Enterprise Edition

First Steps to Understanding Your Users

This document helps Enterprise Edition customers to get the most out of their Countly platform. There are several questions in this document and each of them has step-by-step guide to answers.

For more information, please do not hesitate to contact us via support@count.ly and one of our friends in technical team will reply in same business day.

COUNTLY TEAM

1 KEY FUNCTIONS: START HERE

1.1 I have several web or mobile apps. How do I compare them by means of installs, total users, total sessions and more?

To compare different apps, click on **Dashboard > All Mobile Apps** (All Web Apps if you are currently viewing a web app).

1.2 How do I download raw data at the click of a button?

All data that you see on tables can be downloaded either in **CSV or XLS** form. Click on the download link at the right hand of each table and choose one of the options to start downloading. If you wish to integrate mobile user behaviour data into Hadoop, our team has pre-built connectors to facilitate this. Please contact us via hello@count.ly to find out more.

1.3 How do I compare my different social media campaigns and find the best working one?

In order to understand this, you need to configure a campaign and start sending data to Countly. As more data comes in, Attribution tab starts collecting information about each campaign. Every campaign includes clicks, unique clicks, installs and total cost incurred.

1.4 How do I view crash occurrence by each crash?

All crashes are grouped according to their type (e.g same errors in the same place are in one group). Go to Crashes menu and look at Occurrence column at the Crashes table. For more information about Crash reporting, see this document.

1.5 How do I see user's event timeline and session history?

Go to **User Profiles** > **click on a user name** to see detailed view of a particular user. Users can have multiple properties (e.g assigned a key-value pair). Session (app starts) and event histories are also automatically captured for each user. If you have defined a funnel previously, you can also see how that user performed at each funnel step.

1.6 How do I view in-app purchases?

Countly helps track and visualize collected revenues from your ecommerce site or mobile app. For this, you need to define an event as "In-app purchase event" and send in-app purchase data using this custom event. For more information, see Revenue Analytics documentation.

1.7 How do I decide which events to track?

This is mostly dependent on which KPIs you are going to view and which data is most important to you. In an ecommerce application, this can be number of views for particular items, number of drop-offs or page bounces and exits. In a weather app, this can be number of cities added or whether user selects Fahrenheit or Celsius degrees. Depending on the events, you need to implement custom events, explained in each SDK documentation.

If you want to generate mobile or web code easily for custom events, user profiles, crash reporting and all other features that comes with Countly in general, we suggest that you use **Countly Code Generator**, which is a point and click service that builds necessary code for you.

1.8 How do I track number of customer churns and about to churn users?

Using User Profiles, apply filter to see users who have not logged in for a large period of time, e.g. past 30 days, to understand churned or about to churn users. In order to do this, go to **Dashboard** > **User Profiles** > **Apply Filter.**

2 SEND PUSH NOTIFICATIONS

2.1 How do I send a push notification to users who are about to churn for reengagement purposes?

If you wish to reactivate these users and confirm that they have indeed uninstalled app, please send a push message using "**Create message**" button. For this to work, push notifications should be configured appropriately, and necessary certifications should be uploaded to Countly, which is explained on Android SDK & iOS SDK docs.

2.2 How do I see effectiveness of a push message (e.g did users engage?)

As you go to all push notification page, then all actions (e.g opens, clicks etc) are shown both in number and percentage. For example, Action rate percentage shows number of actions performed divided by number of messages sent.

2.3 Is it possible to send a silent push notification so my app gets a data and then acts according to what it receives, but users are not aware of the message?

Countly has the ability to send "silent" push notifications to users. In order to do so, go to your dashboard, then Click on **Messages** > **Messaging** > **Create message**. When you select the type of message, make sure you click on "**Data Only**". Any data you send to users will not be visible, but app will get this data and act according to your preferences.

2.4 How do I target specific users and send pushes to?

Available with Enterprise Marketing Edition, you can segment a group of users and send a push notification to all users in that segment. For example, you may want to go to **Dashboard** > **User Profiles** and then apply a filter, then click on "**Create Message**". Similarly, you can create a funnel, Click on "**View User List**" and then click "**Create Message**", allowing you to send a specific push message to a list of users who have completed that funnel.

3 VIEW & COMPARE CAMPAIGNS

3.1 How do I see where my users are coming from?

Attribution Analytics can be used to view and compare different campaigns that you previously created. This way it's possible to know where your users are coming from and cost incurred with each campaign. Another way (specifically for web analytics), is to use **Traffic Sources** plugin, available readily from **Dashboard** > **Analytics**.

3.2 How do I add a new campaign?

Adding a new campaign is straightforward - just go to **Dashboard** > **Attribution** and click on "**New Campaign**". For more information, see this documentation.

3.3 How do I compare two campaigns?

Campaign performance can be viewed using the table under **Dashboard** > **Attribution**. Using this table, it's possible to compare different campaigns by conversions, total costs, sessions and revenue (if using In-App purchase).

3.4 How can I compare retention rates of users obtained through different app stores/campaigns?
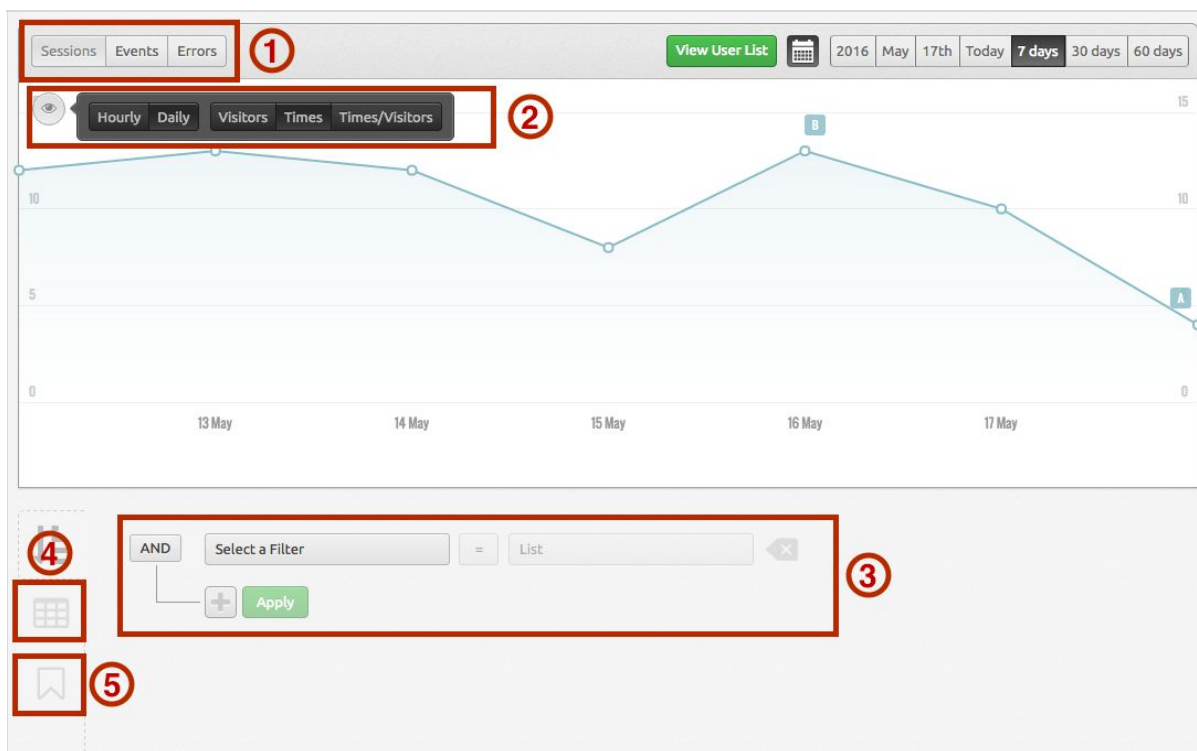
App Retention plugin, available with Enterprise Edition, can be used to understand retention rates inside an application with daily, weekly and monthly retention selections. Under **Analytics** > **Engagement** > **Retention**, you can also segment retention using "Apply Filter" button and then **Select a Filter** > **Referral Campaign**, and then selecting the specific campaign you have added in your Attribution Analytics plugin.

4 DEEP SEGMENTATION WITH DRILL

Drill can be very powerful when it comes to understanding segmented data. Those are some of the examples that can be established with Drill:

1. Show all rides with Car type "Luxury" with a duration higher than 20 minutes and show the report on a pie chart segmented by Coupon.

2. Show all top 10 devices which are most used in my game among users from North America, and visualize it on a bar chart.

3. Visualize all my customers who made an in-app purchase of a sword and has an iPhone6 Plus, and show them on a map.

Before giving specific examples, it's important to understand how Drill works. Here is a Drill screen.

(1) Here you select data type you are going to segment: either session, event or errors. Your selection of different data types will affect overall graph.

(2) You can define granularity (monthly/weekly/hourly/daily, depending on the selected time), or change what graph shows (e.g visitors, times or times/visitors).

(3) Here's the part where you can select a filter based on User Properties (e.g First Seen, City, Device, Platform, Name), Custom Properties (e.g Facebook Login, Twitter name, Has Apple Watch OS etc), Campaign Properties (e.g Campaign Name).

(4) You can view the table that corresponds to the graph here.

(5) You can set a bookmark and then reach your previous historical bookmarks here.

Now, on (1), when you select Sessions, Events, or Errors, then you'll see that **Select a Filter** part in (3) will change. All changes are depicted below:

When you select "Sessions", you'll see:

- User Properties (e.g First Seen, City, Device, Platform, Name)

- Custom Properties if set (e.g Facebook Login, Twitter name, Has Apple Watch OS etc)

- Campaign Properties (e.g Campaign Name)

When you select "Events" and then an event name, you'll see:

- Event Segments (e.g Level, Mode, Difficulty)

- Event Properties (e.g Sum, Duration)

- Plus everything you see when you select "Sessions" (see list above)

When you select "Crashes", you'll see

- Error Segments (e.g Manufacturer, CPU, Fatal/non-fatal, current RAM, total disk etc)

- Plus everything you see when you select "Sessions" (see list above)

4.1 Is it possible to get all event related data for an app, preferably in CSV?

There are two methods for this.

1. First method is to use Drill for this. Select Event > Go to Table > Download CSV.

2. You can retrieve information you seek using Countly APIs. Here is the related API endpoint (events) in case you need. You need 1 request to get all events, and then 1 request for each event to get data.

4.2 How can I get session numbers in weekly or monthly?

Go to Drill, then

1. Select Sessions

2. Select Weekly or Monthly from "eye" selector on top left side.

4.3 How can send push notifications based on Drill?

In Drill, first build a query and click on **Apply**. Then click on **Create Message**. You can filter the user list to send by Drills with flexibility, just like a query from the database.

▫ CONTACT US

Once you start to collect data with Countly, the sky is the limit. Get in contact with Countly today (hello@count.ly) and enjoy a personalized demo.