

# APP ANALYTICS

## PLUG-IN

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### USER GUIDE

# Table of Contents

<b>1. INTRODUCTION.....</b>	<b>3</b>
<b>2. HOW TO INSTALL .....</b>	<b>4</b>
<b>3. HOW TO SET UP YOUR GOOGLE ANALYTICS ACCOUNT</b>	<b>5</b>
<b>4. HOW TO CONFIGURE IN MAGENTO BACKEND .....</b>	<b>8</b>
<b>5. HOW TO GET REPORTS ON APP ANALYTICS .....</b>	<b>9</b>

# 1. INTRODUCTION

Getting an app is such an amazing way to attract more customers and convert more sales. It's much better if you can know exactly how many customers are using your app, what devices they are using, what pages they view the most, or more importantly, transactions made via mobile app and so on. This significant information now can reach you easily thanks to Google Analytics. However it takes time to install tracking code to your app. How about letting **App Analytics** do this job for you? **App Analytics** plug-in will connect your app with Google Analytics; help you to have a deep insight into your app performance and user experience.

## List of Features:

- ✓ Easy to install and use
- ✓ Support Android and iOS
- ✓ Connect directly with Google Analytics
- ✓ Detailed report on app screen views, users, download, clicks on banners, time on app, user devices, sales conversion...

This document will guide you through the installation and configuration process of App Analytics plug-in and your Google Analytics account.

## 2. HOW TO INSTALL

1. After purchasing plug-in, you will be directed to App management page. Go to **Install Connector** tab; download **App Analytics** connector, which is a zip file.
2. It is required to enable cache in the administration panel of your site. Go to System/Cache Management. Choose all caches and take action “Enable” then submit.
3. Use FTP client (such as Filezilla, WinSCP, cuteFtp) to upload or copy all folders in the zip package to your Magento site root folder. This will not overwrite any existing file; just add new files to the folder structure.
4. After uploading is done, log in to your Magento administration panel to refresh cache. Go to System/Cache Management. Select all caches and take action “Refresh” then submit.
5. Navigate to System/Configuration; if you can see the extension tab, it is installed properly.
6. Now if you get Access denied error when clicking on the extension tab, you need to log out admin panel and log in again.
7. Open the app and test your work.

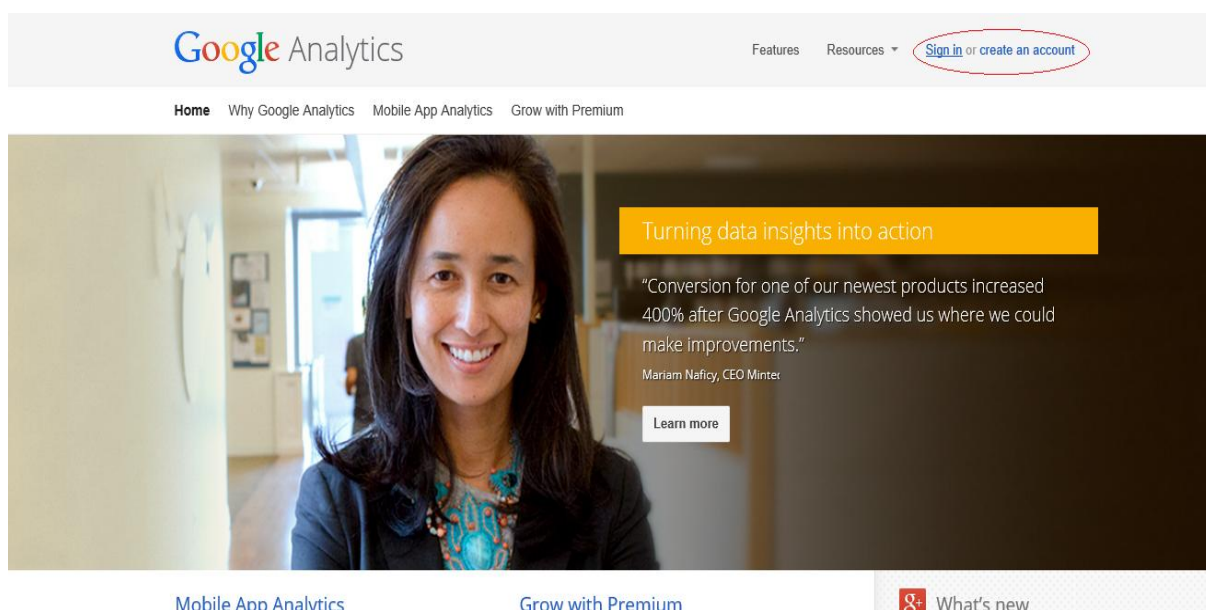
### 3. HOW TO SET UP YOUR GOOGLE ANALYTICS ACCOUNT

This plug-in is quite different from others since it is only used for administrators (you) only, not for users. Moreover, it works mostly with Google Analytics, thus to make it work, it's important to set up your Google Analytics account first.

#### 1. Sign up for an account.

If you have a Google Analytics account, please visit the Google Analytics website to sign in. Click the *Access Google Analytics* button and follow the on-screen instructions.

If you are new to Google Analytics, you need to click the *Create an account* to sign up for a new account here.



#### 2. Set up account properties.

*If you are setting up a new Google Analytics account, start at step 5. If you already have a Google Analytics account and are adding an app property, start at step 1.*

1. Sign in to your Google Analytics account.
2. Click **Admin** in the top menu bar.



### Upgrade to Universal Analytics

Upgrade to get a deeper understanding of your users through new tools and more accurate data. Learn more at the [Universal Analytics Upgrade Center](#).

Select an account and a property, then click **Universal Analytics Upgrade**. Only users with [edit permission](#) can transfer a property. Each property must be transferred individually.

3. From the **Account** column, use the dropdown menu to select the account you want to add the new app property to. If you have a lot of accounts, use the search bar to help you find the right one. You can also create a new account. A new property is automatically created through the process of creating a new account.
4. Under the **Property** column, click the dropdown menu and select **Create new property**.
5. Select **App** as the type of property you want to track.

### New Account

What would you like to track? \_\_\_\_\_

Website	Mobile app
---------	------------

Setting up your account \_\_\_\_\_

**Account Name** required

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

Setting up your property \_\_\_\_\_

**App Name**

#### Already tracking an app with Google Analytics? You might not need this step!

An existing tracking ID can be reused in multiple app versions, app editions, and across platforms. In some cases, one tracking ID can also be used in multiple apps. Using an existing or new tracking ID affects how data appears in your reports.

Review the [Best Practices for Mobile App Analytics set up](#) to find out if you should get a new tracking ID or use an existing tracking ID.

Industry Category ?

6. Type in a **Name**.

*If you have more than one apps, use a very specific and descriptive name.*

*For example: SimiCart iOS app, SimiCart Android App...*

7. Select an **Industry Category**.

8. Select your **Reporting Time Zone**.

9. Enter an **Account Name**.

*This option only appears when creating a property on new accounts.*

10. Choose your data sharing options.

*This option only appears when creating a property on new accounts.*

11. Click **Get Tracking ID**.

Google Analytics Home Reporting Customization Admin

Administration  
SimiCart / SimicartAndroid

PROPERTY  
SimiCartAndroid

- Property Settings
- User Management
- Tracking Info
  - Tracking Code
  - User-ID
  - Session Settings

PRODUCT LINKING

- AdWords Linking
- All Products

Remarketing

ANALYTICS EDUCATION

Tracking Info

Tracking ID  
**UA-52928750-1**

Mobile App tracking - Download and use the SDK

Here are the SDKs available for your app.  
You can download the appropriate SDK using the links below, or read about steps for integrating the SDK into your app through our guides.

data-collection settings.

The following settings are available only in Universal Analytics.

Click **Tracking Code** to find the basic code snippet for a website or to download platform SDKs for an app (websites & apps).

Click **Session Settings** to configure the length of a session and of a campaign (websites & apps).

An incorrect session-length setting can have a negative impact on session-based analysis; for example, if your users would normally have more than 30 minutes of inactivity during a session, a shorter timeout would divide single-session data into multiple sessions and provide an inaccurate picture of activity.

Set campaign timeout to correspond to the length of time you want to be able to attribute a session or conversion to one of your campaigns. For example, if you run seasonal campaigns, set this value to 3 Months; if you run weekly campaigns,

## 4. HOW TO CONFIGURE IN MAGENTO BACKEND

After installing App Analytics, please log in to your Magento Backend, click on SimiCart Connector >> App Analytics Settings. In this section, you need to:

1. Enable the plug-in by selecting **Yes**.
2. Enter the Tracking ID taken from your Google Analytics account (please read the guide in part 3 to get it).

### App Analytics

General Configuration		
Enable	<input type="text" value="Yes"/>	[STORE VIEW]
Tracking ID	<input type="text" value="UA-52790778-1"/> <small>▲ It's Google Analytics tracking ID for your mobile app. It can be found in your Google Analytics account/Admin/Tracking Info/Tracking code</small>	[STORE VIEW]

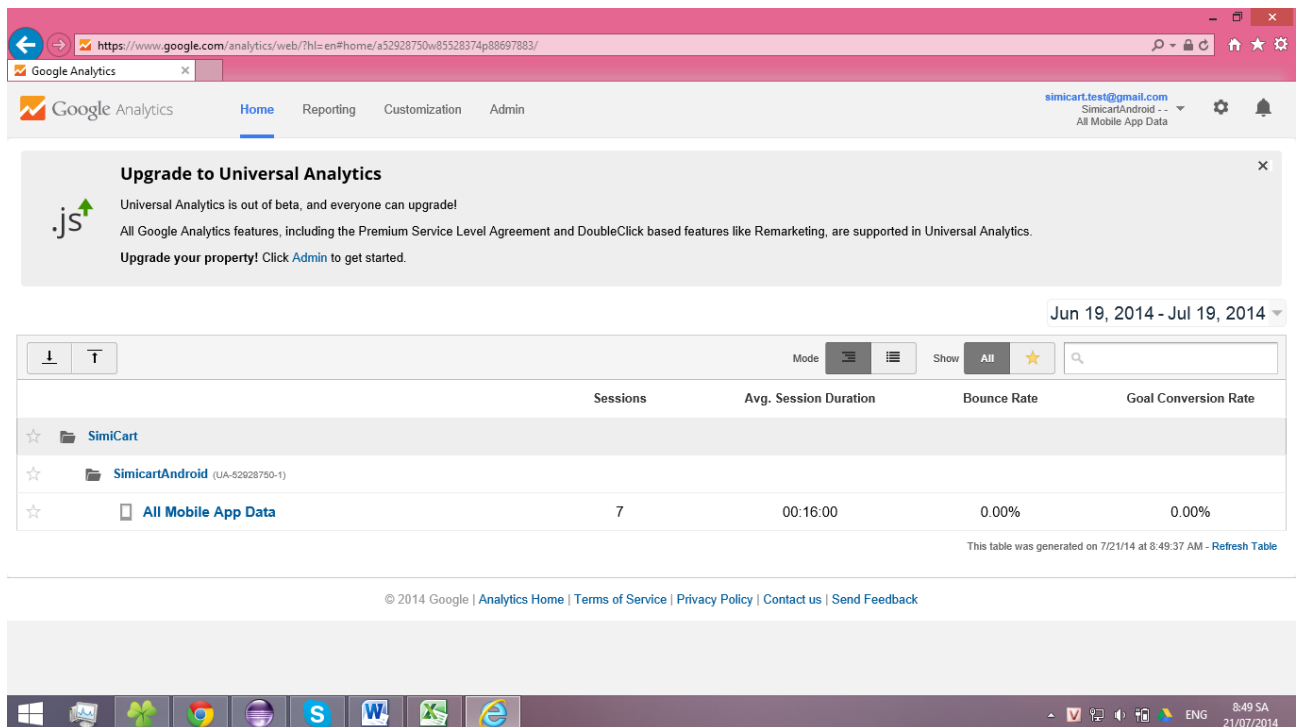


## 5. HOW TO GET REPORTS ON APP ANALYTICS

### A. Screen View Reports:

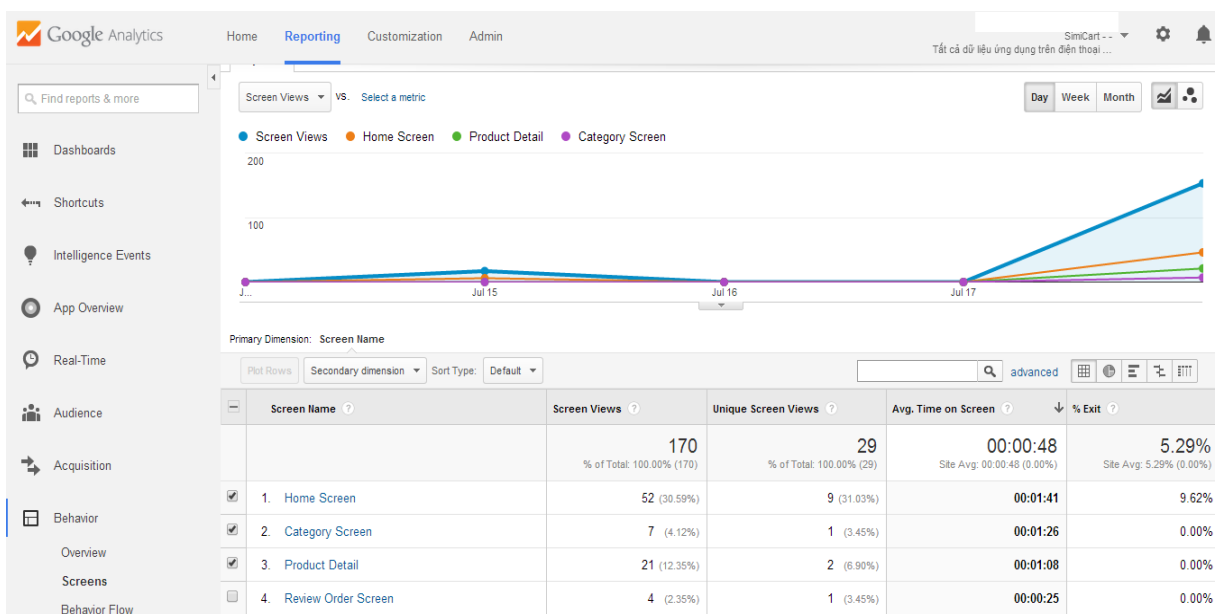
To have quick view or deep analytics on screen view of your apps, the time on each screen, the most or least popular page in app, you have to take some steps as follow:

1. Login to your Google Analytics account
2. At Home page, select Data of one app you want to see the report



3. Select **Behavior** >> **Screen**, a visualized graph is displayed for you.

4. As you can see, the report shows you overall and some statistics of each screen like time on screen, % exit, unique screen views... If you want to view one screen only, click one screen.



5. There are some types of screen in this report as follow:

	Name	Description
1	Home Screen	“Home screen” is a main screen of application, show list of spot products: Best seller, most view... and some main information of store store : log in, sign up...
2	Product Detail	On this screen, the detailed information of each product is shown with important information: price, tax, special points, color, size...
3	Category	This screen display the whole list of categories
4	Search Screen	It's the search result page which shows the list of products found.
5	Cart Screen	This one shows a list of product you have added to cart
6	Review Order Screen	This screen is used to review orders with items, detail price, setup billing and shipping addresses, shipping method, payment method, ... before orders are placed
7	Order History Screen	It shows a user's order history on "My Account"
8	Order History Detail Screen	This page displays a user's order history in details

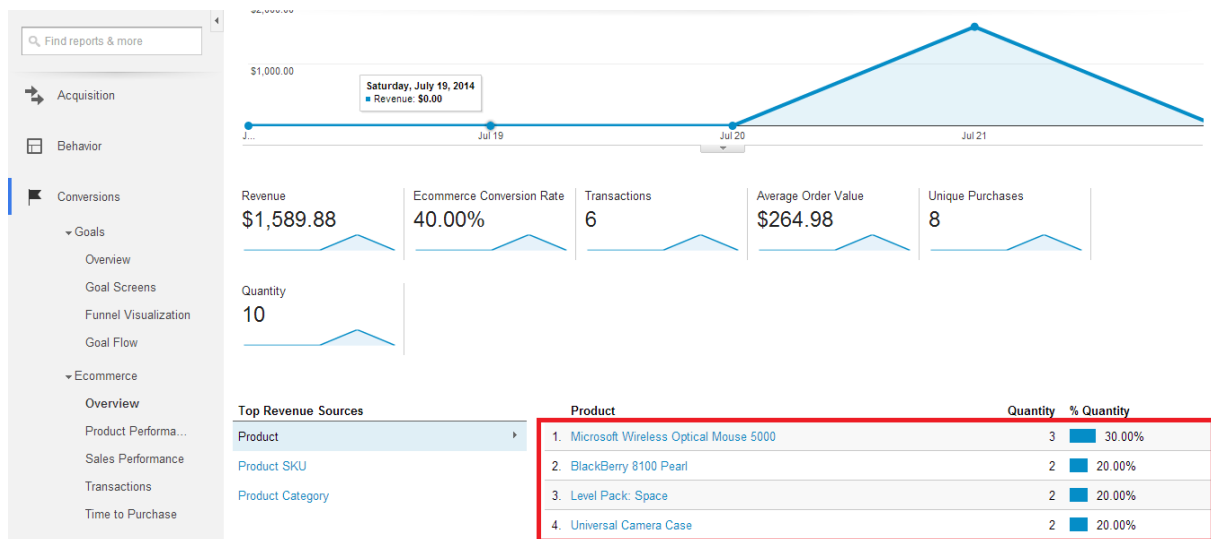
## B. Ecommerce Reports:

### 1. Set up Ecommerce tracking:

- Click **Admin** from the menu bar at the top of any screen in Analytics.
- Use the drop down menus to select the *Account*, *Property*, and *View*.
- Click **View Settings**.
- In the *Ecommerce Settings* section, click the toggle so it says **ON**
- Click **Save** at the bottom of the page.

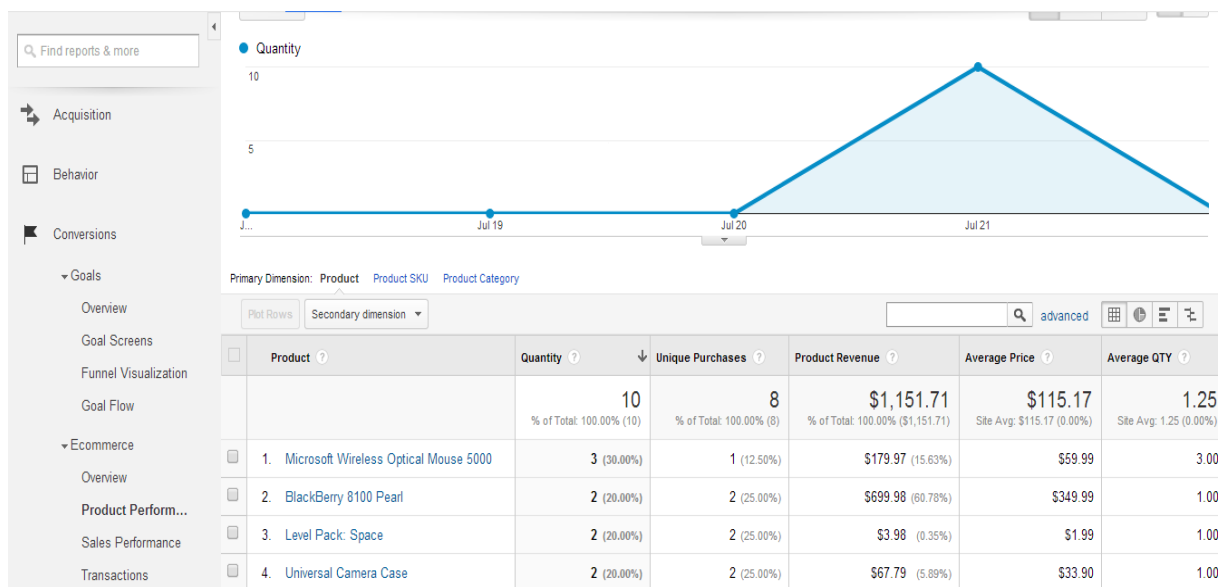
### 2. View Ecommerce reports:

- Select Ecommerce=>Overview, some important information is shown: Revenue, conversion rate, average order value, number of purchasers, quantity, products list...

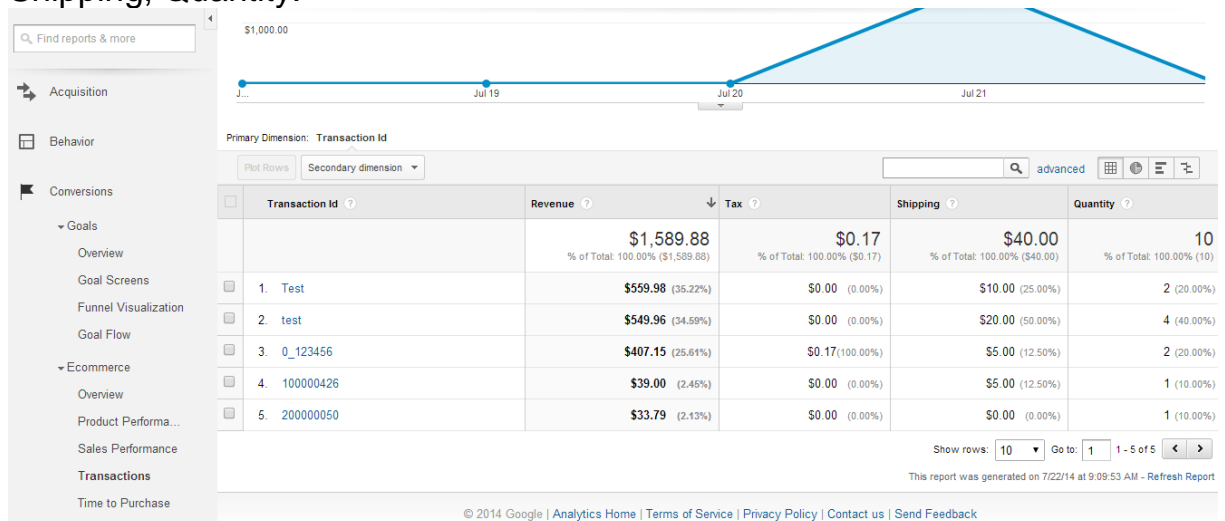


- To view each product report: select **Product Performance**:

In this section, you can see the product list with product name, quantity, number of purchasers, average price and revenue. Here you can find what the best seller is at this time, what has lowest revenue to make necessary adjustments.



Select Transactions to view the order report with Transaction Id, Revenue, Tax, Shipping, Quantity.

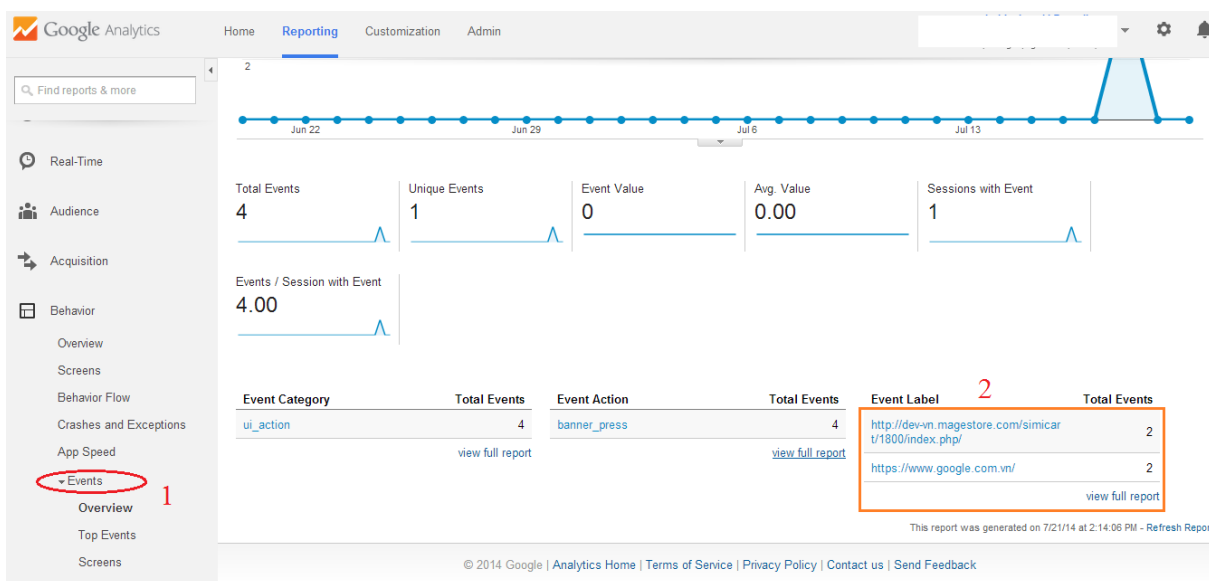


You can also view the sales performance, time to purchase... by clicking on each section of Ecommerce.

### C. View reports on banners:

Banners are one of app elements and marketing tools, therefore, the effectiveness of banners are conveyed via the click report. To get this report, you need to:

1. Select Behavior > Events > Overview



2. In the tablet event label, you can see your banners with the link and the total clicks.

You can also view the total clicks (total events), number of people who clicked (unique events), event value...

## D. App Download Report:

### 1. Generate Tracking URL:

In order to view the reports on your app download, you have to put some tracking code in the download link of your app.

#### a. For Android app:

Go to URL Builder:

<https://developers.google.com/analytics/devguides/collection/android/v3/campaigns#google-play-url-builder>

Fill in the form below:

	value is generated dynamically and should never be modified.
--	--

### Google Play URL Builder

Use the tool below to generate URLs for Google Play Campaign Measurement.

Package Name: *	<input type="text"/> (Java package, e.g. <i>com.example.application</i> )
Campaign Source: *	<input type="text"/> (original referrer, e.g. <i>google, citysearch, newsletter4</i> )
Campaign Medium:	<input type="text"/> (marketing medium, e.g. <i>cpc, banner, email</i> )
Campaign Term:	<input type="text"/> (paid keywords, e.g. <i>running+shoes</i> )
Campaign Content:	<input type="text"/> (ad-specific content used to differentiate ads)
Campaign Name:	<input type="text"/> (product, promotion code, or slogan)

Campaign Source: You should enter the source that you will put this link.

Campaign medium: The materials that you put your link on.

Campaign name: Please make it short and easy to remember.

And then, click on to **submit**. After that, click **Generate URL** to create this URL and also the QR Code. You can place QR code or URL in your advertisement or anywhere you want to advertise you app. (You can use our feature Promote Your App).

## b. For iOS apps:

Get link your app from <https://linkmaker.itunes.apple.com/us/>


iTunes

Link Maker
Auto Link Maker
Widget Builder
Banner Builder
RSS Generator

### Link Maker

Create links for the iTunes Store, the App Store, the iBooks Store, and the Mac App Store.

With Link Maker, you can create links to content on the iTunes Store, the App Store, the iBooks Store, and the Mac App Store, and then place those links on your website or within your app.



#### Link Maker

Search	Country	Media Type	Genre/Category	
<input type="text" value="Chrome"/>	<input type="text" value="USA"/>	<input type="text" value="iOS Apps"/>	<input type="text" value="All"/>	<input type="button" value="Search"/>

Insert your app name on textbox **Search**.

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Insert your country on textbox **Country**

Choose iOS Apps in **Media Types**

Choose All in **Genre/Category**

Click **Search** and you can see result same below:

Link Maker

Search

Country

Media Type

Genre/Category

Search

Chrome

USA






iOS Apps

All

iPhone Apps

1-25

See More >

Name	Developer	Category	Released/Updated	
 Chrome – web browser by Google	Google, Inc.	Utilities	06/28/12	<a href="#">iPhone App Link</a>
 Flash Video Web Browser – Full Chrome, ...	Splashtop Inc.	Productivity	04/28/11	<a href="#">iPhone App Link</a>
 Fast Web Browser Free – Full screen unli...	Xuehui Wu	Productivity	06/03/11	<a href="#">iPhone App Link</a>
 Smart Search & Web Browser with Googl...	Reactive Phone Ltd.	Productivity	11/30/12	<a href="#">iPhone App Link</a>
 Emoji Free Emoticon Keyboard Art Text ...	Hongxiang Jin	Productivity	12/11/13	<a href="#">iPhone App Link</a>

Click iPhone App Link in the above list. A screen appears as follow:

×

Linking to App:

Chrome – web browser by Google – Google, Inc.

Direct Link

<https://itunes.apple.com/us/app/chrome-web-browser-by-google/id535886823?mt=8&uo=4>

HTML With Link:

☐ Small button ☐ Large button ☒ Text Only

```
<a href="https://itunes.apple.com/us/app/chrome-web-browser-by-google/id535886823?mt=8&uo=4" target="itunes_store">Chrome – web browser by Google – Google, Inc.</a>
```

HTML Link Test:

[Chrome – web browser by Google – Google, Inc.](#)

You get the direct link, now you can add tracking code to it.

Please visit:

<https://support.google.com/analytics/answer/1033867?hl=en>

Fill in the form below and click **Submit**:

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**Step 1:** Enter the URL of your website.

Website URL \*

  
(e.g. <http://www.urchin.com/download.html>)

**Step 2:** Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be used.

Campaign Source \*

  
(referrer: google, citysearch, newsletter4)

Campaign Medium \*

  
(marketing medium: cpc, banner, email)

Campaign Term

  
(identify the paid keywords)

Campaign Content

  
(use to differentiate ads)

Campaign Name \*

  
(product, promo code, or slogan)

\* Required field

If you set campaign on web, insert the link you did get from step 1 to textbox **Website URL \***.

If you set campaign on app, replace “**http**” in link you did get from step 3 by “**itms-apps**” then insert to textbox **Website URL \***.

You can copy and use the URL in your advertisement or anywhere you want to advertise you app. (You can use our feature Promote Your App).

## 2. View reports on app download, usage

You should go to Google Analytics, click **Acquisition >> New User** to view the new download.

If you want to view the source that bring you app downloader, instead of New User, you can go to **Adwords >> Campaigns**

You can see the graph that shows you how effective your app promotion campaign is, which source/medium has the most visits and conversions.



Viewing: **Campaign** Source Medium Source/Medium Other ▾

Secondary dimension: <b>Select...</b> ▾    Sort Type: <b>Default</b> ▾ <input type="text"/> <input type="button" value="Q"/> <a href="#">advanc</a>					
	Campaign	Visits ↓	Goal Conversion Rate	Per Visit Goal Value	Mailing List (Goal1 Conversion Rate)
<input type="checkbox"/> 1.	bpp	57	21.05%	\$0.81	1.75%
<input type="checkbox"/> 2.	2ce33fe57e-RSS_EMAIL_CAMPAIGN	17	5.88%	\$0.00	0.00%
<input type="checkbox"/> 3.	eBook	8	37.50%	\$0.00	0.00%
<input type="checkbox"/> 4.	SocialMedia	3	0.00%	\$0.00	0.00%

-----THE END-----