# How To Track for Insights
## in the data points proliferated world

**Pawel Matkowski**
*Global Product Lead, Google Analytics*

Google

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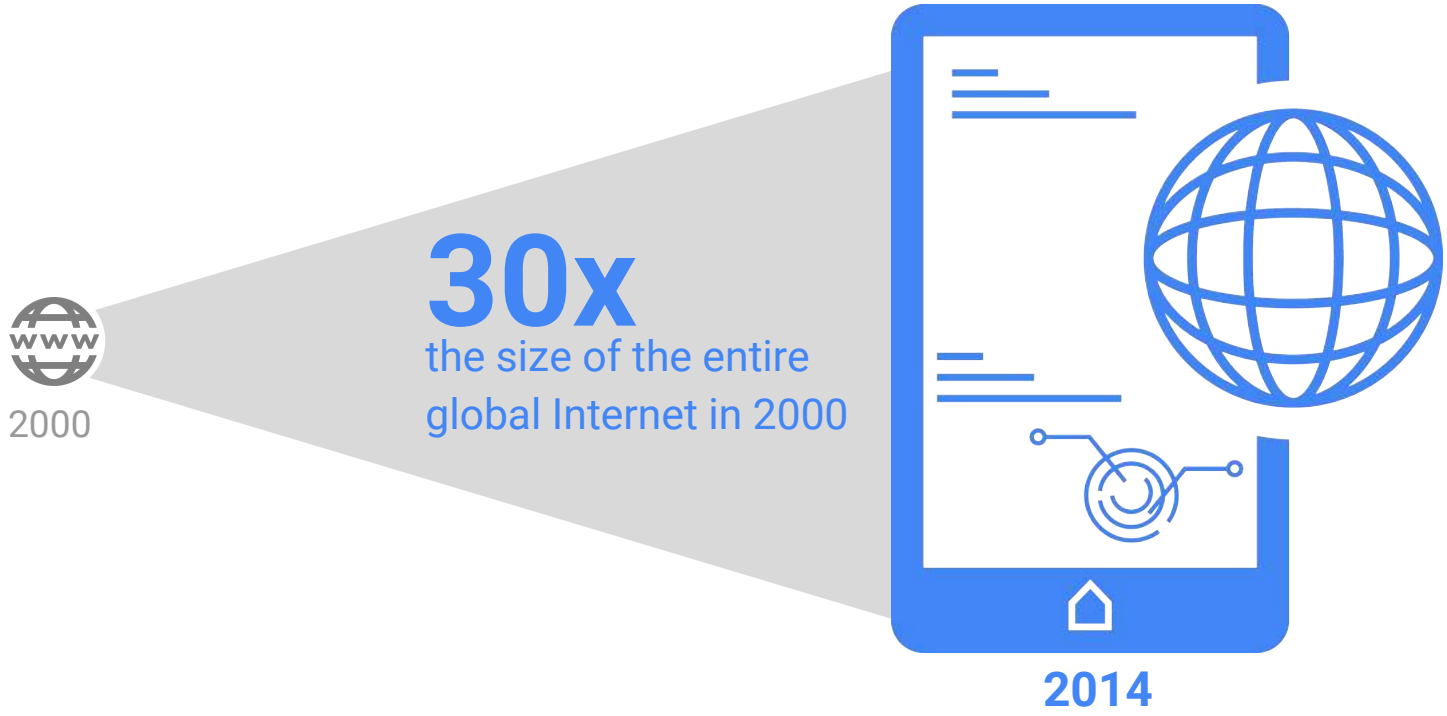
# We Are Here Only Because...



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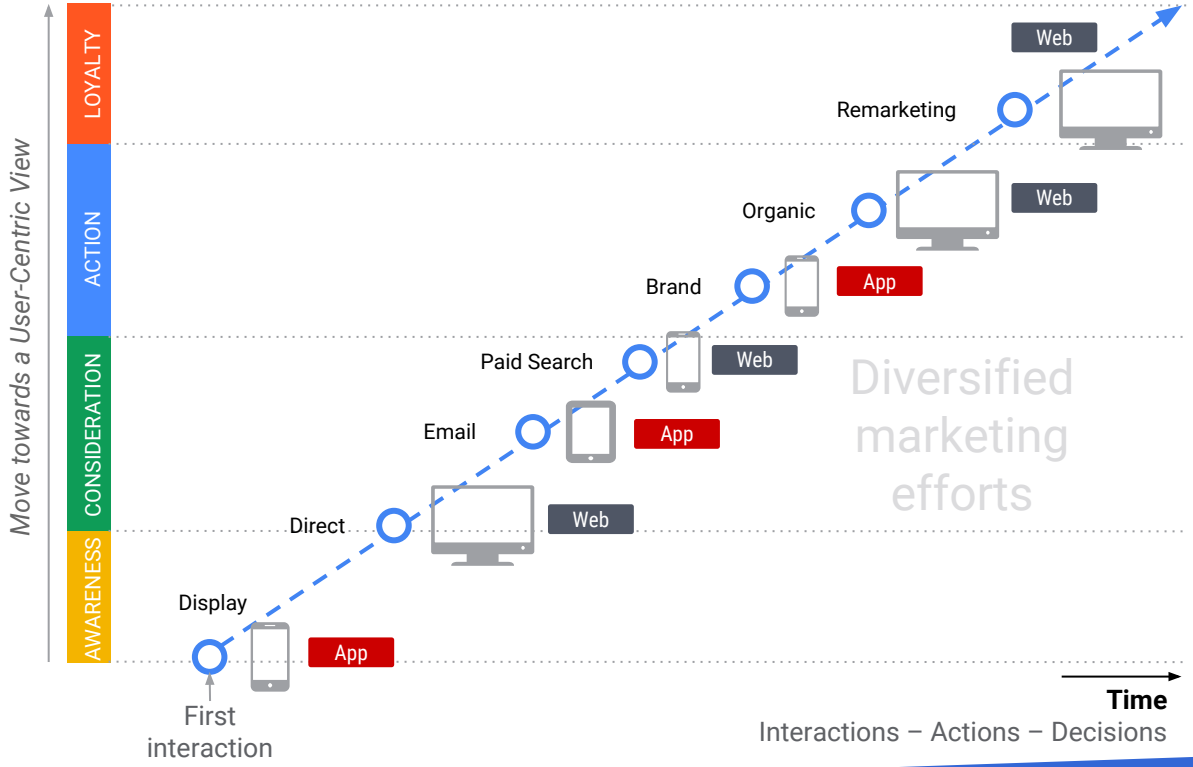
# With That, It Became Messy!



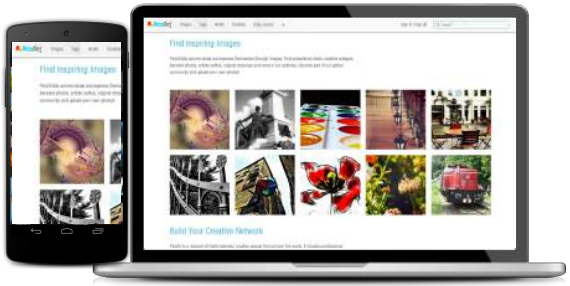

Measure Lifetime Value ?

Move beyond the conversion

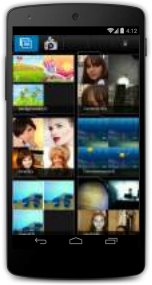
Analyze cross-device/asset behavior ?

Start from first interaction

# And It Is **Already** Getting Even Harder and More Complex



Desktop and Mobile Websites



Mobile & Web Apps

Game Consoles

TV & Set-Top Box

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# We Have A Smart Platform That Works Across Ecosystems

Drive valuable conversions

Supercharge app monetization strategy

Data analytics for insights and optimization

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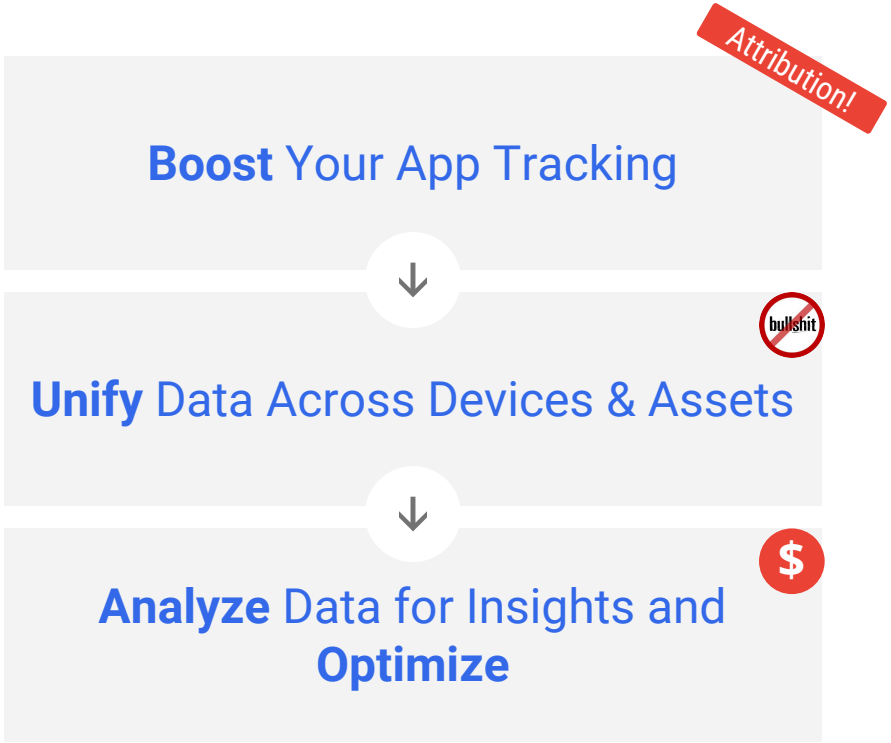
# What Should You Do Now?



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# 1. Boost Your App Tracking

## Having reliable install attribution is critical

**238**
developers

**9,000**
apps

**400M**
monthly active users

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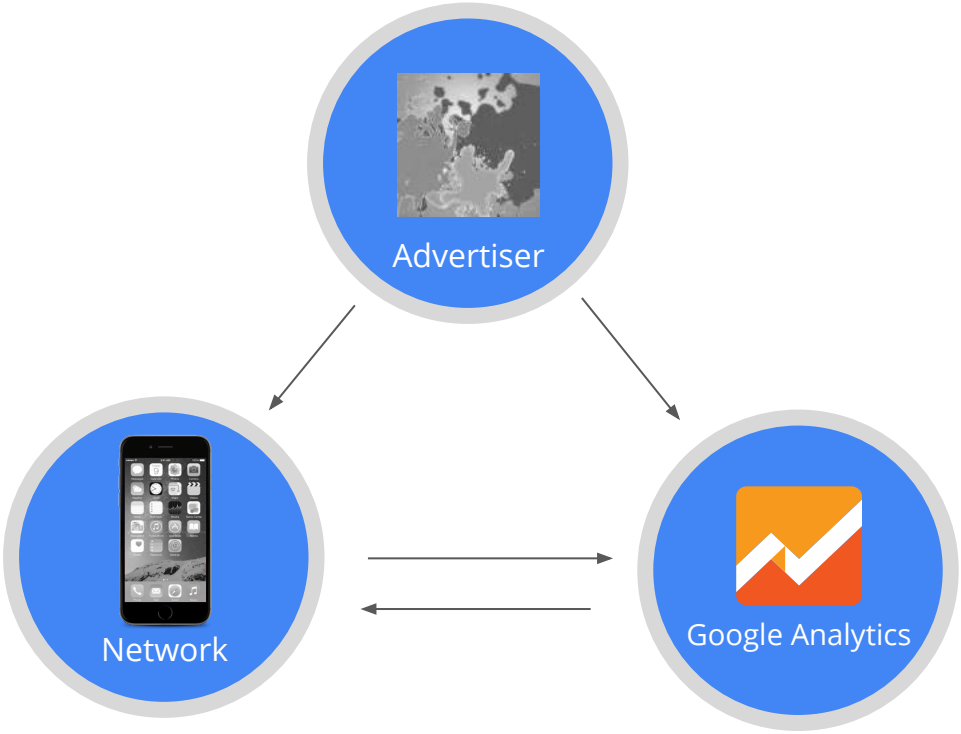
# Partnering for Success



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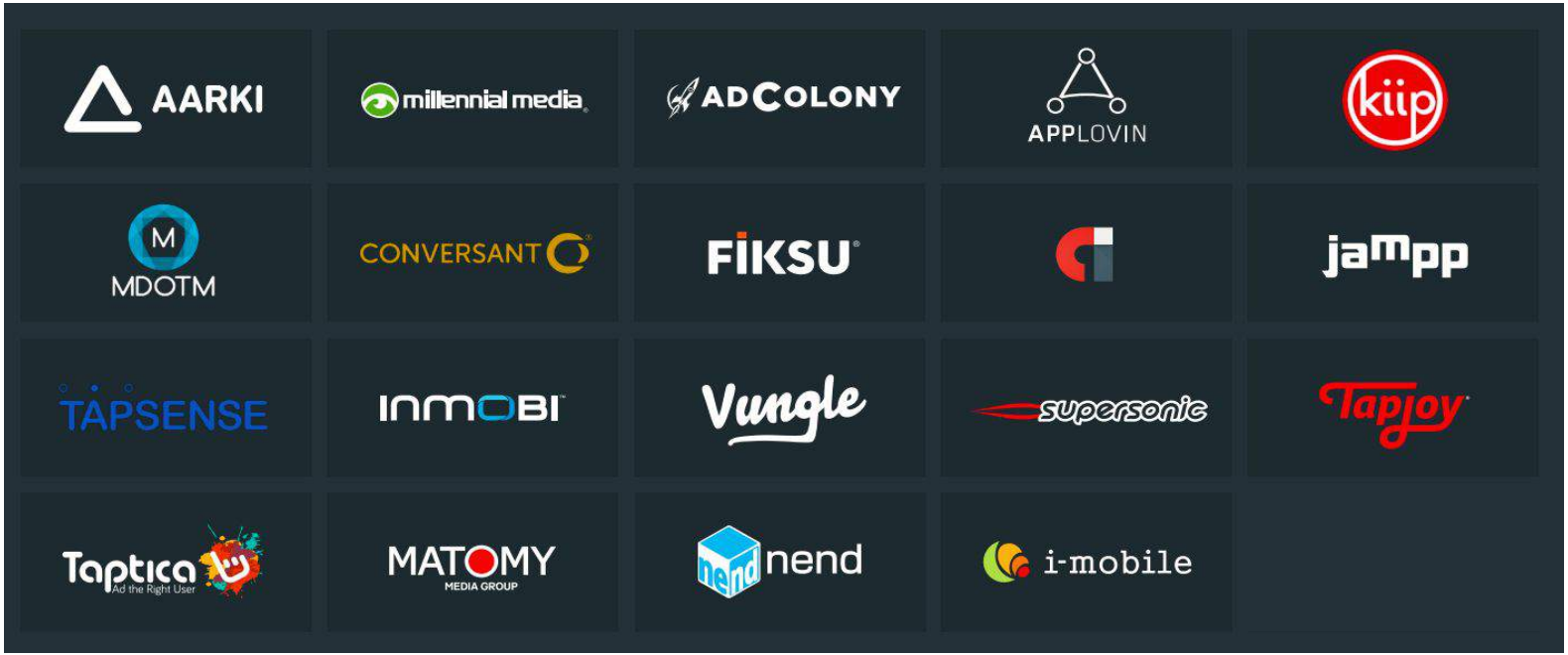
# iOS Partnerships




partnering with over 20 ad networks

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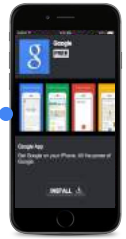
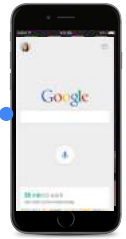
# Attribution for iOS App Installs

User clicks on install campaign promoting App B in App A



iTunes

User installs and uses App B which has the GA SDK




Ad-network sends IDFA to Google Analytics

iTunes Install Report

**Ad Network SDK/Server**

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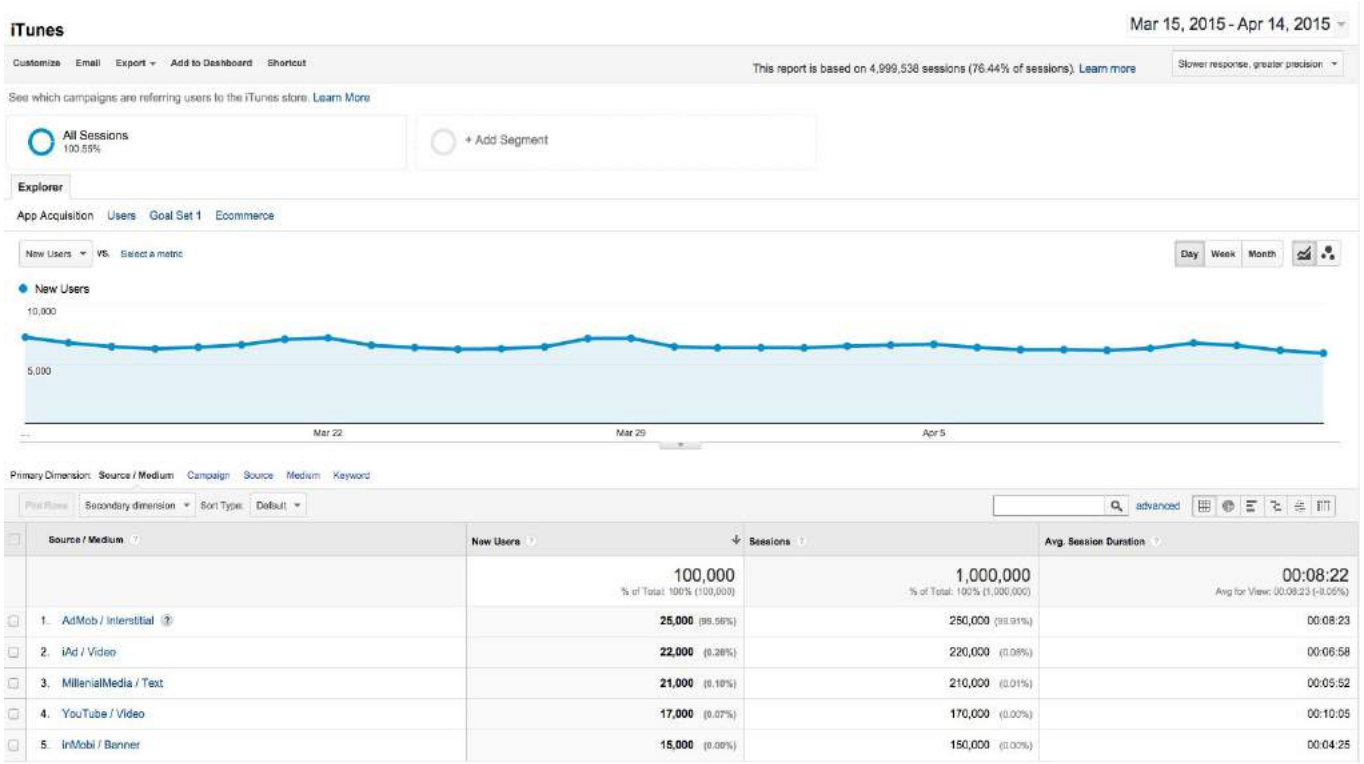
# 20 New Partners = Powerful Data



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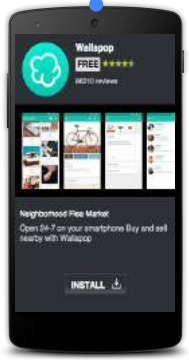
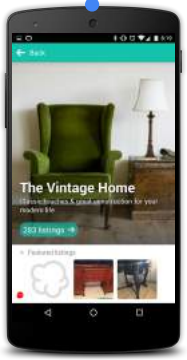
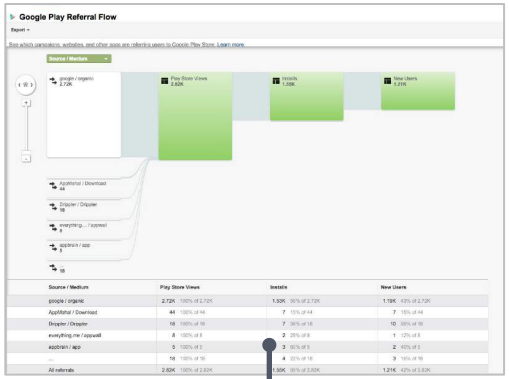
# Attribution for Android App Installs

User clicks on install ad for app



User installs and uses App with GA SDK






Google Play Referral Flow

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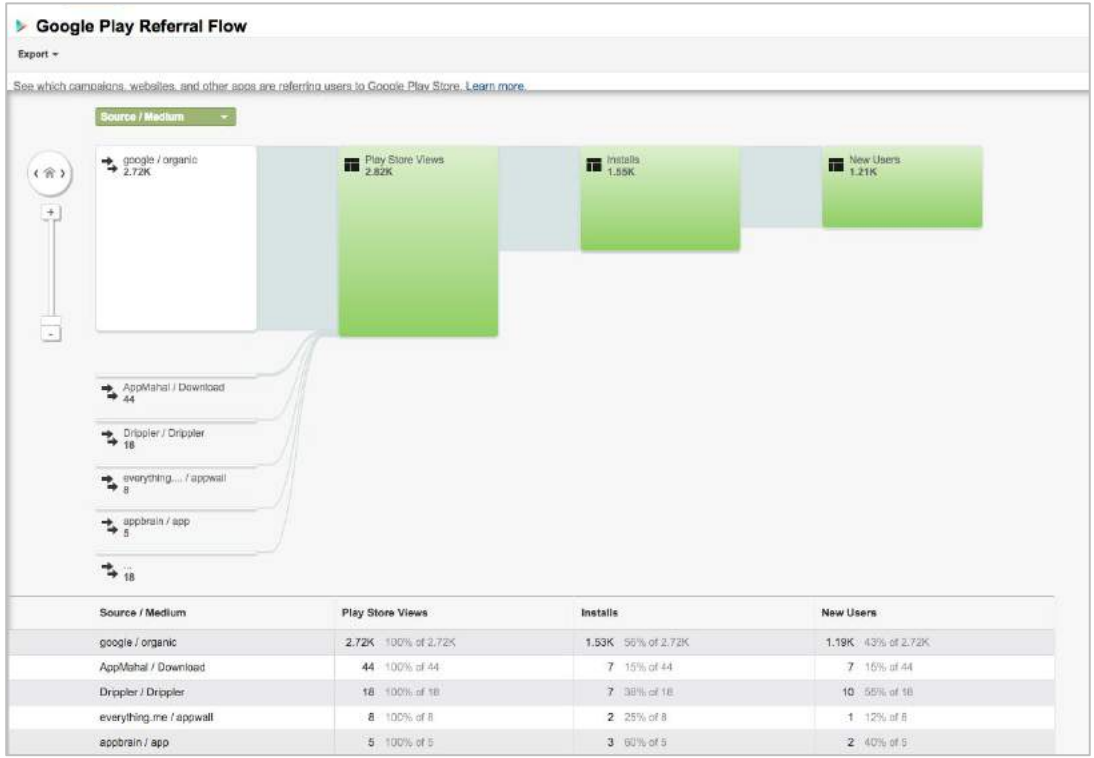
# Google Play Referral Flow




| Source / Medium | Play Store Views | Installs | New Users |
|---|---|---|---|
| google / organic | 2.72K 100% of 2.72K | 1.53K 56% of 2.72K | 1.19K 43% of 2.72K |
| AppMahal / Download | 44 100% of 44 | 7 15% of 44 | 7 15% of 44 |
| Dripplar / Dripplar | 18 100% of 18 | 7 38% of 18 | 10 55% of 18 |
| everything.me / appwall | 8 100% of 8 | 2 25% of 8 | 1 12% of 8 |
| appbrain / app | 5 100% of 5 | 3 60% of 5 | 2 40% of 5 |

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# Don’t Forget To **Tag...**

https://click.google-analytics.com/redirect?tid=UA-31611515-8&url=https%3A%2F%2Fitunes.apple.com%2Fus%2Fapp%2Fsmiley-lines-classic%2Fid865906164&aid=BlackMouton.Smiley-Classic&idfa=[:_jv_uaid:]&cs=millennial&cm=banner&cn=postbacks-test&anid=millennial

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# With Our URL Builder Tool!

| | |
|---|---|
| **Google Analytics Property ID: *** | (e.g. *UA-XXXX-Y*) |
| **Ad Network: *** | AdMob |
| **Redirect URL: *** | (The URL to which the user will be redirected, e.g. **https://itunes.apple.com/us/app/my-app/id123456789**) |
| **App ID: *** | (Your app's Bundle Identifier, e.g. *com.company.app*) |
| **Campaign Source: *** | (original referrer, e.g. *google*, *citysearch*, *newsletter4*) |
| **Campaign Medium**: | (marketing medium, e.g. *cpc*, *banner*, *email*) |
| **Campaign Term**: | (paid keywords, e.g. *running+shoes*) |
| **Campaign Content**: | (ad-specific content used to differentiate ads) |
| **Campaign Name**: | (product, promotion code, or slogan) |
| Generate URL Clear | |
| | |

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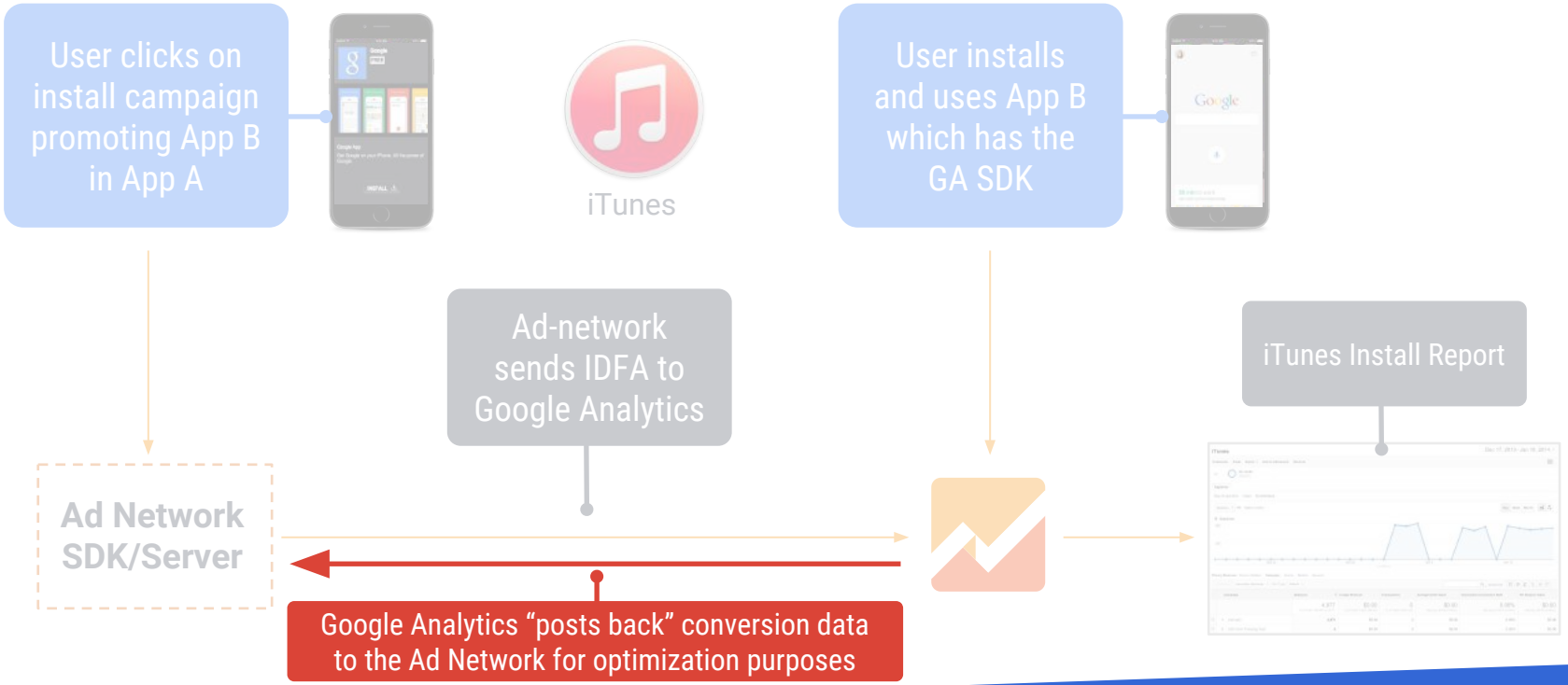
# And The Future Is Here



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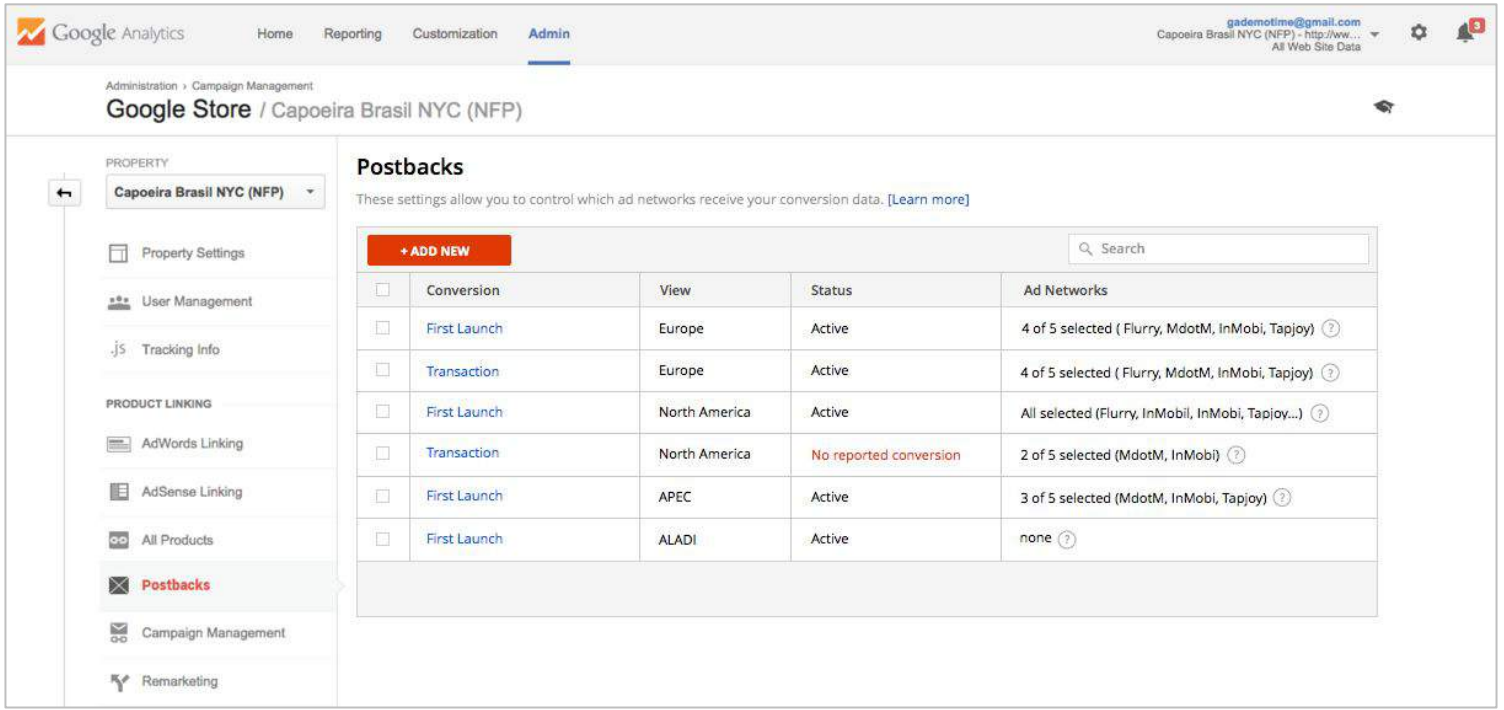
# Configure Postbacks for Immediate Actionability



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# Our Vision for Mobile App Attribution

Cross platform

Unique SDK

Works for all apps

Comprehensive view on LTV

Ad network support

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# Act Now!

Set up tracking
for all campaigns

Configure postbacks

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# 2. Unify Data Across Devices and Assets

~~Cross-device~~

?

~~Cross-asset~~

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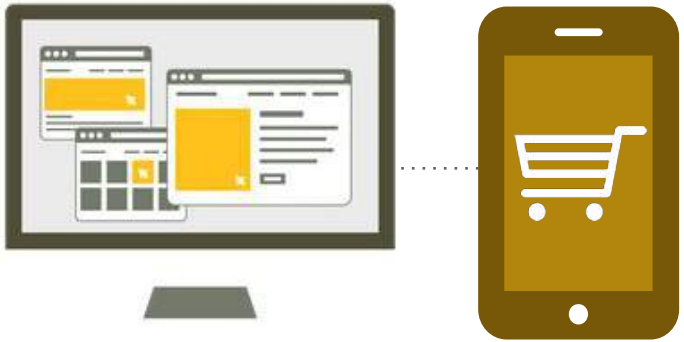
# Unified Conversion Tracking for Ads

## Web across devices



User clicks on Retailer's desktop ad

Buys three pairs of jeans on Retailer's mobile site

## In-app and Web

User clicks on Mother's Day flowers ad inside gaming app

Later orders flowers on a website on his tablet

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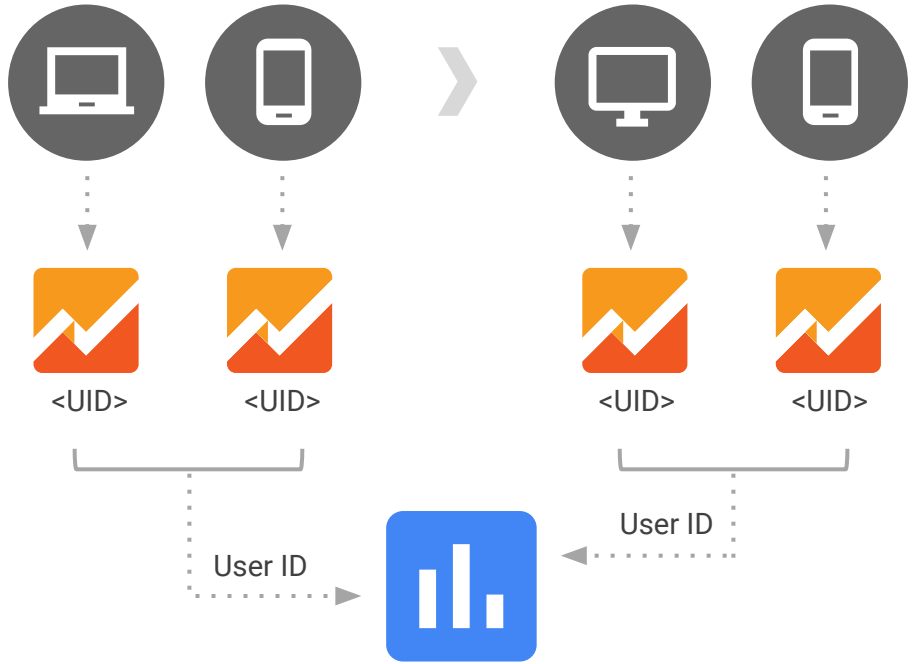
# Analytics for Data Insights and Optimization

**user authentication**
User ID (UID) assigned




The Google Analytics User ID feature helps link together sessions by the same user across different devices and assets (web, app etc.)*

*You need to be able to identify the user (e.g. upon login to your site) and pass a User Identifier to GA (non-PII)

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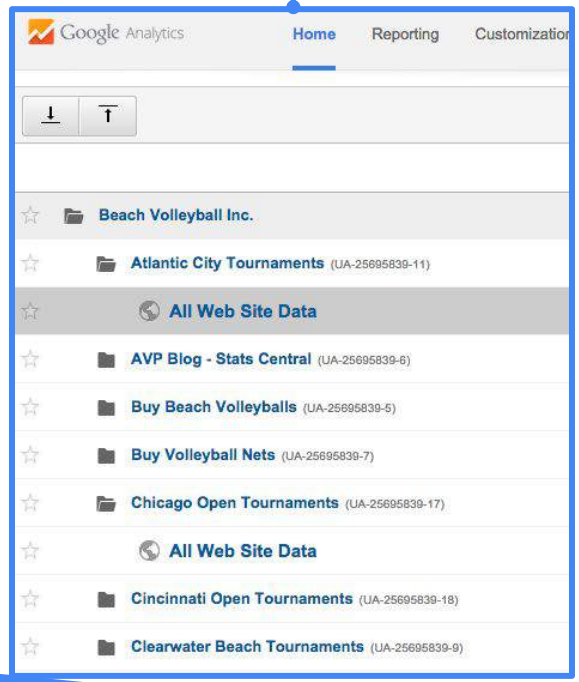
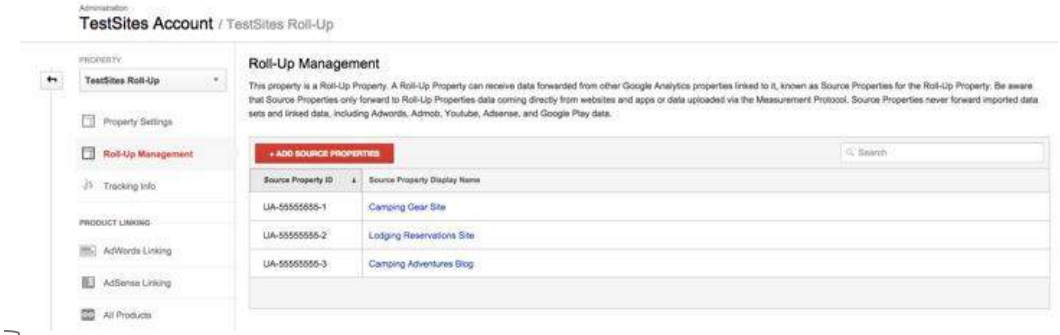
# Unifying The Data - Let's Roll It Up!

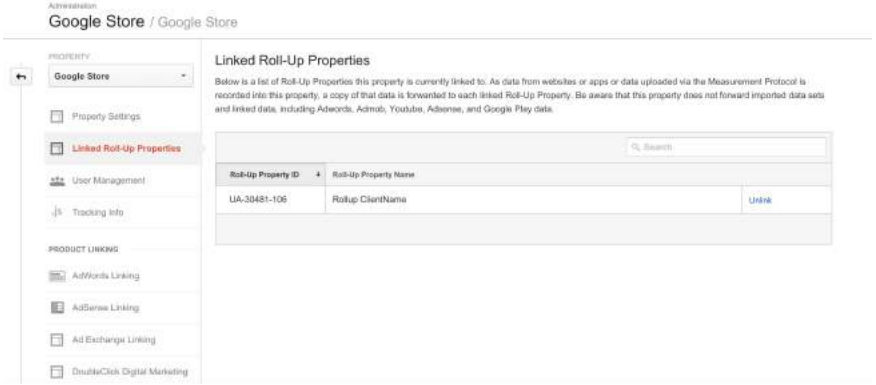
One Property per unit




Web

App

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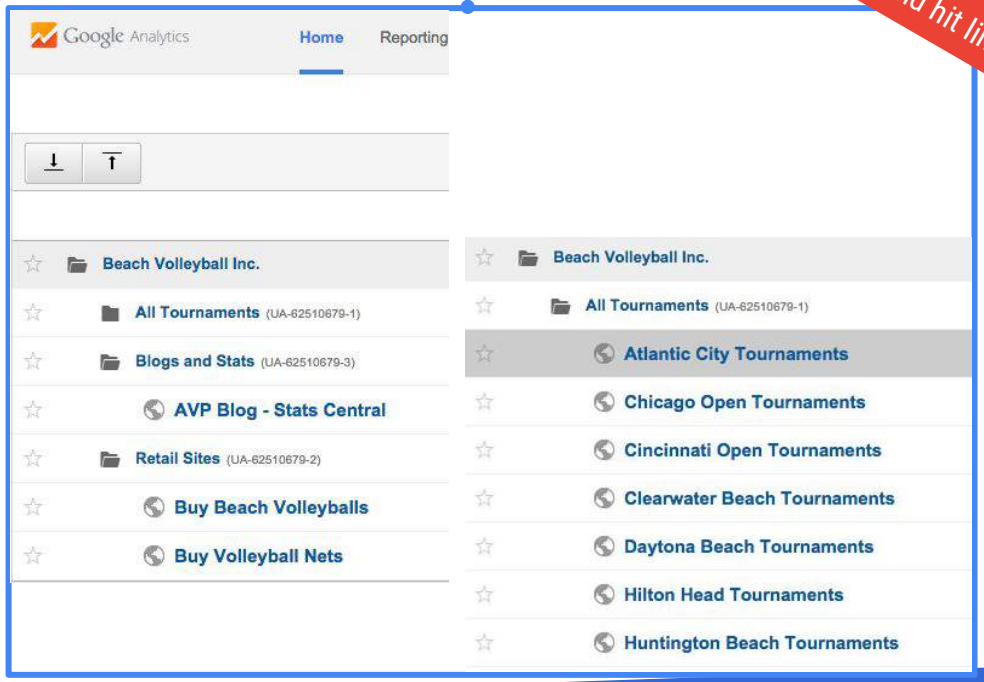
# Or Track Everything in One Place

Less Properties, more unique Views

Mind hit limits!



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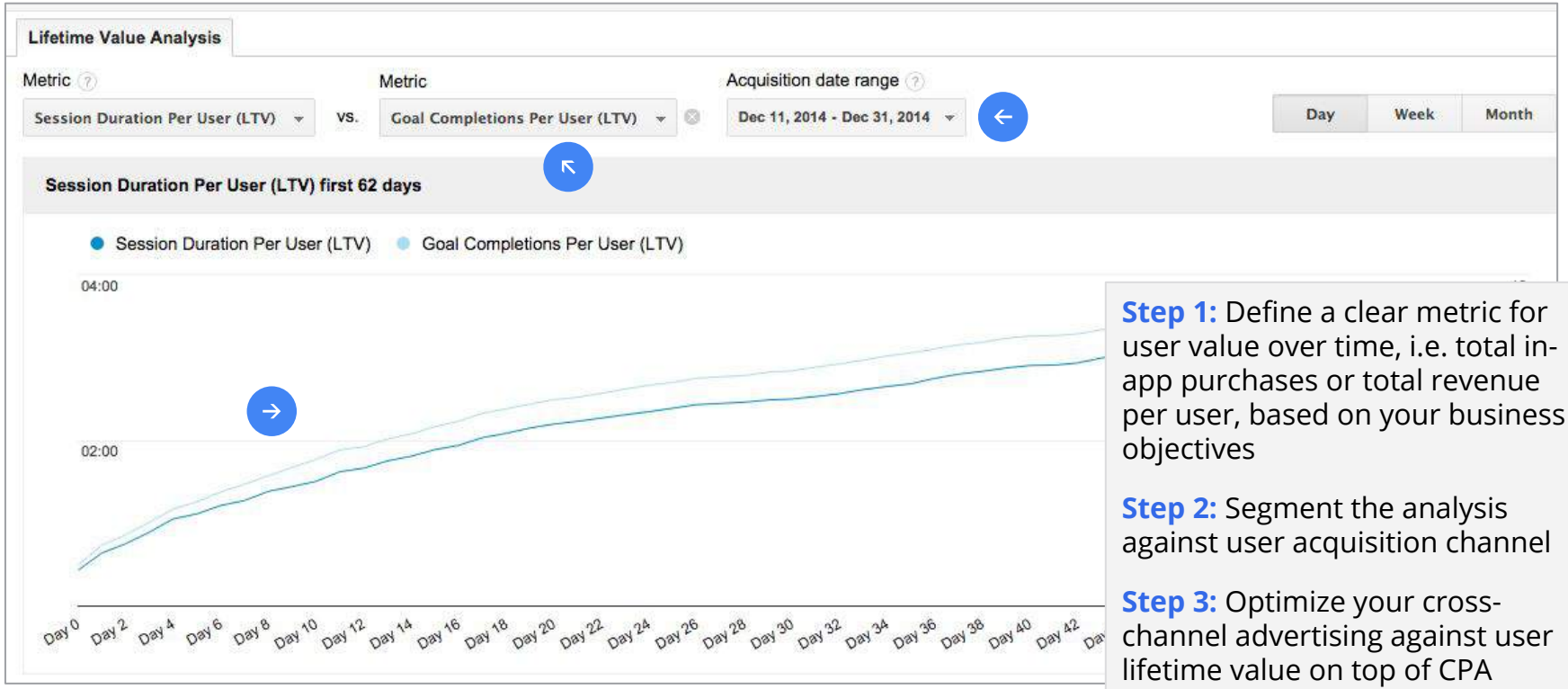
# 3. Analyze Data for Insights and Optimize




**Step 1:** Define a clear metric for user value over time, i.e. total in-app purchases or total revenue per user, based on your business objectives

**Step 2:** Segment the analysis against user acquisition channel

**Step 3:** Optimize your cross-channel advertising against user lifetime value on top of CPA

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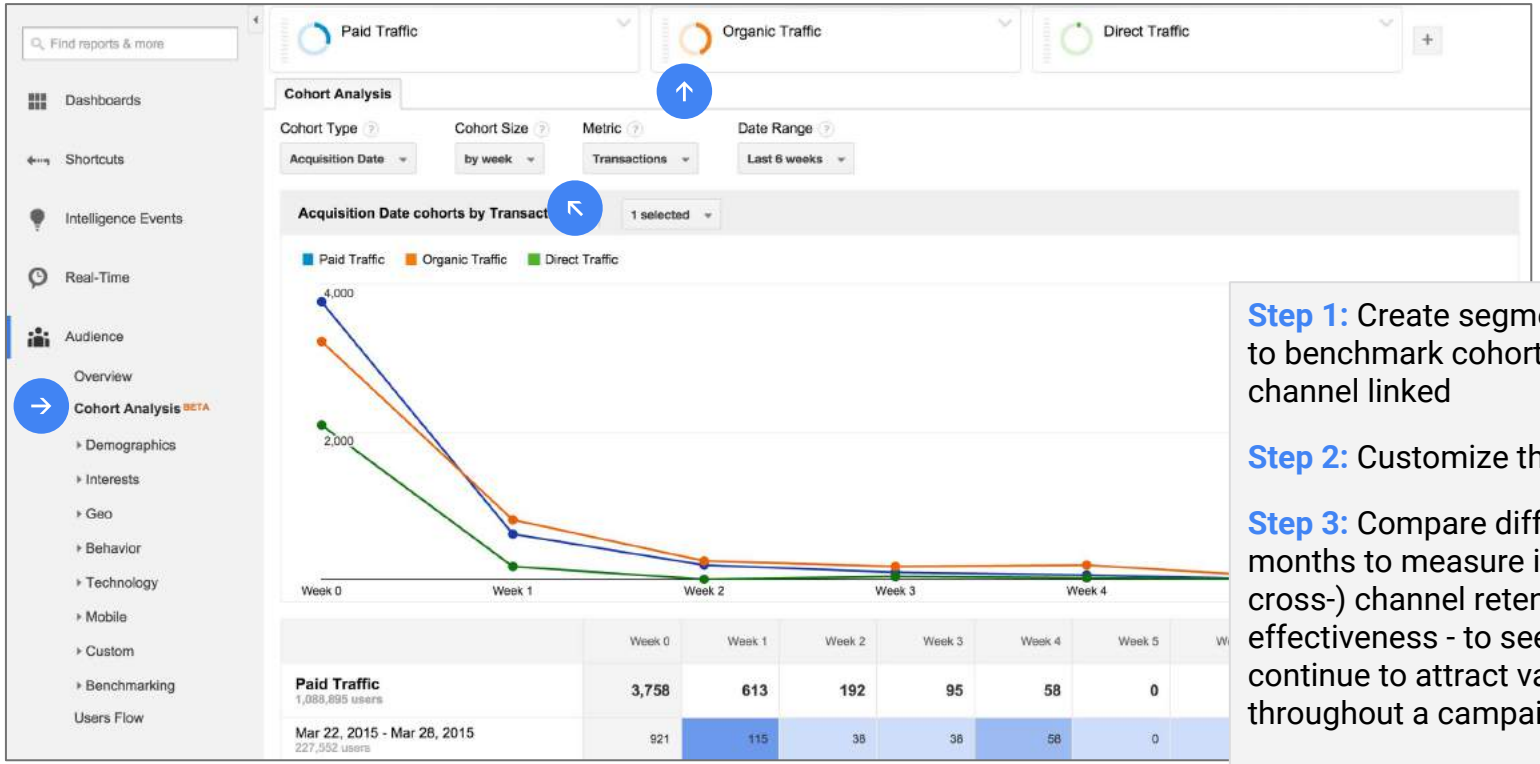
# Always Focus on Users - Cohort Analysis




**Step 1:** Create segments you want to benchmark cohorts against, i.e. channel linked

**Step 2:** Customize the chart

**Step 3:** Compare different weeks or months to measure i.e. single (or cross-) channel retention effectiveness - to see if you continue to attract valuable users throughout a campaign

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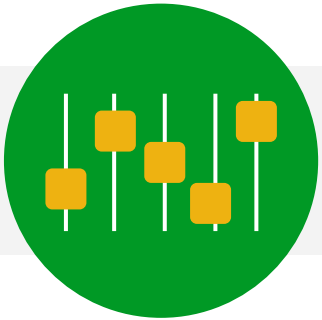
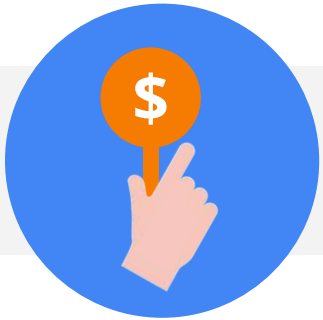
# Then Act in Your Ad Platform



Use Conversion Optimizer




Bid Smarter

Remarket to Valuable Customers

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# You Have A Lot Of Work Ahead of You for 2016!

| | | |
|---|---|---|
| **Boost** Your App Tracking | → | app install **attribution** is a key |
| **Unify** Data Across Devices & Assets | → | forget about terms such as **cross-device** or **cross-asset** |
| **Analyze** Data for Insights and **Optimize** | → | **optimize** your **business** (web/app…) and **marketing** based on powerful data |

# Thank you for sticking in!

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