

# Mobile Analytics

Resources about the practice of measuring and analyzing behavior of users accessing websites and apps on mobile devices.

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

## Key Topics

- [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.

## Perspectives on Mobile Analytics

### Ready to see behavioral analytics in action?

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- [Try These Three Mobile Marketing Analytics Practices](#)  
gartner.com
- [3 Steps To Sculpting An Effective Customer Journey On Mobile](#)  
infinitycloud.com
- [Build vs Buy, What is the Best Analytics Solution?](#)  
clevertap.com
- [Video: Mobile Marketing Analytics](#)  
marketmotive.com
- [Finding Better Mobile Analytics](#)  
smashingmagazine.com
- [Mobile Analytics Startups](#)  
angel.co
- [Getting Started with Mobile Analytics](#)  
raywenderlich.com
- [Mobile Marketing and Analytics Hits its Stride](#)  
battery.com
- [Mobile Analytics Real Time Reporting - Not What You'd Expect](#)  
e-nor.com
- [What You Can Learn From Google Analytics Mobile Reports](#)  
searchenginewatch.com

## White Papers and eBooks

- [eBook: Marketing Metrics & Analytics](#)  
marketo.com
- [Mobile Engagement & Retention](#)  
clevertap.com
- [eBook: The Mobile Analytics Playbook](#)  
themobileanalyticsplaybook.com

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## 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.
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