMT-08:00) Pacific Time

Data Sharing Settings

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to provide and maintain the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

- Google products & services** RECOMMENDED
Share Google Analytics data with Google to help improve Google's products and services. If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the [product linking](#) section in each property to view or change your settings. [Show Example](#)
- Benchmarking** RECOMMENDED
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. [Show Example](#)
- Technical support** RECOMMENDED
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- Account specialists** RECOMMENDED
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, visit the [access to authorized Google representatives](#) page.

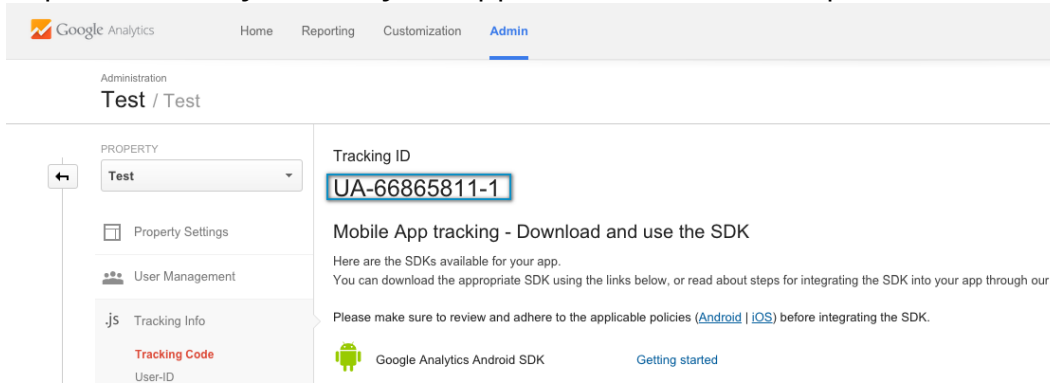
[Learn how Google Analytics safeguards your data.](#)

You have access to 15 accounts. The maximum is 100.

Get Tracking ID Cancel

Step 4

Now, you have the tracking ID that will be used in your app to track its' metrics. Please copy the tracking ID because this will be used in the next section to implement Analytics into your app on the MobileSmith platform.

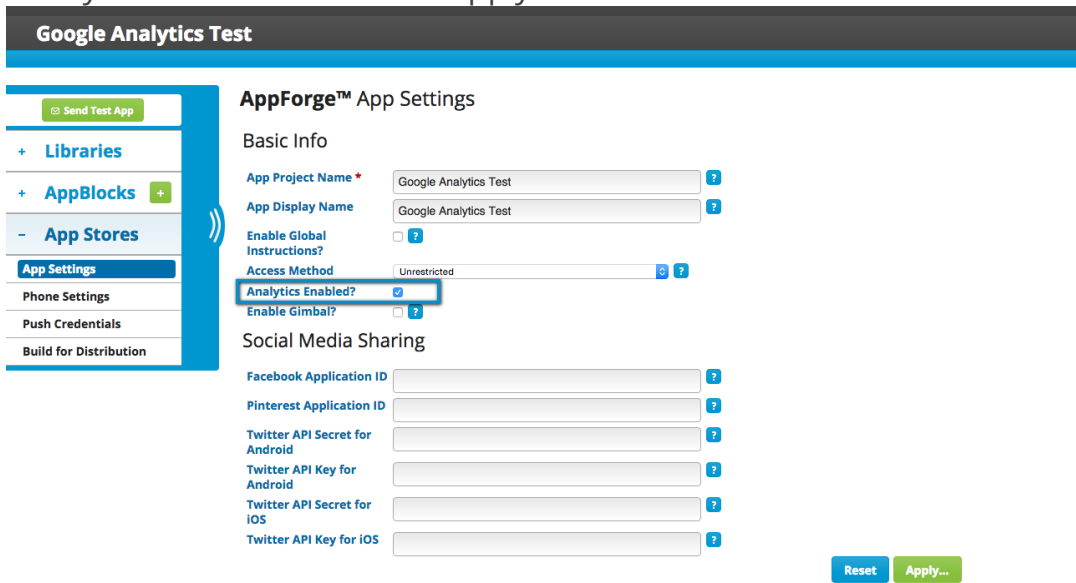


Implementing Google Analytics into your App

Below, we will walkthrough how to implement your account tracking ID into your app on the MobileSmith platform to track the app's usage metrics.

Step 1

Before we input our tracking ID, we have to be sure that Analytics is enabled in our app. Head to "App Settings" located under "App Stores" and turn on "Analytics Enabled?" and click Apply at the bottom.



Step 2

Now that we have Analytics enabled, you'll see the appblock "Analytics & Tracking" in your appblocks section. Expand the Analytics appblock and click on Configuration. Under the "In App Analytics" section, you'll choose your Analytic Service, which is Google. Next, you will place your Tracking ID into the three Analytics Key boxes as seen below. Then click apply.

Google Analytics Test

AppForge™ Analytics & Tracking » Analytics & Tracking

In App Analytics

Analytic Service: Google

Analytics Key - Android: UA-66865811-1

Analytics Key - iPhone: UA-66865811-1

Analytics Key - iPad: UA-66865811-1

Pay Per Click Tracking

Enable Tracking?

Conversion ID:

Label:

Price:

Reset Apply...

Step 3

Now that we have Analytics enabled and our tracking ID all in place. Be sure to create a new app build for the Analytics tracking to take effect. Now, we'll discuss what Google Analytics offers you in terms of metrics.

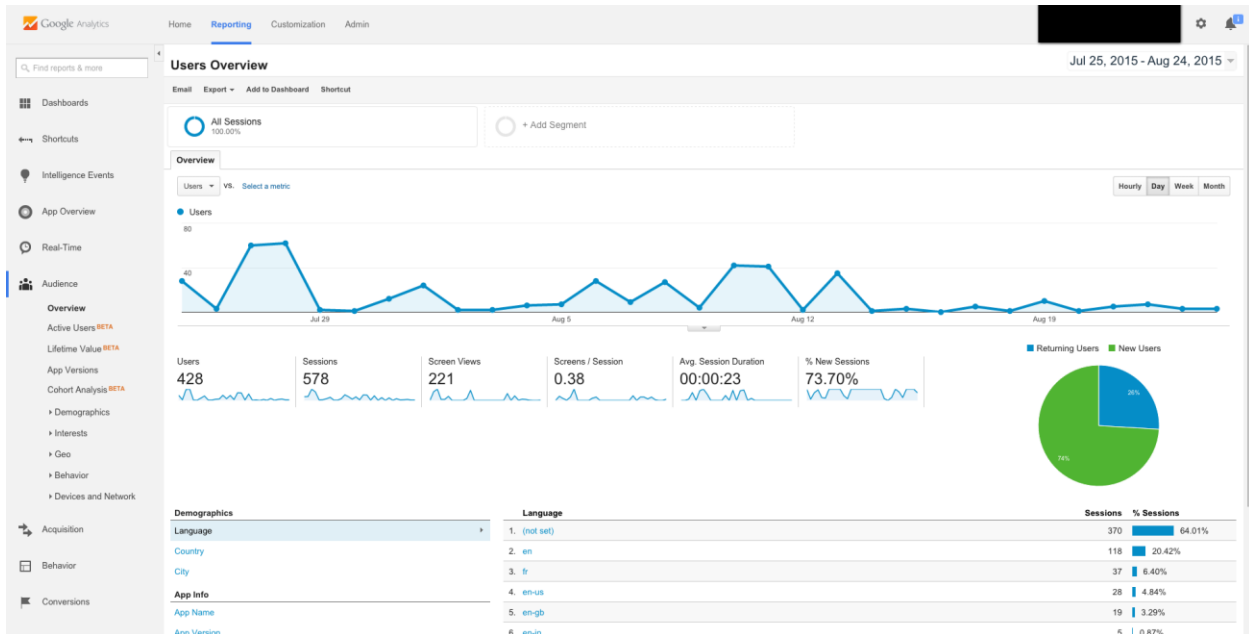
Audience

The Audience tab is the main portion of Reporting and it's where a lot of the statistics are located which provide metrics that range from how many users are using the app, and how often, to what device was used to access the app.

Below, we will summarize the different dashboard options you have to gain insight on your audience.

Overview

Overview is the general dashboard that summarizes a lot of the overall metrics and data throughout Audience into one dashboard. Reports you will find in this section include:



Users

of users who have accessed the app in a given date range. Can calculate new users and returning users.

Sessions

of sessions in a given date range. A session is represented by a period in time in which a user is actively engaged with the app.

Screen views

The total number of screens viewed. Repeated views of a single screen are counted.

Screen/Session

The average number of screens viewed per session. Every view of a single screen is counted individually, including repeated views of the same screen.

Avg. Session Duration

Average length of a session.

% New Sessions

An estimate of the percentage of first time visits.

Demographics

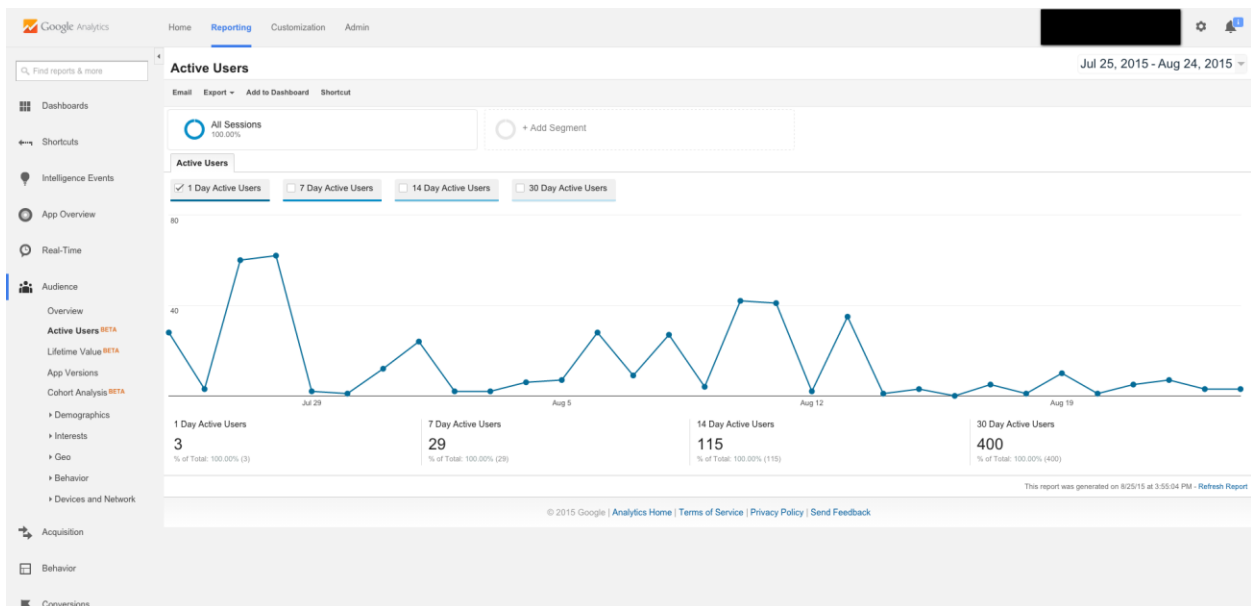
Data on user's language, country, and city.

Devices

Data on the operating system, device brand, screen resolution, and service provider of the user's device.

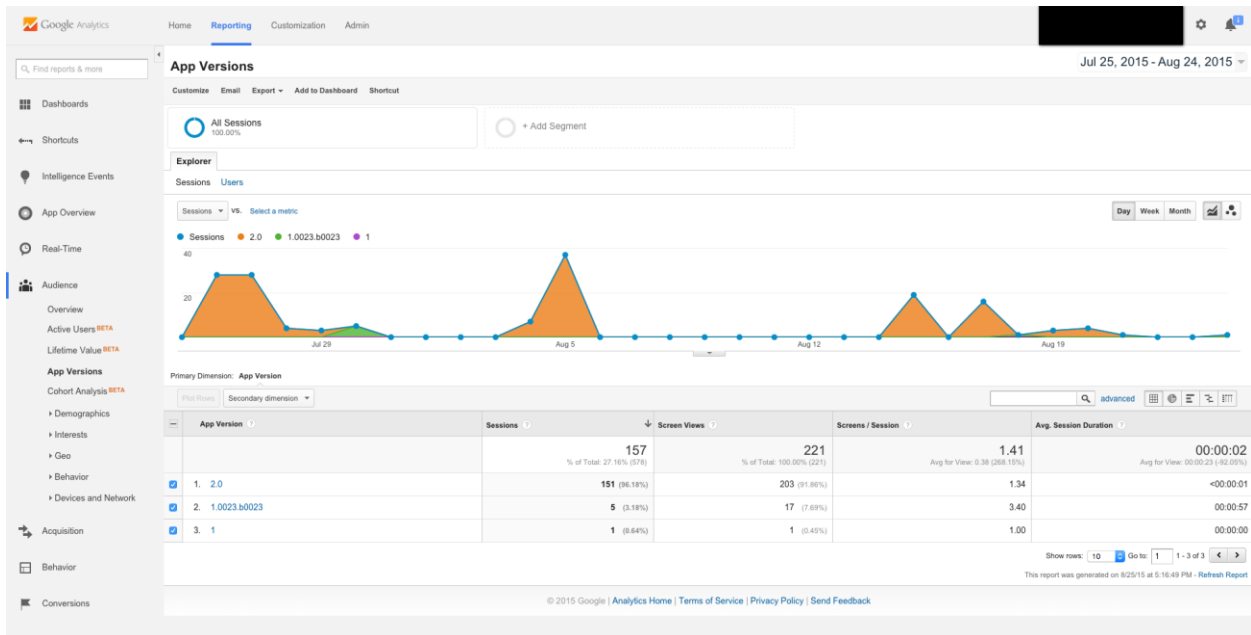
Active Users

Analyze active users on a day-by-day basis.



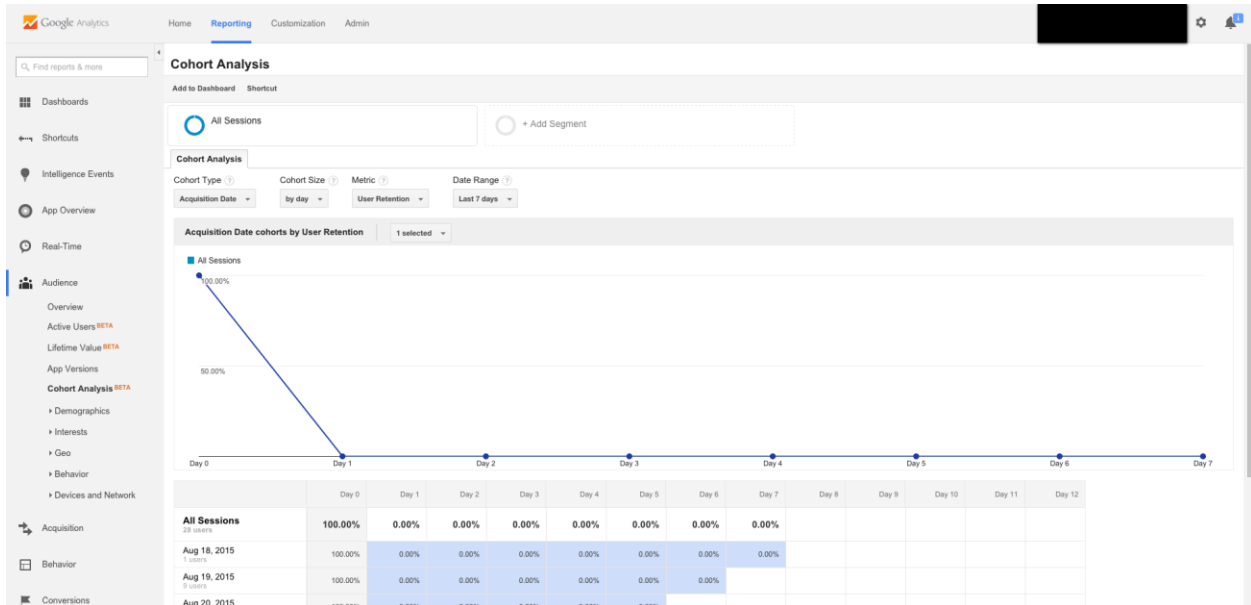
App Versions

Get session and usage data for each version of your app.



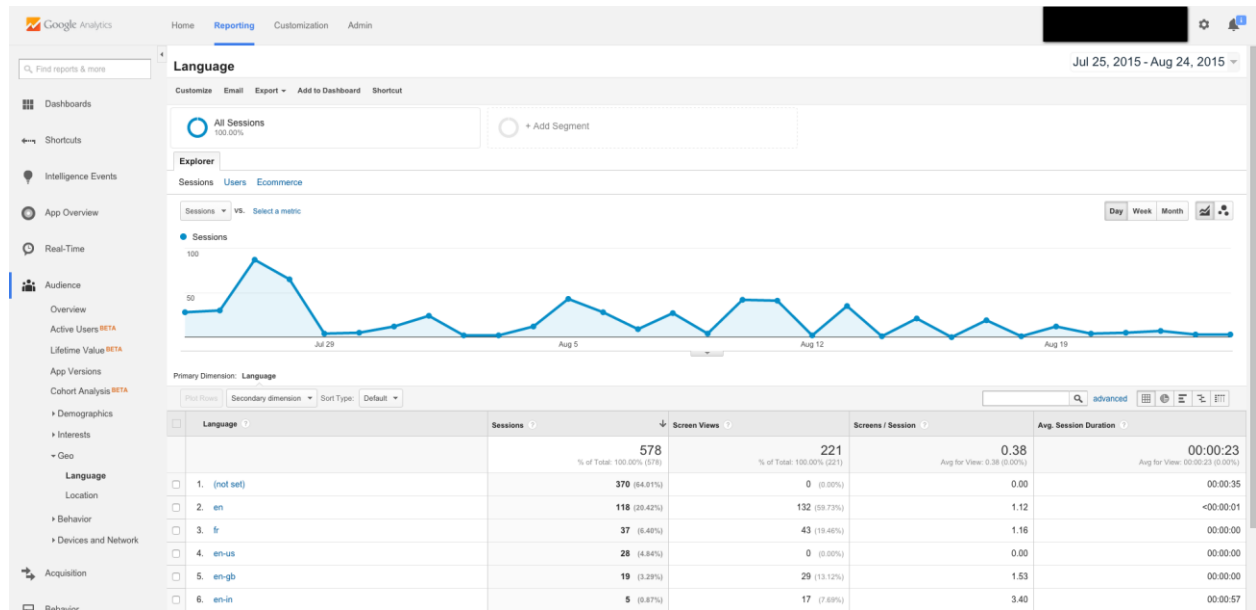
Cohort Analysis

User retention. After a session, shows the percent of users that return on the following days after the initial session.

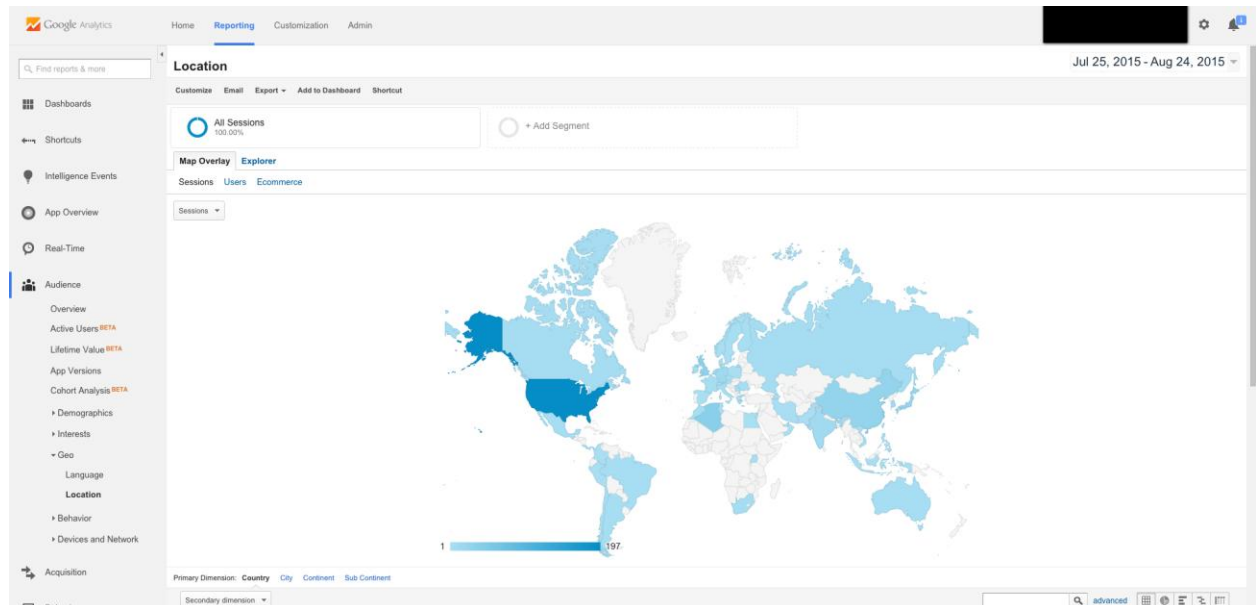


Geo

View Language and Location (country, state, city) of users.



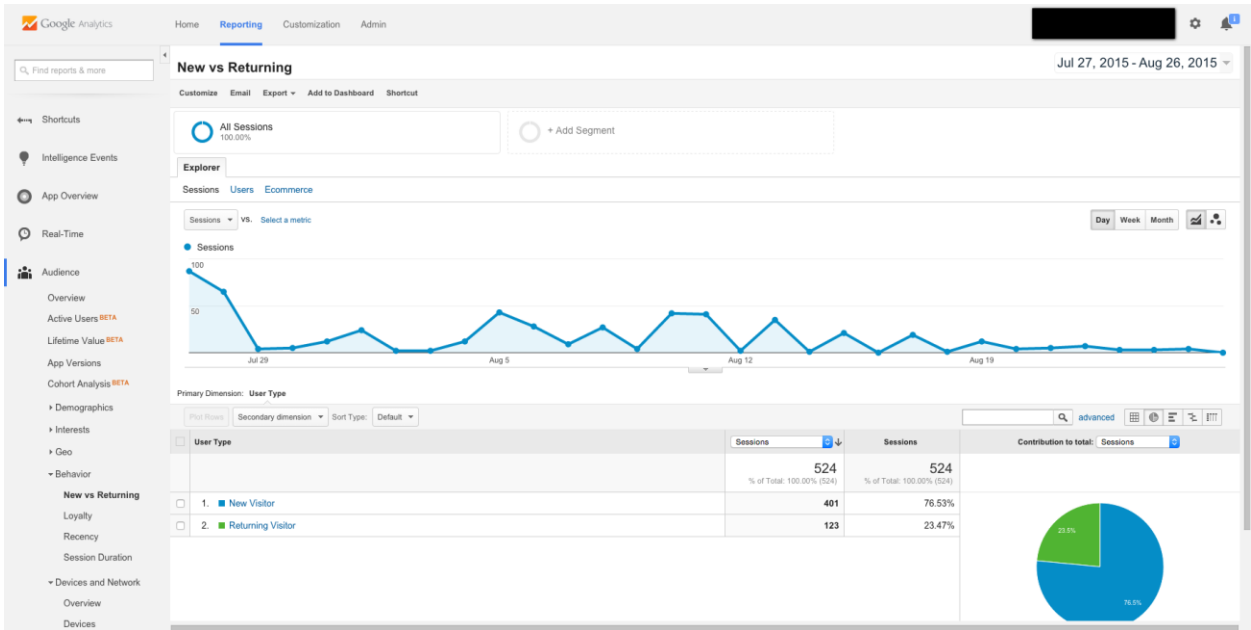
(Geo-Language Dashboard)



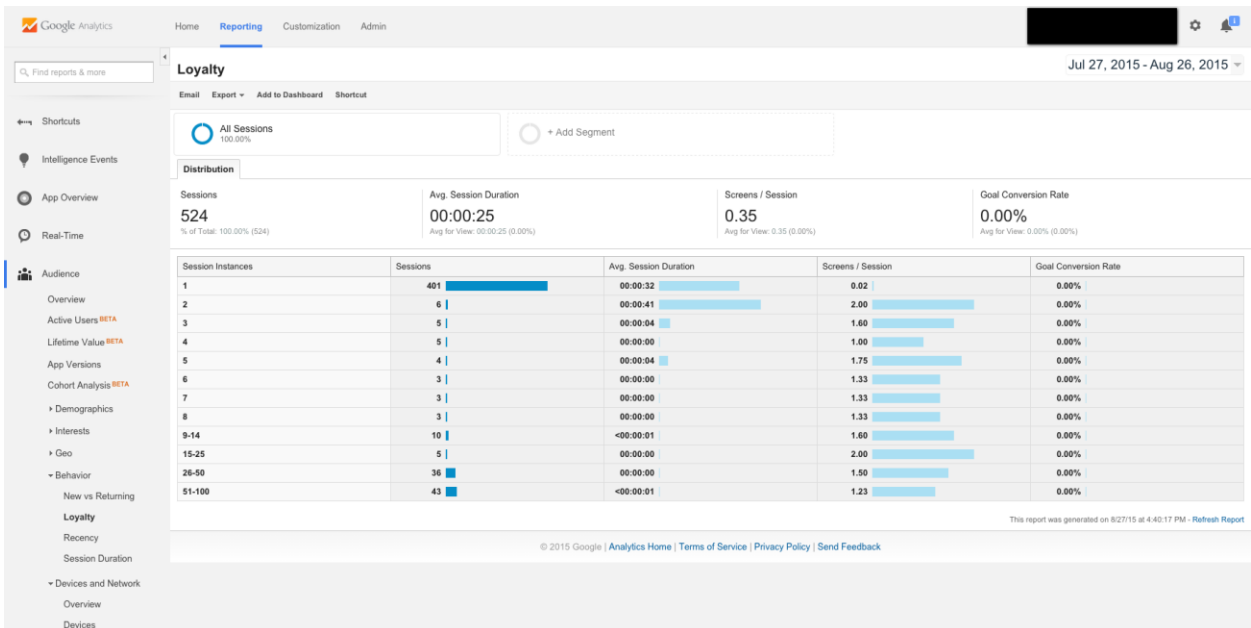
(Geo-Location Dashboard)

Behavior

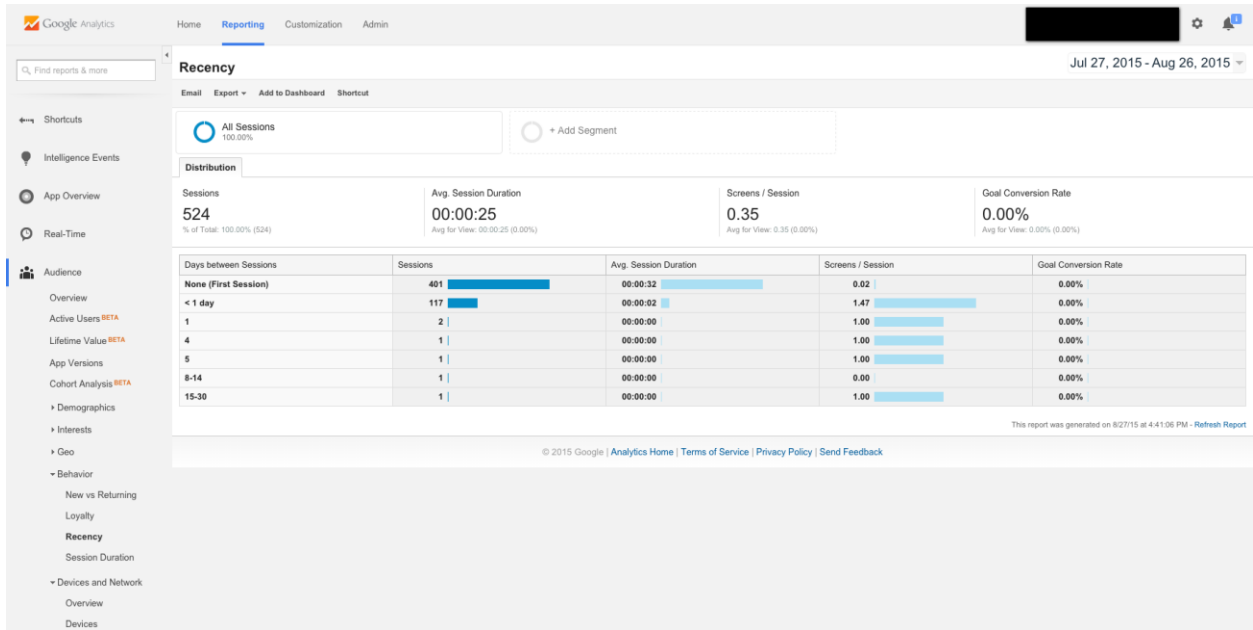
Drill down and get more information on new vs. returning users, loyalty, recency (amount of days between sessions), and session duration.



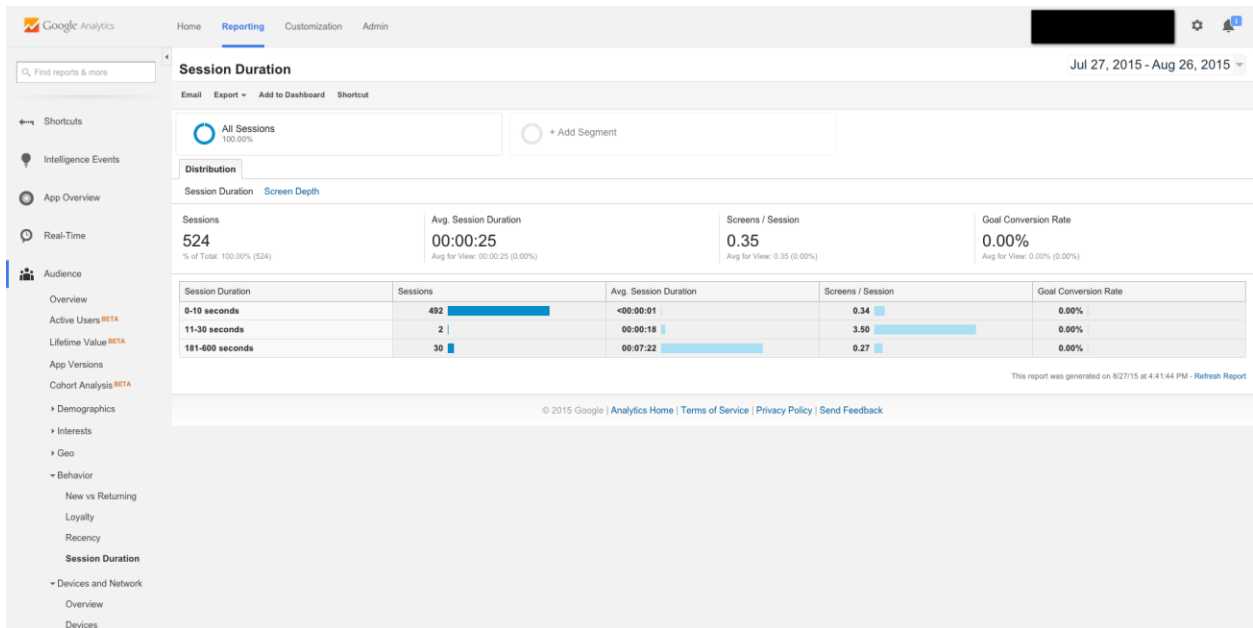
(Behavior-New vs. Returning Dashboard)



(Behavior-Loyalty Dashboard)



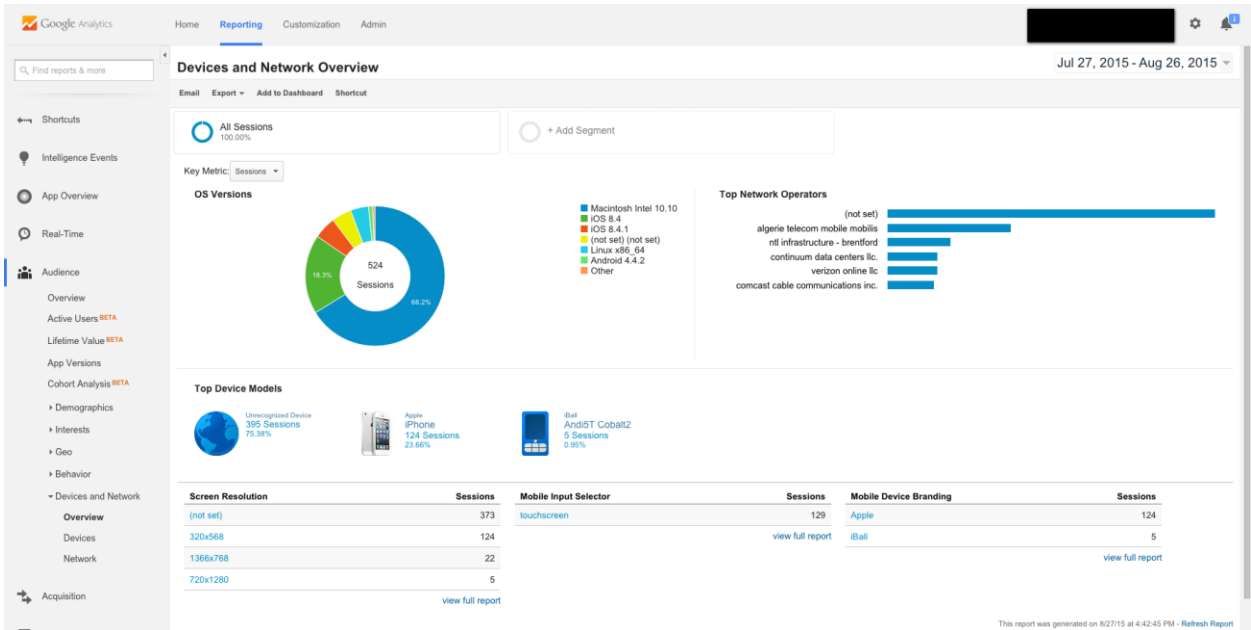
(Behavior-Recency Dashboard)



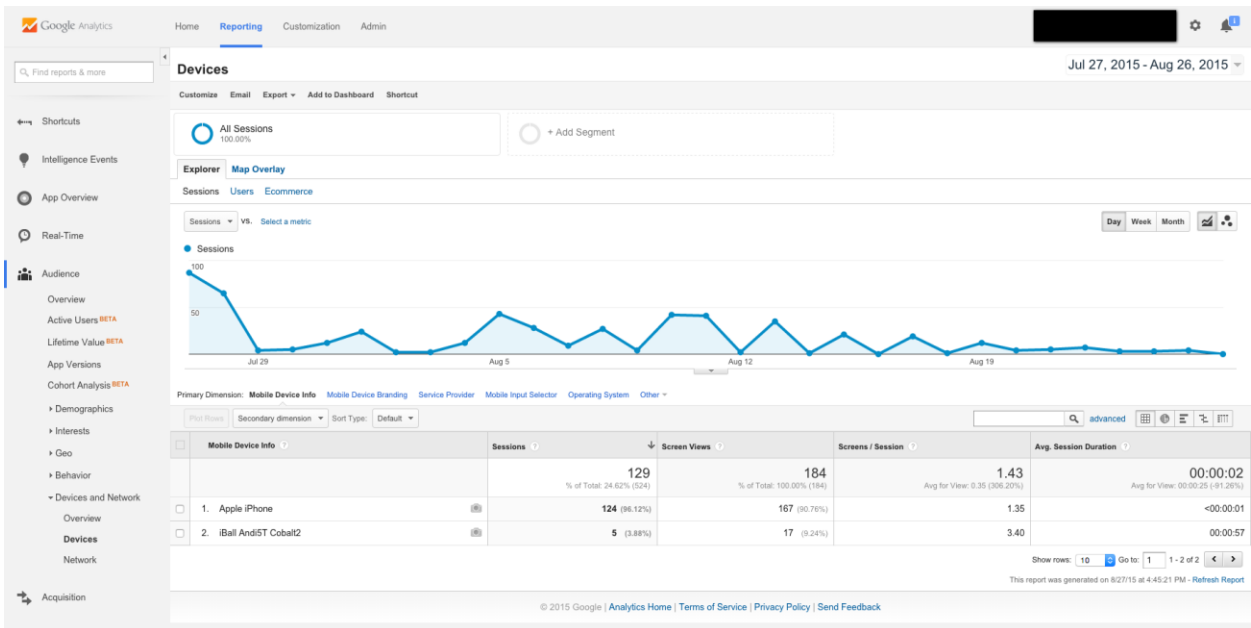
(Behavior-Session Duration Dashboard)

Devices and Network

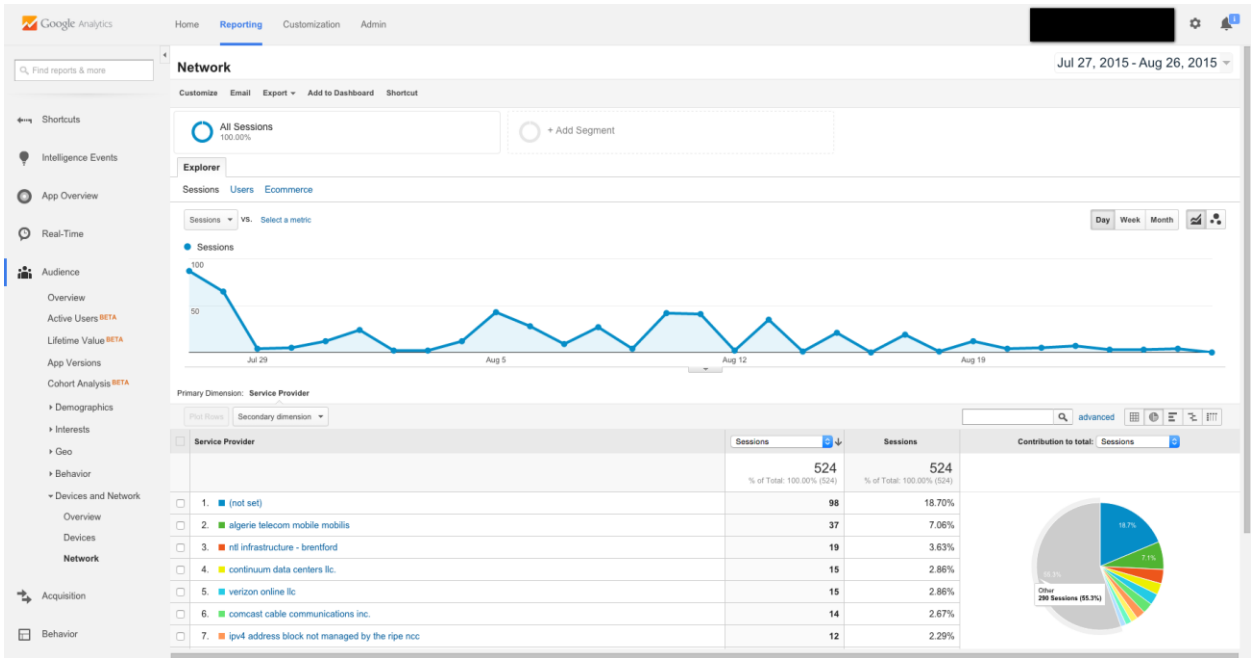
Drill down and get detailed reports on what devices are being used to access the app, what brand are the devices, and what operating system are they running.



(Devices and Network-Overview Dashboard)



(Devices and Network-Devices Dashboard)



(Devices and Network-Network Dashboard)