



Client Memo

To: All Clients
From: Tech Support
Date: January 14, 2016
Re: **New iTunes Connect App Analytics**

Apple has continued to update its App Analytics on iTunes Connect. Log in at [\(iTunes Connect Website\)](#) to view.

- **App Store Views:** See how often your app's product page has been viewed on the App Store on Apple TV.
- **Campaign Links:** Measure the success of your marketing campaign by checking how often your promoted app has been downloaded and used. And if you have a campaign for an iOS app that is also available on Apple TV, you can see how often your iOS users downloaded and used the tvOS version.
- **Sessions, Active Devices, Retention, Crashes:** Get details on how customers are using your app.
- **Paid Features:** Learn how many of your users take advantage of In-App Purchases within your app.

These are in addition to the existing analytics of units sold, downloaded, gross and net sales, regions sold/downloaded, updates versus sales, promotional code redemption and many others.

This information can be used to better understand parts of your app and/or app promotion that are working well or not as well as expected. For example, there are stats for how many potential customers viewed your App Store landing page, clicked deeper to learn more and downloaded. If you see many more views that don't lead to sales/downloads, then improve your App Description, add an App Preview, etc.