

Mobile Analytics Metrics

Resources about metrics used to measure and optimize the behavior of users in a mobile app.

Table of Contents:

- [Perspectives on Mobile Analytics Metrics](#)
- [Which Metrics to Use for Mobile Analytics](#)
- [Mobile Analytics Metrics Tips and Best Practices](#)
- [White Papers and eBooks](#)
- [Further Reading](#)

Below we have compiled publicly available sources from around the world that present views on Mobile Analytics Metrics.

Perspectives on Mobile Analytics Metrics

Ready to see behavioral analytics in action?

[Get a Demo >>](#)

- **App Metrics Thy Shall Not Ignore!**

How should you approach and translate mobile app data to vital metrics? What are these key metrics?

[Read the article on cooladata.com »](#)

- [Deep Linking or Organic Search Attribution: Can You Have Both?](#)
[blog.branch.io](#)
- [9 Mobile App KPIs to Know](#)
[mashable.com](#)
- [Mobile Metrics 101: Everything Web Marketers Need to Know About App Analytics](#)
[slideshare.net](#)
- [Mobile app engagement: Everything app developers should know](#)
[surveymonkey.com](#)
- [User-Centered Mobile App Metrics](#)
[aptelligent.com](#)
- [Top 12 Key Performance Indicators for Maximizing Mobile App Revenue](#)
[adweek.com](#)
- [Video: Mobile App Metrics that Matter](#)
[moz.com](#)

Which Metrics to Use for Mobile Analytics

- [Mobile Marketing Analytics: Which Metrics Measure Success?](#)
[business.com](#)
- [Mobile App Analytics: The 12 Most Important Metrics to Measure](#)
[uxmatters.com](#)
- [The 7 Key Mobile App Tracking Metrics You Should Track](#)
[blog.clevertap.com](#)
- [White Paper: 16 Metrics Every Mobile Team Should Know](#)
[appdynamics.com](#)
- [The 8 Mobile App Metrics That Matter](#)
[localytics.com](#)
- [Vital Metrics For Tracking Your App's Success](#)
[developereconomics.com](#)
- [The Five Mobile Marketing Metrics That Matter Most](#)
[apptentive.com](#)
- [The Must-Have Mobile App Metrics Your Business Cannot Do Without](#)
[blog.kissmetrics.com](#)
- [What are Good Metrics to Collect for Mobile App Analytics?](#)
[quora.com](#)
- [The Fundamental Metrics to Measure Your Mobile App Performance](#)
[appsamurai.com](#)

Be the first to get the latest news on analytics



Mobile Analytics Metrics Tips and Best Practices

- [Mobile Bounce Rate : 5 Benchmarked Tactics To Improve Yours 2017](#)
[blog.21handshake.com](#)
- [5 Tips to Lower Mobile App Bounce Rates](#)
[autofinanceexcellence.org](#)
- [The 10 Essential Mobile App Metrics Formulas](#)
[appboy.com](#)

White Papers and eBooks

- [eBook: The Complete KPI Handbook for Mobile Apps: Measuring the Right Metrics for Each Phase of Your App](#)
[appsee.com](#)

Further Reading

- [Mobile App Analytics](#) — Resources about tracking and measuring the behavior of users in a mobile app.
- [iOS Analytics](#) — Resources about tracking and measuring the behavior of users in iPhone, iPad and other iOS applications.
- [Mobile Advertising Analytics](#) — Resources about tracking and measuring the behavior of users who interact with ads on mobile devices.
- [Mobile Website Analytics](#) — Resources about tracking and measuring traffic and user behavior in websites accessed via mobile devices.
- [Mobile Analytics Metrics](#) — Resources about metrics used to measure and optimize the behavior of users in a mobile app.

Ready to see behavioral analytics in action?

[Get a Demo >>](#)