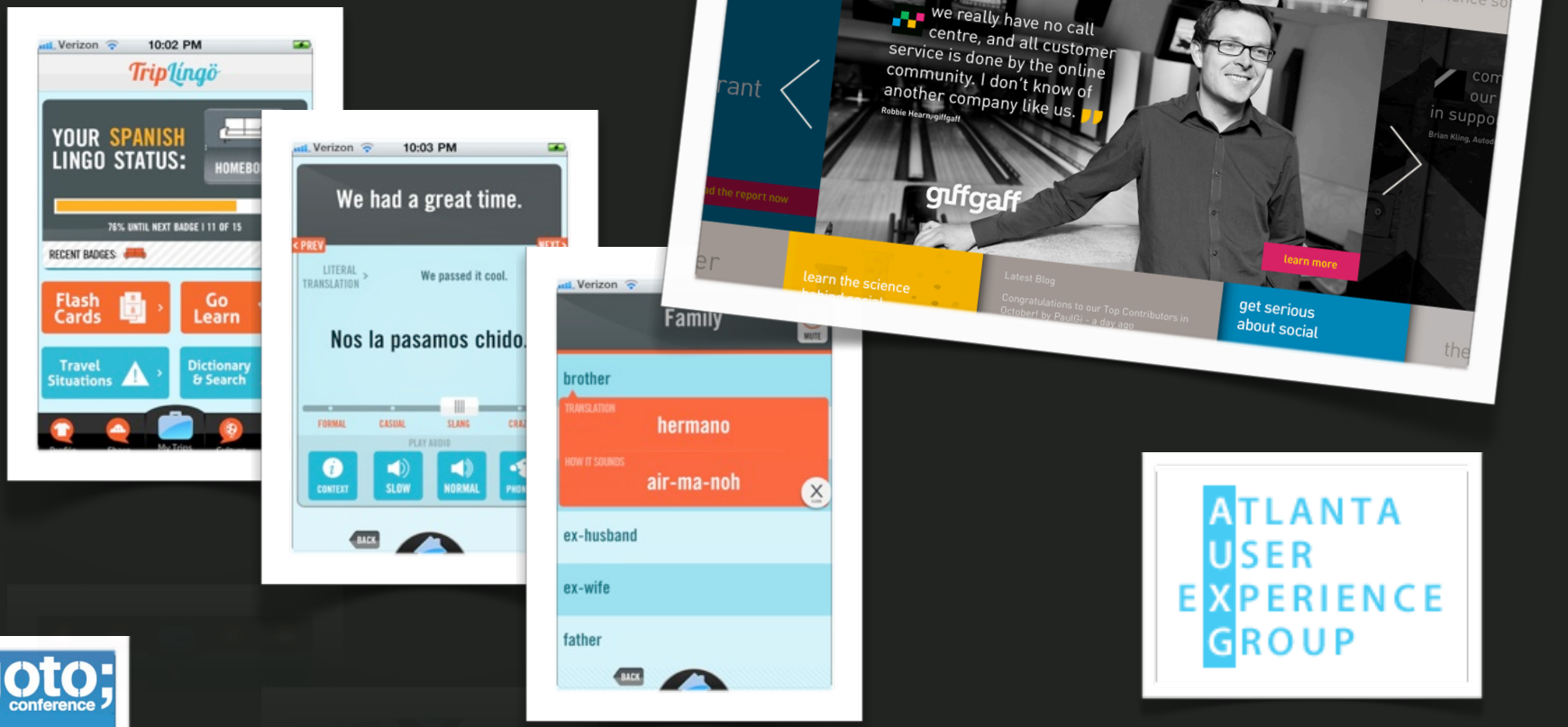
Mobile, Metrics & Mayhem

Mobile Analytics

Making sense from data your users give you

Presentation by:
Vincent Baskerville | @whoisvince



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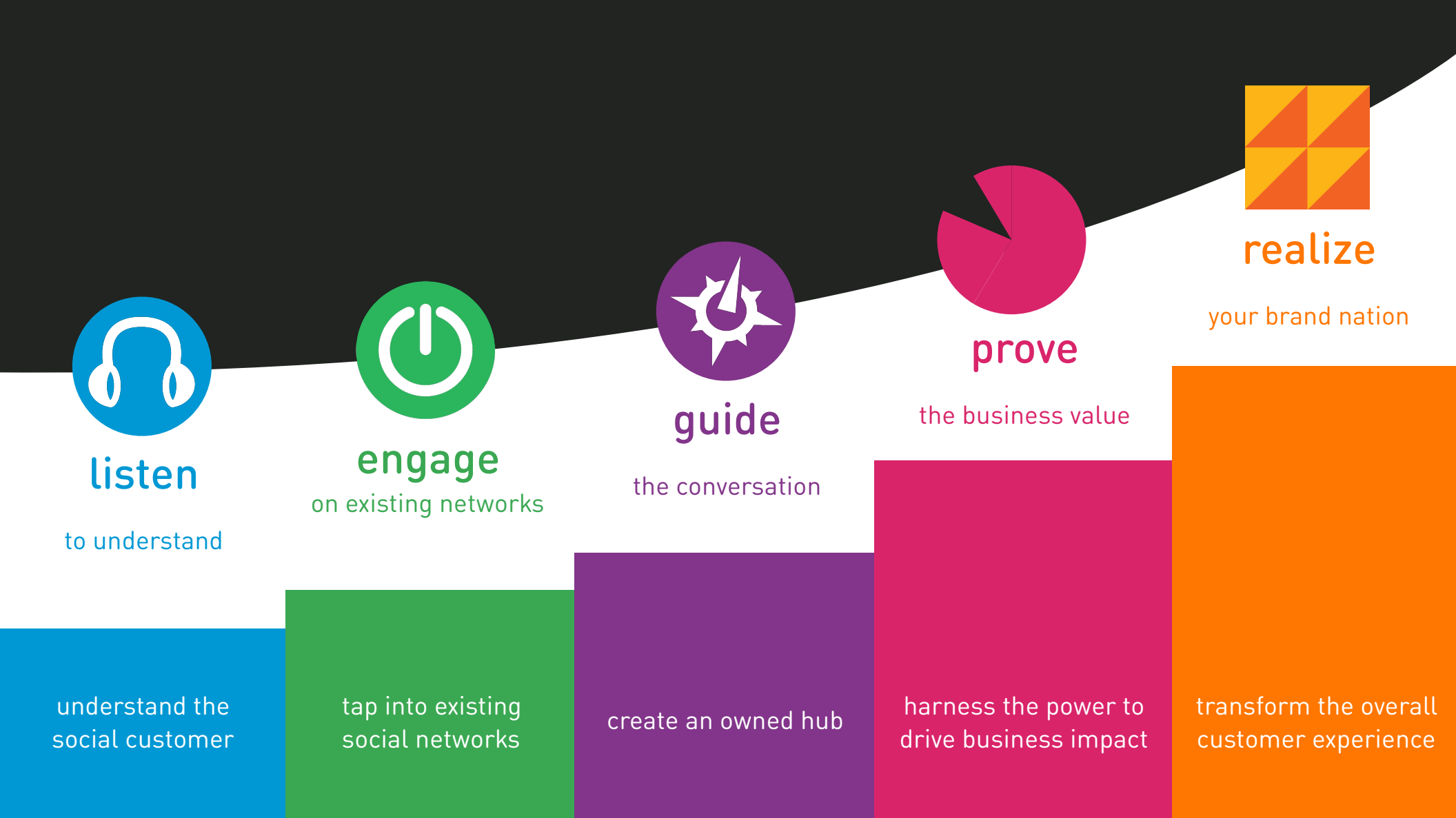
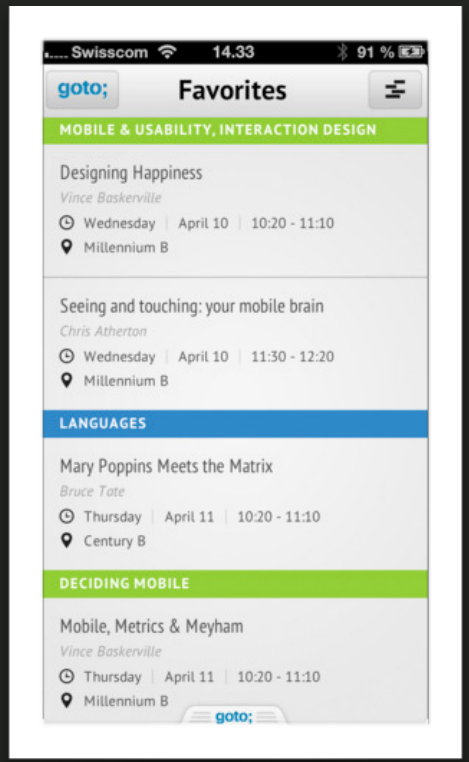
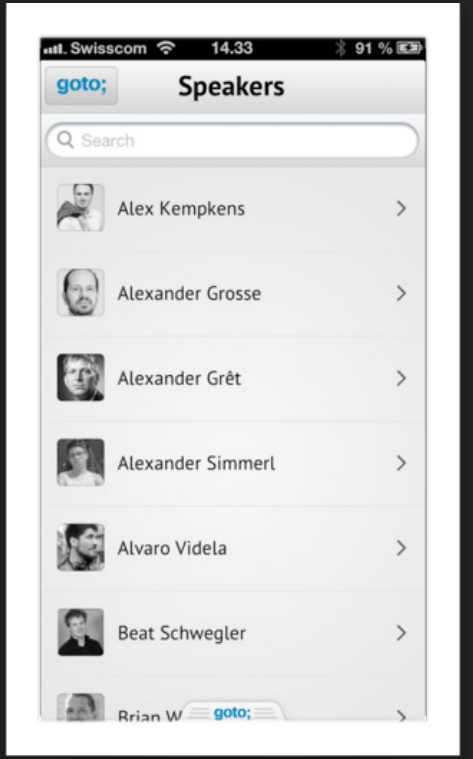

listen
to understand
engage
on existing networks
guide
the conversation
prove
the business value
realize
your brand nation
understand the social customer
tap into existing social networks
create an owned hub
harness the power to drive business impact
transform the overall customer experience


listen
to understand
engage
on existing networks
guide
the conversation
prove
the business value
realize
your brand nation
Li suite
employee participation
KPI dashboards
Li solutions
social marketing
social commerce
social support
social innovation
Li community
widgets
mobile
Li level up
Li social media monitoring

questions & vote





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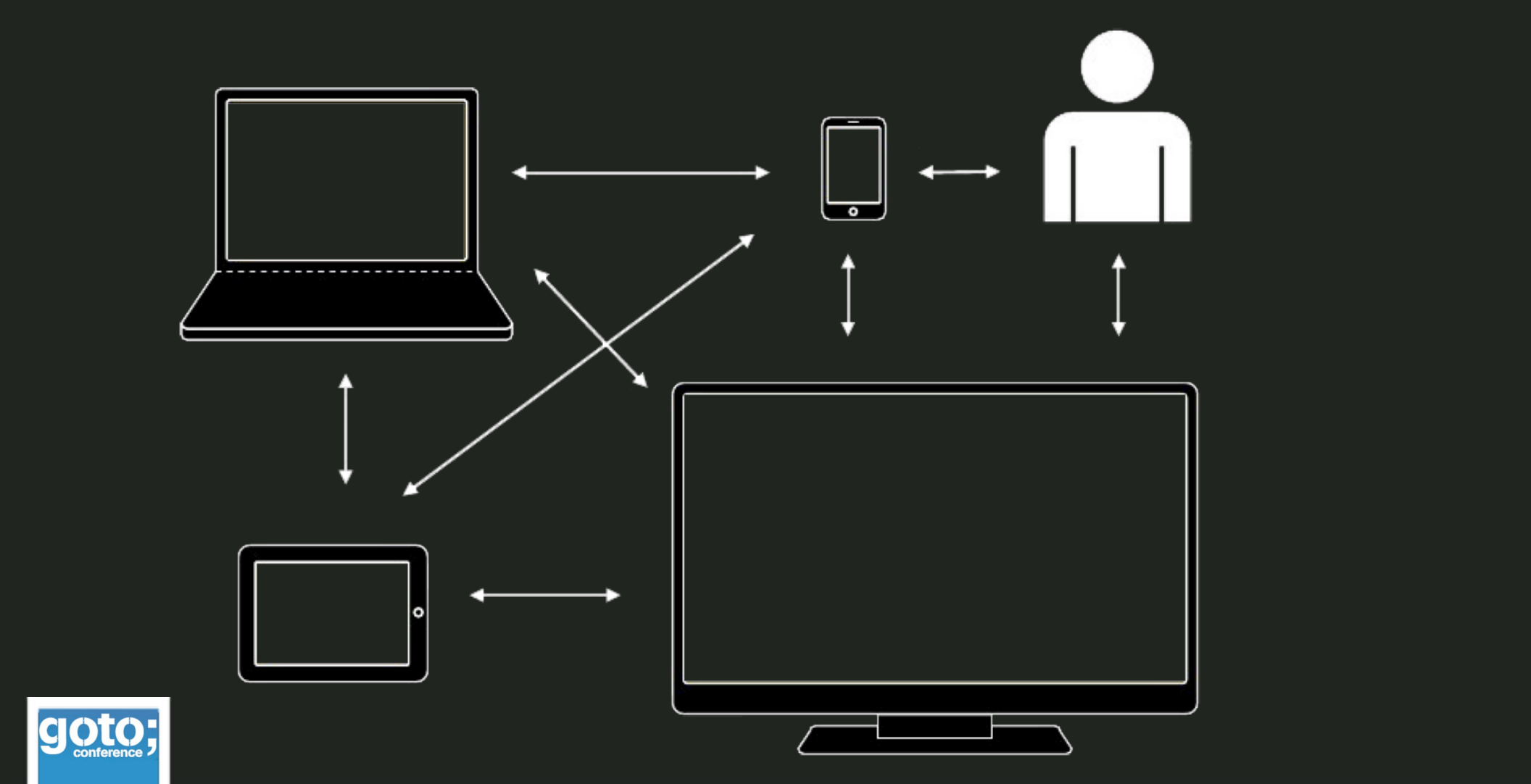
COL. W. F. CODY
BUFFALO BILL'S WILD WEST
MR. NATE SALSBURY
AND CONGRESS OF ROUGH RIDERS OF THE WORLD.
RIDING WILD HORSES - COWBOYS' FUN - TAMING MUSTANGS AND BRONCHOS

web metrics

- hover
- clicks
- above / below fold
- heat maps
- page load
- time on page
- entry / exit
- page views
- browsers
- operating systems
- network speed
- ... etc


IT'S A TRAP!



understand the story 1st before mining for data

what's so special about mobile

- over 1 billion smartphones in use worldwide
- it took us 16+ years to pass 1 billion, but only 3 yrs to the next bill.

what's so special about mobile

- 3.2 billion people (46% of population of 7 billion) have *at-least* 1 active cell phone
- 800 million without include elderly, disabled, unemployed, babies and a few zombies

mobile web	mobile app
Session tracking done primarily through cookies & JavaScript	Session tracking done primarily through UDID / adertisingIdentifier (iOS6)
Measurement model centered around page views, referrals, search & visits	Measurements focused more on deep engagements, nav funnels, up-charges
Unique visitors are tied to server IP addresses or logins	Can track 'anonymous' users 100% with accuracy
Things get really, really complicated if using media queries	can break down per device; +/- for Android heavy fragmentation

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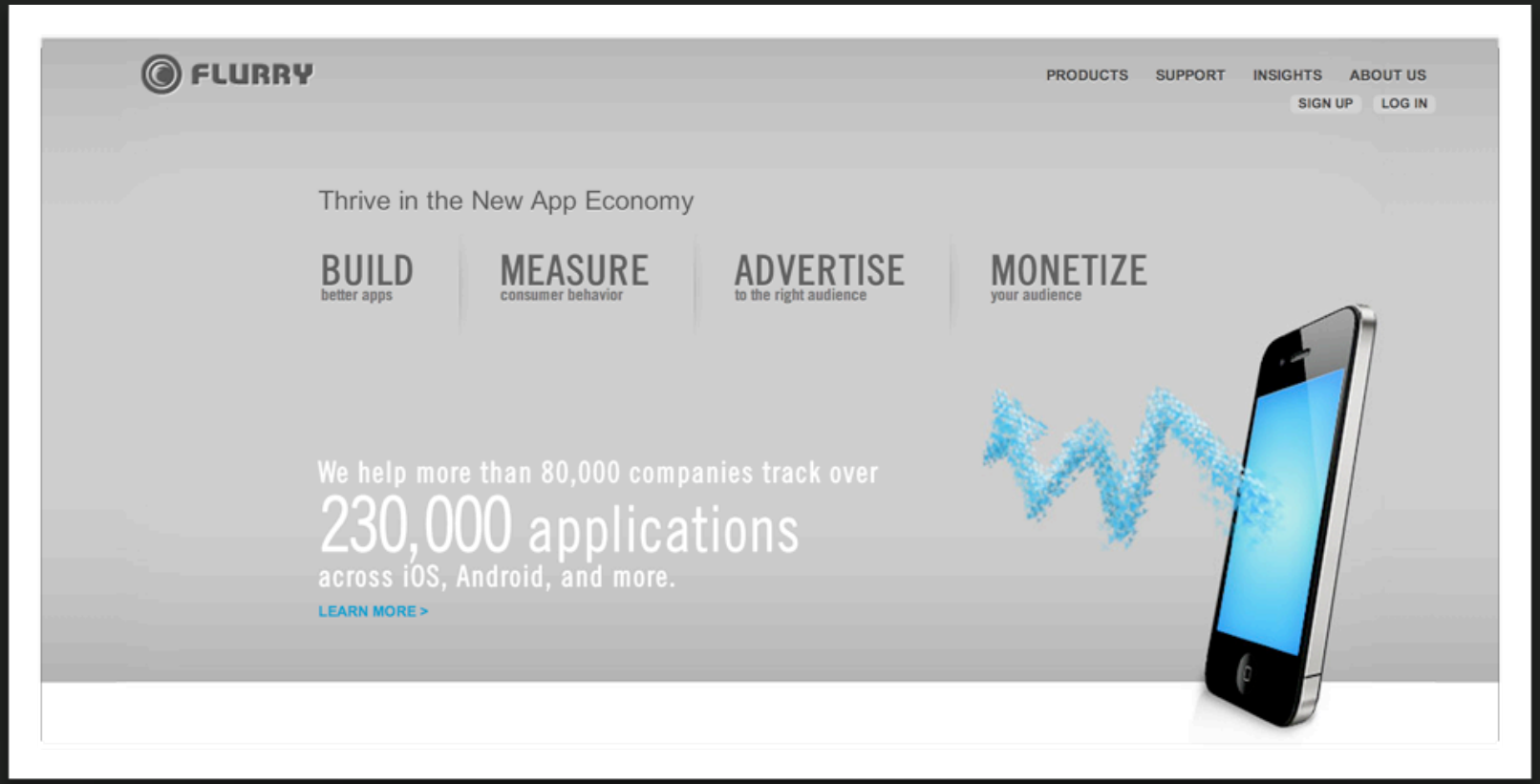
It's impossible to get real time data from a phone that's not always on or in range of a cell tower


FLURRY
PRODUCTS
SUPPORT
INSIGHTS
ABOUT US
SIGN UP
LOG IN
Thrive in the New App Economy
BUILD
better apps
MEASURE
consumer behavior
ADVERTISE
to the right audience
MONETIZE
your audience
We help more than 80,000 companies track over
230,000 applications
across iOS, Android, and more.
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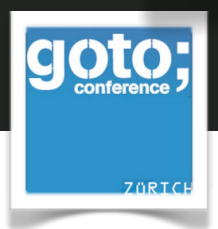
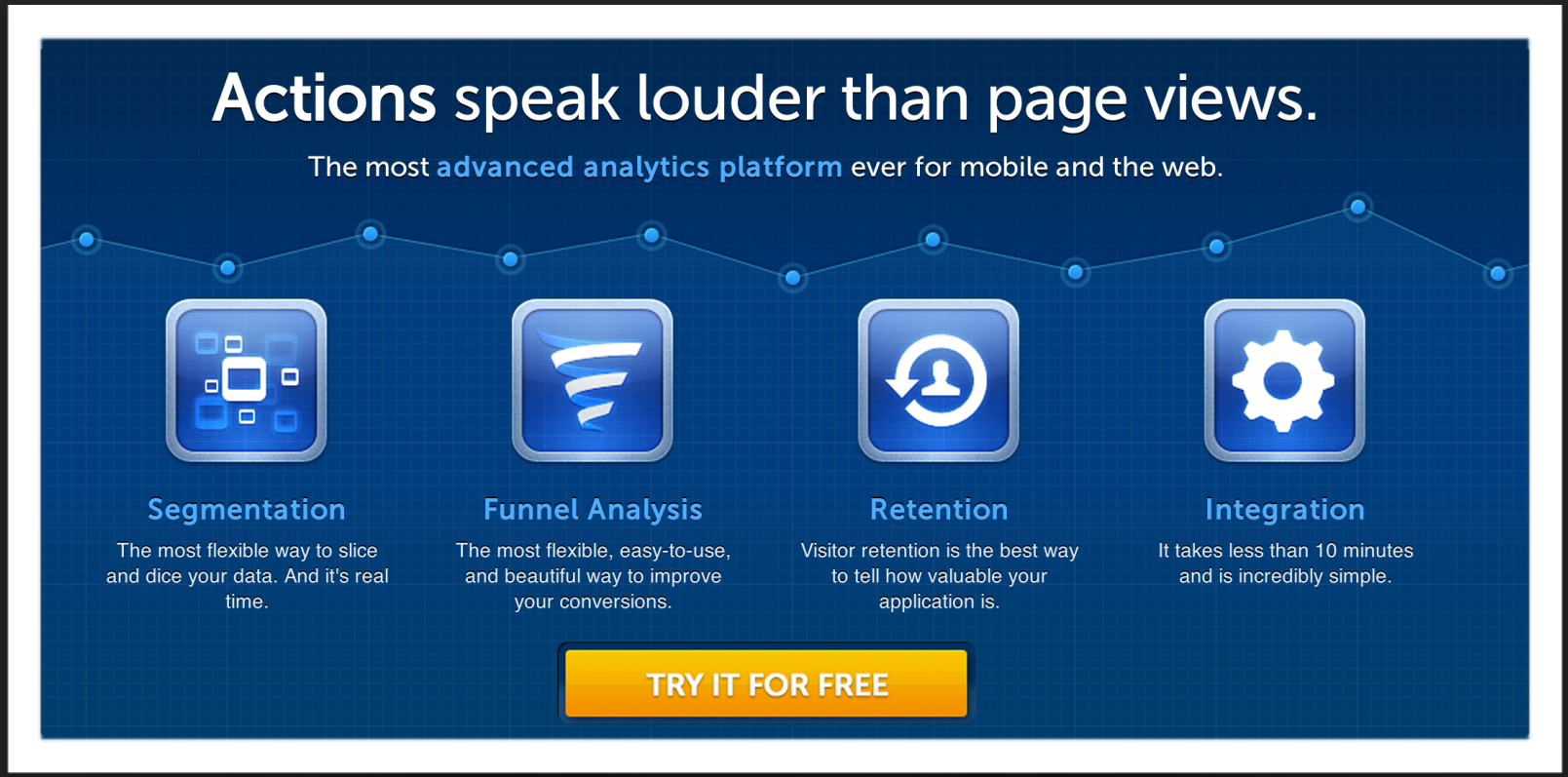
Application Delegate

```
    #import "Flurry.h"
- (void)applicationDidFinishLaunching:(UIApplication
*)application
{
      [Flurry startSession:@"YOUR_API_KEY"];
      //your code
}
```





MixPanel.com

how engaged are your users

mobile metrics categories

- content
- user behavior
- people / location
- biz funnels
- technical
- elements / ui

content

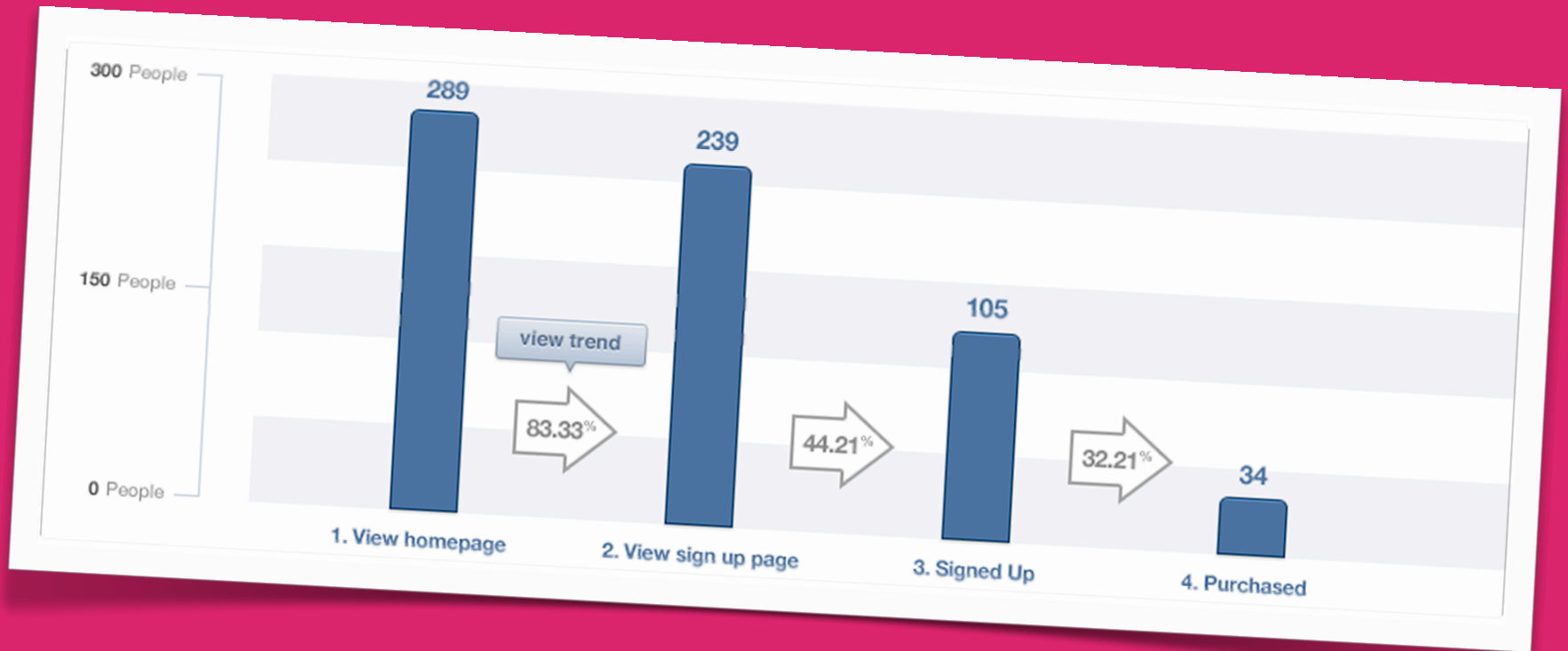
- screens
- unique visitors
- page / layout views
- ads
- in-app purchases
- funnels

content

content


3
DISNEY · PIXAR
JUNE 18
iAd
To help our developers e
money so they
continue to create free
low-cost apps
engadget

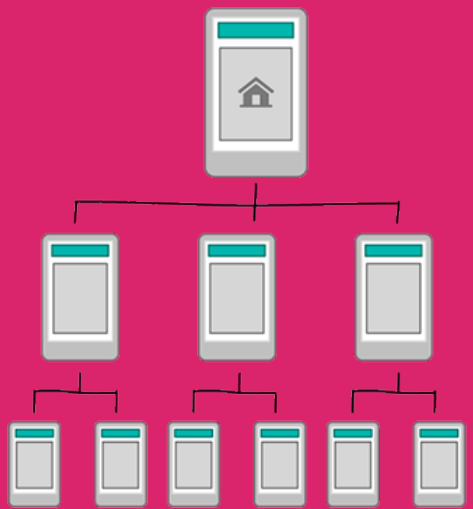
content

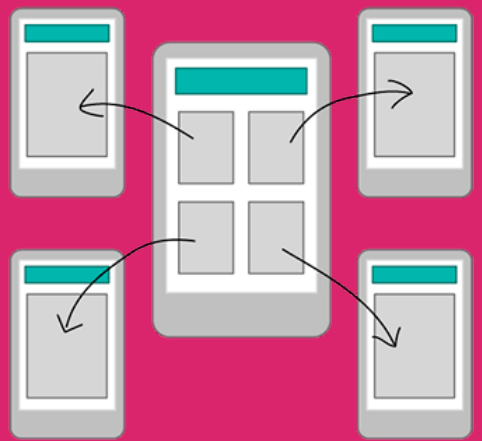

300 People
150 People
0 People
289
239
105
34
view trend
83.33%
44.21%
32.21%
1. View homepage
2. View sign up page
3. Signed Up
4. Purchased

user behavior

- user paths
- exits / bounce rate
- touch events
- frequency

user behavior

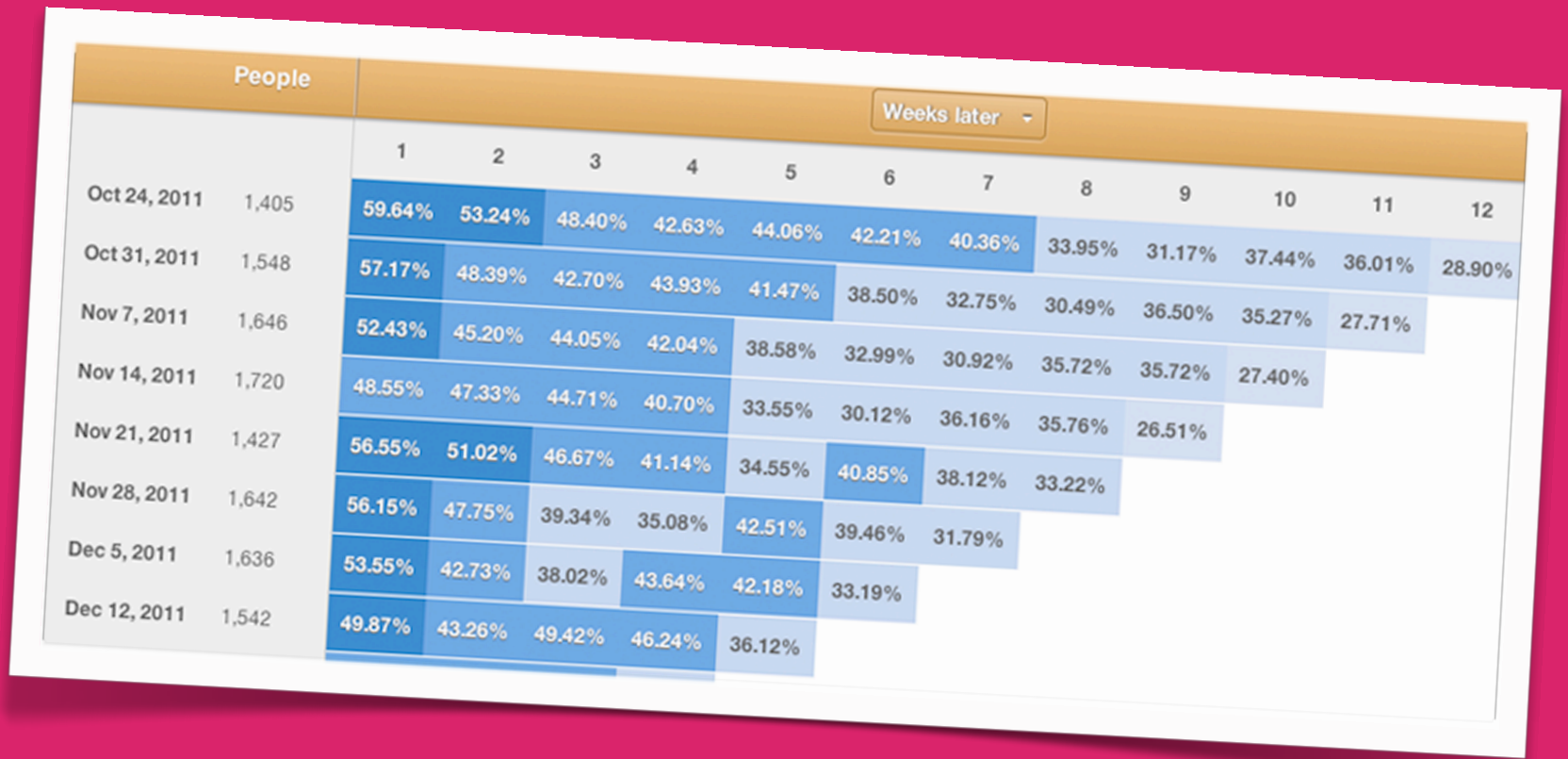




people / location

- new / active users
- user segments
- demographics
- geographic usage
- session length

people / location



People		Weeks later 1	2	3	4	5	6	7	8	9	10	11	12
Oct 24, 2011	1,405	59.64%	53.24%	48.40%	42.63%	44.06%	42.21%	40.36%	33.95%	31.17%	37.44%	36.01%	28.90%
Oct 31, 2011	1,548	57.17%	48.39%	42.70%	43.93%	41.47%	38.50%	32.75%	30.49%	36.50%	35.27%	27.71%	
Nov 7, 2011	1,646	52.43%	45.20%	44.05%	42.04%	38.58%	32.99%	30.92%	35.72%	35.72%	27.40%		
Nov 14, 2011	1,720	48.55%	47.33%	44.71%	40.70%	33.55%	30.12%	36.16%	35.76%	26.51%			
Nov 21, 2011	1,427	56.55%	51.02%	46.67%	41.14%	34.55%	40.85%	38.12%	33.22%				
Nov 28, 2011	1,642	56.15%	47.75%	39.34%	35.08%	42.51%	39.46%	31.79%					
Dec 5, 2011	1,636	53.55%	42.73%	38.02%	43.64%	42.18%	33.19%						
Dec 12, 2011	1,542	49.87%	43.26%	49.42%	46.24%	36.12%							

engagement

- frequency of visit
- depth of visit
- lifecycle metrics
- duration

technical

- devices
- carriers / speed
- errors / bugs
- cross-app usage
- benchmarks
- version adoption
- os / firmware

elements / ui

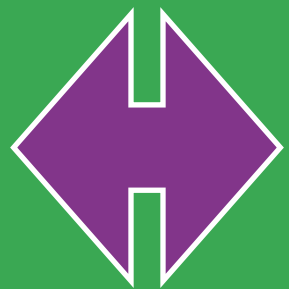
- a/b tests
- e-commerce
- cta conversions

3 engagement load types

Cognitive

Visual

Motor



Cognitive

in relation to thinking and the users memory; high human energy & attention

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Visual

pertaining to the users perceiving, noticing the ui / ux flow

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Motor

physical actions; using the keyboard, scrolling, pinching, zooming, etc

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cognitive loads are the *most expensive* — take lots of human energy

while motor loads are least expensive

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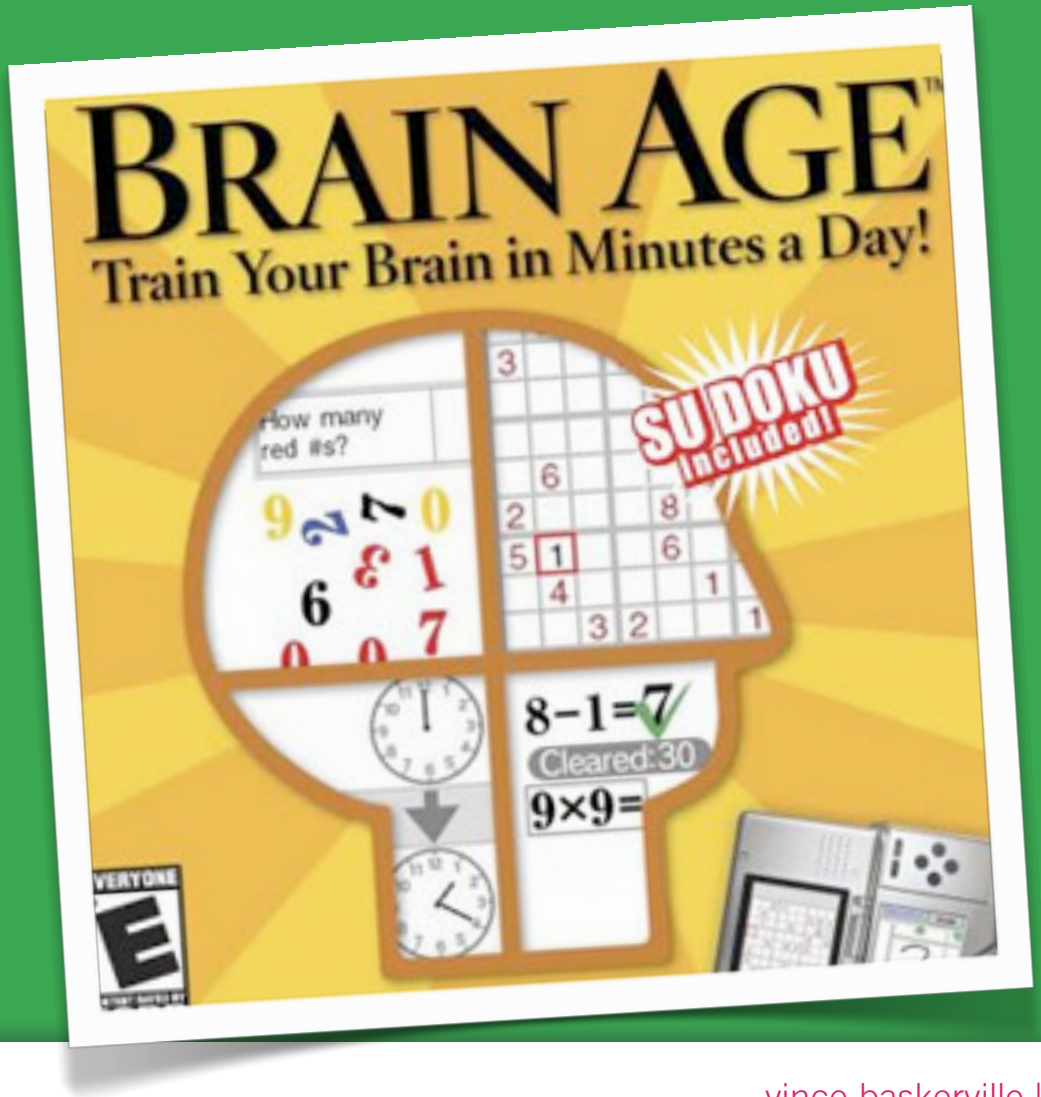
BRAIN AGE™
Train Your Brain in Minutes a Day!
How many red #s?
SUDOKU Included!
8-1=7
Cleared:30
9×9=
EVERYONE
E


Share your runs
Tell a better story with maps of your runs. Path will show where friends cheered you on or where you hit your best pace.
9:41 AM
Path
Ran 5.6 miles in 49 minutes
Nike+ GPS
Matt: Thanks!
1 hour ago from San Francisco
Going for a morning run through the fog in Noe Valley, San Francisco
Nike+ GPS
When you start a run, Path will let your friends know. If they add an emotion or comment on your run, you'll hear a cheer!

when you lower all the loads you are also lowering engagement and entertainment.


SAY
ENGAGEMENT
AGAIN

AU REVOIR