Adobe® Marketing Cloud

Adobe Mobile Services

Contents

Adobe Mobile Services

Adobe Mobile Services brings together mobile marketing capabilities for mobile applications from across the Adobe Marketing Cloud, letting you understand and improve user engagement with your mobile applications.

Last Update: October 15, 2015

This section contains the following information:

- *Popular Topics*
- *Developer SDK Documentation*
- *Getting Started with Adobe Mobile Webinar*

Popular Topics

Popular Topics in this Guide	Developer
• *Getting Started with Adobe Mobile Services* • *Understanding Mobile Metrics* • *Sign In to Adobe Mobile Services* • *Add New App: Getting Started* • *Admin privileges for in-app messages and acquisition links* • *Messaging* • *Acquisition* • *Frequently Asked Questions - Mobile Services* **Release Notes & Solution Help** • *What's New in Adobe Mobile Services* • *Release Notes - All Solutions* • *Marketing Cloud Help Home*	• *Download Mobile SDKs and Tools* • *Analytics Developer* **Core Services** • *Marketing Cloud Product Documentation* • *Dynamic tag management* **Community Resources** • *Marketing Cloud Forum* • *Adobe Marketing Cloud Community* • *Idea Exchange* • *Adobe Training and Tutorials* • *Featured Solutions Center*

Developer SDK Documentation

In addition to this guide (*Adobe Mobile Services*), Software Development Kits (SDKs) are available to help you download a customized package that includes a pre-populated version of the configuration file necessary to configure your app in Adobe Mobile.

Native libraries are provided for iOS, Android, Windows Phone 8, Blackberry, Symbian, and others:

- *Unity Plug-in for iOS and Android 4.x SDK*
- *Windows Visual Studio Extensions for Marketing Cloud Solutions 4.x SDK*
- *Xamarin Components for Marketing Cloud Solutions 4.x SDK*
- *iOS SDK 4.x for Marketing Cloud Solutions*
- *Android SDK 4.x for Marketing Cloud Solutions*
- *Universal Windows Platform SDK 4.x for Marketing Cloud Solutions*
- *Windows 8.1 Universal App Store*
- *BlackBerry 10 SDK 4.x for Marketing Cloud Solutions*

Getting Started with Adobe Mobile Webinar

Watch the *Getting Started with Adobe Mobile* webinar. (*Play*)


Adobe Webinar

What's New in Adobe Mobile Services

New release information for Adobe Mobile Services.

This section contains the following information:

- *Current Release Notes*
- *Marketing Cloud Release Notes, Documentation Updates, and Historical Release Notes*

Current Release Notes

The Mobile Services October 15, 2015 release includes the following changes:

New Features

Resource	Description
Digital Publishing Solution (DPS) support	Apps created from the Digital Publishing Solution (DPS) have access to the Mobile core service user interface through Analytics Essentials – DPS. Updated DPS reports for Digital Publishing apps. See *DPS (Digital Publishing Solution)*.

Fixes

- Many fixes around the push messaging feature.

Marketing Cloud Release Notes, Documentation Updates, and Historical Release Notes

In addition to the notes for each release, the following resources provide additional information:

Resource	Description
Marketing Cloud Release Notes	View the latest release notes for the Adobe Marketing Cloud solutions.
Documentation Updates	View detailed information about updates to this guide that might not be included in these release notes.
Historical Release Notes	View information about new features and enhancements in previous releases of Adobe Mobile.

Getting Started with Adobe Mobile Services

Information to help you get up and running with Adobe Mobile Services, including signing in and adding a new app.

Mobile-app marketing is quickly maturing and Adobe Mobile Services helps you take your app marketing to the next level with an app-centric user interface, seamless workflows between Adobe Marketing Cloud solutions, and a single SDK. As you invest in your mobile applications, app analytics, A/B testing, push messaging, and optimization should all be at the forefront of your strategy and development.

Sign In to Adobe Mobile Services

Sign in to Adobe Mobile Services using your web browser. Information about signing out of Mobile Services and resetting your password is also included.

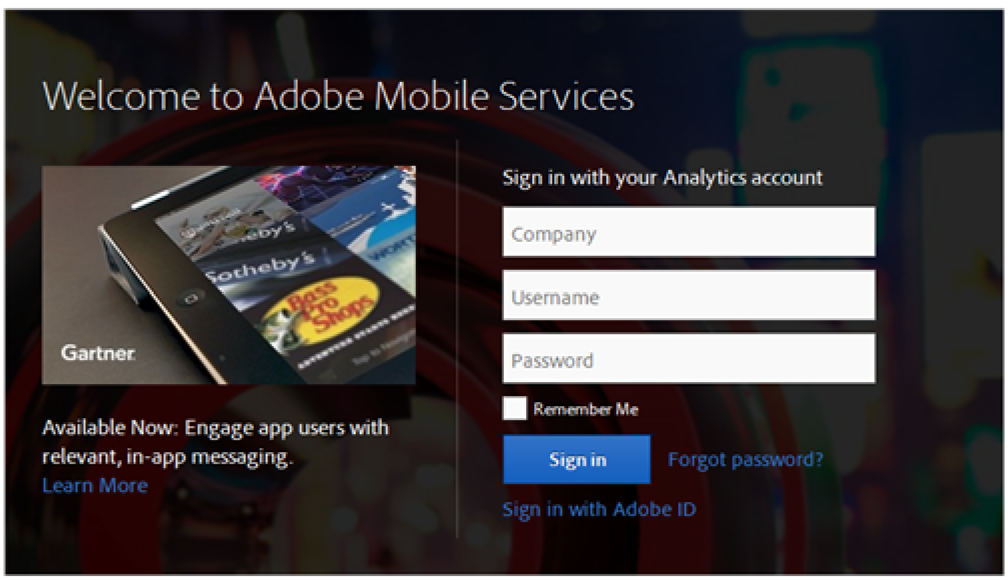
This section contains the following information:

- *Sign In to Adobe Mobile Services*
- *Sign Out of Adobe Mobile Services*
- *Reset Your Password*

Sign In to Adobe Mobile Services

1. Access **Adobe Mobile Services** by browsing to the following URL:

   https://mobilemarketing.adobe.com



2. Sign in using one of the following methods:

   Marketing Cloud: Click **Sign in with Adobe ID** to sign in to the *Marketing Cloud* with your Adobe ID.

   This method assumes that your company has been *provisioned* in the Adobe Marketing Cloud, and you have *linked your Analytics account*. (If you are unsure, use your existing Adobe Analytics account.)

   Important: *To use the Push Services functionality you must log in to Mobile using your Adobe ID and your Analytics account must be linked to your Adobe ID. Push Services functionality is not available if you log in using your existing Adobe Analytics account.*

The Adobe Marketing Cloud brings Adobe's marketing solutions together into one virtual, private space. The Adobe Marketing Cloud is where your teams can access projects, collaborate, visualize, and socialize across solutions.

Adobe Analytics: (Legacy) Provide your Analytics company, username, and password.

Sign Out of Adobe Mobile Services

To sign out of Adobe Mobile Services, click in the window header, then click **Sign Out**.

Reset Your Password

The process to reset your password varies slightly, depending on how you sign in to Adobe Mobile Services:

Adobe Marketing Cloud: If you use your Adobe ID (Adobe's single-sign-on system) to sign in to Adobe Mobile Services, and you need to reset your password, click **Sign in with Adobe ID**, then click **Forgot Password?** Specify the email account that is associated with your Adobe ID, then click **Send**. You will receive an email message instructing you how to reset your password.

Adobe Analytics: If you use your Company, Username, and Password to sign in to Adobe Mobile Services, and you need to reset your password, click **Forgot Password?**. Specify your company and username, then click **Continue**. You will receive an email message instructing you how to reset your password.

Mobile Services Features

Descriptions of the features provided by the Mobile service.

Feature	Description
Responsive web user interface and improved visualizations	Adobe Mobile provides a new user interface designed around Mobile app measurement and optimization.
Mobile AppMeasurement SDKs	New Marketing Cloud 4.x SDKs were written from the ground up make implementation simpler, faster, and easier. The 4.x SDKs provide Adobe Analytics, Adobe Target, and audience management support in you iOS and Android Mobile app. New features include: • Geo-fencing and points-of-interest (POI) • Lifetime value • Timed events • Opt-in/Opt-out management • Performance enhancements • Seamless workflow of lifecycle, POI, and lifetime value data between Analytics and Target • Simplified implementation and many other improvements and enhancements
Streamlined SDK configuration	Create your mobile report suite directly in Adobe Mobile. Download a fully configured SDK that is ready to send data with no additional configuration.
Point of Interest and Geo-location	Define points of interest by latitude and longitude with a defined radius for measurement and targeting purposes. This provides better segmentation by location, and provides precise location-based marketing for their mobile apps.

Feature	Description
In-app messaging	In-app messages are delivered to users in real-time, based on their actions and traits. Supported message types are custom and themed, full-screen, native alerts, and local notifications. Messages are triggered from Analytics data already tracked by the SDK.
App acquisition analytics	Create app store links that enable you to download applications directly from the Apple App Store and Google Play. The links you create enable you to attribute your success events to the downloads.
Integrated workflows between Adobe Analytics and Adobe Target	Create a mobile optimization campaigns by simply choosing a dimension value from one of the app reports.
Target audiences based on mobile unique dimensions and app lifecycle data	Define audiences by mobile-specific dimensions such as device type, operating system, or geo-location (proximity to point of interest). In addition, users can select app lifecycle metrics (for example, Upgrade) and dimensions to define a target audience for app experiences.
Experience testing (A/B) for apps	Create and edit A/B testing campaigns to quantify the effectiveness of multiple app experiences.
Google Play conversion tracking	Measure campaign information for Google Play app downloads. You can report campaign source, term, and other Google Play metrics in Adobe Mobile.
Lifetime Value	Identify key activities that increase the value of an app user, and then measure and target based on value.
Timed Events	Measure and report of the amount of time users take to complete key events, including in-app time and total time.
App store and in-app combined report	Display imported app store data such as revenue, downloads, and rankings in the same reports as launches, upgrades, and user retention.

Add New App: Getting Started

Information about how to create a new app and configure its key metrics.

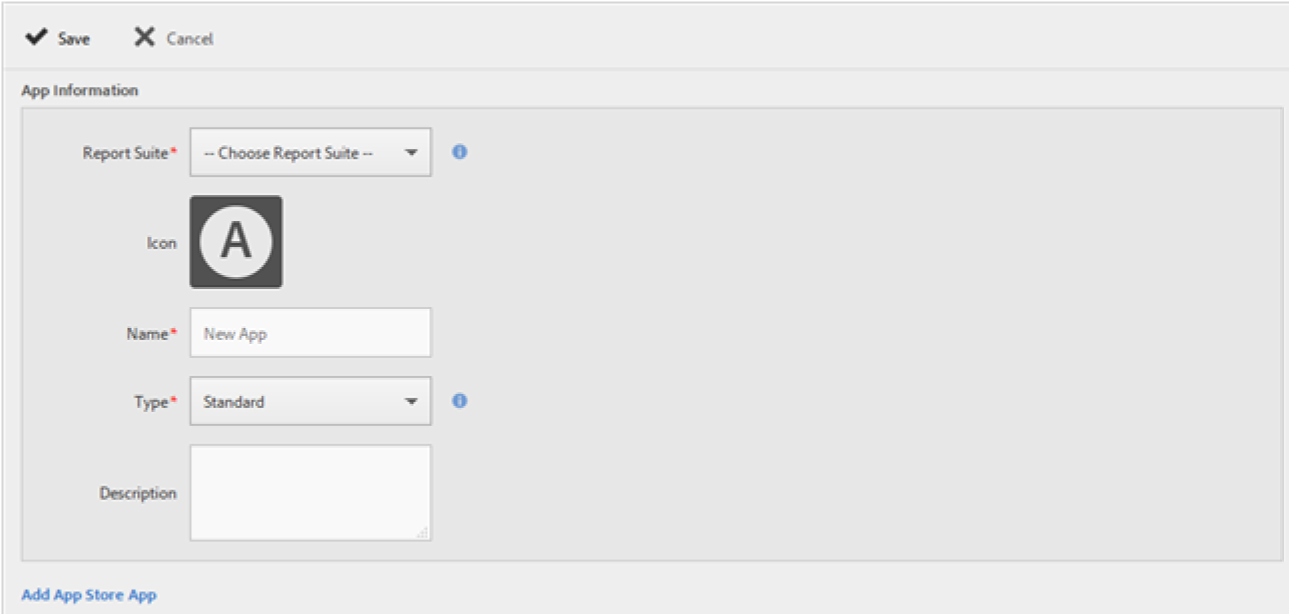
Note: *The instructions in this section are meant to be a quick introduction to adding new apps. For more detailed instructions, including information about configuring the SDK for Analytics, Target, Audience Manager, Acquisition, and Visitor ID Services, see Add New App.*

While working on a new app, you need to first add it in the Adobe Mobile Services user interface. After you create the app by following the instructions in this section, the correct configuration is generated for you to give to the developers that are implementing the Mobile SDK for the app.

1. After you *sign in* to Adobe Mobile Services for the first time, click **Create New** to create an app.

Or

To add additional apps, click **Manage Apps** in the left navigation menu, then click **Add**.



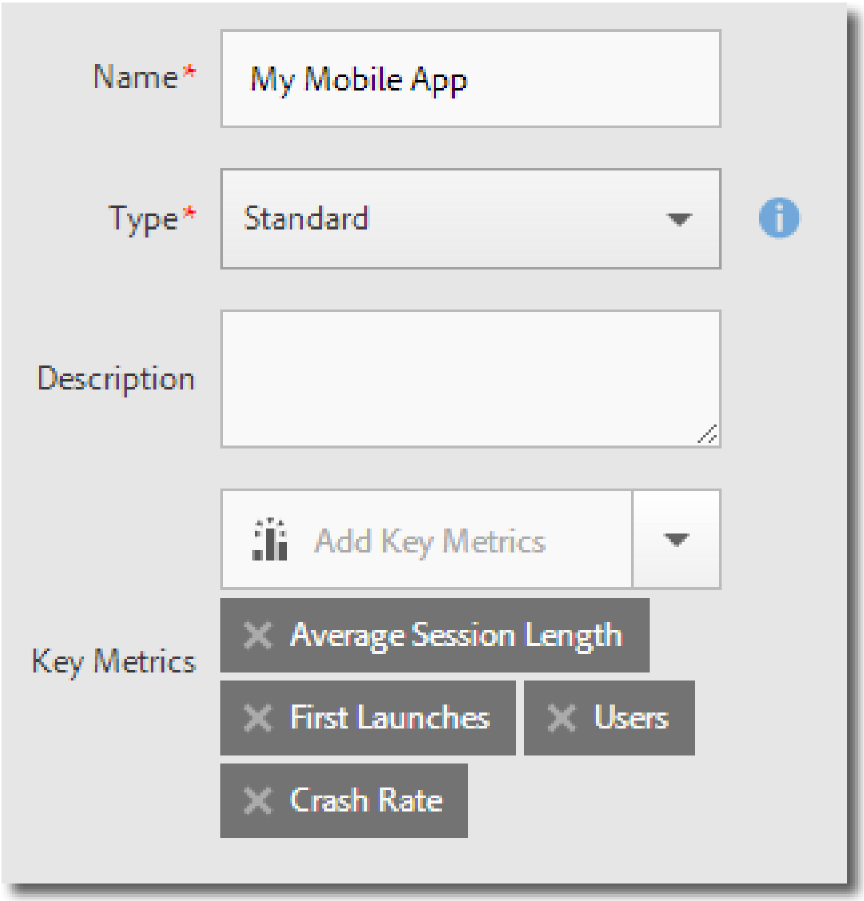
Note: *To manage existing apps, click* ***Manage Apps*** *in the left navigation menu, then click the desired app to open the* ***App Information*** *page.*

2. Fill in the fields:

Setting	Description
Report Suite	Specify the report suite where reporting data is collected and stored in Adobe Analytics. This report suite is used for data collection for your app. Each app is connected to a single Analytics report suite. If you are sending app data to multiple reports suites, add a new app for each report suite.
	If you have been given Analytics administrator privileges in Adobe Mobile, you can create a new report suite from within Adobe Mobile. Select **New Report Suite**, then fill in the fields: **Report Suite ID:** This ID is used to uniquely identify the report suite in Adobe Analytics. Your company prefix is automatically added to the beginning of the ID. **Copy Settings From:** The variables, events, processing rules, and other settings are set up in the new report suite exactly like they are in this report suite. A report suite created in Mobile Services is offline-enabled (or time stamped) only if the **Copy Settings From** report suite used was the Mobile App Template, or if you create a report suite that is offline enabled. **Timezone:** All reporting dates are in this time zone. This setting attempts to use a time zone close to what your browser uses.

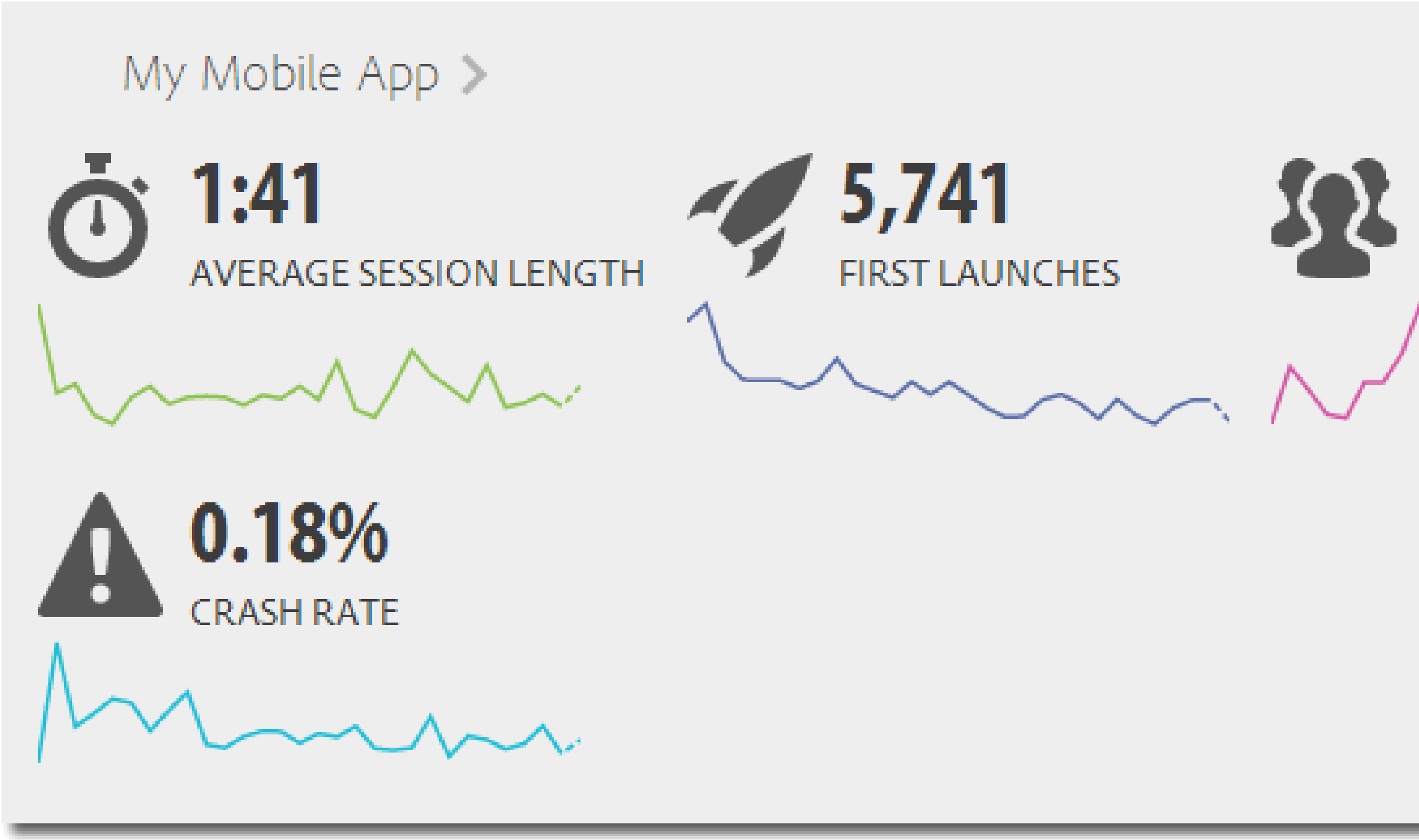
Setting	Description
	Currency: Revenue is both tracked and reported as this type of currency.
Icon	Click the "A" icon to browse to and select an optional icon for your app.
Name	Provide an optional descriptive name for the app. A descriptive name helps you quickly locate a specific app if you have many saved apps. The name can also help you quickly understand the app's purpose and settings.
Type	Select the desired app type from the drop-down list. The available reports that display in the left navigation menu vary depending on the type of app you select. **Standard:** For most apps, leave this as **Standard**. **Publication:** Use if your app was built using Adobe Digital Publishing Suite. **Game:** Similar to **Standard**. This option updates the terminology used in the reports to terms for games. For example, *users* is changed to *players*. Game-specific reports are automatically shown for game apps.
Description	Provide an optional description for the app.

3. Click **Save**.
4. From the **Key Metrics** drop-down list, select your most important app metrics.



For more information, see *Understanding Mobile Metrics*.

Key metrics are displayed on the landing page for a quick view of app performance:



5. (Optional) Download the App SDKs.

   If you are ready to upgrade to the 4.x SDKs, or if you are working on a new app, you can download the latest SDKs and development tools from this page.

   First, configure the **SDK Analytics Options**, then download the SDKs and tools you need. After set up is complete, you can send the configuration file to your developers so that data can be collected properly.

   If you are not ready to download these now, click **Manage App Settings**, then click the desired app to display the App Information page at any time.

Understanding Report Types

When customizing reports, the broad flexibility might create some questions as to the type of report that is best suited to get the data that you need.

First, make sure you have a good understanding of the difference between a metric and a dimension.

Item	Description
Metric	A metric is used to measure your data. Metrics are values that can be counted and added together, and are used to see how often specific actions occur in your app.

Item	Description
	Common metrics include installs, launches, revenue, lifetime value, and logins. For example, each time your app is launched, *launches* is increased by one.
Dimension	A dimension is used to describe your data. Dimensions are represented using a string, or a number that acts like a string (such as a postal code), and are used to organize and segment your data. Common dimensions include OS version, campaign name, product name, and mobile carrier. Each dimension has a (sometimes large) number of specific values associated with that dimension. For example, the OS version dimension has values such as "iOS 7" and "Android 4.1.2".

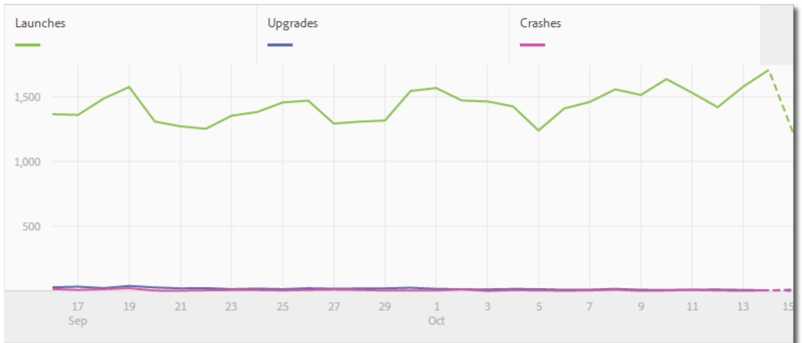
With that in mind, let's review the different types of available reports:

- *Over-Time Report*
- *Trended Report*
- *Filtered Over-Time Reports*
- *Ranked Reports*
- *Sunburst Report*
- *Pathing Report*
- *Funnel Report*

Over-Time Report

Over-time reports show how metrics are performing over a time range so you can quickly identify spikes and trends. Analysis often starts in an over-time report, then moves into trended and ranked reports as you drill down to find out what is contributing to a particular metric spike or trend.

For example, if you see a spike in launches, you might run a trended report that shows launches for the top 5 operating systems to see which operating systems are contributing most to the spike in launches (trended reports are described next).

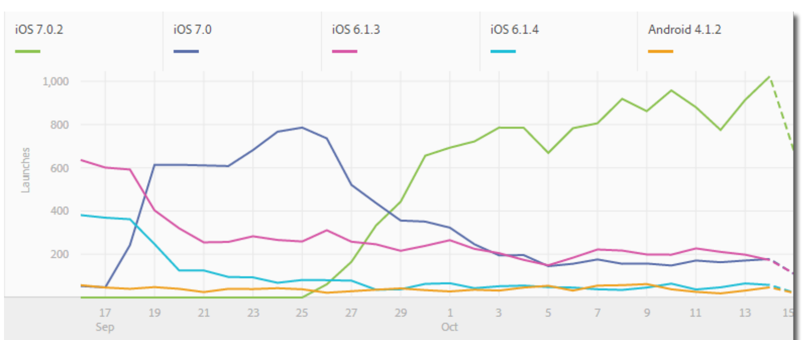


Date 30 Days	Launches 42,781		Upgrades 565		Crashes 244	
Monday, September 16th 2013	1,364	3.19%	30	5.31%	17	6.97%
Tuesday, September 17th 2013	1,359	3.18%	35	6.19%	10	4.10%
Wednesday, September 18th 2013	1,485	3.47%	24	4.25%	16	6.56%
Thursday, September 19th 2013	1,574	3.68%	41	7.26%	23	9.43%
Friday, September 20th 2013	1,308	3.06%	29	5.13%	5	2.05%
Saturday, September 21st 2013	1,271	2.97%	22	3.89%	4	1.64%

To view dimension values along with other metrics on an over-time report, you can use the instances metric and define a dimension filter.

Trended Report

To see how your most popular dimensions are performing against a specific metric, you can use a trended report. This report is useful to see which values are contributing most to a change in a metric.

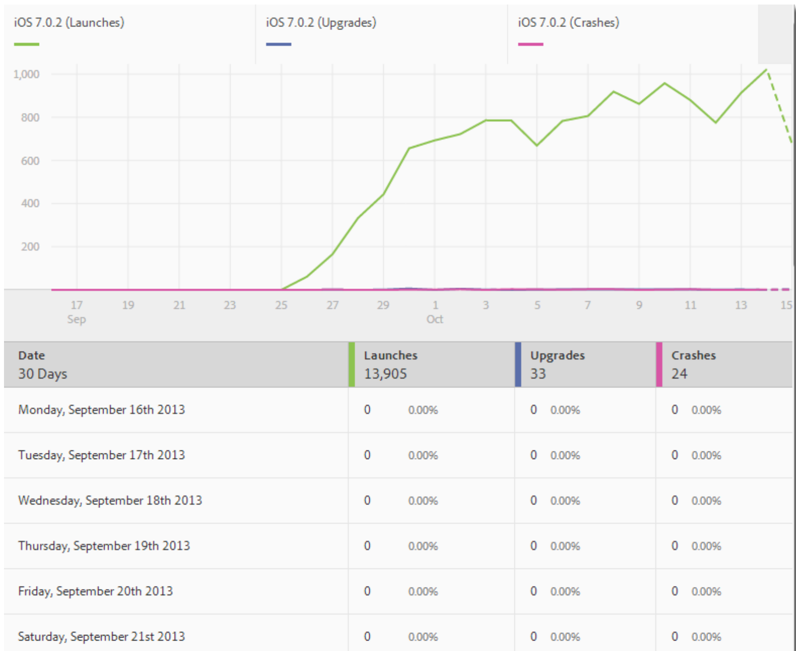


Date 30 Days	iOS 7.0.2 Launches 13,905		iOS 7.0 Launches 10,114		iOS 6.1.3 Launches 8,099		iOS 6.1.4 Launches 2,963		Android 4.1.2 Launches 1,164	
Monday, September 16th 2013	0	0.00%	53	0.52%	636	7.85%	381	12.86%	57	4.90%
Tuesday, September 17th 2013	0	0.00%	47	0.46%	601	7.42%	369	12.45%	46	3.95%
Wednesday, September 18th 2013	0	0.00%	242	2.39%	592	7.31%	362	12.22%	40	3.44%
Thursday, September 19th 2013	0	0.00%	614	6.07%	403	4.98%	247	8.34%	48	4.12%

If you'd like to view a trended report for a specific dimension, you can add a sticky filter (for example, Operating System = iOS 6.0.1) to an over-time report to view the same data. As a bonus, you can add five additional metrics to the filtered over-time report (filtered over-time reports are described next).

Filtered Over-Time Reports

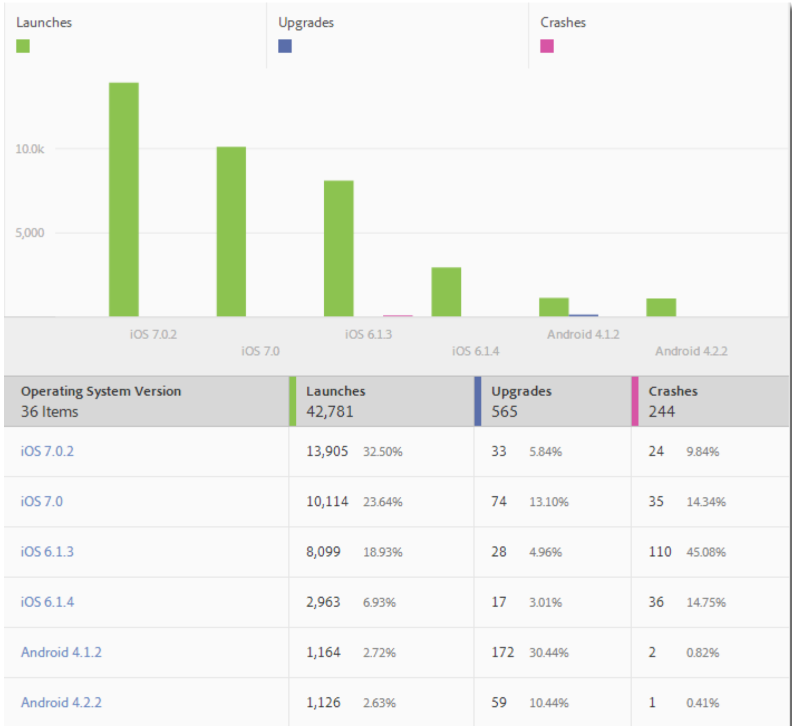
If you have a specific dimension value that you want to view, you can add a sticky filter to an overtime report. The following report shows 30 days' worth of launches, upgrades, and crashes for a specific operating system version.



Date 30 Days	Launches 13,905		Upgrades 33		Crashes 24	
Monday, September 16th 2013	0	0.00%	0	0.00%	0	0.00%
Tuesday, September 17th 2013	0	0.00%	0	0.00%	0	0.00%
Wednesday, September 18th 2013	0	0.00%	0	0.00%	0	0.00%
Thursday, September 19th 2013	0	0.00%	0	0.00%	0	0.00%
Friday, September 20th 2013	0	0.00%	0	0.00%	0	0.00%
Saturday, September 21st 2013	0	0.00%	0	0.00%	0	0.00%

Ranked Reports

Ranked reports show you how often the top 50 dimension are contributing to a specific metric. This report is useful to view total contribution for a date range across a large number of values.

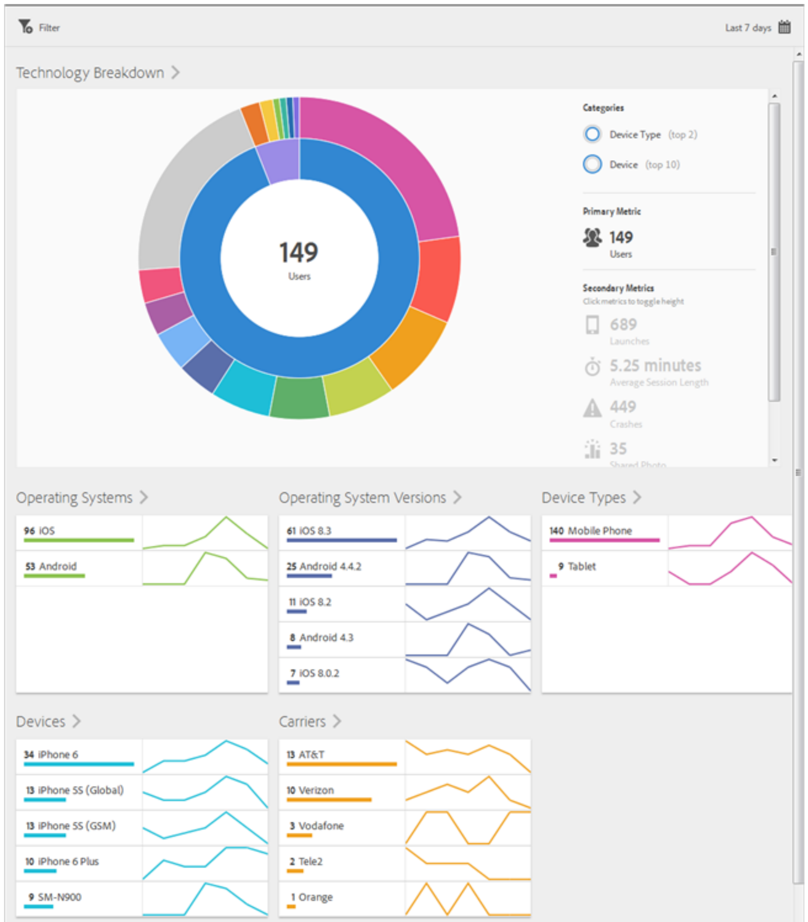


Operating System Version 36 Items	Launches 42,781	Upgrades 565	Crashes 244
iOS 7.0.2	13,905 32.50%	33 5.84%	24 9.84%
iOS 7.0	10,114 23.64%	74 13.10%	35 14.34%
iOS 6.1.3	8,099 18.93%	28 4.96%	110 45.08%
iOS 6.1.4	2,963 6.93%	17 3.01%	36 14.75%
Android 4.1.2	1,164 2.72%	172 30.44%	2 0.82%
Android 4.2.2	1,126 2.63%	59 10.44%	1 0.41%

Sunburst Report

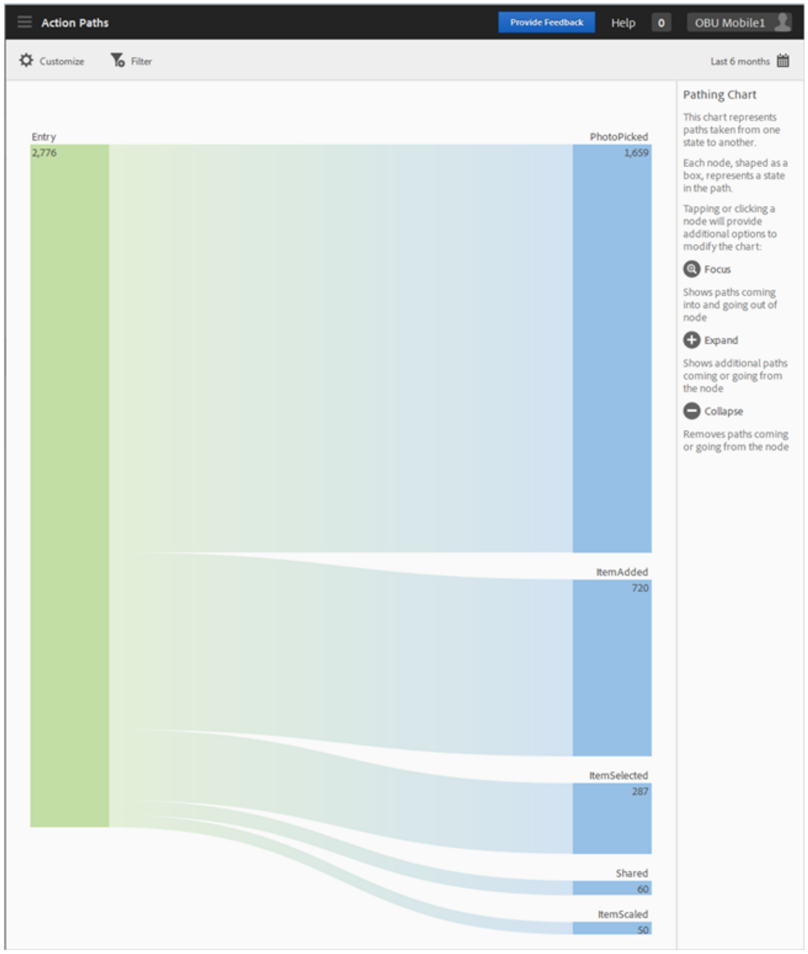
Sunburst reports provide, for example, the base report along with breakdowns. The visualization uses height to show the metric in focus, and the performance differences between the metrics. Each ring represents an audience segment in the ring's category. You can take actions on an audience, such as applying a Sticky Filter, hiding a metric, and viewing metrics.

Note: *You can view an in-product tutorial that describes how to interact with a sunburst chart. To launch the tutorial, from the Manage App Settings page, click* ***Usage****, click* ***Technology*** *> click* ***Technology Breakdown*** *in the title bar of the report, click* ***Customize****, then click the information icon* .



Pathing Report

A Pathing report, based on path analysis, displays a pathing chart that represents paths taken from one state in the app to another state.

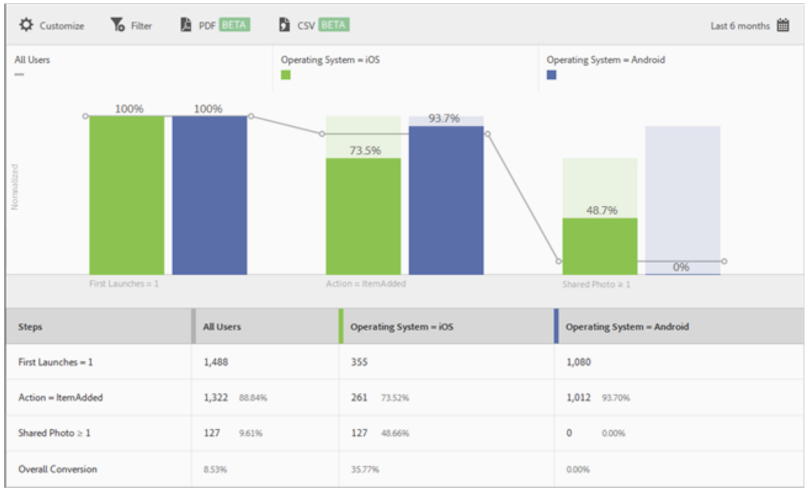


Each node, shaped like a box, represents a state in the users' paths though an app. For example, in the illustration above, the top node represents the number of users that launched the app and then picked a photo from the gallery.

Funnel Report

The **Funnel** report lets you identify where customers abandon a marketing campaign or divert from a defined conversion path while interacting with your mobile app. You can also use the **Funnel** report to compare the actions of different segments.

The funnel visualization lets you see where customers fall out of the process. Gaining visibility into customer decisions at each step lets you understand where they are being deterred, what path they tend to follow, and when customers leave your app.



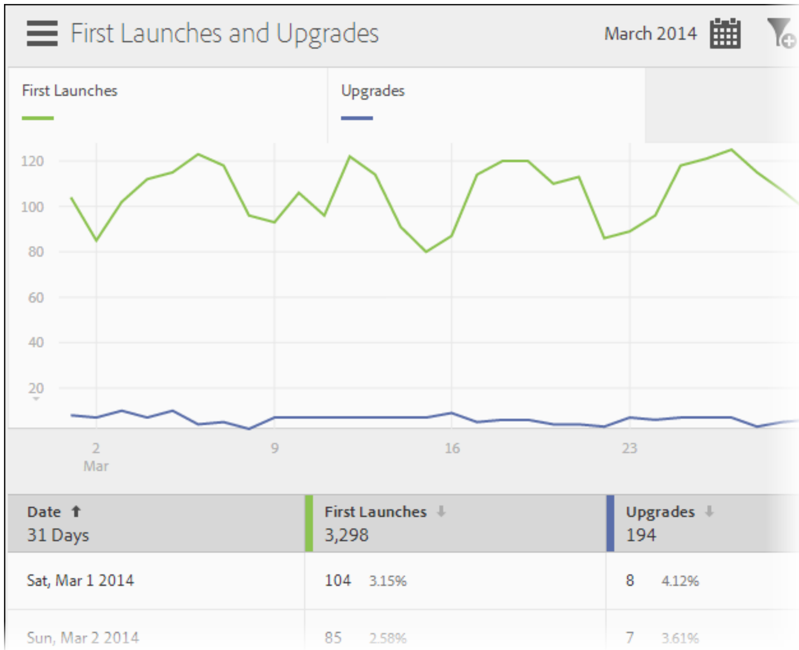
Understanding Mobile Metrics

This section describes the different metrics you can measure using Adobe Mobile, and how to collect the metrics you want to track for your app.

- *App Launches, Upgrades, Crashes*
- *Usage and Retention*
- *Revenue*
- *App Events*
- *App States*
- *Location and Points of Interest*
- *Lifetime Value*
- *Time to Complete*
- *Devices*

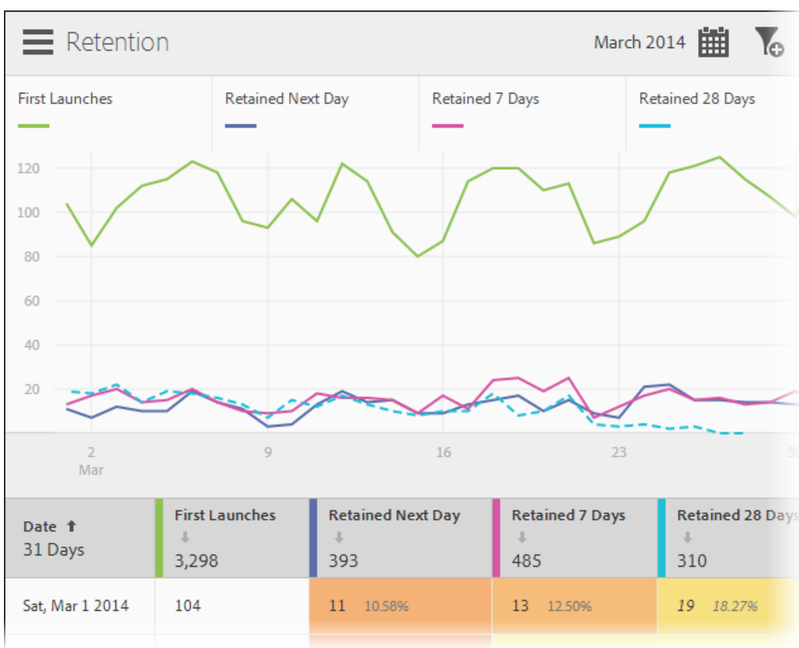
App Launches, Upgrades, Crashes

These metrics provide a view into the general health and usage of your app. You can track the number of launches, number of users on each version of your app, crashes, and similar metrics. These metrics, along with overall revenue if you provide a paid app, are usually the starting point for mobile app measurement.



Usage and Retention

Usage metrics let you view average session length, daily and monthly engaged users, upgrades, and other insights that let you know how and how often your app is being used. Retention reports quickly shows user retention levels the day after initial launch, 7 days, and 28 days.



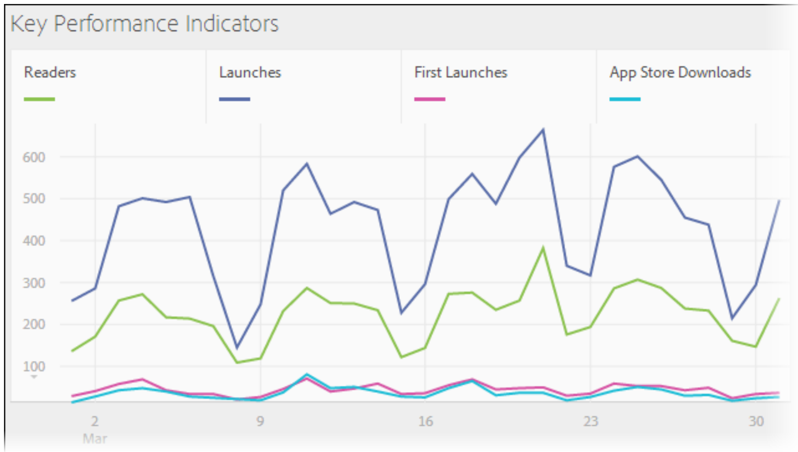
On Android devices, you can use Google Play referrer tracking to measure how users are getting to the app store before they download your app.

Revenue

You can view revenue collected by app stores, and revenue measured directly using in-app purchase events. Other cart metrics are available by .

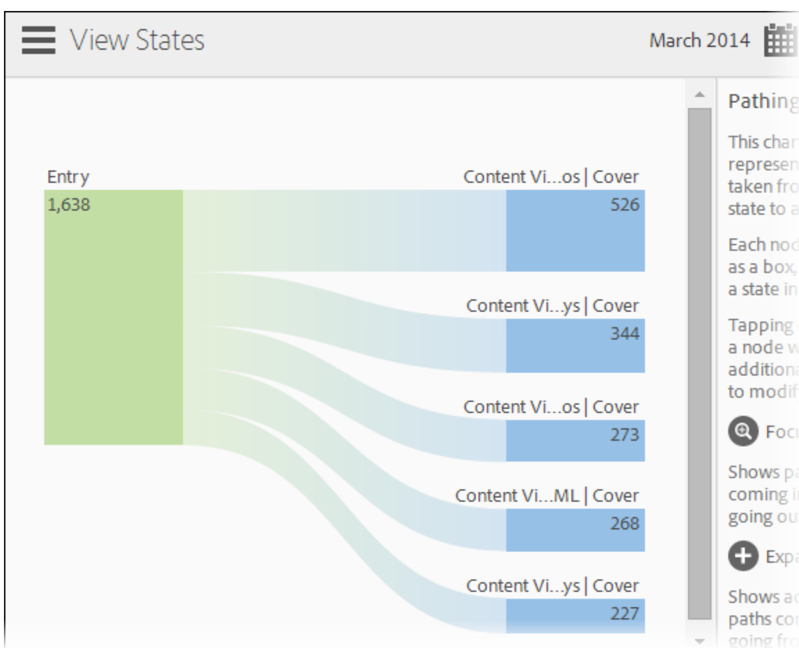
App Events

App events are the Key Performance Indicators (KPIs) that you define to measure the success of your app. Depending on the type of app you provide, KPIs will vary from *articles read* and *levels completed*, to *lifetime revenue*.



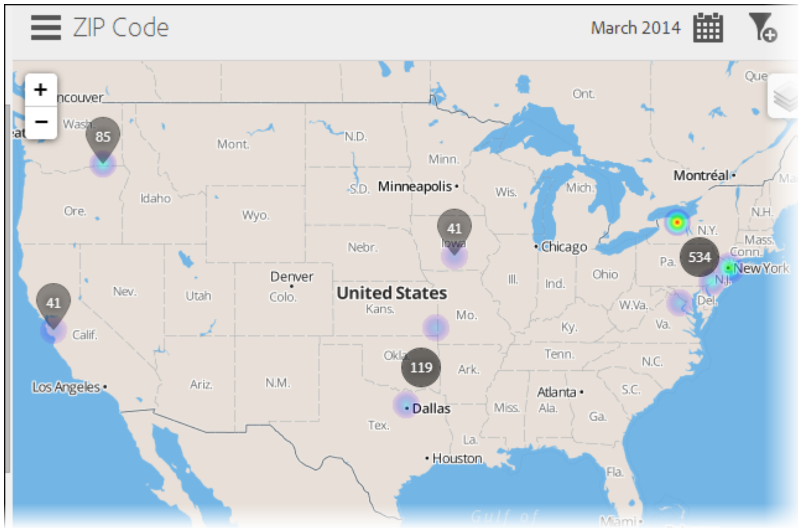
App States

States are the different views provided by your app. States are viewed in a pathing report, so a good way to define states is to think about the paths through your app that you want to measure. For example, where do users most often navigate from the initial view?

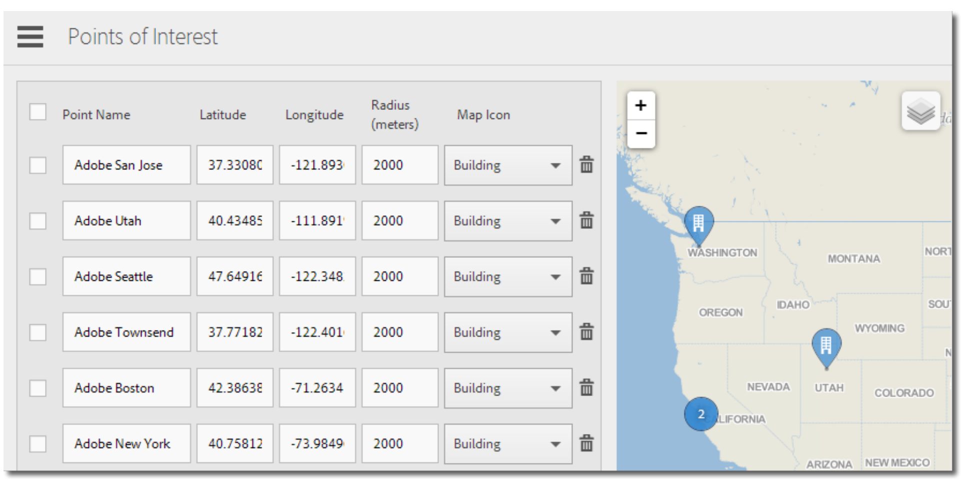


Location and Points of Interest

If GeoReporting is enabled on your Analytics report suite, several location-based reports are available. On Wi-Fi, GeoReporting accuracy is similar to that of a desktop web browsers. On a data connection, accuracy varies based on the provider and how requests are routed.



For increased accuracy, you can optionally add *location* and *point of interest* tracking to your app. This lets you report detailed latitude and longitude location data, and use geo-fencing to determine when a user is within a radius of a pre-defined point of interest.



Lifetime Value

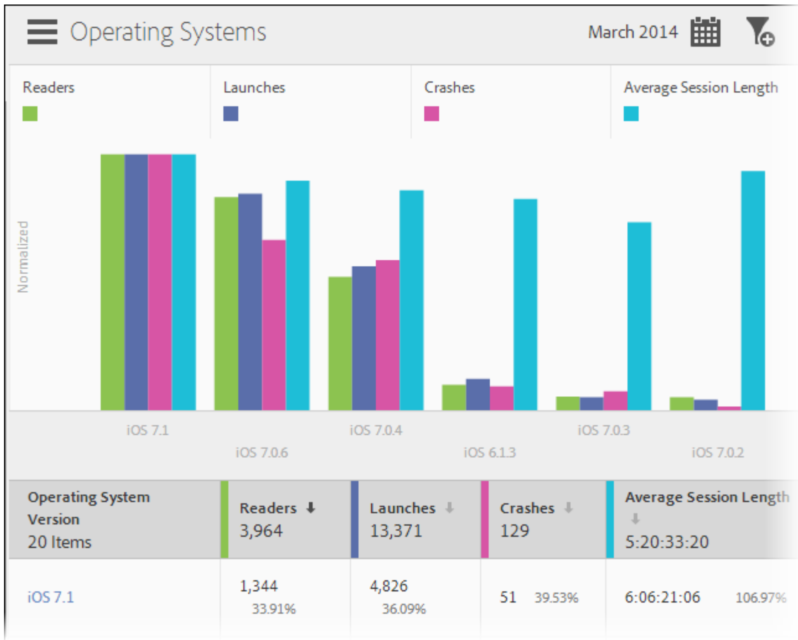
Lifetime value lets you measure a value that persists as long as a user has your app installed. You can assign different in-app actions positive or negative values, or increment lifetime value with the amount of each purchase.

Time to Complete

In conjunction with the KPIs you measure, you can use time to complete to measure time in session and the total time (cross-session) it takes for an action to be completed. For example, you might measure how much time elapses between installation and the initial in-app purchase.

Devices

Device reports let you see the different device types, operating systems, and mobile carriers where your app is being used. This information is useful to plan support for the next version, or to segment reports and target content.



Mobile Metrics and Dimensions Reference

Reference information for the default mobile metrics and dimensions.

The following sections contain more information:

- *Metrics*
- *Dimensions*

Metrics

Event	Configuration
First Launches	Triggered on first run after installation (or re-installation).
Upgrades	Triggered on first run after upgrade (anytime the version number changes).
Daily Engaged Users	Triggered when the application is used on a particular day.

Event	Configuration
	Note: Daily Engaged Users is not automatically stored in an Analytics metric. You must create a processing rule that sets a custom event to capture this metric.
Monthly Engaged Users	Triggered when the application is used during a particular month. *Note: Monthly Engaged Users is not automatically stored in an Analytics metric. You must create a processing rule that sets a custom event to capture this metric.*
Launches	Triggered on any run that is not an install or an upgrade. This also triggers when the application is brought out of the background. By default, a new launch triggers if the application is in the background for five or more minutes. The amount of background time before triggering a new launch can be configured in the SDK Analytics Options. See "Session Timeout (Seconds)" in *Configure SDK Analytics Options*. *Note: Due to the differing nature of how visits in Adobe Analytics and mobile app launches in Adobe Mobile Services are calculated, it is possible to see different results in reporting. See Compare Visits and Mobile App Launches for more information.*
Crashes	Triggered when the application does not exit gracefully. Event is sent on application start after crash (the application is considered to crash if quit is not called).
Previous Session Length	Aggregated total Previous Session Length.

Dimensions

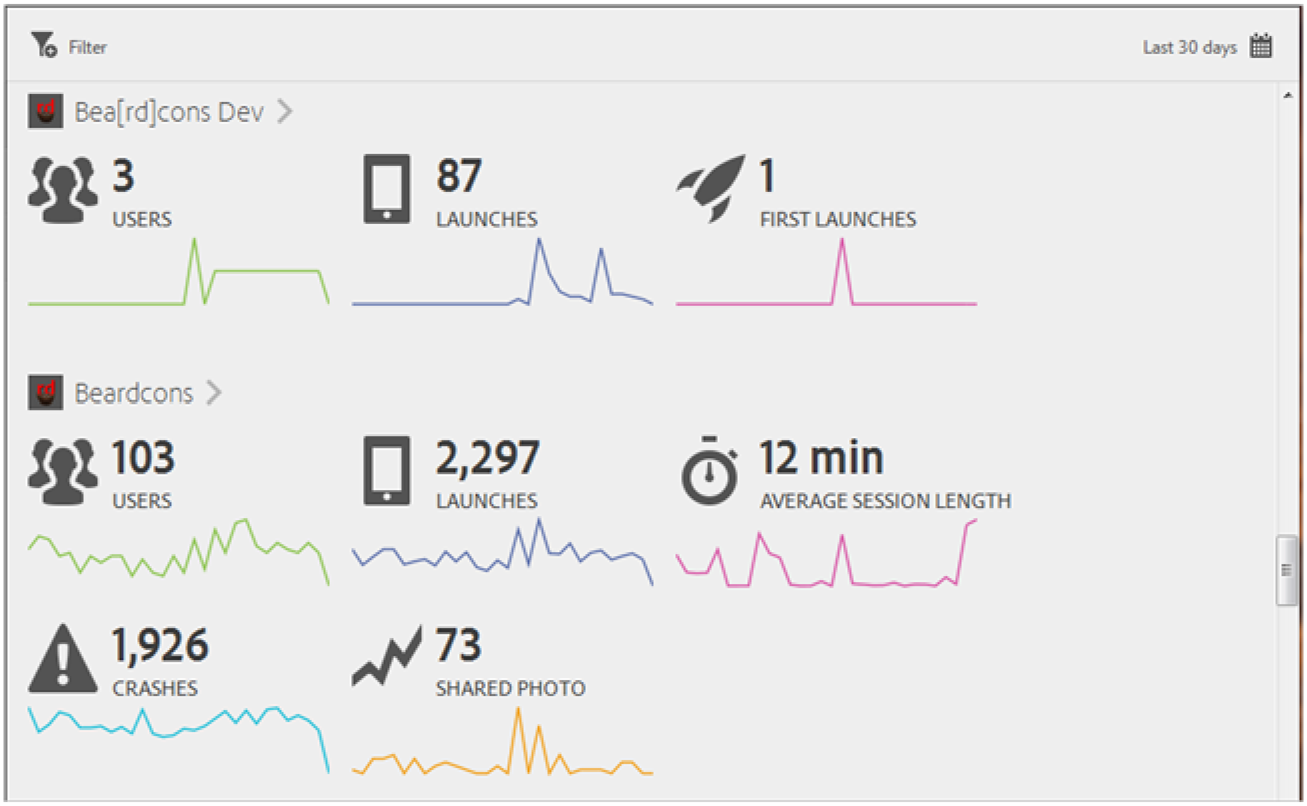
Dimension	Description
Install Date	Date of first launch after installation. `MM/DD/YYYY`
App ID	Stores the Application name and version in the following format: `[AppName] [BundleVersion]` For example, `myapp 1.1`
Launch Number	Number of times the application was launched or brought out of the background.
Days Since First Use	Number of days since first run.
Days Since Last Use	Number of days since last use.

Dimension	**Description**
Hour of Day	Measures the hour the app was launched. 24-hour numerical format. Used for time parting to determine peak usage times.
Day of Week	Number of the week day the app was launched.
Operating System	OS of the device.
Operating System Version	OS version.
Days Since Last Upgrade	Number of days since the application version number has changed.
Launches Since Last Upgrade	Number of launches since the application version number has changed.
Device Name	Stores the device name. **iOS**: Comma-separated 2 digit string that identifies the iOS device. The first number typically represents the device generation, and the second number typically versions different members of the device family. See *iOS Device Versions* for a list of common device names.
Carrier Name	Stores the name of the mobile service provider.
Resolution	Width x Height in actual pixels

Overview

View the key metrics to get a quick view of your apps' performance. You can change the date range and create filters to segment the data.

To access the **Overview** page, click **Overview** in the left navigation menu.



All apps that you've created in Adobe Mobile display on the **Overview** page. The metrics that display for each app reflect the key metrics that you selected during the app's creation. For more information, see *Add New App: Getting Started*.

You can perform the following tasks on the **Overview** page:

- *Change Date Range*
- *Filter Data*
- *Drill Down to View Key Performance Indicators*

Change Date Range

The previous 30 days of data displays for key metrics. You can change this by clicking the calendar icon. You can select a date range using the calendars or you can choose a pre-determined time frame from the drop-down list.

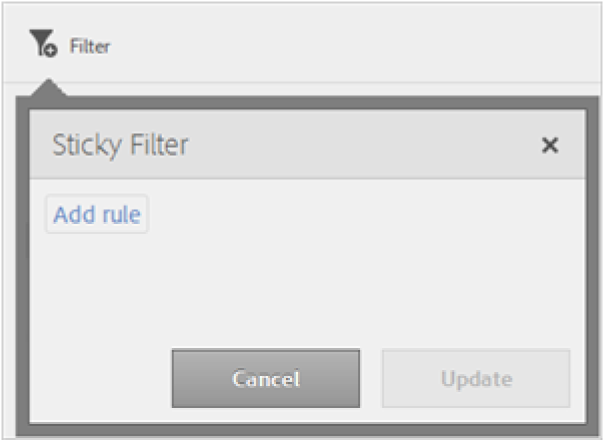
Filter Data

User filters to segment the data for each app on the **Overview** page.

For example you can filter the data by App Version and by Device Type.

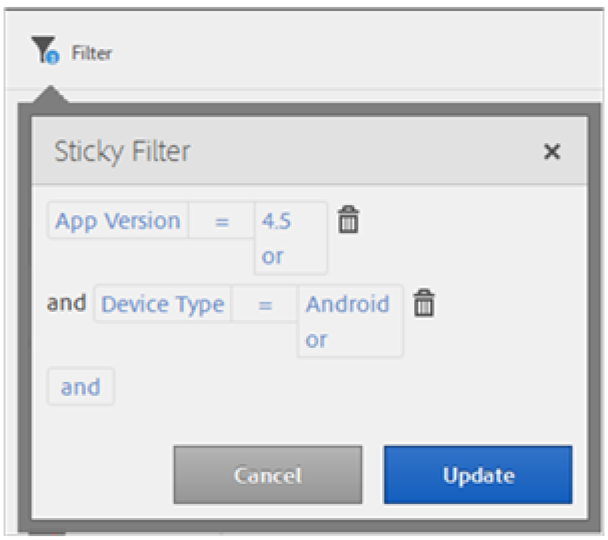
To create a filter:

1. Click the **Filter** icon to display the **Sticky Filter** dialog box.



2. Click **Add Rule**, select an option from the drop-down list, then fill in any necessary information.

   For example, you could select **App Version** and specify 4.5 as the version. You could then choose **Device Type** and select Android. You can create complex filters by using AND and OR statements.



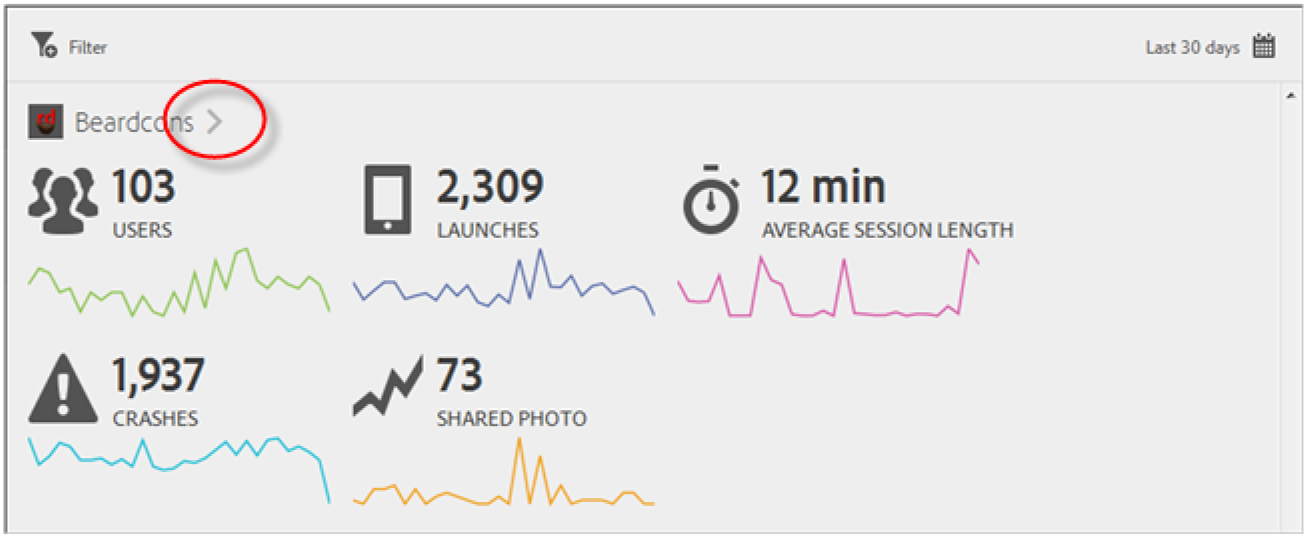
3. Click **Update**.

Note that a blue bubble displays next to the **Filter** icon to indicate the number of active filters.

To cancel filters, click the **Filter** icon, then click **Cancel**.

Drill Down to View Key Performance Indicators

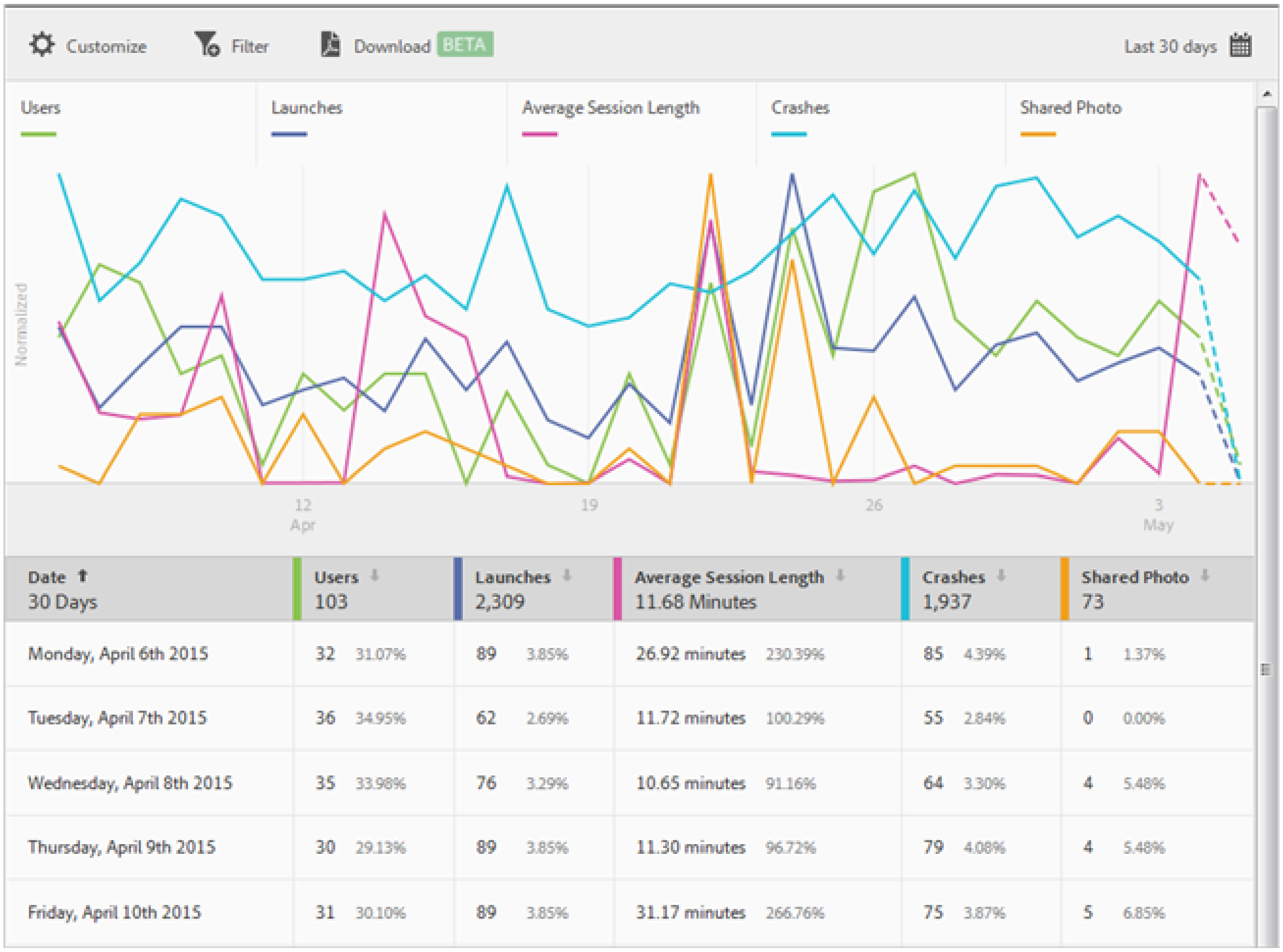
Click the greater-than sign next to the desired app to view its key performance indicators in greater detail.



The key performance indicators page might look similar to this:

The individual lines on the chart are color coded. Mouse over any data point to see statistics for specific dates.

You can drill down farther by clicking the greater-than sign next to Key Performance Indicators.



Date 30 Days	Users 103		Launches 2,309		Average Session Length 11.68 Minutes		Crashes 1,937		Shared Photo 73	
Monday, April 6th 2015	32	31.07%	89	3.85%	26.92 minutes	230.39%	85	4.39%	1	1.37%
Tuesday, April 7th 2015	36	34.95%	62	2.69%	11.72 minutes	100.29%	55	2.84%	0	0.00%
Wednesday, April 8th 2015	35	33.98%	76	3.29%	10.65 minutes	91.16%	64	3.30%	4	5.48%
Thursday, April 9th 2015	30	29.13%	89	3.85%	11.30 minutes	96.72%	79	4.08%	4	5.48%
Friday, April 10th 2015	31	30.10%	89	3.85%	31.17 minutes	266.76%	75	3.87%	5	6.85%

The individual lines on the chart are color coded. Mouse over any data point to see statistics for specific dates. Click any column header in the table to sort the data in ascending or descending order.

Manage Apps

Use the **Manage Apps** page to create, manage (edit), and delete apps.

From the left navigation menu, click **Manage Apps**.

Add New App

Information about how to create a new app and configure its key metrics; configure the SDK options for Analytics, Target, and Audience Management; configure acquisition and Visitor ID Service options; and download the configuration file, SDKs, and developer and tester tools.

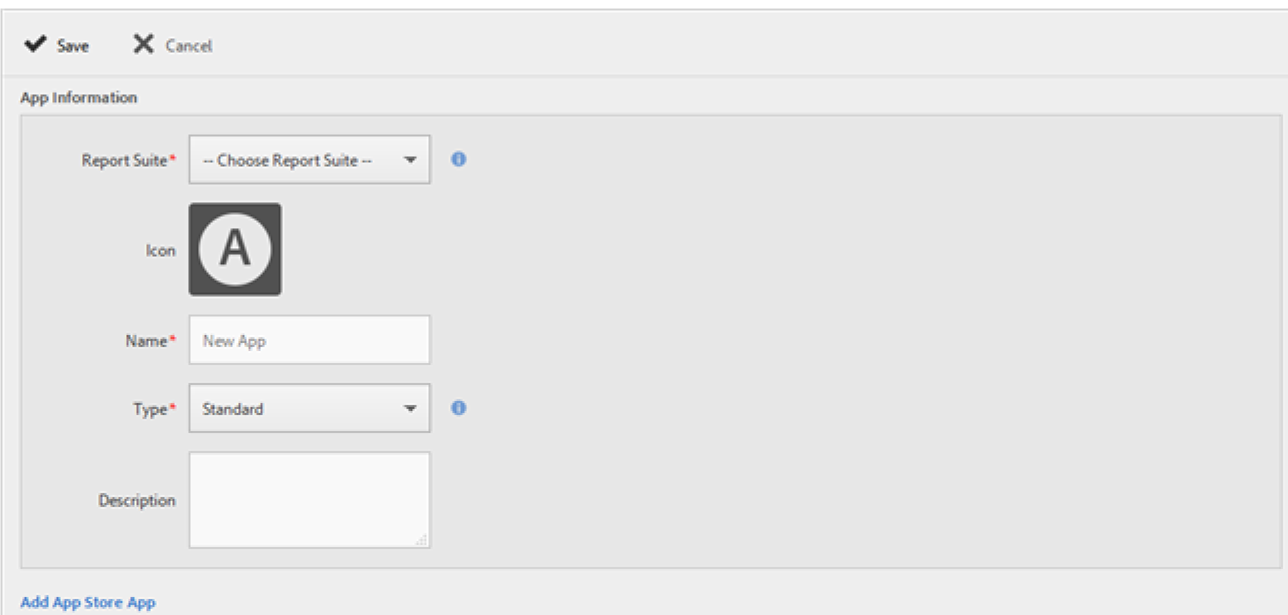
> ***Note:*** *The instructions in this section are meant to be in-depth instructions about adding a new app, including information about configuring Adobe Analytics, Adobe Target, and Adobe Audience Manager integrations. For brief, step-by-step instructions, see Add New App: Getting Started.*

While working on a new app, you need to first add it in the Adobe Mobile Services user interface. After you create the app by following the instructions in this section, the correct configuration is generated for you to give to the developers that are implementing the Mobile SDK for the app.

1. After you *sign in* to Adobe Mobile Services for the first time, click **Create New** to create an app.

   Or

   To add additional apps, click **Manage Apps** in the left navigation menu, then click **Add**.

   > ***Note:*** *To manage existing apps, click **Manage Apps** in the left navigation menu, then click the desired app to open the **App Information** page.*

2. Fill in the fields:

Setting	Description
Report Suite	Specify the report suite where reporting data is collected and stored in Adobe Analytics. This report suite is used for data collection for your app. Each app is connected to a single Analytics report suite. If you are sending app data to multiple reports suites, add a new app for each report suite.
	If you have been given Analytics administrator privileges in Adobe Mobile, you can create a new report suite from within Adobe Mobile. Select **New Report Suite**, then fill in the fields: **Report Suite ID:** This ID is used to uniquely identify the report suite in Adobe Analytics. Your company prefix is automatically added to the beginning of the ID. **Copy Settings From:** The variables, events, processing rules, and other settings are set up in the new report suite exactly like they are in this report suite. A report suite created in Mobile Services is offline-enabled (or time stamped) only if the **Copy Settings From** report suite used was the Mobile App Template, or if you create a report suite that is offline enabled. **Timezone:** All reporting dates are in this time zone. This setting attempts to use a time zone close to what your browser uses. **Currency:** Revenue is both tracked and reported as this type of currency.
Icon	Click the "A" icon to browse to and select an optional icon for your app.
Name	Provide an optional descriptive name for the app. A descriptive name helps you quickly locate a specific app if you have many saved apps. The name can also help you quickly understand the app's purpose and settings.
Type	Select the desired app type from the drop-down list. The available reports that display in the left navigation menu vary depending on the type of app you select. **Standard:** For most apps, leave this as **Standard**. **Publication:** Use if your app was built using Adobe Digital Publishing Suite. **Game:** Similar to **Standard**. This option updates the terminology used in the reports to terms for games. For example, *users* is changed to *players*. Game-specific reports are automatically shown for game apps.
Description	Provide an optional description for the app.

3. Click **Save** to add the new app.

   After the app has been added, the **App Information** page displays where you can further configure the app's options. See *Configure Options on the App Information Page*.

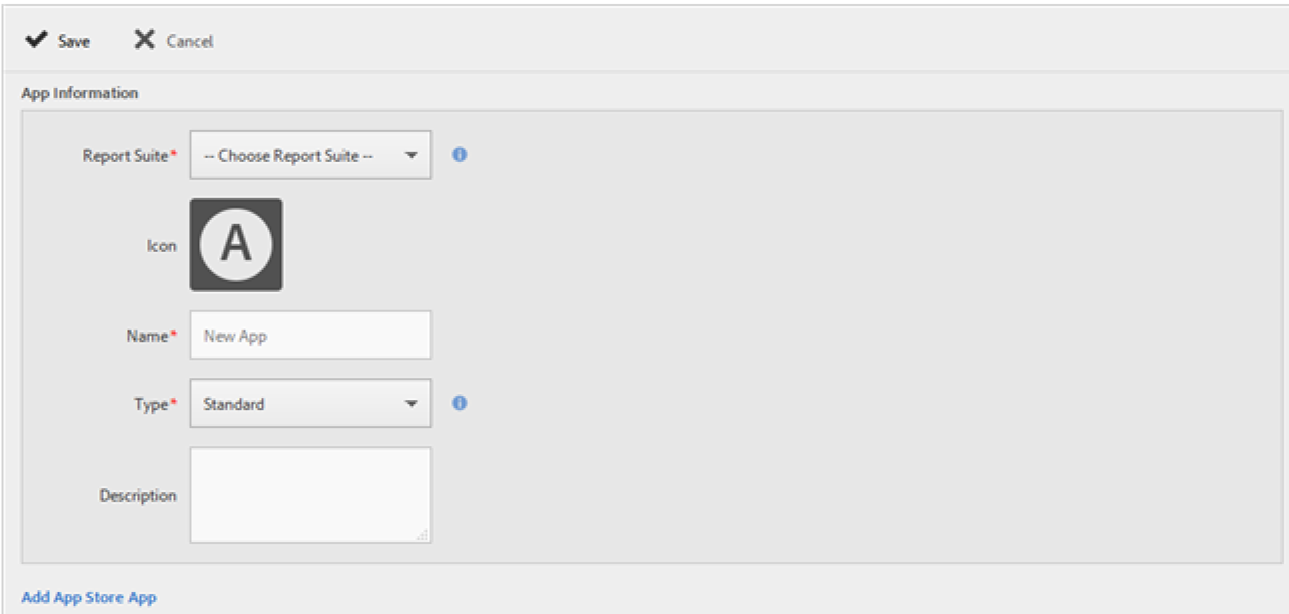
Add App from Apple App Store or Google Play

Add an existing app from the Apple App Store or from Google Play.

1. After you *sign in* to Adobe Mobile Services for the first time, click **Create New** to create an app.

   Or

   To add additional apps, click **Manage Apps** in the left navigation menu, then click **Add**.



2. Click **Add App Store App**.
3. Fill in the fields:

Setting	Description
App Store	Select the desired app store: • **Apple App Store** • **Google Play**
Search by Name	Input text to search the selected app store by its name, then select the desired app. Preview information about the selected app displays to help you determine if you chose the desired app.
App ID	Specify the App ID.

4. Click **Add**.

Delete Apps

Delete one or more apps from Adobe Mobile.

1. From the left navigation menu, click **Manage Apps**.

2. Select the check box next to one or more apps that you want to delete.

   Note: *Deleting an app from Adobe Mobile removes the app from the Adobe Mobile UI--the app is not removed from the Apple App Store or Google Play. The report suite and data will still be available in Adobe Analytics, but you cannot manage it in Adobe Mobile.*

3. Click **Delete Selected**.
4. Click **Delete** to confirm the deletion.

Manage App Settings

Configure app settings, including specifying SDK Analytics, SDK Target, SDK Audience Manager, SDK Acquisition options; enabling the Visitor ID Service; and managing variables and metrics, acquisition links, and points of interest.

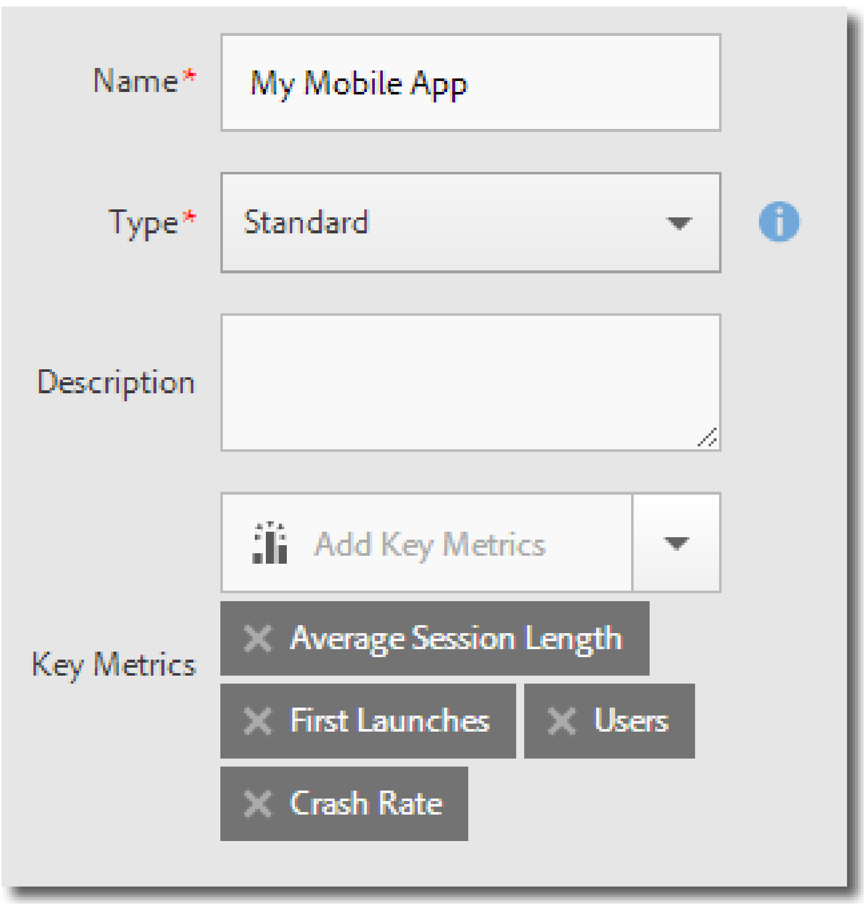
Configure Options on the App Information Page

Configure advanced app settings, including specifying options for SDK Analytics, SDK Target, SDK Audience Manager, SDK Acquisition, and enabling the Visitor ID Service

1. Access the **App Information** page for a newly created app by following the instructions in *Add New App*.

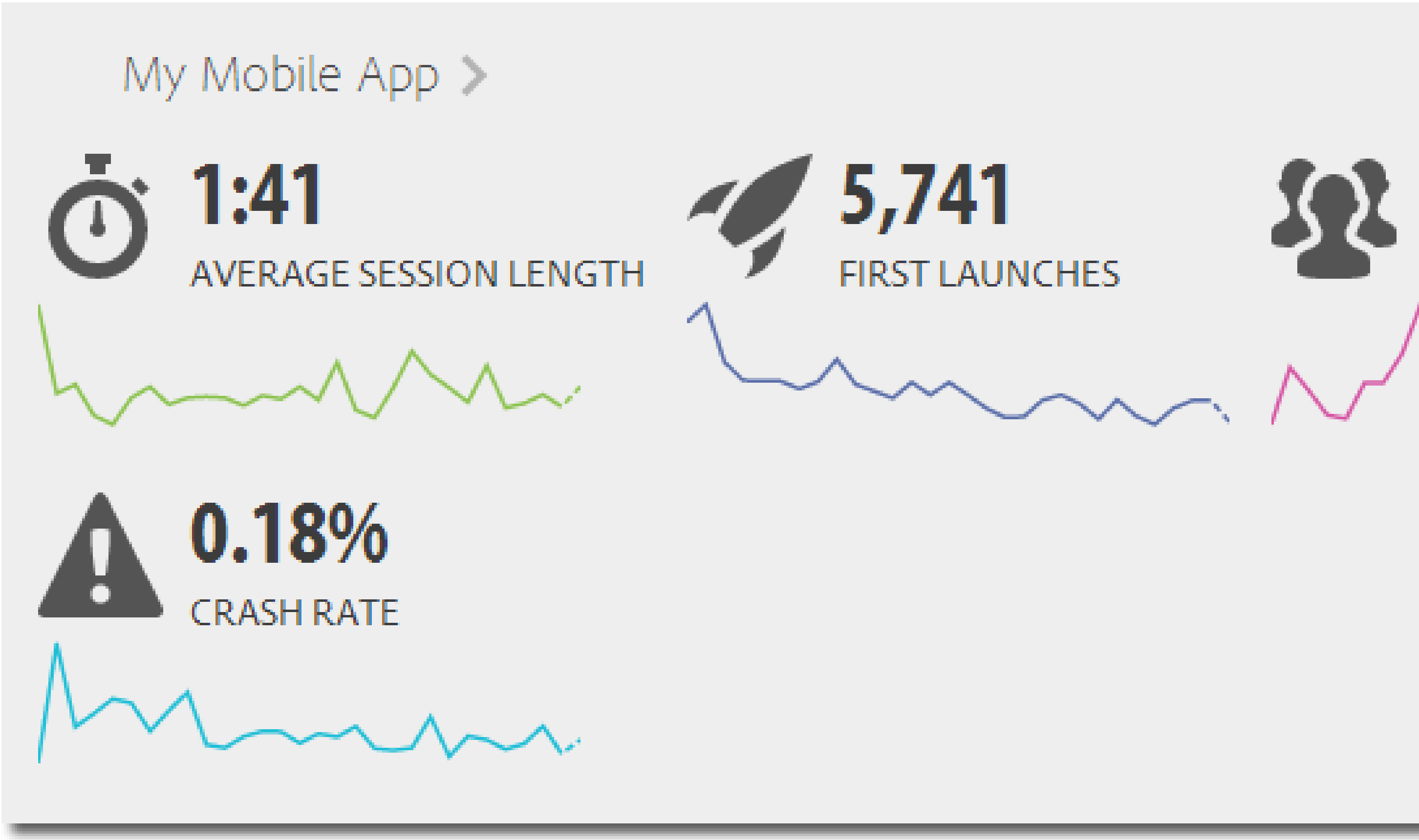
   Or

   Click an existing app in the **All Apps** view to open it in editing mode.
2. From the **Key Metrics** drop-down list, select your most important app metrics.

   For more information, see *Understanding Mobile Metrics*.

   Key metrics are displayed on the *Overview* landing page for a quick view of app performance:



The previous 30 days of data displays for key metrics. You can change this by clicking the calendar icon.

3. (Conditional) Enable **Lifecycle Reports**

   If you created the report suite in Adobe Analytics, you must enable lifecycle reports. If you created the report suite in Adobe Mobile, this option is enabled by default.

   This option lets you measure the following metrics:

   Acquisition: Track referring URLs for app-download campaigns. For more information, see *Acquisition*.

   Lifecycle: Track the metrics and dimensions that can be measured automatically by the mobile library after lifecycle is implemented. For more information, see the following sections:

   - *iOS SDK Lifecycle Metrics*
   - *Android Lifecycle Metrics*
   - *Windows Lifecycle Metrics*
   - *BlackBerry Lifecycle Metrics*

   App Actions: Enable reports and pathing based on in-app actions.

   Lifetime Value: Understand how users accrue value over time by using app KPIs, such as purchases, ad views, video completes, social shares, photo uploads, and more.

   Timed Events: Measure the amount of time that elapses (in-app and total time) between key app actions, such as time before first purchase.

4. (Optional) Enable **Location Reports**.

This option lets you enable reports to track latitude and longitude and identify specific Points of Interest (POIs). You can also track bluetooth beacons (UUID, major, minor, and proximity).

5. (Conditional) Configure the following SDK options, as needed:
   - *Configure SDK Analytics Options*
   - *Configure SDK Target Options*
   - *Configure Audience Manager Options*
   - *Configure SDK Acquisition Options*
   - *Configure SDK Visitor ID Service Options*
6. (Optional) Download the App SDKs and developer and tester tools.

   If you are ready to upgrade to the 4.x SDKs, or if you are working on a new app, you can download the latest SDKs and development tools from this page.

   First, configure the **SDK Analytics Options**, then download the SDKs and tools you need. After set up is complete, you can send the configuration file to your developers so that data can be collected properly.

   If you are not ready to download these now, click **Manage App Settings**, then click the desired app to display the **App Information** page at any time.

Configure SDK Analytics Options

Configure the SDK Analytics options on the **Manage App Settings** page while creating a new app or editing an existing app.

While *adding a new app* or editing an existing app, fill in the fields under **SDK Analytics Options**:

Setting	Description
Use HTTPS	Enable HTTPS for added security.
Backdate Session Hits	Enables/disable the ability for the Adobe SDK to backdate session info hits. Session info hits currently consist of crashes and session length. When enabled, the Adobe SDK will backdate the session info hit to 1 second after the last hit of the previous session. This means that crashes and session data will correlate with the correct date in which they happened. This does, however, have a side effect in which it might create a visit for the backdated hit. One hit will be backdated on every new launch of the application. Be aware that backdated session hit information is sent in a session info server call. Additional server calls may apply. When disabled, the Adobe SDK will attach the session info to the current lifecycle.
Privacy	Select a privacy option: • Send Data Until Opt-Out • Hold Data Until Opt-In
Session Timeout (Seconds)	Specify the session timeout value. The default is 300 seconds. Specifies the length of time, in seconds, that must elapse between app launches before the launch is considered a new session. This timeout also applies when your application is sent to the

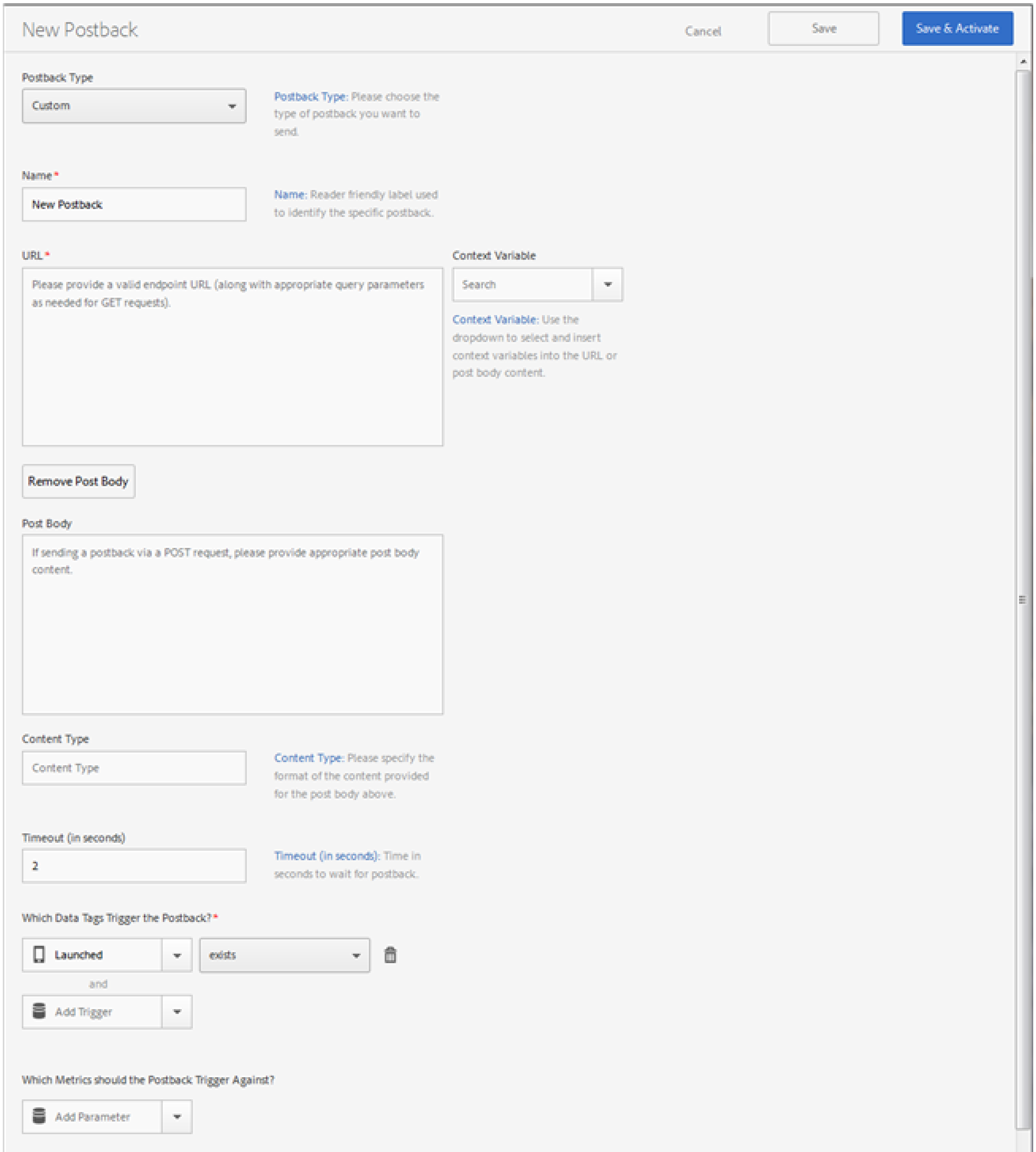
Setting	Description
	background and reactivated. The time that your app spends in the background is not included in the session length.
Batch Limit	Specify how many hits you want to queue before sending data. Set to 0 to send hits immediately. The batch limit represents the threshold for number of hits to be sent in consecutive calls. For example, if this option is set to 10, each hit prior to the 10th hit will be stored in the queue. When the 10th hit comes in, all 10 hits are sent consecutively.
More Details	Click **More Details** to view the report suite ID and tracking server, enable or disable offline tracking, and view the character encoding model being used (such as UTF-8). When offline tracking is enabled, data generated by the device while offline is timestamped and sent later. If this option is disabled, offline data is discarded.

Configure Postbacks

Postbacks let you send data collected by Adobe Mobile to a separate third-party server. Leveraging the same triggers and traits you use to display an in-app message, you can configure Mobile to send customized data to a third-party destination.

Note: *This feature requires that you install the 4.6 SDK or later. See the following topics for more information: Android - Postbacks or iOS - Postbacks.*

1. Click the name of the desired app to go to its **Manage App Settings** page > click **Manage Postbacks** at the top of the page.
2. Click **Create Postback**.



3. Fill in the fields:

Option	Description
Postback Type	Choose **Custom**. Templates will be available in the future.

Option	Description
Name	Specify a descriptive name for the postback.
URL	Specify a valid endpoint URL (along with appropriate query parameters as needed for GET requests). You obtain this URL from the party you are sending the data to (ad server or your own endpoint). For example: `http://my.server.com/?user=bob&zip=90210&c16=4.6.0-iOS&c27=cln,132`
Context Variable	Highlight portions of the URL and select the desired context variable from the drop-down list. You can also simply insert context variables into the URL. The URL will replace all template variables with values from the hit.
Post Body	Specify any additional post body content, for example on a post request.
	Content Type: If you specify post body text, specify the **content type** for the post body. For example: `application/json`
Timeout	Specify the time (in seconds) to wait for the postback.
Which Data Tag Trigger(s) the Postback	Specify one or more data tags and conditions that trigger the postback. For example, you could choose "Crashed" as the trigger and "Exists" as the condition to trigger the postback when the app crashes.
Which Metrics Should the Postback Trigger Against?	Specify which metric activates the postback. For example, you could choose "Device Name" as the trigger and "Equals" and "iPhone 6 Plus" as conditions to activate the postback when the app crashes on iPhone 6 Plus devices.

4. Click **Save** to create the postback and add it to the **Manage Postbacks** list.

   To activate the postback in the future, select the checkbox next to the postback on the **Manage Postbacks** list, then click **Activate Selected**.

   Or

   Click **Save & Activate** to save your changes and immediately activate the postback.

Configure SDK Target Options

Configure the SDK Target options on the **Manage App Settings** page while creating a new app or editing an existing app.

While *adding a new app* or editing an existing app, fill in the fields under **SDK Target Options**:

Setting	Description
Client Code	Specify the Target identifier for your app. If you are not using Adobe Target leave this field blank.
Request Timeout (Seconds)	Specify the request timeout value. The default is 5 seconds. If the response from Target doesn't return to the browser within 5 seconds (modifiable default), the visitor times out, default content is shown, and a cookie is set to exclude that visitor for 30 minutes.

Configure Audience Manager Options

Configure the SDK Audience Manager options on the **Manage App Settings** page while creating a new app or editing an existing app.

While *adding a new app* or editing an existing app, fill in the fields under **SDK Audience Manager Options**:

Setting	Description
Host	Specify the of the Audience Manager server your app uses. If you are not using Adobe Audience Manager leave this field blank.

Configure SDK Acquisition Options

Configure the SDK Acquisition options on the **Manage App Settings** page while creating a new app or editing an existing app.

While *adding a new app* or editing an existing app, fill in the fields under **SDK Acquisition Options**:

Setting	Description
Enable	Create app store links that let you to download applications directly from the Apple App Store and Google Play. The links you create let you attribute your success events to the downloads. For more information, see *Acquisition*.
Referrer Timeout (Seconds)	Specify the referrer timeout value. The default is 5 seconds. This value specifies the number of seconds to wait for acquisition information before sending the First Launch hit.
More Details	Click **More Details** to view the app's Tracking ID.

Configure SDK Visitor ID Service Options

Configure the SDK Visitor ID Service options on the **Manage App Settings** page while creating a new app or editing an existing app.

While *adding a new app* or editing an existing app, fill in the fields under **SDK Visitor ID Services Options**:

Setting	Description
Enable	Enable this option to use the Adobe Visitor ID Service. For more information, see the *Marketing Cloud Visitor ID Service Users Guide*.
Organization	Select your organization from the drop-down list. A Marketing Cloud organization is the entity that enables an administrator to configure groups and users, and to control single sign-on in the Marketing Cloud. The organization functions like a log-in company that spans all the Marketing Cloud products and solutions. Most often, an organization is your company name. However, a company can have many organizations. For more information, see *Accounts and Organizations* in the *Marketing Cloud Visitor ID Service Users Guide*.

Configure Push Messaging

Information to help you configure the Push Services options on the **Manage App Settings** page while creating a new app or editing an existing app.

IMPORTANT: Before you configure push messaging, review the following information:

- **Prerequisite Tasks:** Before you can configure apps for push messaging, you must perform several prerequisite tasks. For more information, see *Prerequisites to Enable Push Messaging*.
- **Report Suite Considerations:** Push messaging does not currently support multiple push-enabled apps in a report suite and supports only a single Push Service certificate. If you have multiple push-enabled apps and send a push message to the one app that has a certificate, the other tokens associated with the other push-enabled app(s) will be blacklisted and will not work in the future.

While *adding a new app* or editing an existing app, fill in the fields under **Push Services**:

Setting	Description
Apple	**Environment:** Choose the desired environment for your app. Be aware that, depending on the selected environment, the SSL certificate and private key will be different. • Production • Development **Private Key:** Browse to and select your valid private key (`.p12`, `.key`, or `.pen`). ***Note:*** *If the file you select for the* ***Private Key*** *input also contains a certificate, you do not need to specify the certificate.*

Setting	Description
	Certificate: Specify a valid certificate. This is only necessary if the **Private Key** input does not contain a certificate. For help obtaining the SSL certificate and private key, see *Configure App to use APNS or GCM*.
Google	**API Key:** Specify a valid API key. For help obtaining the API key, see *Configure App to use APNS or GCM*.

For more information, see the following topics:

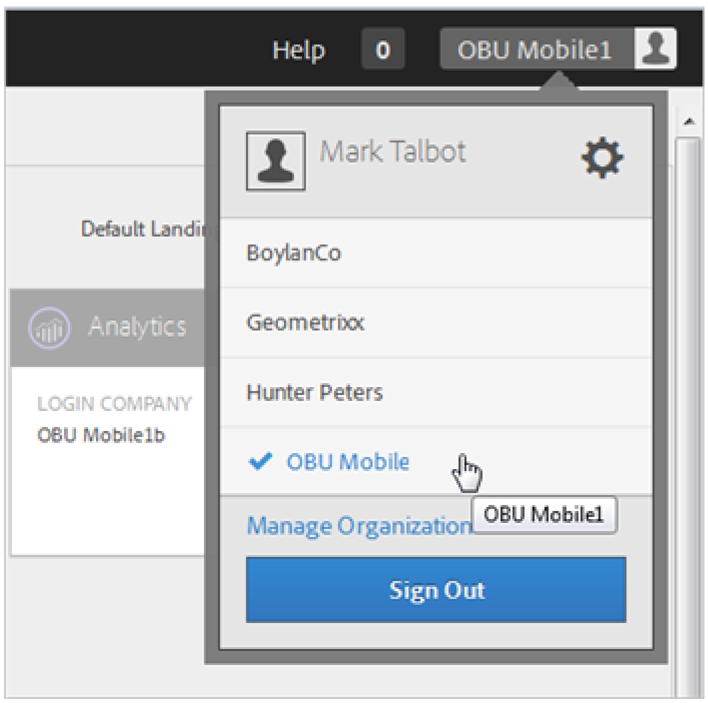
- **Android:** *Push Messaging* in the Android SDK 4.x for Marketing Cloud Solutions guide.
- **iOS:** *Push Messaging* in the iOS SDK 4.x for Marketing Cloud Solutions guide.

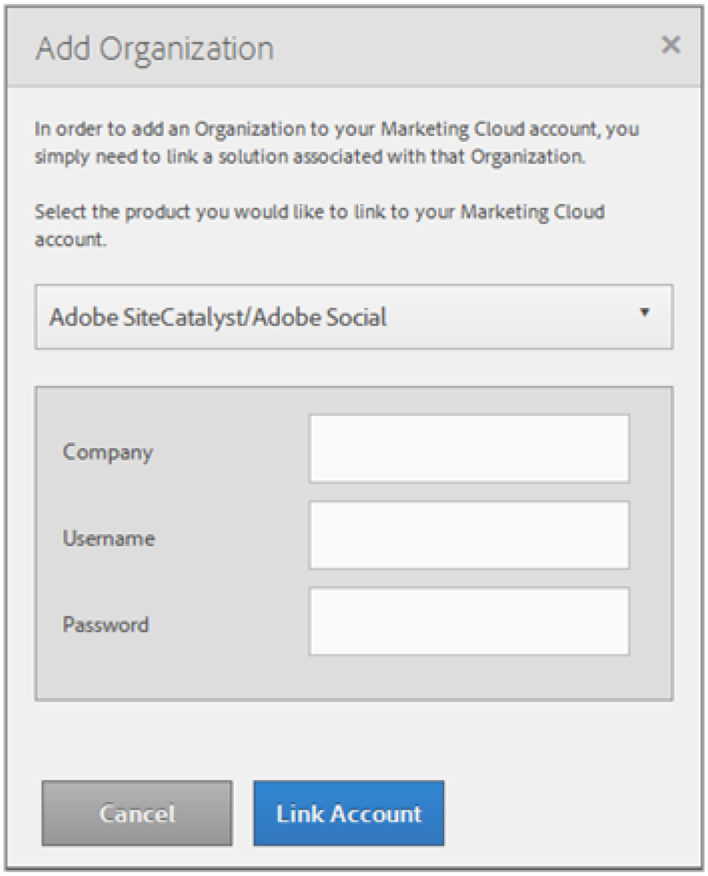
Prerequisites to Enable Push Messaging

List of tasks you must perform before you can configure Push Messaging in applications.

Before you can use Push Services you must perform the following tasks:

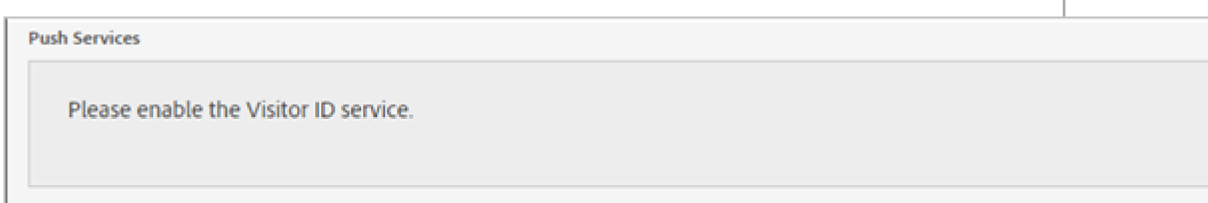
Task	Instructions
Enable the Marketing Cloud for Your Company.	Your Adobe Analytics Company must be Marketing Cloud enabled. You can verify this with your Adobe account executive.
Install and Configure the Mobile SDK.	**Install the Mobile SDK:** The Push Messaging feature requires that you download and install the appropriate 4.6 (or later) Mobile SDK. For more information, see: • *Android SDK 4.x for Marketing Cloud Solutions* • *iOS SDK 4.x for Marketing Cloud Solutions* **Configure Push Services:** You must configure push services in the Mobile SDK. For more information, see: • *Android: Push Messaging* • *iOS: Push Messaging*
Log in to the Mobile Core Service using your Adobe ID.	To use the Push Services functionality users must log in to the Mobile Core Service using their Adobe ID and your Analytics account must be linked to their Adobe IDs. Push Services functionality is not available if users log in using their existing Adobe Analytics accounts. If users do not have Adobe IDs, the following steps must be completed: 1. **Marketing Cloud Administrator:** Invite users to the Marketing Cloud. For more information, see *Access the Marketing Cloud*.

Task	Instructions
	2. **Users:** Create a personal Adobe ID using the instructions received from the Marketing Cloud administrator. An email message is automatically sent to each user after the administrator completes the previous step. 3. **Users:** Log in to Mobile using their Adobe ID. For more information, see *Sign in to the Adobe Marketing Cloud*.
Link Users' Accounts in the Marketing Cloud.	Each user must link the Analytics solution account from within the Marketing Cloud organization. 1. Sign in to the Marketing Cloud with an Adobe ID at the following URL: *https://marketing.adobe.com* 2. In the upper right corner, click the Analytics company name.  3. Click **Add Organization**, then select **Adobe SiteCatalyst/Adobe Social** from the drop-down list.

<table>
<tr><th>Task</th><th>Instructions</th></tr>
<tr><td></td><td>


4. Fill in the Company and your legacy login information for the specified company, then click Link Account.

The Adobe ID is now linked to your Analytics account, company, and log-in credentials.

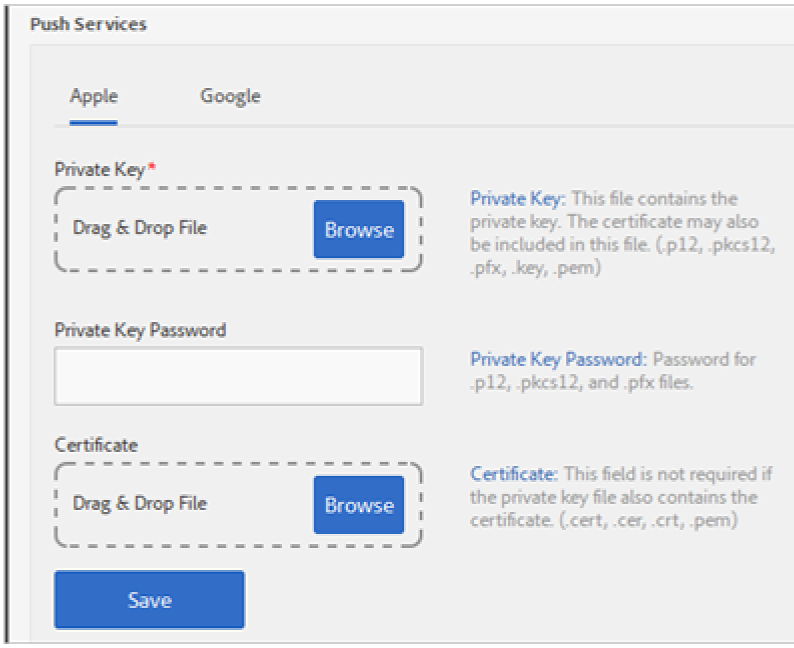
For more information, see Troubleshooting Account Linking.</td></tr>
<tr><td>Configure Push Services and the SDK Visitor ID Service in the Mobile User Interface</td><td>Before you enable the Visitor ID Service for your app, the Push Services section is disabled, as shown below:


After you enable the Visitor ID Service, the Push Services section is enabled, as shown below (note that you must click Save to save your changes and refresh the Push Services section):

Note: You can configure one app for Apple and one app for Google for each report suite. If you need additional apps, for example for a production environment and a dev environment, you must set up a new app and a new report suite.</td></tr>
</table>

<table>
<tr><th>Task</th><th>Instructions</th></tr>
<tr><td></td><td>

• **Apple:**Drag and drop your private key and/or certificate. If your private key is password-encrypted, specify its password.



Private Key: Drag & drop your private-key file into the box. You can also click **Browse** to select the file.

This file contains the private key. The certificate might also be included in this file (`.p12`, `pkcs12`, `.pfx`, `.key`, `.pem`).

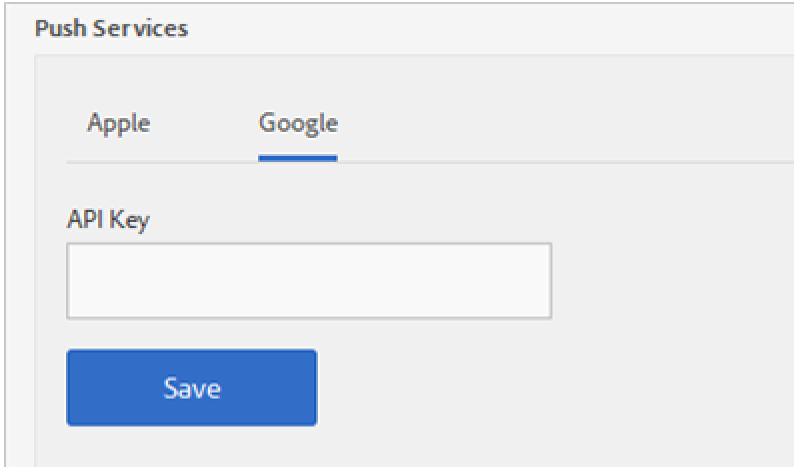
Private Key Password: If your private-key file is encrypted, specify its password.

Certificate: (Conditional) Drag & drop your certificate file into the box. You can also click **Browse** to select the file.

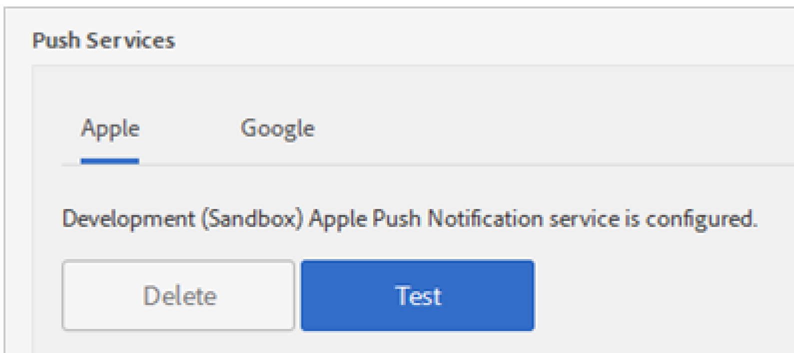
This field is not required if the private-key file also contains the certificate (`.cert`, `.cer`, `.crt`, `.pem`).

• **Google:** Specify the API key for the app.

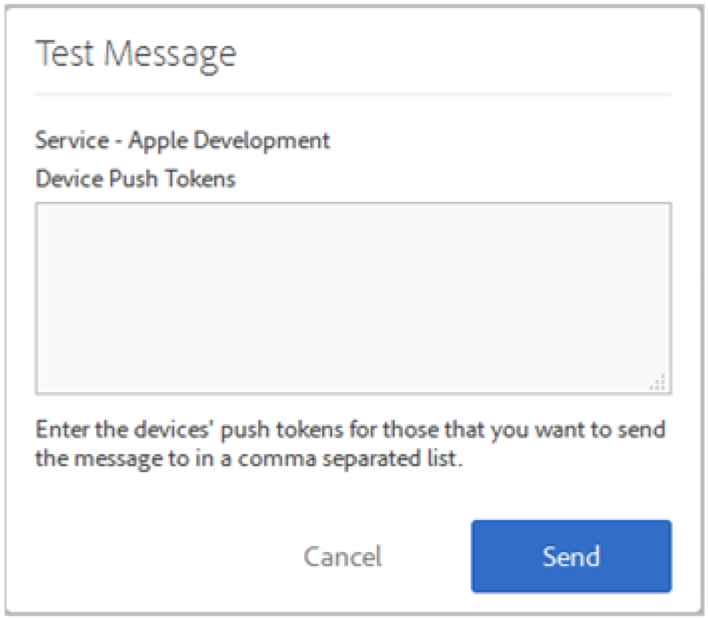
</td></tr>
</table>

<table>
<tr><th>Task</th><th>Instructions</th></tr>
<tr><td></td><td>


Test Your App: You can click **Test** to validate that the app and Mobile Services are configured correctly. This option is useful for debugging and troubleshooting.



Enter the devices' push tokens for which you want to send the message. You can send the message to multiple devices by specifying tokens in a comma-separated list.
</td></tr>
</table>

Task	Instructions
	

Configure App to use APNS or GCM

Configure your app to use APNS (Apple Push Notification Service) or GCM (Google Cloud Messaging).

This section contains the following platform-specific information:

- *Android*
- *iOS*

Android

To configure your Android app to use GCM (Google Cloud Messaging) if GCM is not already enabled in your app:

1. Log in with your *Google Dev credentials* (https://developers.google.com/mobile/add).
2. Click Pick a Platform.
3. Enable services for your Android app.
4. For the app you're enabling, select the correct app name and app package name. Continue to Choose and Configure Services.
5. Add Cloud Messaging by clicking the + button on its icon. Continue to Generate Configuration Files.
6. Copy the "Server API key" and "Sender ID" for later use.

   For example:

   ```
    - API Key = AIzaSyC6FNgsCOpBL5eXhDvwf8979mWba6x7Roo
   - Sender ID = 835015092250
   ```

To configure your Android app to use GCM (Google Cloud Messaging) if GCM is already enabled in your app:

1. Go to *https://console.developers.google.com/project*.
2. Select your app that is GCM enabled.

3. You will need the "Project number" listed in the Overview section later. This is the GCM Sender ID for the app.

   For example:

   ```
   - Project Number = 835015092250
   ```

4. Select Credentials under the APIs & Auth header.
5. Copy the API Key under the Public API access section for use later.

   For example:

   ```
    - API Key = AIzaSyC6FNgsCOpBL5eXhDvwf8979mWba6x7Roo
   ```

iOS

To configure your iOS app to use APNS (Apple Push Notification Service):

1. Log in to your *Apple Developer account* (https://developer.apple.com/account).
2. Under iOS Apps, select Identifiers.
3. If you already have an App ID set up for push, skip to Step 11.
4. Press the + button to create a new App ID.
5. Enter an App ID Description.
6. Enter an App ID Suffix.

   Note: *To support push, you must use an Explicit App ID that does NOT use a wild-card (e.g. -* `com.tester.pushSample`*).*

7. Under App Services, check the Push Notifications box.
8. Click Continue.
9. Click Submit.
10. Click Done.
11. Select your App ID that is set up to use push messaging from the list, then click Edit.
12. If you already have a Push Certificate created, skip to Step 15.
13. Scroll down to Push Notifications, then click the correct Create Certificate... button (depending on if you're creating a certificate for Development or Production).
14. Follow the steps outlined on the Apple website to create your CSR, upload it, and generate your certificate.
15. Scroll down to the Push Notifications section and download the SSL certificate you just created.
16. Double-click the certificate you downloaded to add it to your keychain.

To get your SSL Certificate and Private Key (APNS):

1. Open Keychain Access.
2. Click My Certificates, and find the appropriate Push iOS Push Services Certificate for your app and environment.

   The correct certificate will be identifiable by matching the bundle ID and whether it's Development or Production.

3. Expand the certificate and verify that it contains a Private Key.
4. Right-click the private key and select Export "<name of key>"...

5. Go through the dialog (entering a password is optional) and save your new `.p12` file.
6. Input the `.p12` file in the **Private Key** field.

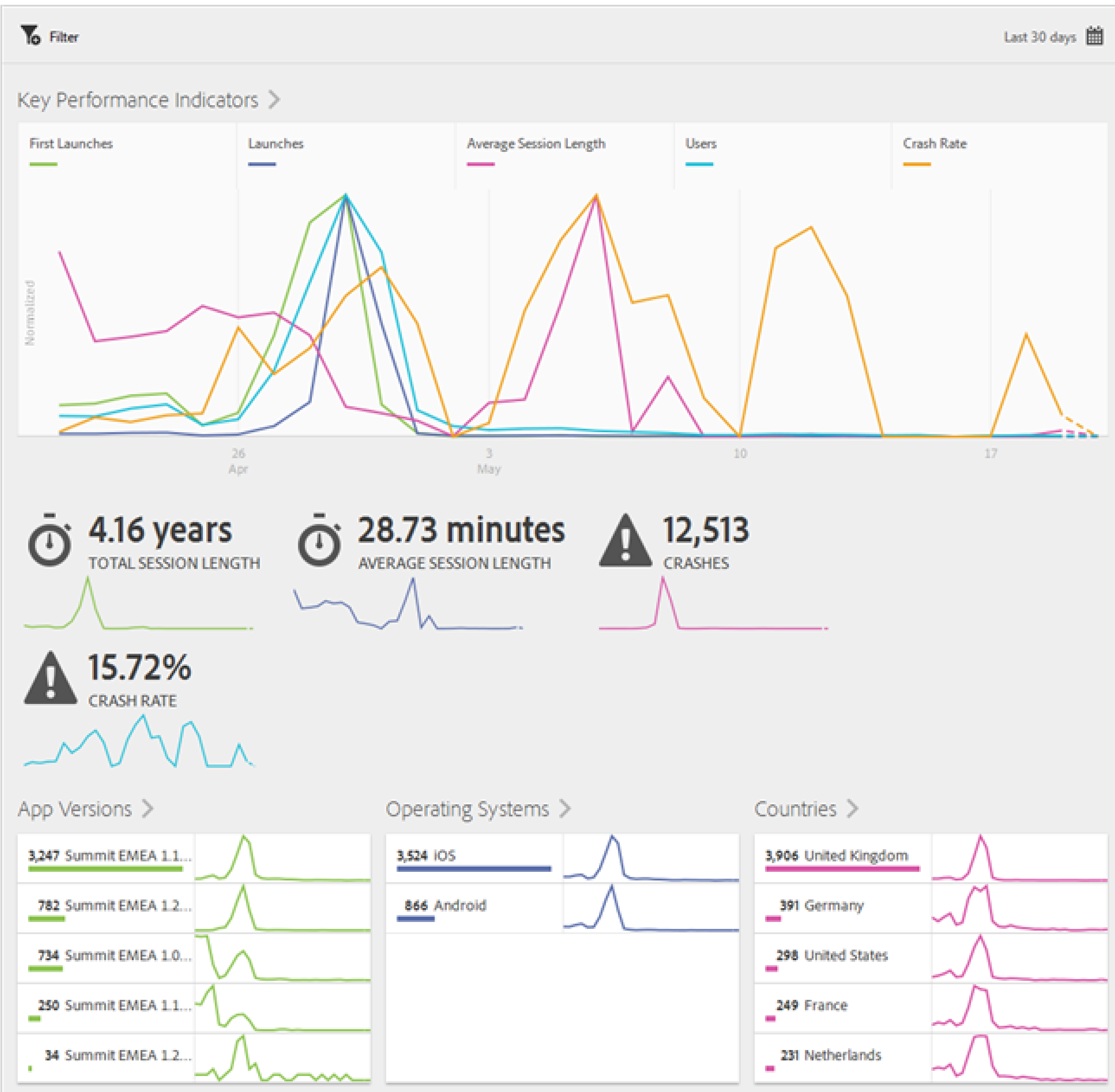
Usage

Usage reports let you view average session length, daily and monthly engaged users, upgrades, and other insights that let you know how and how often your app is being used. Retention reports quickly shows user retention levels the day after initial launch, 7 days, and 28 days.

Overview (Usage)

The Usage **Overview** report gives you a snapshot of your key metrics.

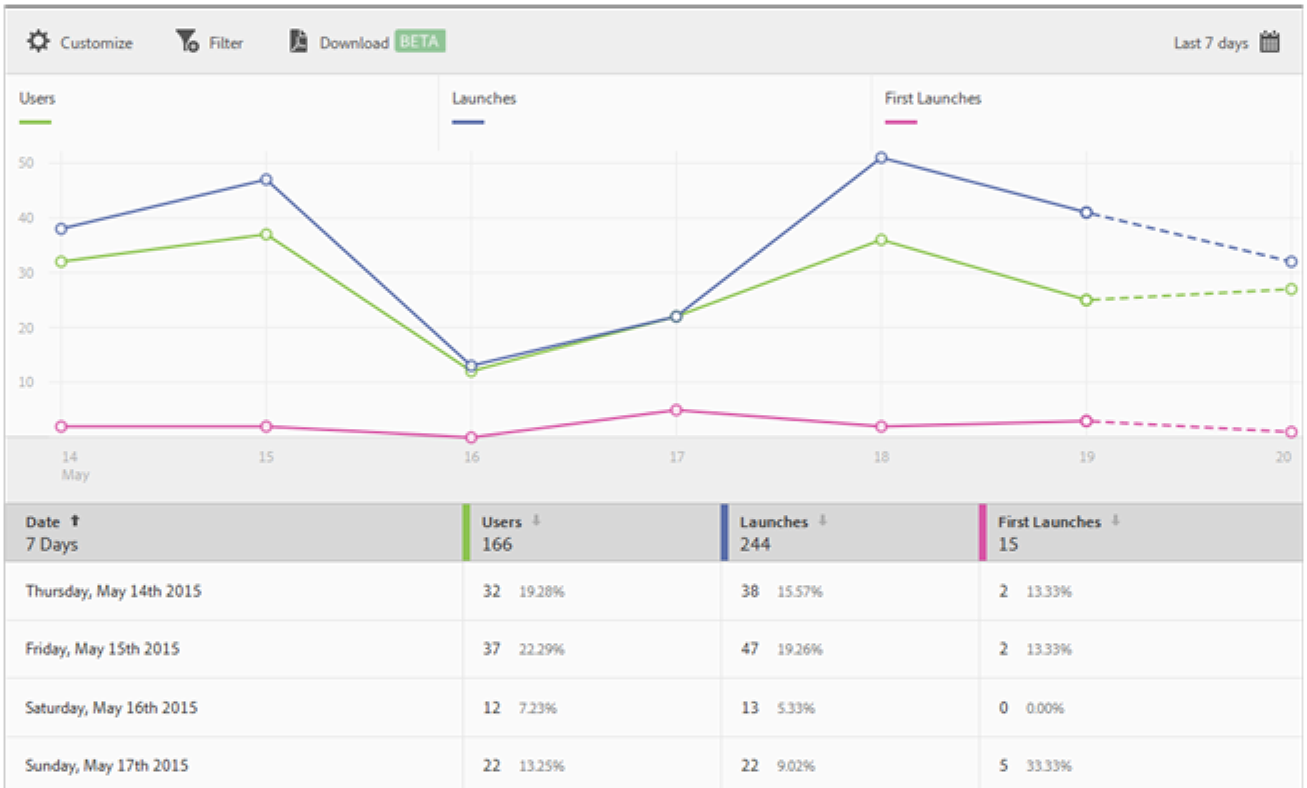
You configure the key metrics that display on this report while creating the app. For more information, see *Configure Options on the App Information Page*.



You can change the date range for the report by clicking the **Calendar** icon. You can also create a *sticky filter* that spans different reports to see how a particular segment is performing across all mobile reports.

Users and Sessions

The Users & Sessions report displays metrics for unique visitors for the selected time frame.



You can configure the following options for this report:

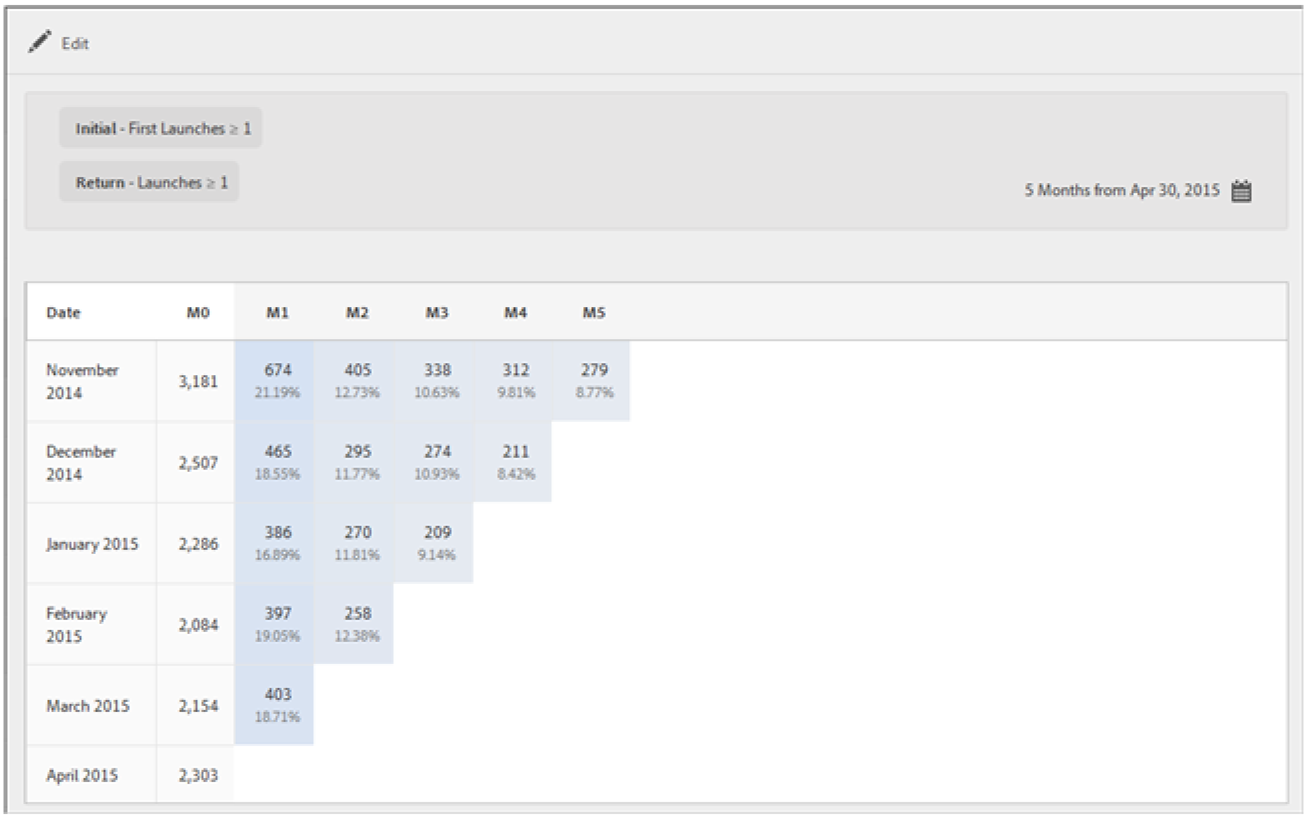
Option	Description
Time Period	Click the **Calendar** icon, then select a custom time period or choose a preset time period from the drop-down list.
Customize	Customize your reports by changing the date range, the **Show By** options (display graph and table data by time periods or by dimensions), add metrics and filters, add additional series (metrics), and more. See *Customize Reports*.
Filter	Click **Filter** to create a filter that spans different reports to see how a particular segment is performing across all mobile reports. A sticky filter lets you define a filter that is applied to all non-pathing reports. See *Add Sticky Filter*.
Download	Click **PDF** or **CSV** to download or open documents that you can share with users who do not have access to Mobile Services or to use in presentations.

Retention

The Retention report (formerly known as First Launch Cohorts) is a cohort report that displays how many unique users launch your app for the first time and then launch it again at least once during subsequent months.

By default, this report shows retention of groups of users based on when they first launched the app. You can customize this report to use other metric besides First Launch and add additional actions.

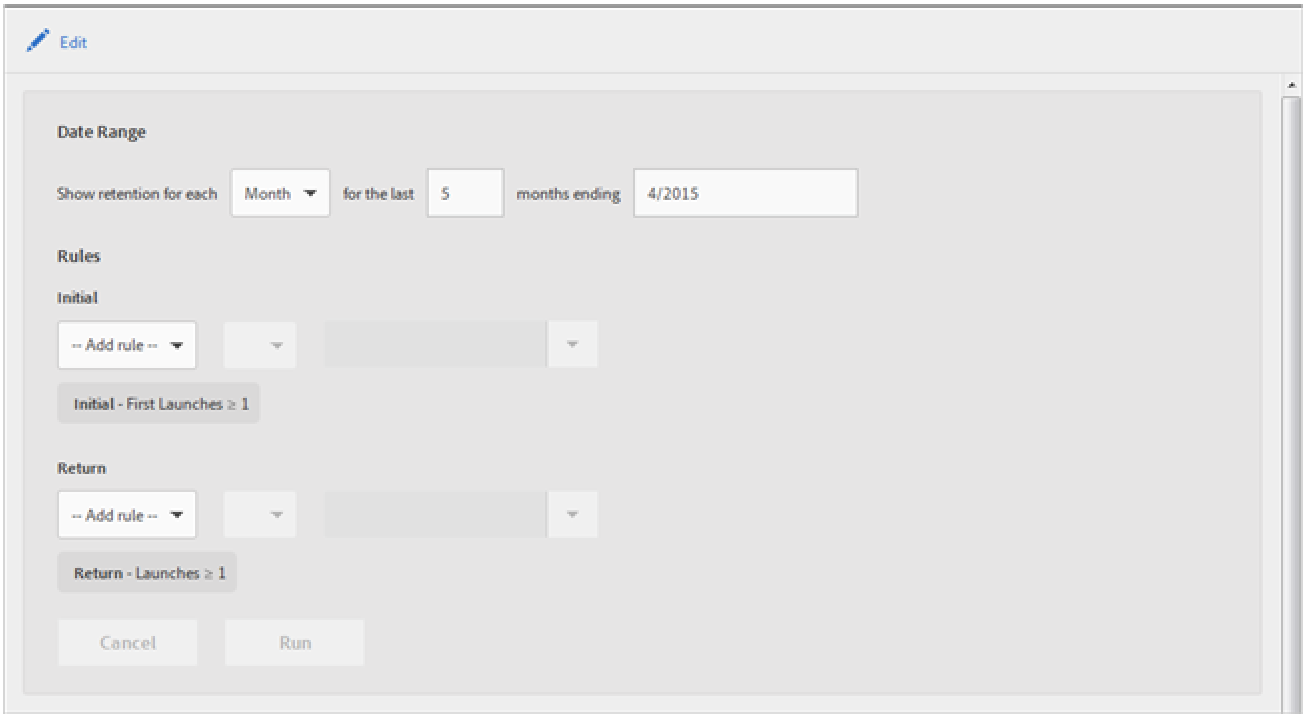
A cohort is a group of people who share a common characteristic or experience within a defined period. The **Retention** report takes the common characteristic of users who installed the app on a specific day (it also supports weeks and months) and then charts how many of those users launched the app over the next X days, weeks, or months. It essentially shows how well the visitors were retained as active or engaged.



Date	M0	M1	M2	M3	M4	M5
November 2014	3,181	674 21.19%	405 12.73%	338 10.63%	312 9.81%	279 8.77%
December 2014	2,507	465 18.55%	295 11.77%	274 10.93%	211 8.42%	
January 2015	2,286	386 16.89%	270 11.81%	209 9.14%		
February 2015	2,084	397 19.05%	258 12.38%			
March 2015	2,154	403 18.71%				
April 2015	2,303					

In the above illustration, the second column labeled "MO" displays the total number of people who launched the app for the first time in November 2014. The third column labeled "M1" displays the number of people who re-launched the app during the next month (December 2014), and so on.

You can click **Edit** to change the date range or to edit the report's rules:



The report can be populated by any variable or metric, including Lifecycle metrics (but excluding calculated metrics).

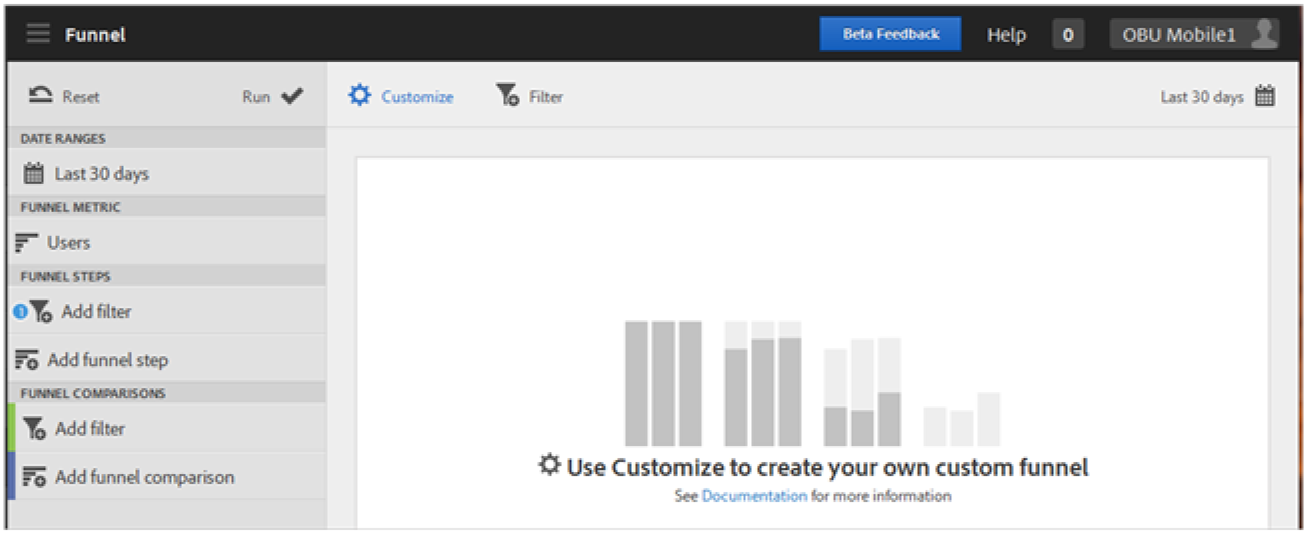
Funnel

The **Funnel** report lets you identify where customers abandon a marketing campaign or divert from a defined conversion path while interacting with your mobile app. You can also use the **Funnel** report to compare the actions of different segments.

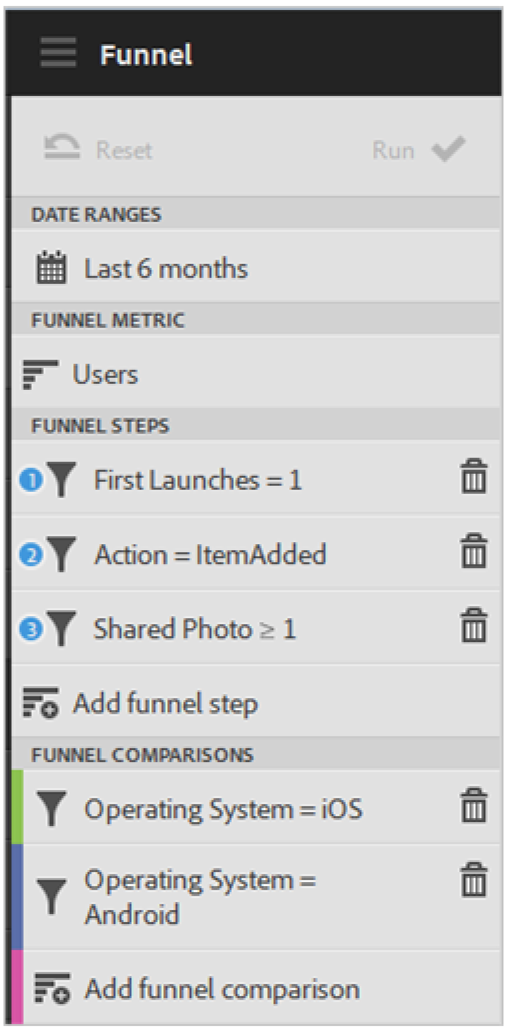
The funnel visualization lets you see where customers fall out of the process. Gaining visibility into customer decisions at each step lets you understand where they are being deterred, what path they tend to follow, and when customers leave your app.

When you open the **Funnel** report, you are instructed to create your own custom funnel. For more information, see *Customize Reports*.

Note: *If you want to save your custom funnel, save the URL after you configure its settings and run the report. You can share the URL with others or save it in a document.*



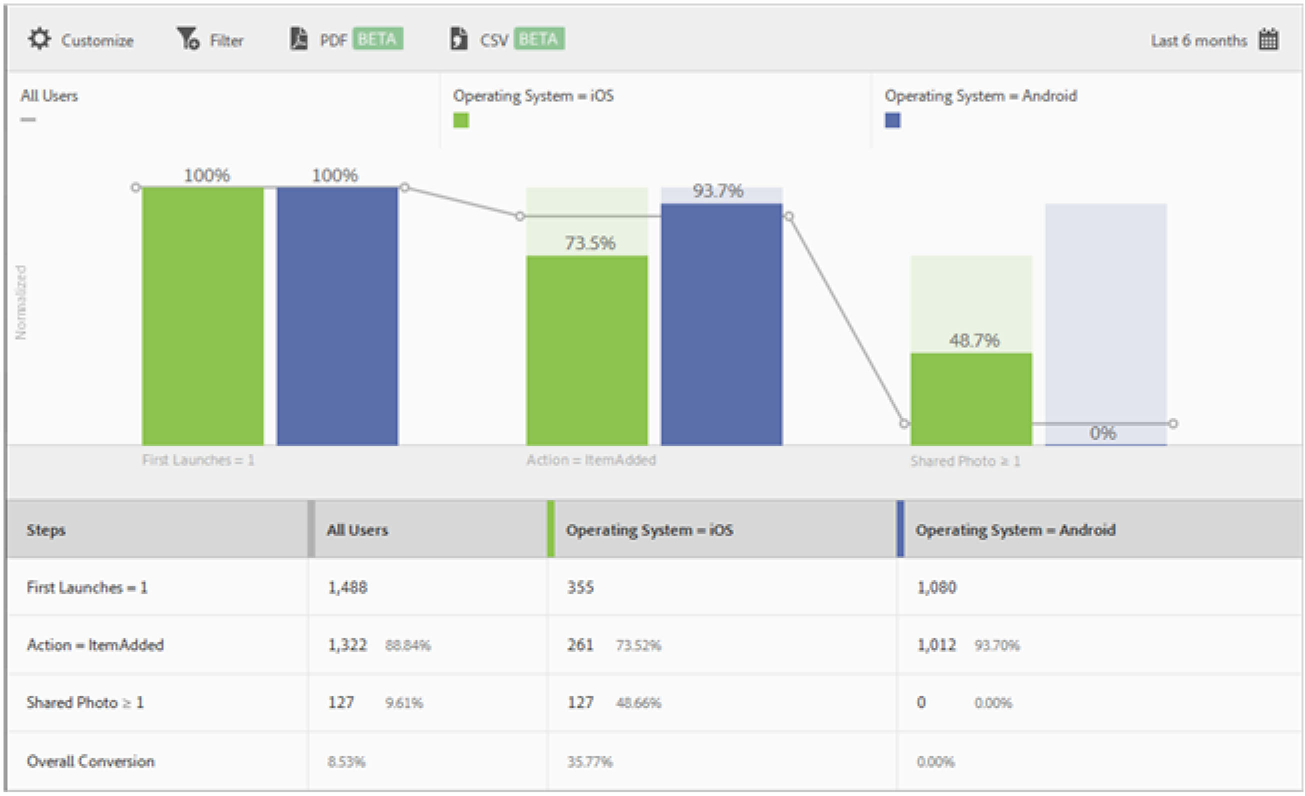
To demonstrate a simple funnel, the following illustration shows the settings for a configuration that uses three funnel steps and two funnel comparisons. Assume that a demo app lets users add an item (photo) and then share it.



The first step indicates that the user launched the app. The second step indicates that the user added a photo from a gallery in the app. The third step indicates that the user shared one or more photos from the app on social media, text message, email, and so forth.

The funnel comparisons let us compare the levels of adding and sharing photos between users of the iOS app and the Android app.

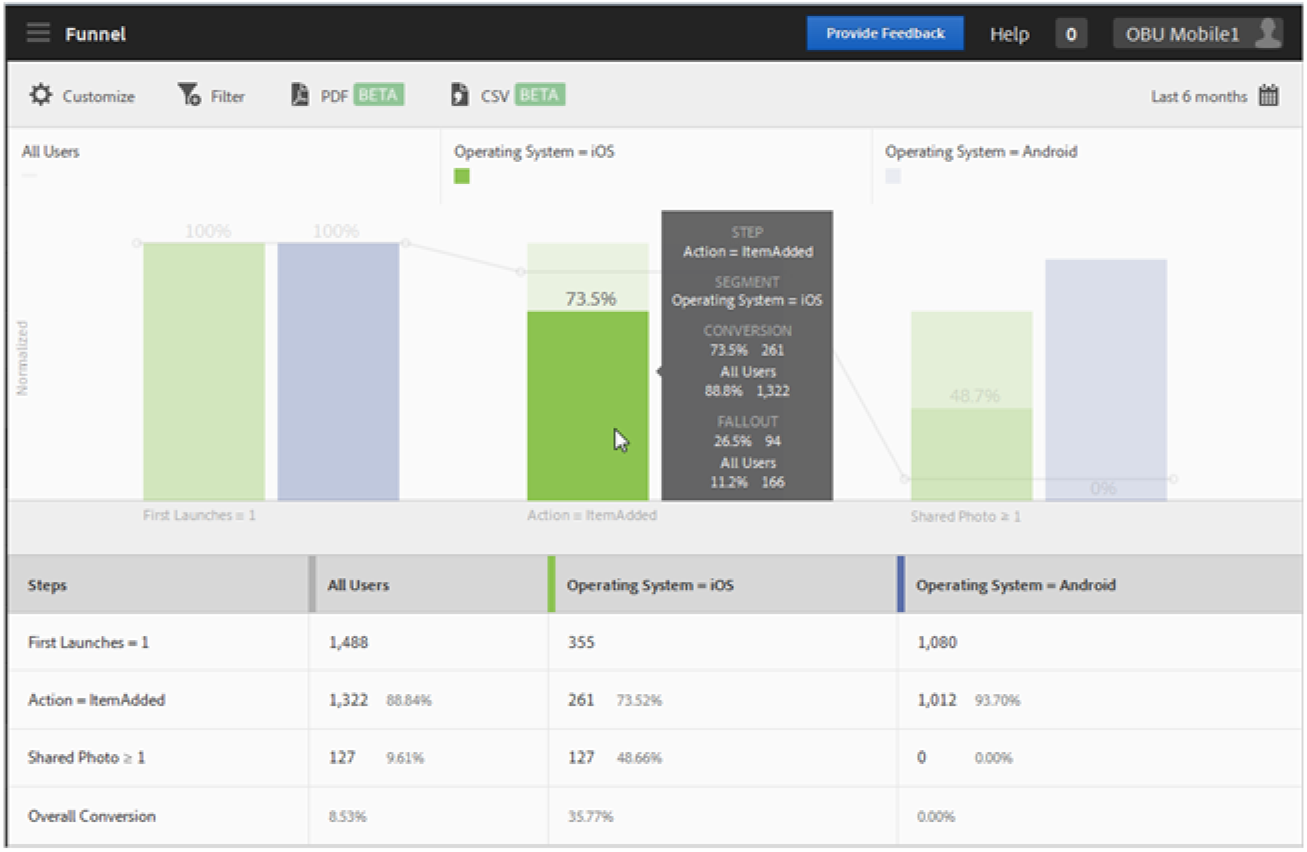
Click **Run** to generate the report. This generated report looks like the following illustration:



Steps	All Users	Operating System = iOS	Operating System = Android
First Launches = 1	1,488	355	1,080
Action = ItemAdded	1,322 88.84%	261 73.52%	1,012 93.70%
Shared Photo ≥ 1	127 9.61%	127 48.66%	0 0.00%
Overall Conversion	8.53%	35.77%	0.00%

The first series shows that 100 percent of users launched the app, which is what we expect. The second series shows that a higher percentage of Android users added a photo from the gallery. The third series shows that almost half of iOS users shared the photo, yet zero Android uses did so. This could indicate a problem with the app that needs to be investigated.

Mouse over any bar in the chart to view more information:



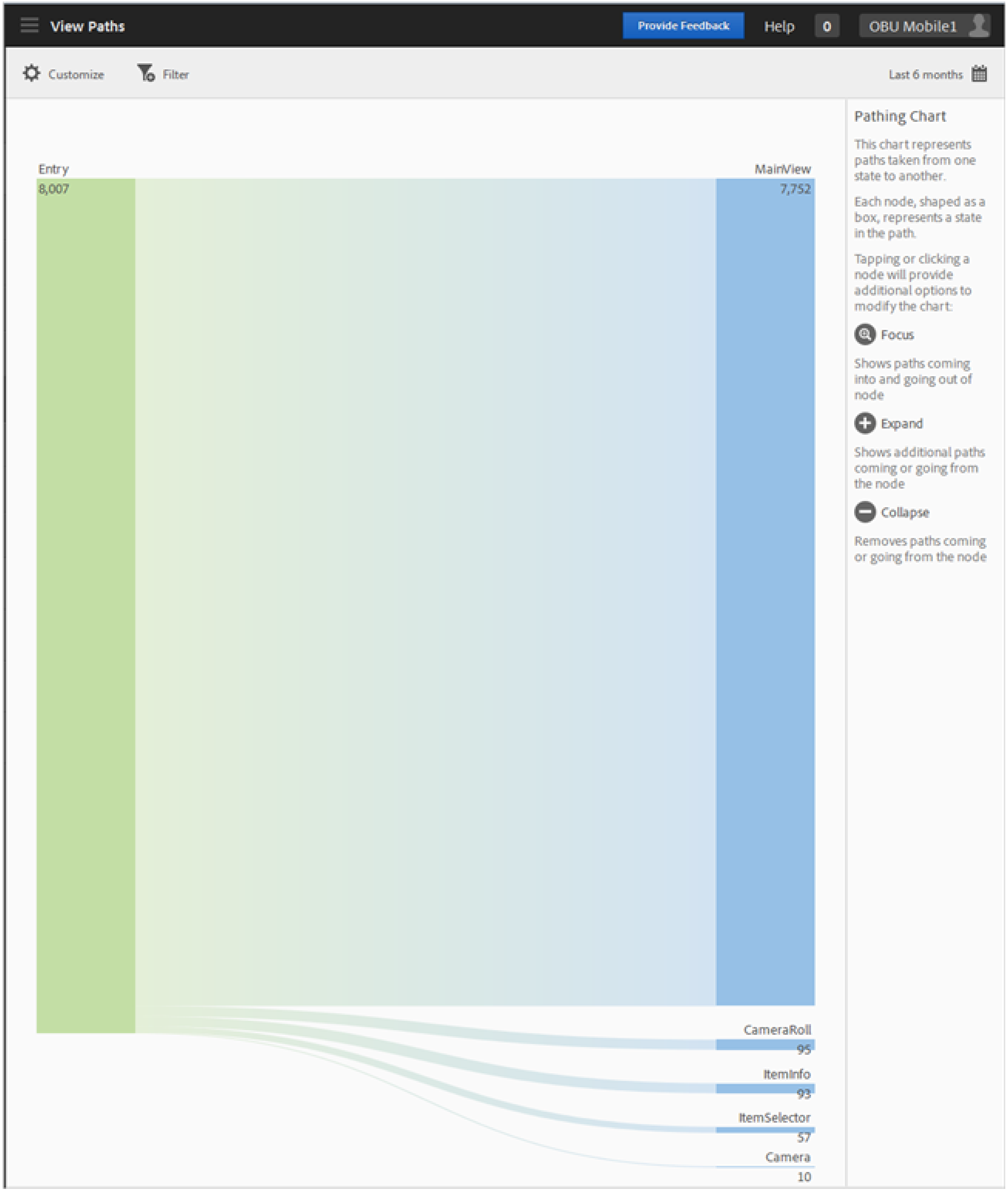
You can configure the following options for this report:

Option	Description
Time Period	Click the **Calendar** icon, then select a custom time period or choose a preset time period from the drop-down list.
Customize	Customize your reports by changing the date range, the **Show By** options (display graph and table data by time periods or by dimensions), add metrics and filters, add additional series (metrics), and more. See *Customize Reports*.
Filter	Click **Filter** to create a filter that spans different reports to see how a particular segment is performing across all mobile reports. A sticky filter lets you define a filter that is applied to all non-pathing reports. See *Add Sticky Filter*.
Download	Click **PDF** or **CSV** to download or open documents that you can share with users who do not have access to Mobile Services or to use in presentations.

View Paths

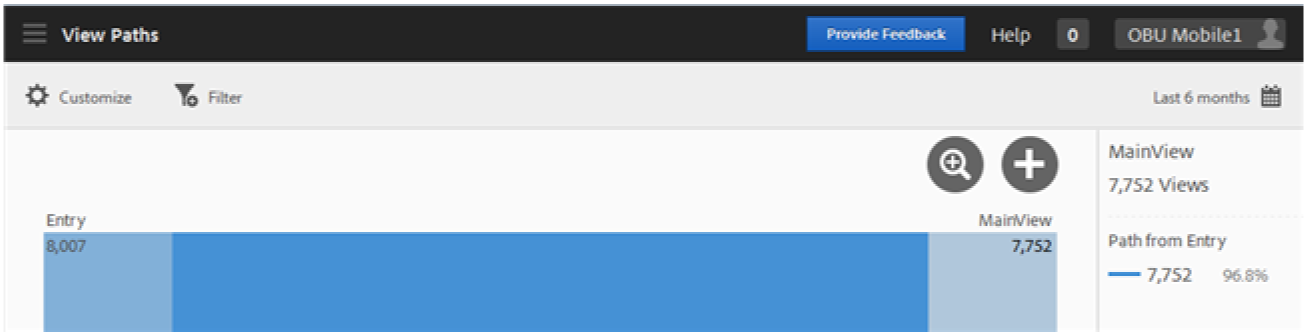
The **View Paths** report, based on path analysis, displays a pathing chart that represents paths taken from one state in the app to another state.

Note: *The **View Paths** and **Action Paths** reports are very similar because both are pathing reports. The **View Paths** report lets you see how users navigate in your app from one screen to the next. The **View Actions** report lets you see the sequence of actions (events, such as clicks, selections, resizing, etc.) users perform in your app. You can use a funnel report to combine navigation and actions in one report.*

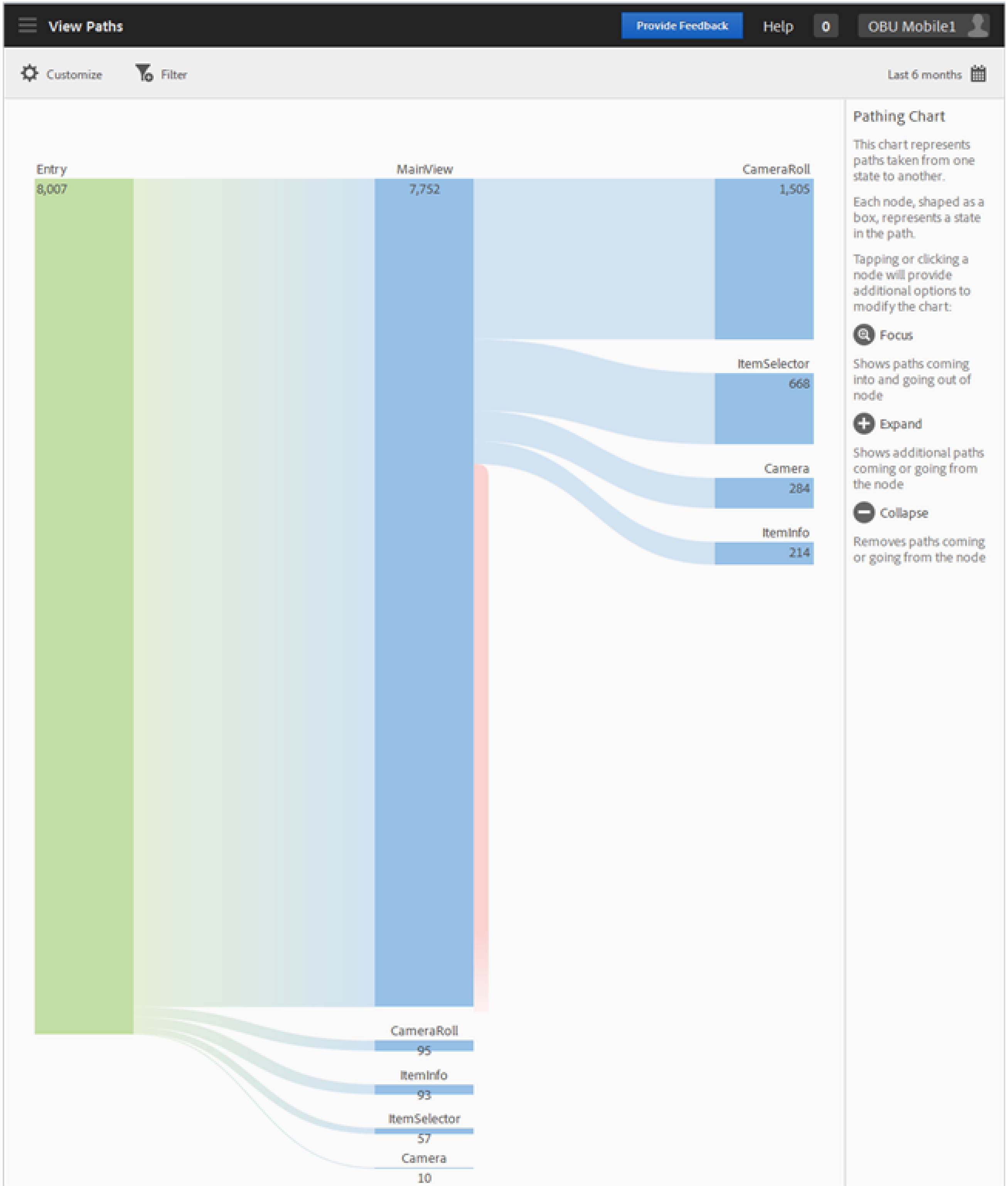


Each node, shaped like a box, represents a state in the users' paths though an app. For example, in the illustration above, the top node represents the number of users that launched the app and then navigated to the main view.

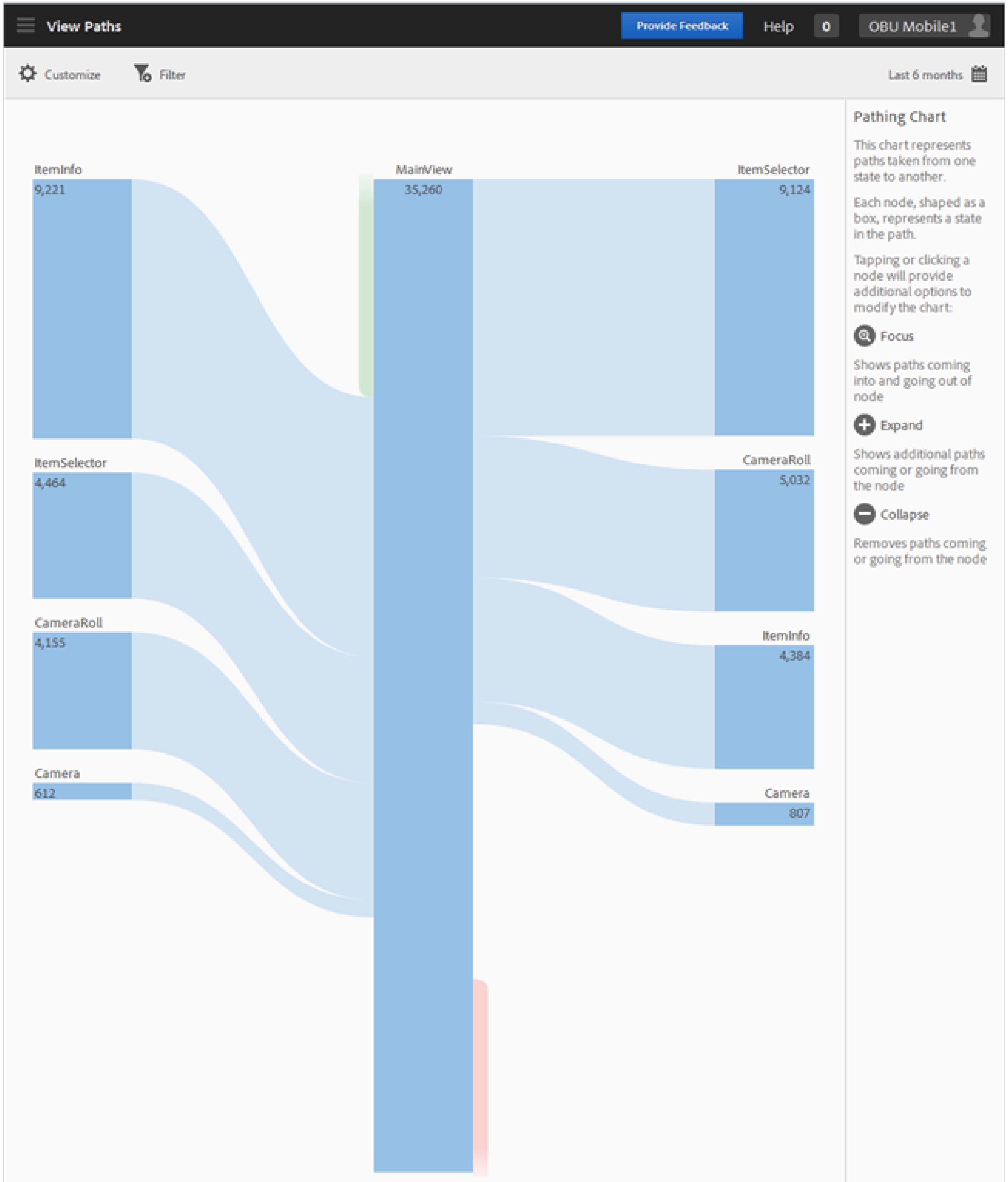
Click a node to provide additional options to modify the chart by clicking **Focus** or **Expand**. For example, if you click the "MainView" state in the top node, the **Focus** and **Expand** icons display.



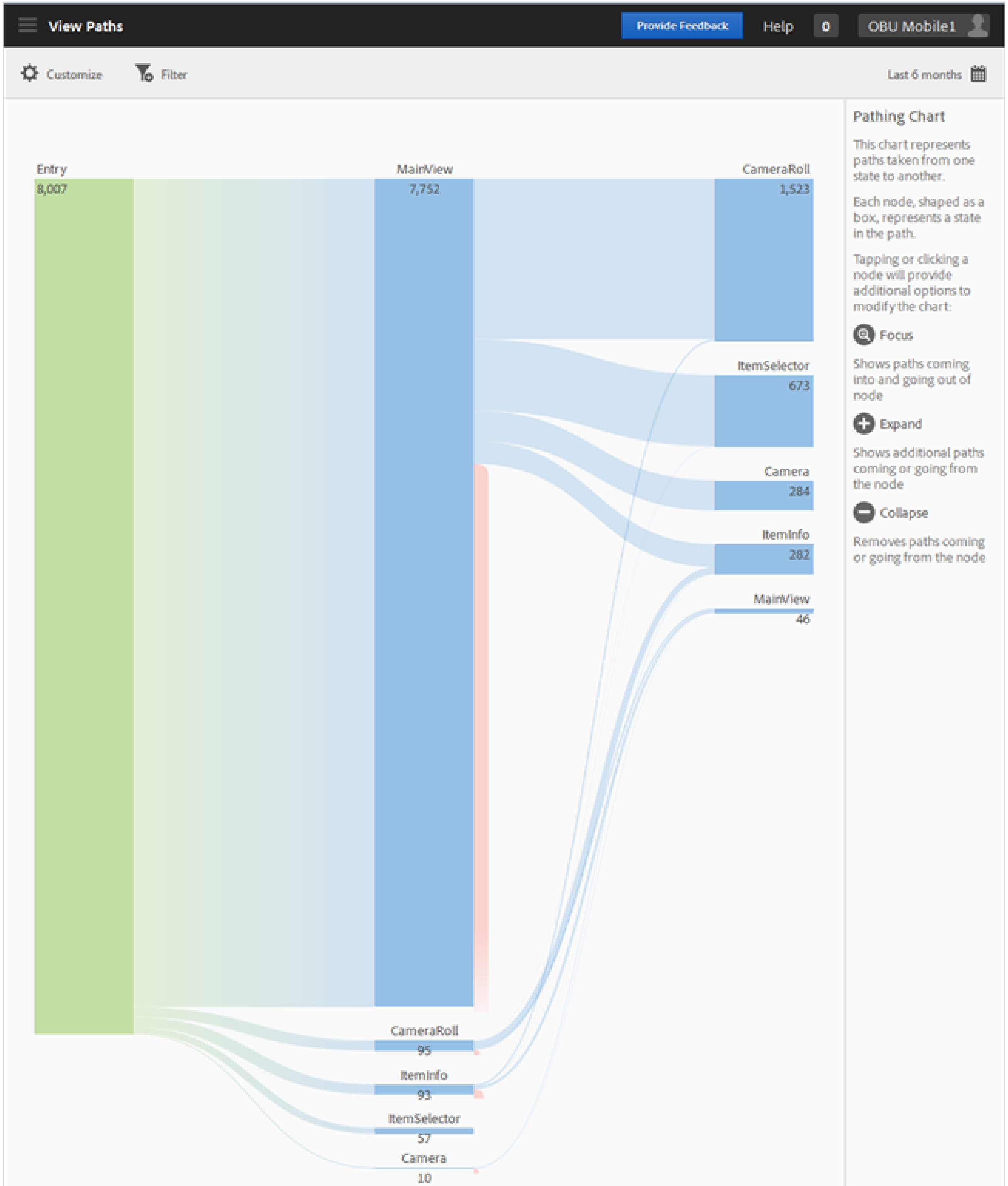
Click **Expand** () to show additional paths coming into or going from the node. In the illustration below, state 1 is launching the app, state 2 is viewing the main page of the app (the item we expanded), state 3 includes four different paths users took: navigating to the camera roll, navigating to the item selector, navigating to the camera, and navigating to the item info page. Expanding a state is similar to a funnel.



Click **Focus** ( ) to isolate the node to show paths coming into and going out of the selected node. In the illustration below, four paths (item info, item selector, camera roll, and camera) preceded users viewing the main view of the app. Of those who viewed the main page, four paths (item selector, camera roll, item info, and camera) followed viewing the main page.



You can focus or expand multiple nodes to get a detailed view of paths users take in your app.



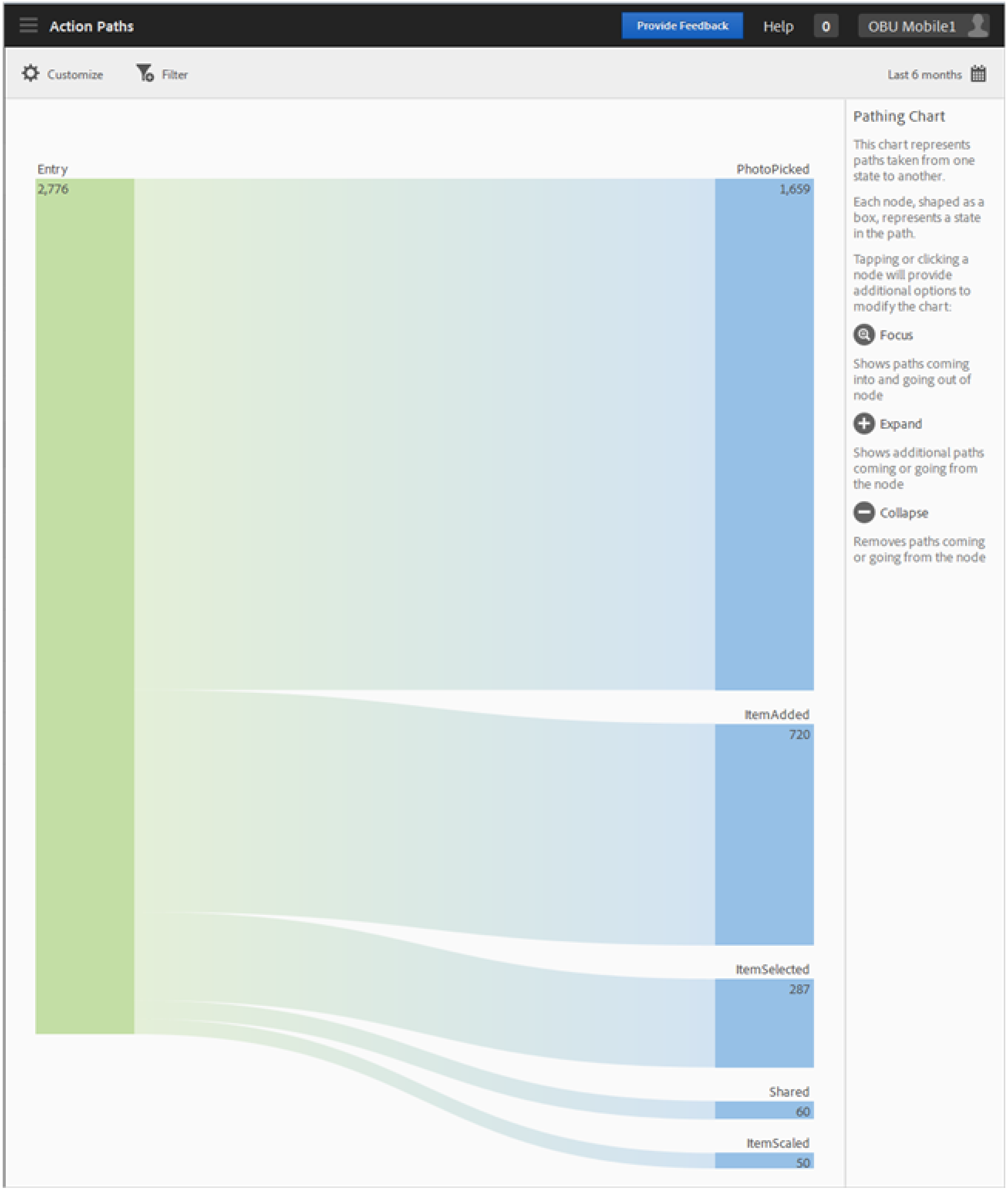
You can configure the following options for this report:

Option	Description
Time Period	Click the **Calendar** icon, then select a custom time period or choose a preset time period from the drop-down list.
Customize	Customize your reports by changing the date range, the **Show By** options (display graph and table data by time periods or by dimensions), add metrics and filters, add additional series (metrics), and more. See *Customize Reports*.
Filter	Click **Filter** to create a filter that spans different reports to see how a particular segment is performing across all mobile reports. A sticky filter lets you define a filter that is applied to all non-pathing reports. See *Add Sticky Filter*.
Download	Click **PDF** or **CSV** to download or open documents that you can share with users who do not have access to Mobile Services or to use in presentations.

Action Paths

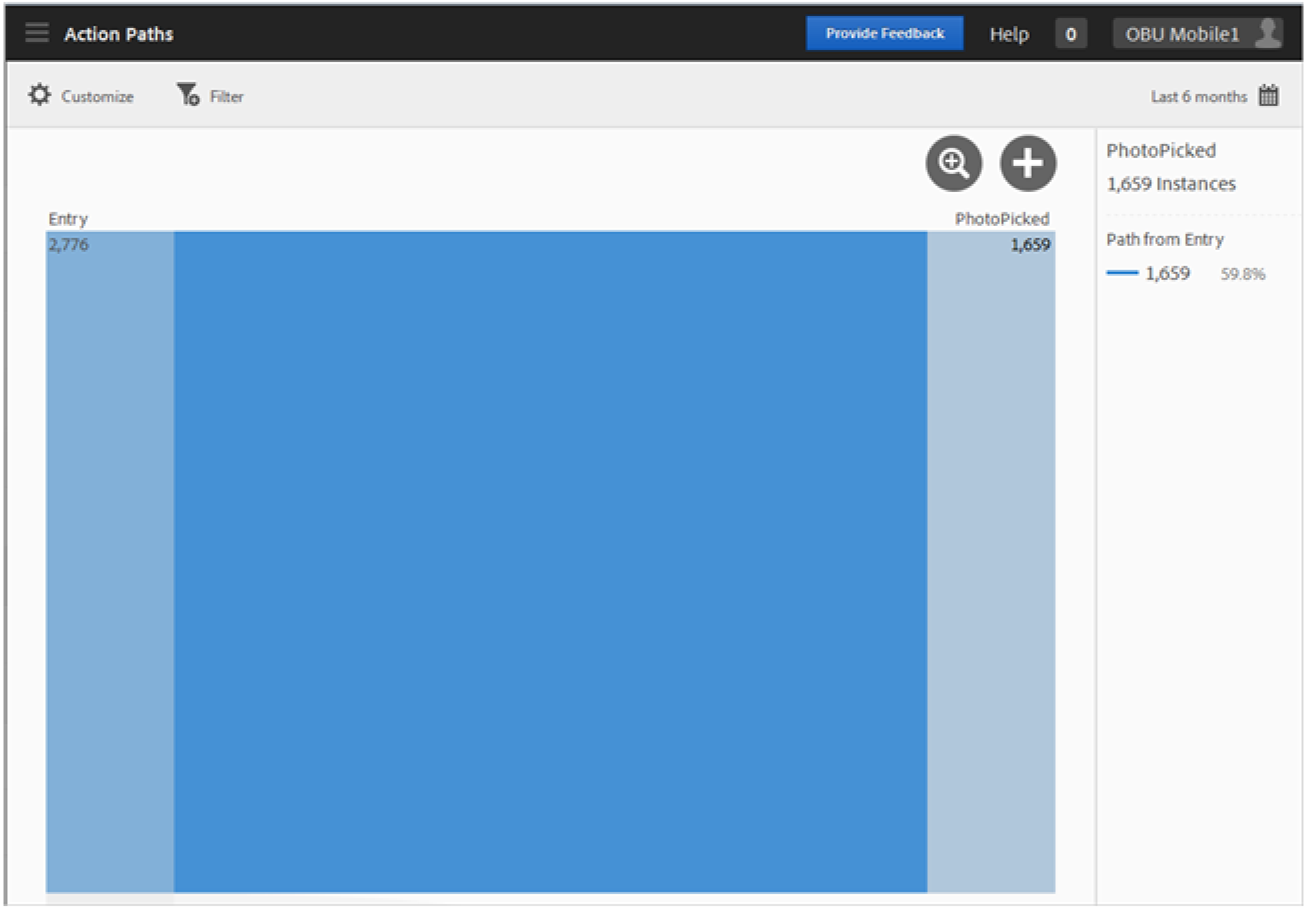
The **Action Paths** report, based on path analysis, displays a pathing chart that represents paths taken from one state in the app to another state.

Note: *The **View Paths** and **Action Paths** reports are very similar because both are pathing reports. The **View Paths** report lets you see how users navigate in your app from one screen to the next. The **View Actions** report lets you see the sequence of actions (events, such as clicks, selections, resizing, etc.) users perform in your app. You can use a funnel report to combine navigation and actions in one report.*

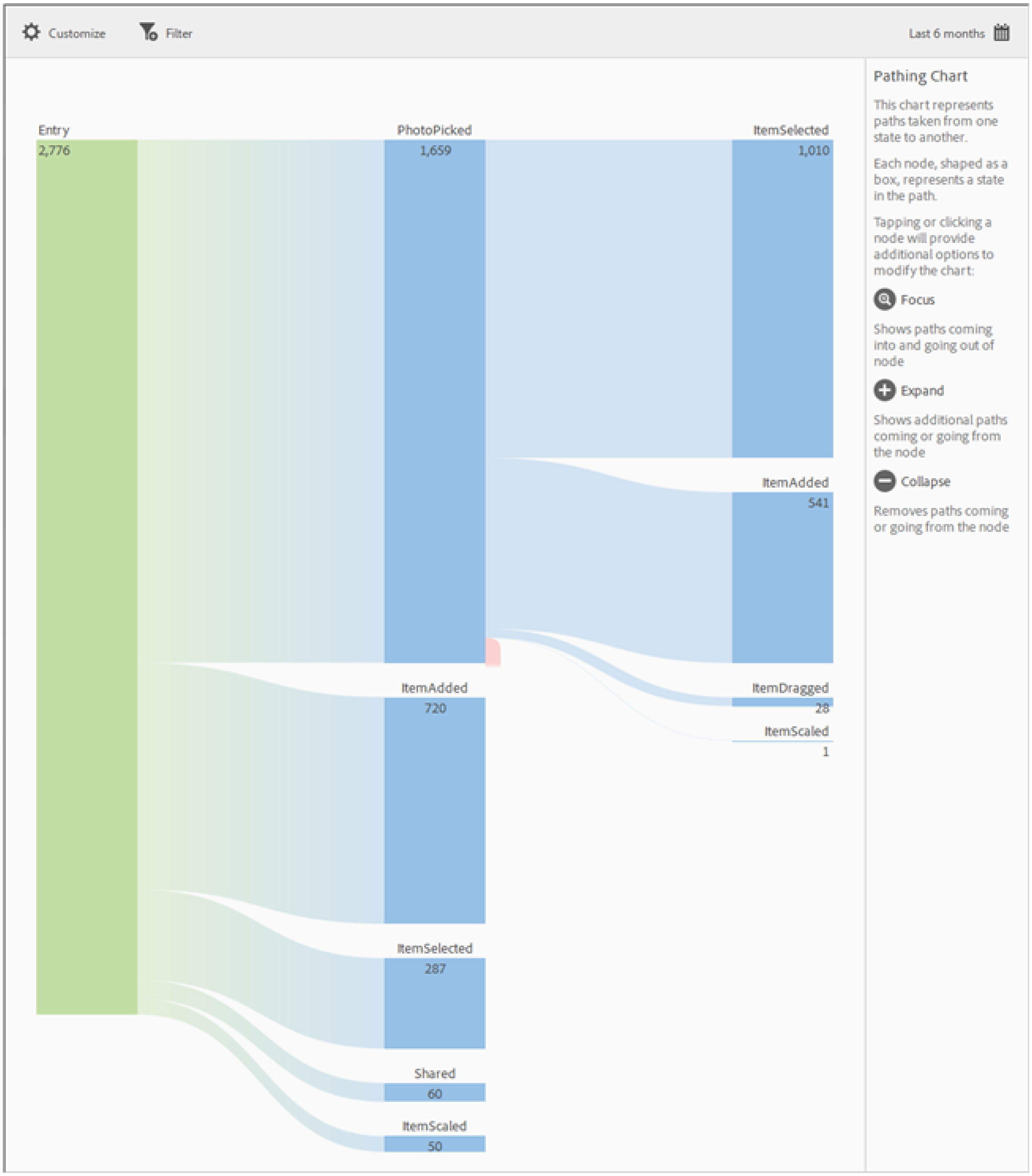


Each node, shaped like a box, represents a state in the users' paths though an app. For example, in the illustration above, the top node represents the number of users that launched the app and then picked a photo from the gallery.

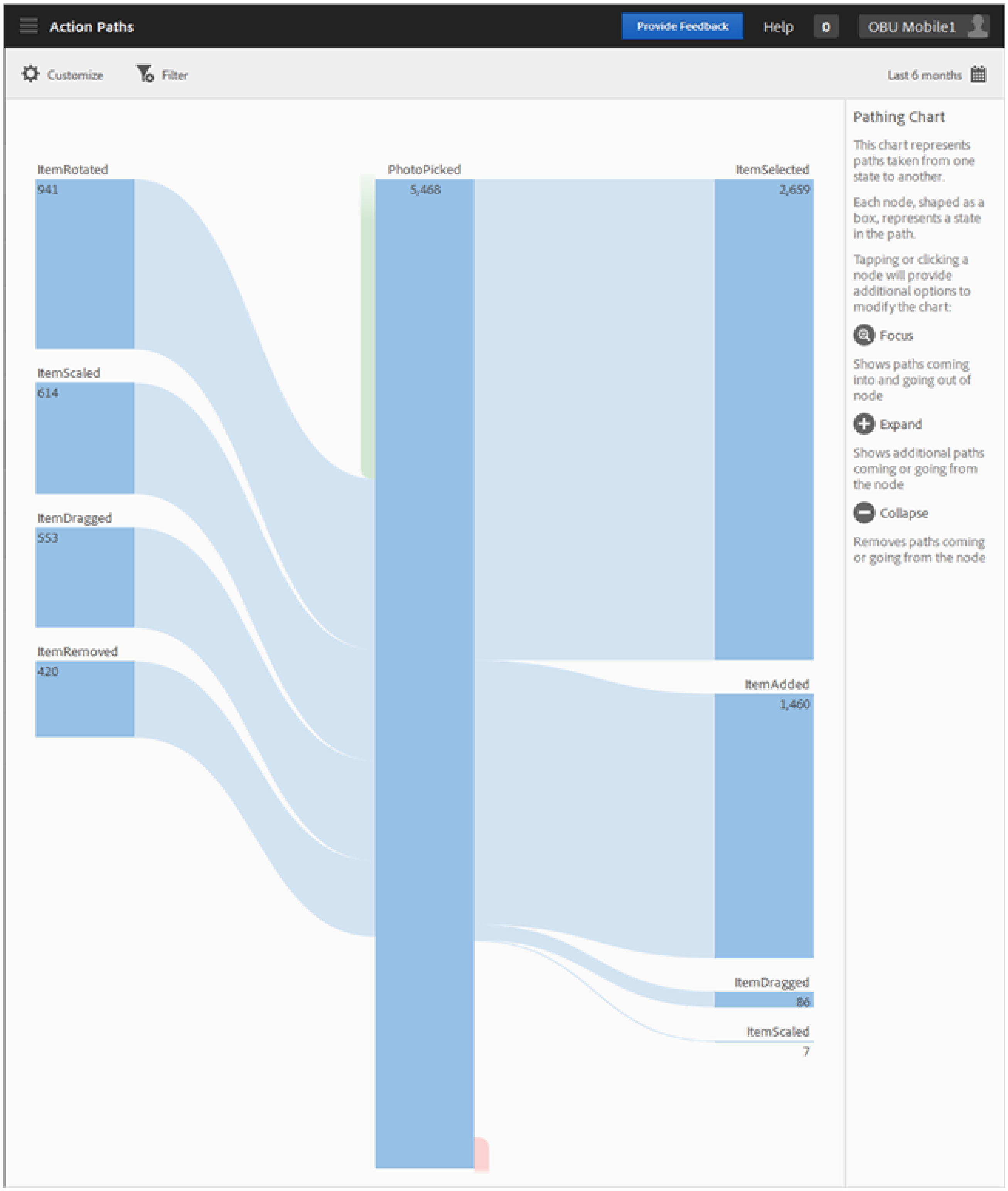
Click a node to provide additional options to modify the chart by clicking **Focus** or **Expand**. For example, if you click the "PhotoPicked" state in the top node, the **Focus** and **Expand** icons display.



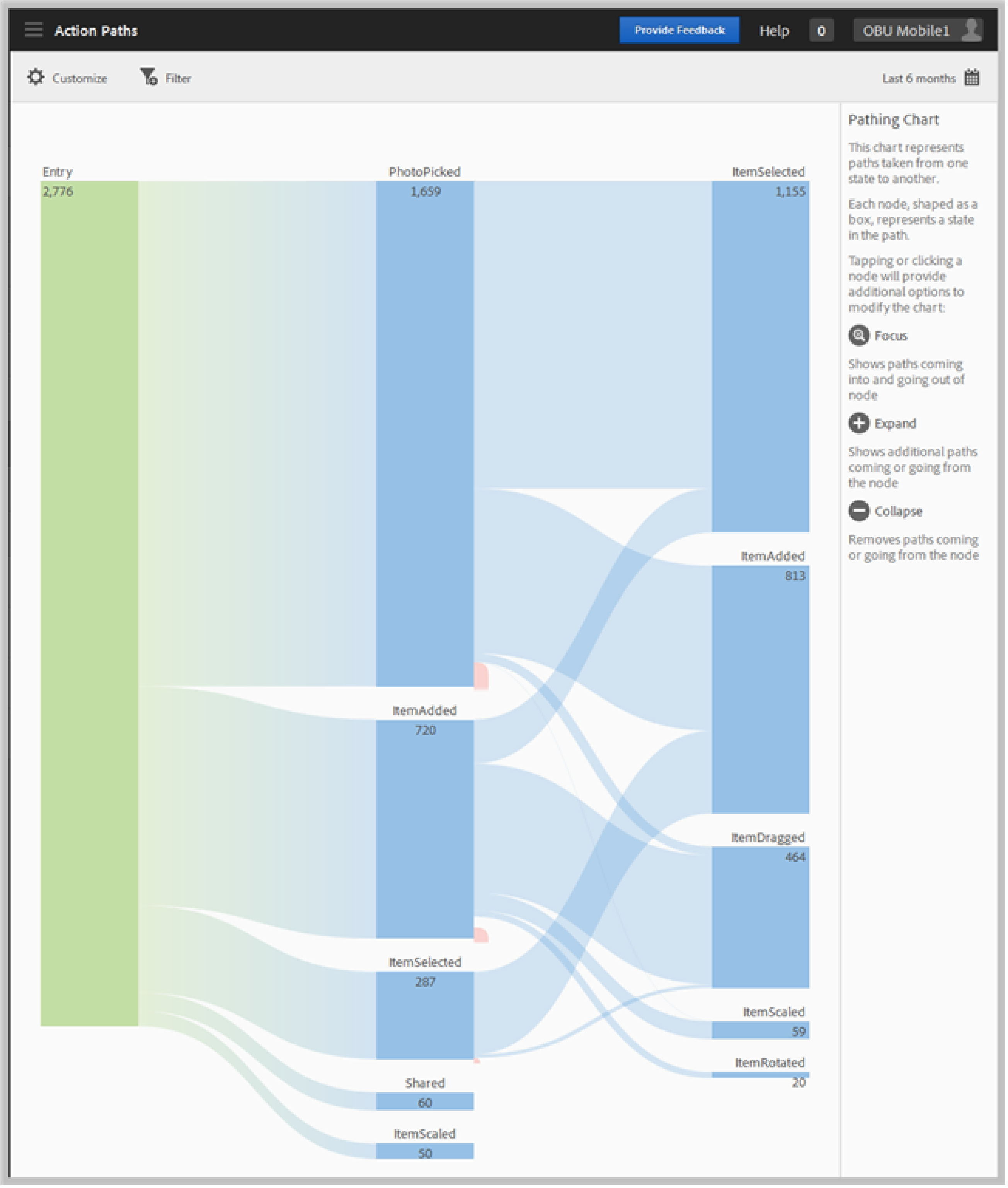
Click **Expand** () to show additional paths coming into or going from the node. In the illustration below, state 1 is launching the app, state 2 is picking a photo (the item we expanded), state 3 includes four different paths users took: selecting an item, adding an item, dragging an item, and scaling an item. Expanding a state is similar to a funnel.



Click **Focus** ( ) to isolate the node to show paths coming into and going out of the selected node. In the illustration below, four paths (rotating an item, scaling an item, dragging an item, and removing an item) preceded users picking a photo. Of those who picked a photo, four paths (selecting an item, adding an item, dragging an item, and scaling an item) followed picking the item.



You can focus or expand multiple nodes to get a detailed view of paths users take in your app.

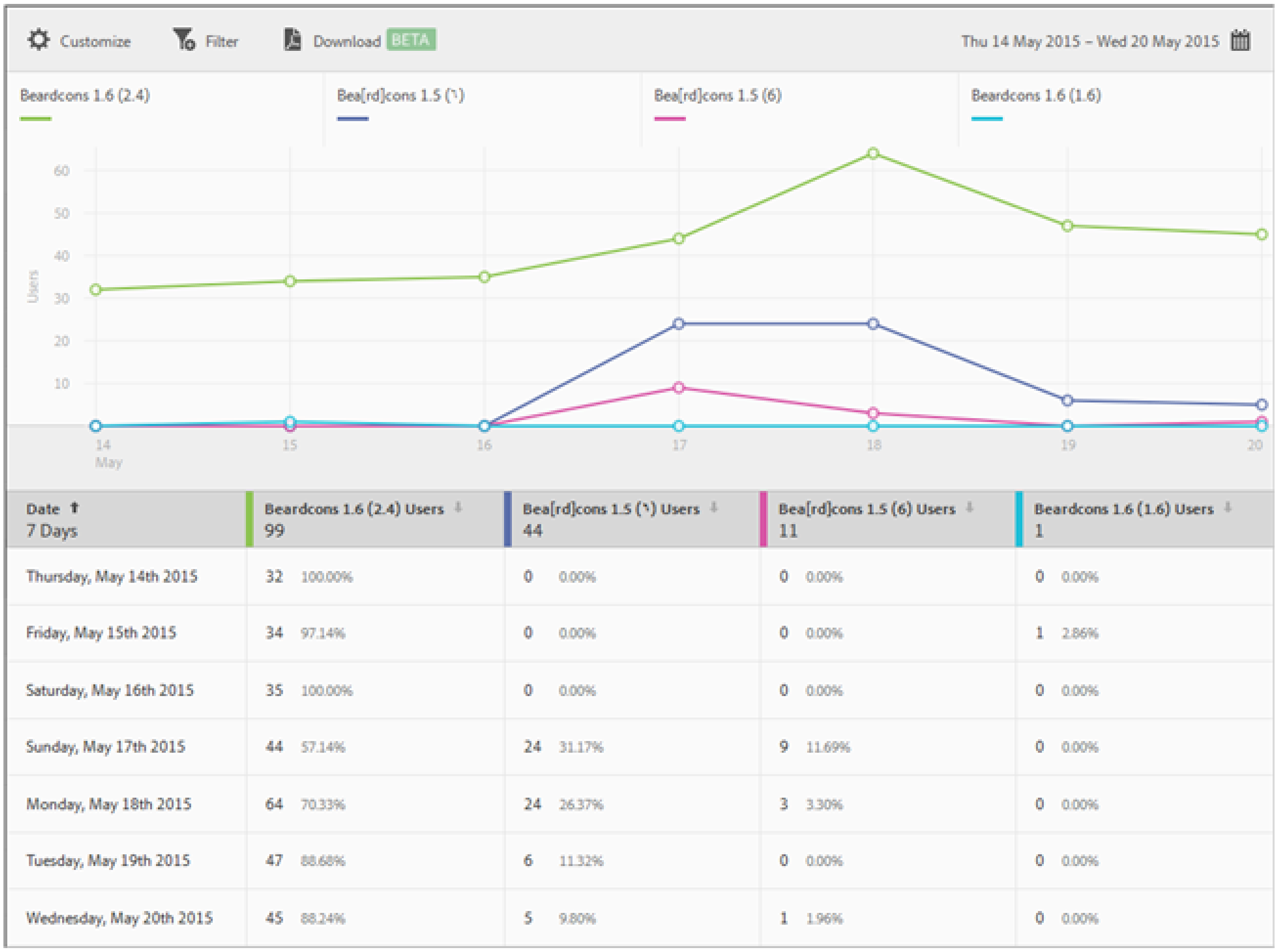


You can configure the following options for this report:

Option	Description
Time Period	Click the **Calendar** icon, then select a custom time period or choose a preset time period from the drop-down list.
Customize	Customize your reports by changing the date range, the **Show By** options (display graph and table data by time periods or by dimensions), add metrics and filters, add additional series (metrics), and more. See *Customize Reports*.
Filter	Click **Filter** to create a filter that spans different reports to see how a particular segment is performing across all mobile reports. A sticky filter lets you define a filter that is applied to all non-pathing reports. See *Add Sticky Filter*.
Download	Click **PDF** or **CSV** to download or open documents that you can share with users who do not have access to Mobile Services or to use in presentations.

Versions

The Versions report is an over-time report that displays information about the different versions of your app running on users' devices.



Date ↑ 7 Days	Beardcons 1.6 (2.4) Users 99		Bea[rd]cons 1.5 (٦) Users 44		Bea[rd]cons 1.5 (6) Users 11		Beardcons 1.6 (1.6) Users 1	
Thursday, May 14th 2015	32	100.00%	0	0.00%	0	0.00%	0	0.00%
Friday, May 15th 2015	34	97.14%	0	0.00%	0	0.00%	1	2.86%
Saturday, May 16th 2015	35	100.00%	0	0.00%	0	0.00%	0	0.00%
Sunday, May 17th 2015	44	57.14%	24	31.17%	9	11.69%	0	0.00%
Monday, May 18th 2015	64	70.33%	24	26.37%	3	3.30%	0	0.00%
Tuesday, May 19th 2015	47	88.68%	6	11.32%	0	0.00%	0	0.00%
Wednesday, May 20th 2015	45	88.24%	5	9.80%	1	1.96%	0	0.00%

Technology

The **Technology** report lets you see the different device types, operating systems, operating system versions, and mobile carriers on which your app is being used.

This report provides a sunburst visualization for your existing data. You can use it to discover audience segments (collections of visitors) for targeting. Creating and managing audiences is similar to creating and using segments, with the addition of the ability to make them available in the Marketing Cloud.

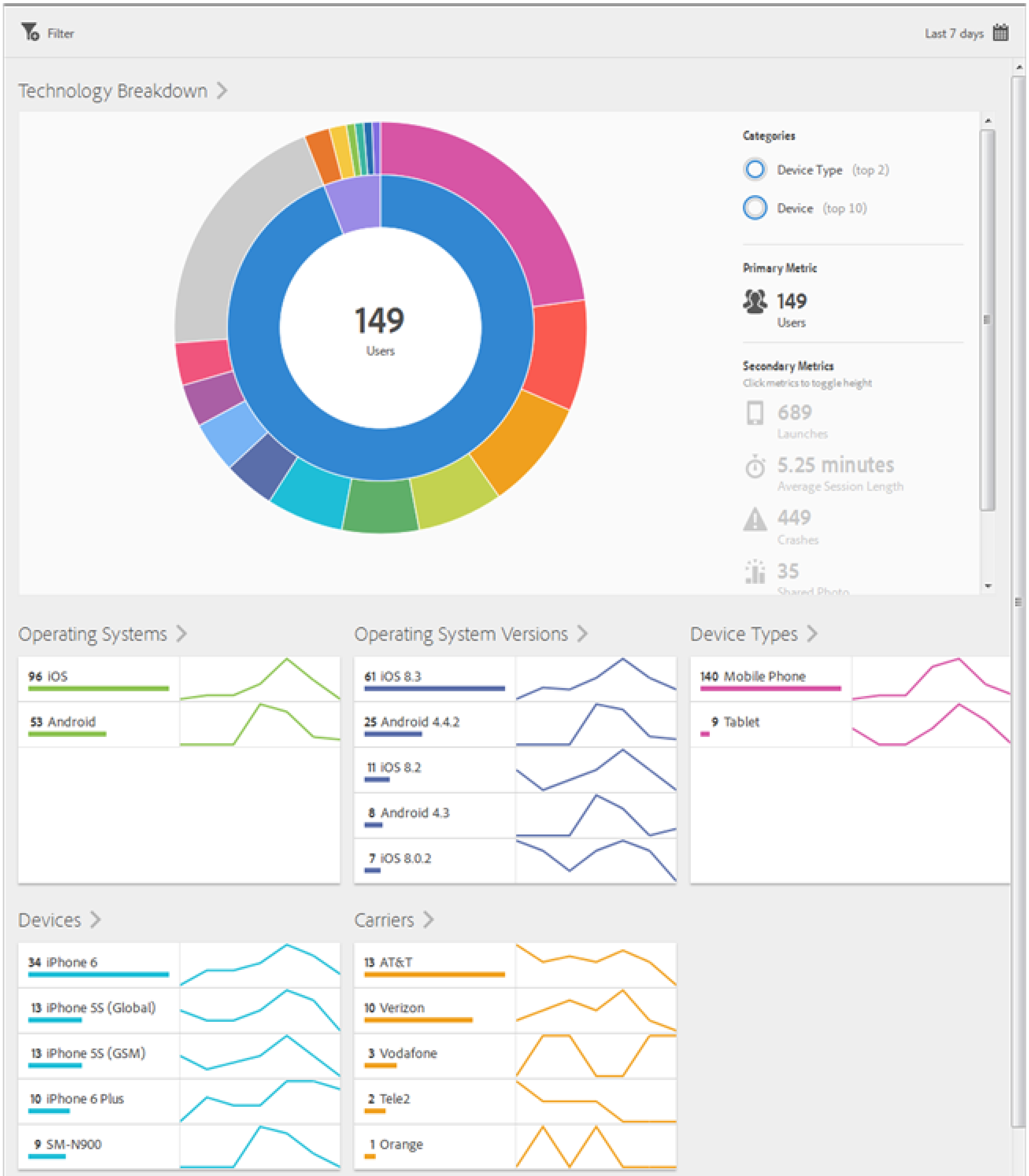
This section contains the following information:

- *General Navigation and Usage*
- *Add Breakdowns and Metrics*
- *Create a Target Activity*
- *Create Sticky Filter*
- *Share Reports*

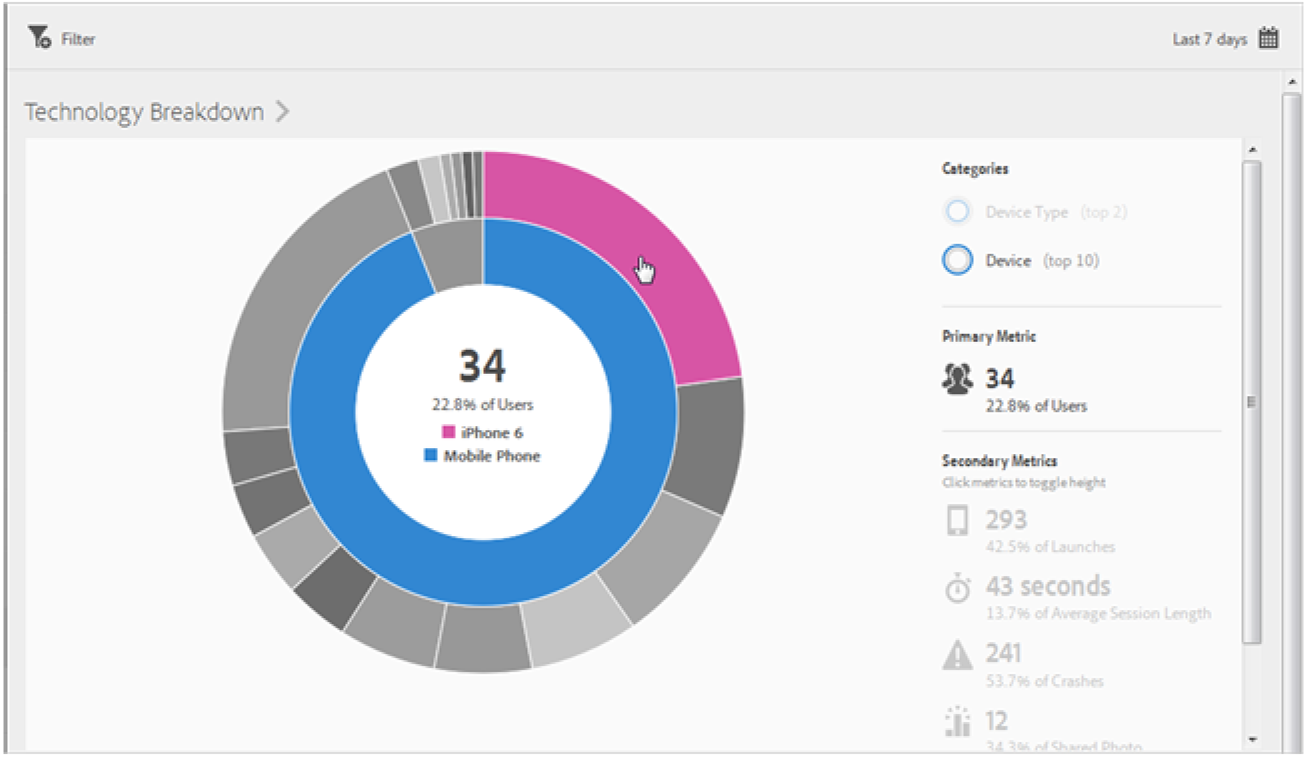
General Navigation and Usage

This visualization provides, for example, the base report along with breakdowns. The visualization uses height to show the metric in focus, and the performance differences between the metrics. Each ring represents an audience segment in the ring's category. You can take actions on an audience, such as applying a Sticky Filter, hiding a metric, and viewing metrics.

Note: *In addition to the information described here, you can view an in-product tutorial that describes how to interact with the sunburst chart. To launch the tutorial, click* ***Technology Breakdown*** *in the title bar of the report, click* ***Customize****, then click the information icon .*

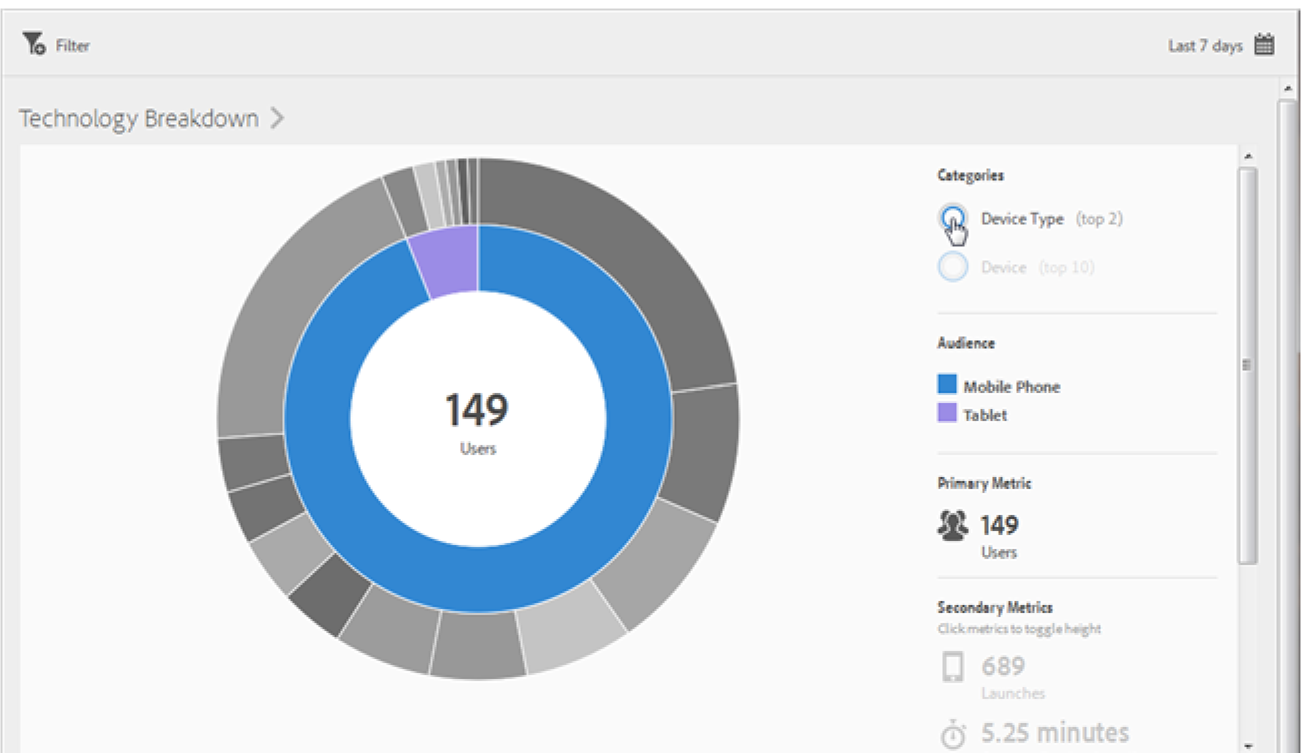


This sunburst chart is interactive. You can change the time period by clicking the **Calendar** icon. Mouse over the any part of the chart to display more information. For example, in the following illustration, you can see the total number and the percentage of users using your app on an iPhone 6.

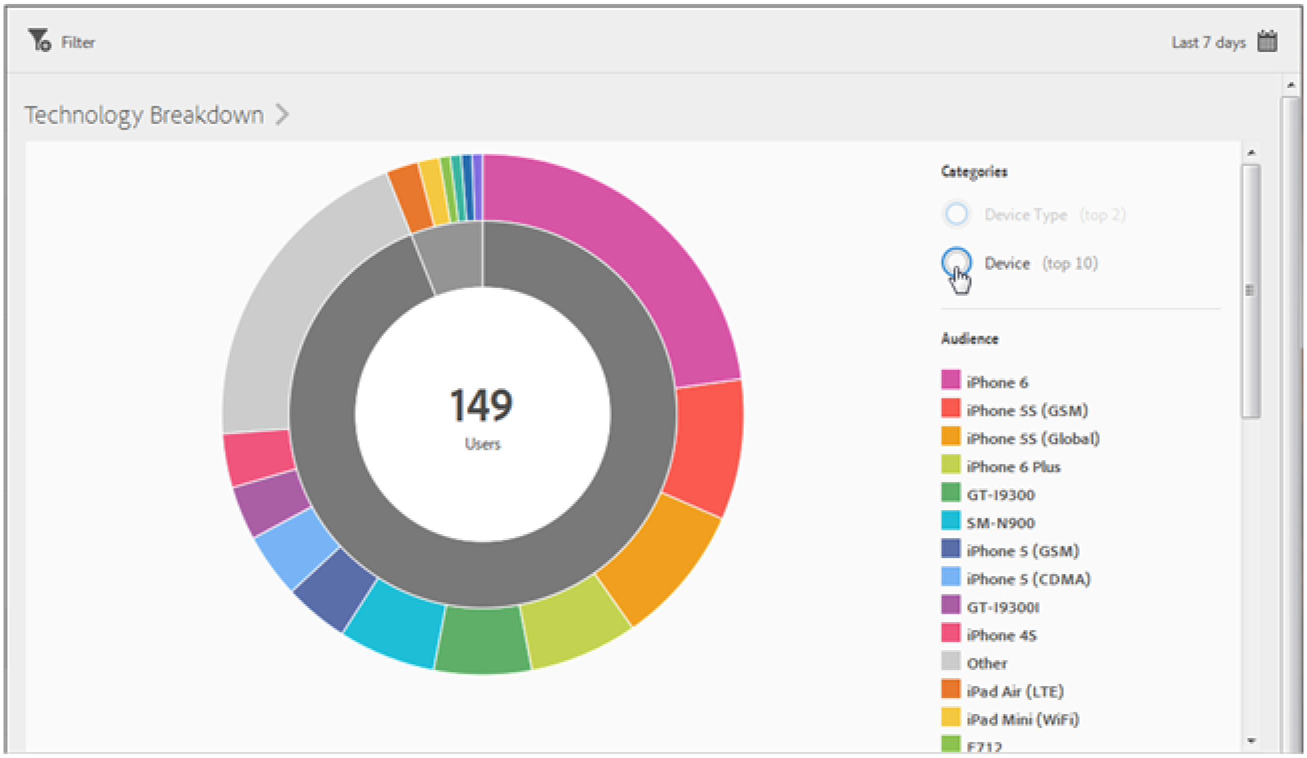


Use the **Categories** buttons in the upper right corner to toggle between viewing information about **Device Type** (Mobile Phone and Tablet) and **Device** (iPhone 6, iPhone 5s, iPad, and so forth).

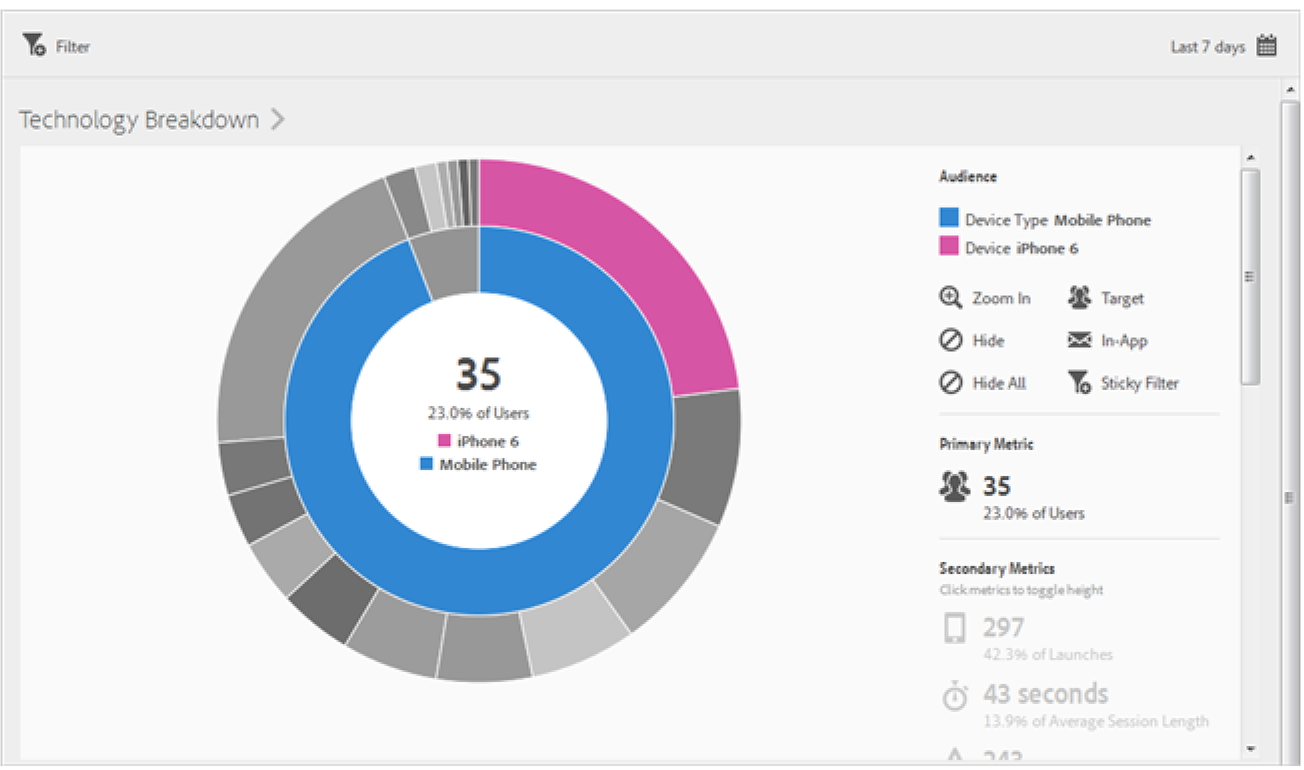
The following illustration displays users broken down by **Device Type**:



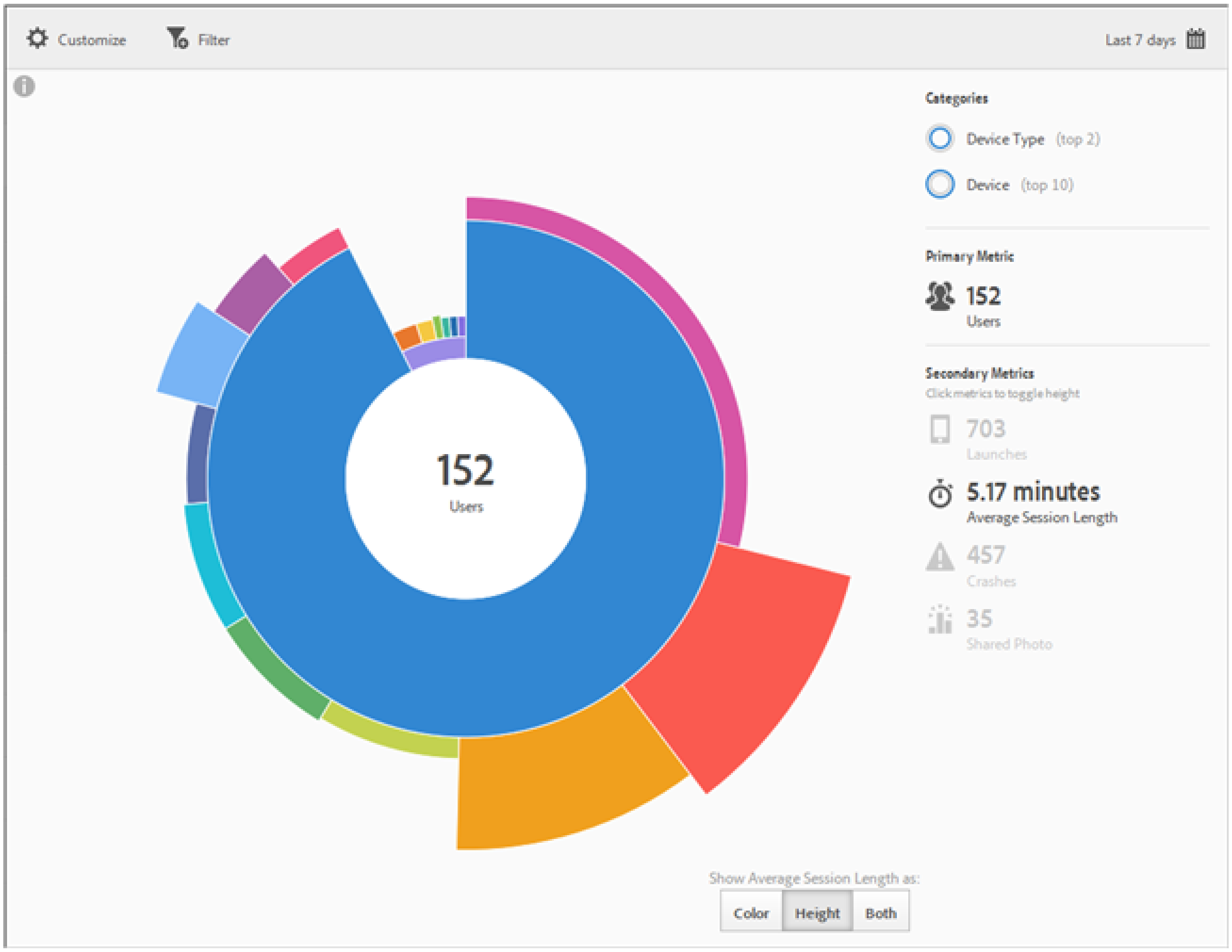
The following illustration displays users broken down by **Device**:



Click a slice in the ring to select the audience on which you can perform actions, such as zooming in, hiding audiencies, and creating a Target activity, in-app message, or sticky filter.



Click a secondary metric on the right side to add it to the visualization. You can show the secondary metric using color, height, or both.



The following table describes the standard reports and how they are populated in Mobile Services:

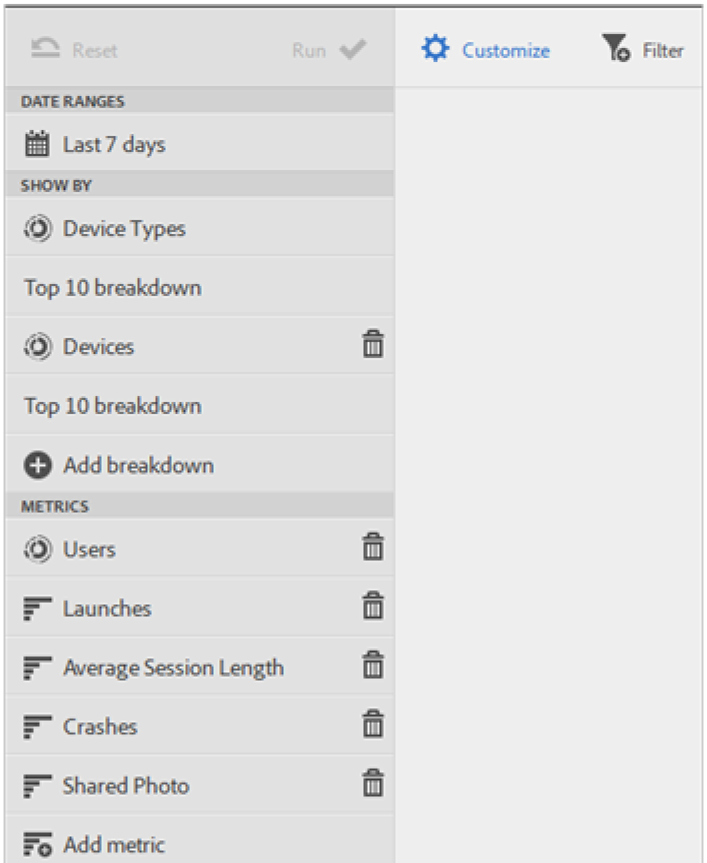
Report	Population Method	Description
Device	Lifecycle metrics.	Common metrics broken down by device type.
Operating Systems	Automatic.	Common metrics broken down by operating system.
Operating System Version	Lifecycle metrics.	Common metrics broken down by operating system version.
Carriers	Automatic.	Common metrics broken down by carriers. **Note:** *Wi-Fi users are reported as* `(none)` *on this report.*

Add Breakdowns and Metrics

You can add breakdowns and secondary metrics, which change the height of each audience relative to the other audiences in the chart.

Note: *The more rings you add to the sunburst, the longer it takes to process.*

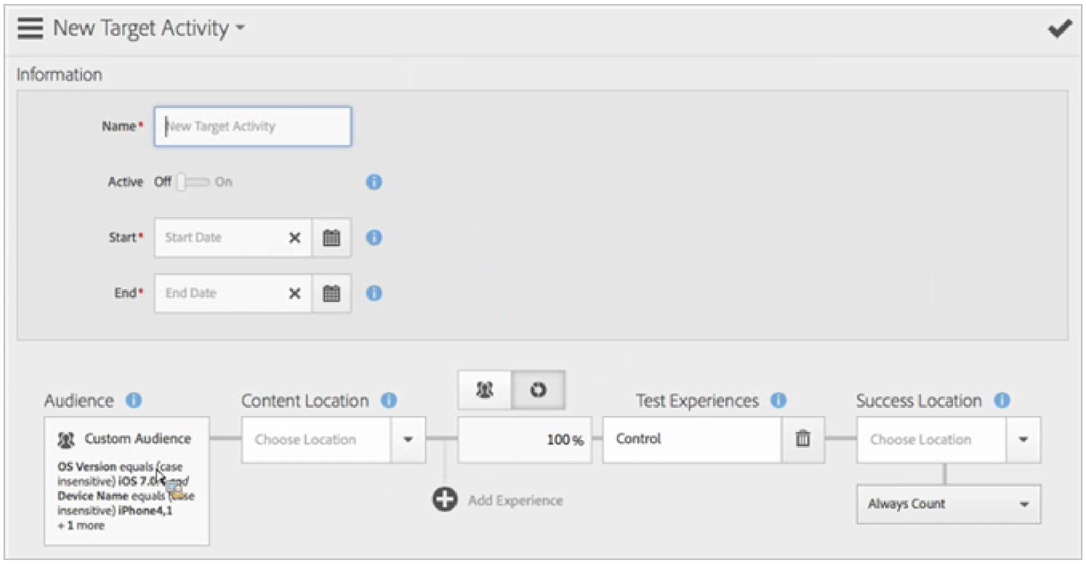
To add breakdowns and secondary metrics, click **Technology Breakdown** in the title bar of the report, then click **Customize** to open the right rail.



When you click **Add Breakdown** or **Add Metric**, a new item displays with the same name as the previous item in the respective list. Click the newly created breakdown or metric to access a drop-down list from which you can select a new item.

Create a Target Activity

Click a slice in the ring to select the audience on which you want to create a Target activity, then click **Target**.

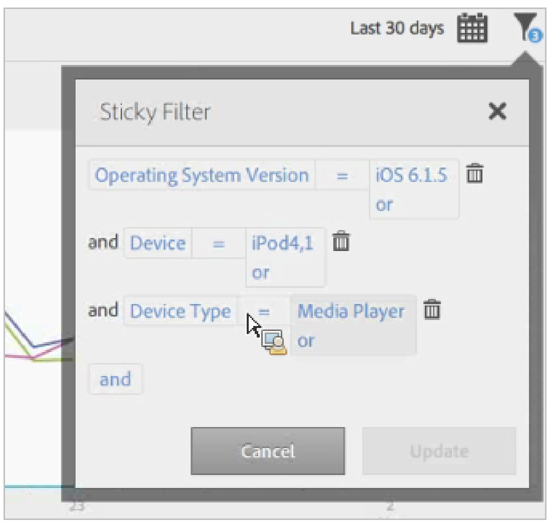


The *Target Activity* is pre-populated with the report data.

Create Sticky Filter

Click a slice in the ring to select the audience for which you want to create a sticky filter, then click Sticky Filter.

This sticky filter lets you apply the current filters and run a new report based on the filters.



Share Reports

After you create a report, your settings are used to create a custom URL, which you can copy and share.

Acquisition

View reports showing your app-acquisition data and create and manage acquisition links.

Acquisition links are app store links that let you download applications directly from the Apple App Store and Google Play. The links you create let you attribute your success events to the downloads.

Note: *Customers must have Analytics—Mobile Apps or Analytics Premium in order to use Acquisition functionality.*

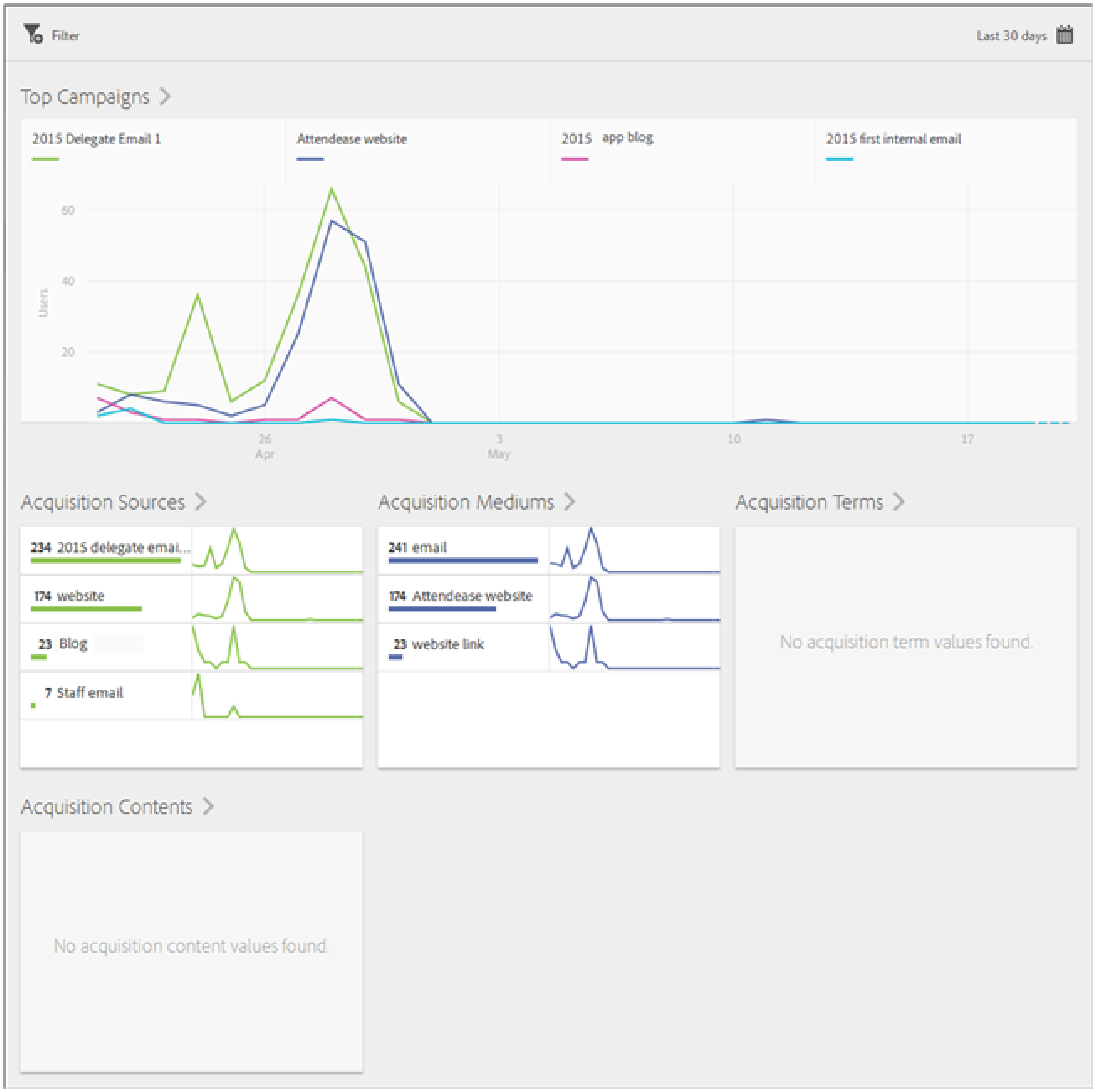
This section contains the following information:

- *Overview*
- *Acquisition Names*

Overview

The Acquisition **Overview** report provides top-level information about your acquisition-link data, including top campaigns that drove users to your app and acquisition sources, mediums, terms, and contents.

The fields you completed while *configuring the acquisition link* correspond to the various metrics displayed in the report.

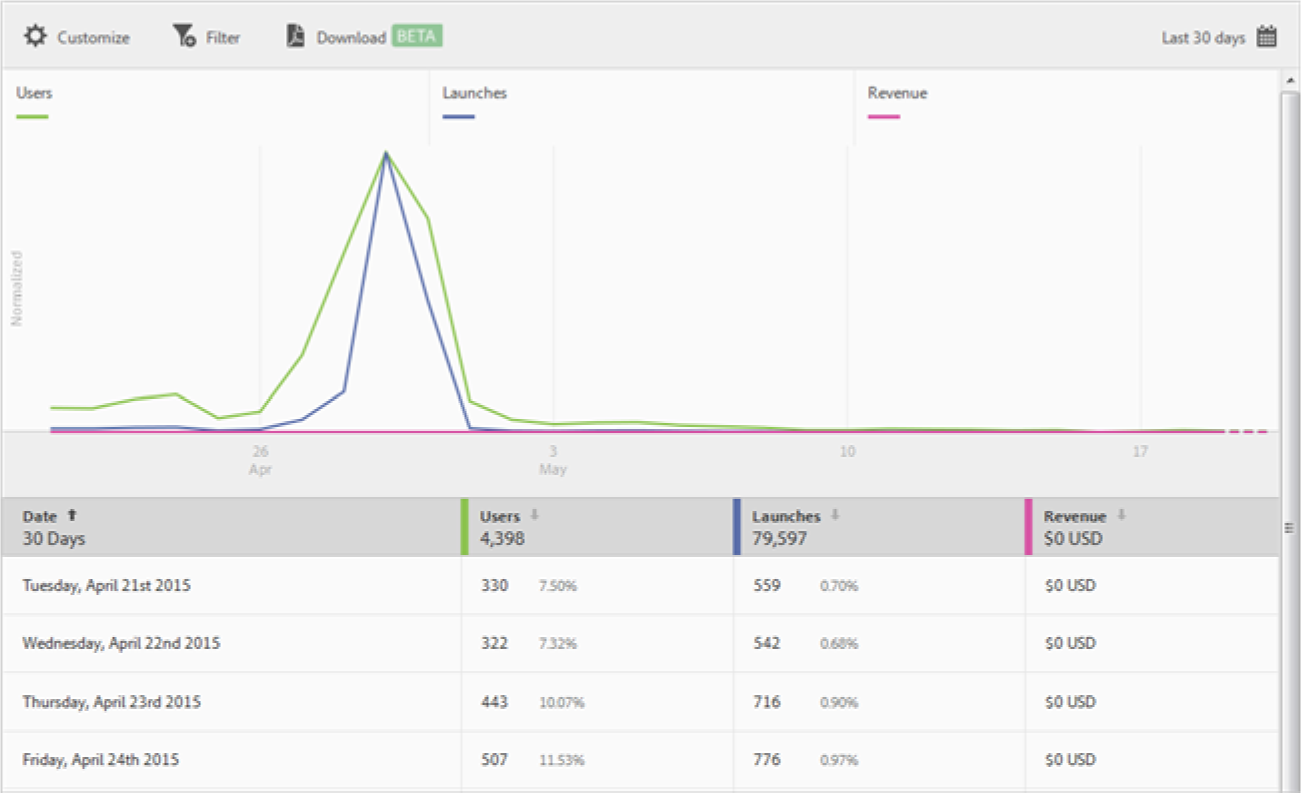


Acquisition Names

The **Acquisition Names** report is a ranked report that provides more detailed information about your acquisition-link data. This report is fully customizable. For more information, see *Customize Reports*.

You can click the down-arrow in the column headers to sort the data in ascending or descending order.

You can click **Download** to export the data to a PDF document.

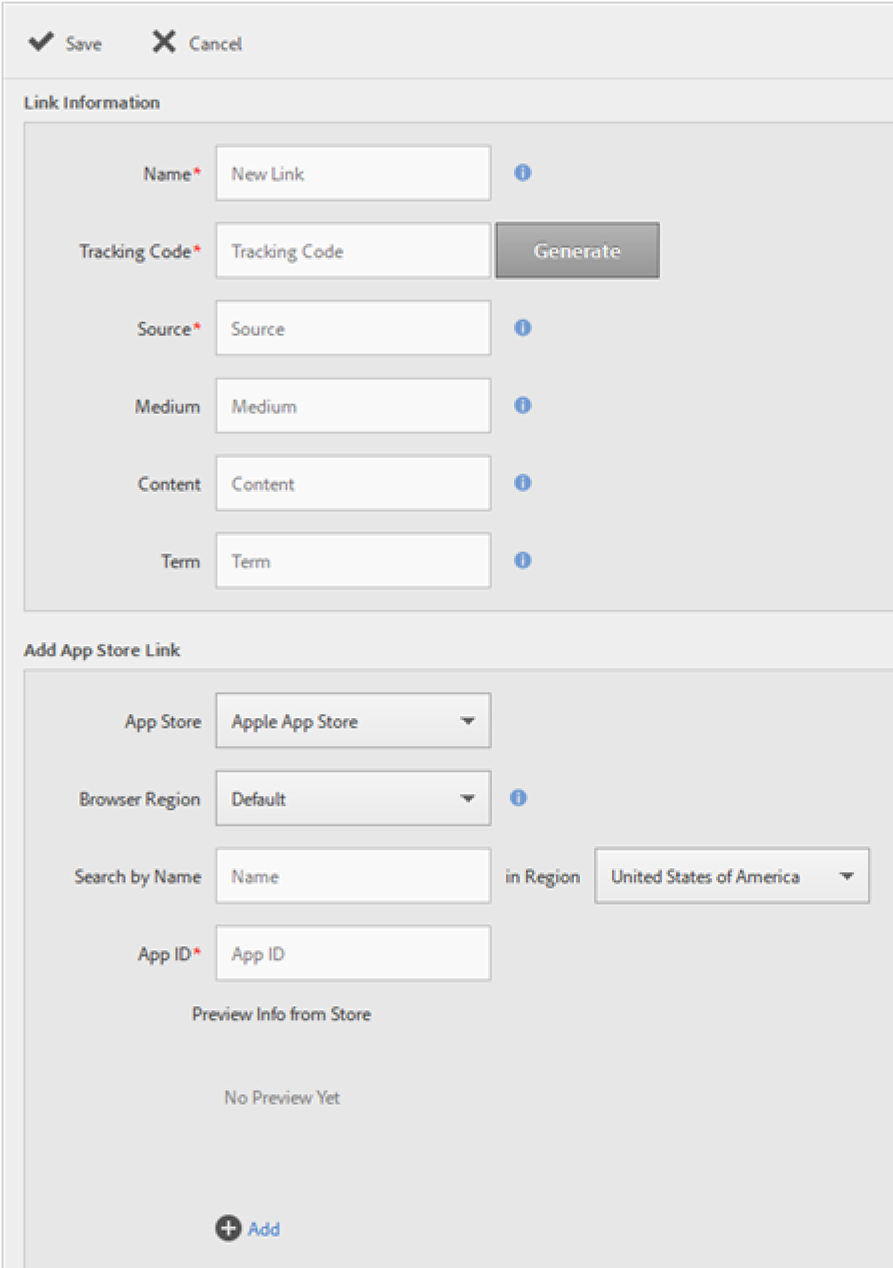


Create an Acquisition Link

Create app store links that let you download applications directly from the Apple App Store and Google Play. The links you create let you attribute your success events to the downloads.

Note: *This feature requires that you install the 4.1 SDK or later with* ***Acquisition*** *enabled. For more information, see Enable SDK Acquisition Options. You must also specify who has Mobile App Admin rights, which enables access to acquisition links and in-app messages. See Admin privileges for in-app messages and acquisition links.*

1. Click **Acquisition** > **Manage Acquisition Links** > **Create New**.



2. Fill in the fields in the **Link Information** section:

Field	Description
Name	(Required) Specify a descriptive name for the app link.
Tracking Code	Specify the desired tracking code or click **Generate** to create a new tracking code.
Source	(Required) Specify the original referrer, such as "newsletter" or "homepage."
Medium	Specify the marketing medium, such as "banner" or "email."

Field	Description
Content	Specify the name or ID of the ad with the link.
Term	Specify paid terms or other search terms for the ad.

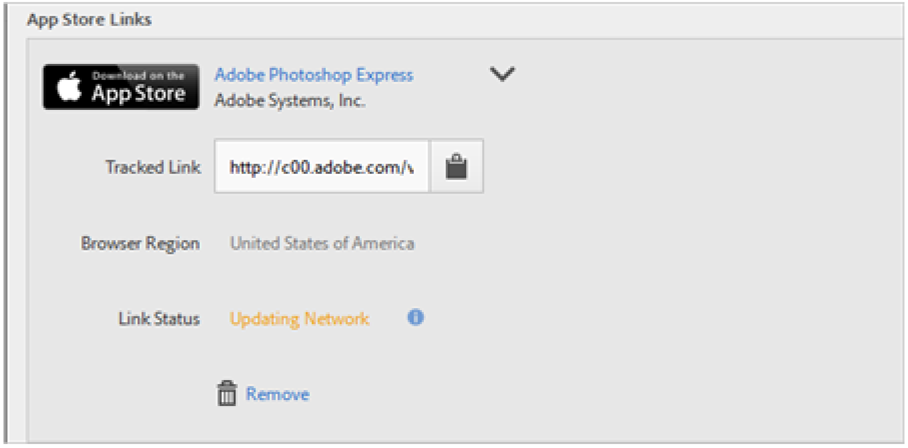
Note: *The values in the above fields cannot be changed after the acquisition link is created.*

3. Fill in the fields in the **Add App Store Link** section.

Field	Description
App Store	Select the desired app store: • Apple App Store • Google Play The options for each app store vary, as described below.
Browser Region (Apple App Store only)	Specify a specific regional app store for desktop browsers. This setting lets you define the region-specific app store that you want an acquisition link to direct to when a user clicks the link from a desktop browser. Mobile devices auto-redirect based on device settings.
Browser Language (Google Play only)	Select a language from the drop-down list. This setting lets you define a specific language to display in the Google Play Store for desktop browsers. Mobile devices show language based on device settings.
Search by Name	For the Apple App Store, if you do not already know the **App ID**, you can search for the app by its name. You can limit your search by selecting an optional region from the **In Region** drop-down list.
	For Google Play, if you do not already know the **Package Name**, you can search for the app name by its name.
App ID (Apple App Store only)	If you searched for the app, this field is completed automatically. You can enter the **App ID** value directly, rather than searching for the app.
Package Name (Google Play only)	If you searched for the app, this field is completed automatically. You can enter the **Package Name** value directly, rather than searching for the app.

4. Click **Add** > **Save** to save your configuration and to generate the link.

   The newly created link displays in the **App Store Links** section.



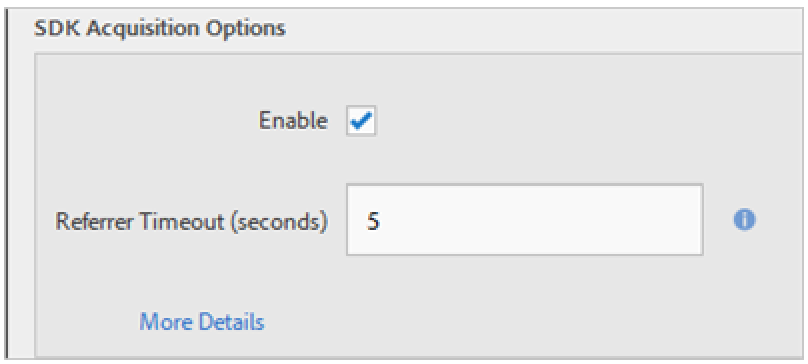
5. Click to copy the tracked link to you clipboard.

   You can now paste the link into your social media posts, ads, email messages, and so forth.

Enable SDK Acquisition Options

You must enable the **SDK Acquisition** options before you can create and use acquisition links.

1. Go to the **Manage App Settings** page for the desired app, and scroll to the **SDK Acquisition Options** section.



2. Fill in the fields:

   Enable: Select the check box to enable acquisition.

   Referrer Timeout: Specify the timeout value, in seconds. This setting specifies the time to wait for acquisition information before sending the First Launch hit. We recommend that you use the five-second default value.

   Note: *This must be a non-zero value. If you enable the setting but leave the timeout at zero seconds, acquisition links will not function.*

3. Download and use the new configuration file in your app so that data can be collected properly.

Delete Acquisition Links

Delete one or more acquisition links if they are no longer needed.

1. Click **Acquisition** > **Manage Acquisition Links**.
2. Select the check box next to one or more acquisition links.

   Or

   Select the check box in the header to select all of your acquisition links.
3. Click **Delete Selected**, then confirm the deletion.

   The Delete Selection option does not display until you select one or more acquisition links.

Import or Export Acquisition Links

Import or export acquisition links if you would rather work with the links using a `.csv` file instead of using the Adobe Mobile Services user interface.

1. Click **Acquisition** > **Manage Acquisition Links**.
2. Click **Import**, then browse to and select the desired file to upload into Mobile Services.

   Or

   Click **Export**, then open or save the file.

Use Acquisition Builder

Create app store links or QR codes that send users to download applications directly from the Apple App Store and Google Play store. The links you create let you attribute downloads and other success events to the acquisition campaign.

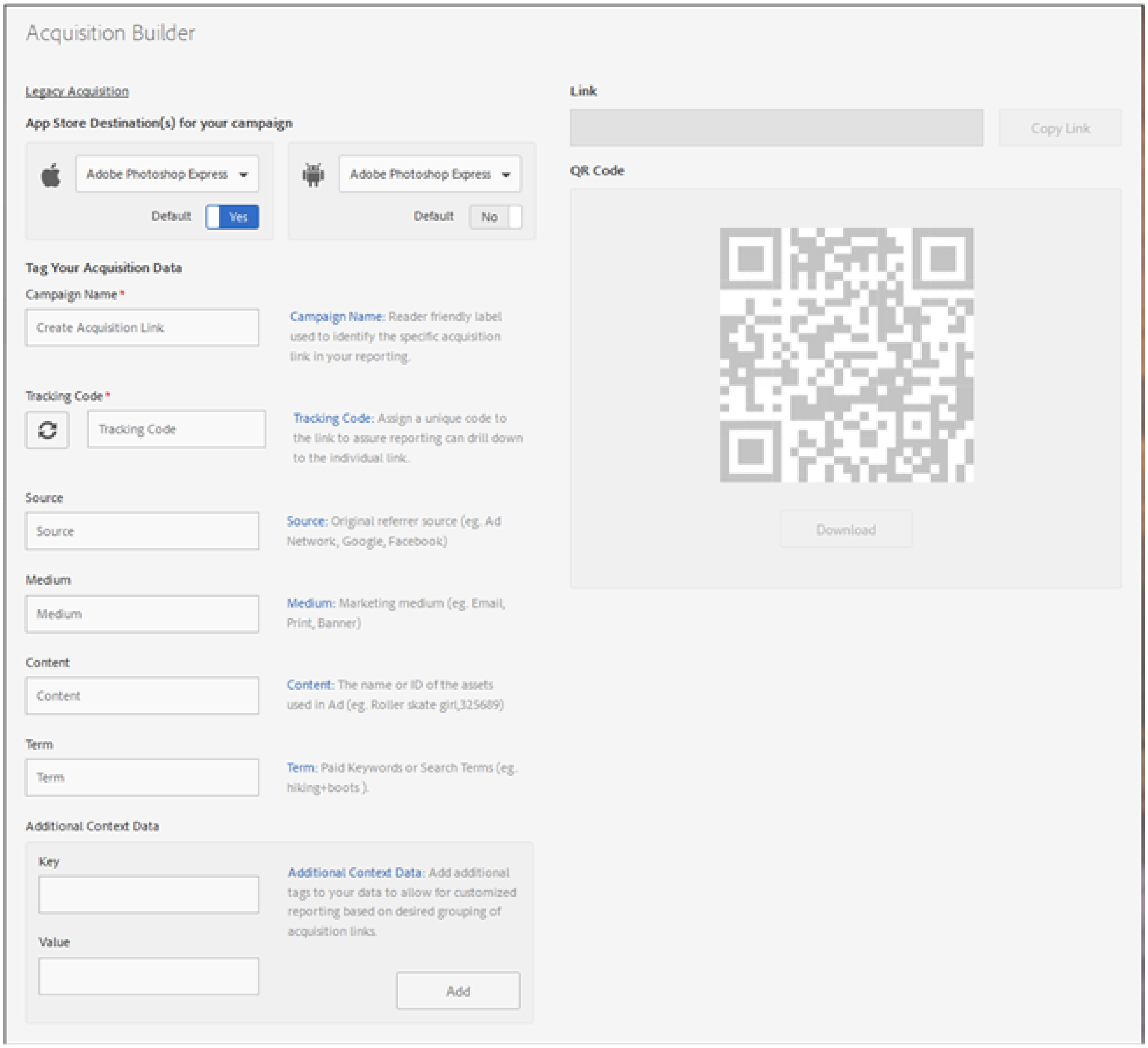
Note: *This feature requires that you install the 4.6 SDK or later with* ***Acquisition*** *enabled. For more information, see Enable SDK Acquisition Options. Note that you must update the SDK before January 1, 2016, at which time Adobe will disable the legacy version of acquisition links. You must also specify who has Mobile App Admin rights, which enables access to acquisition links and in-app messages. See Admin privileges for in-app messages and acquisition links.*

The Acquisition Builder lets you do the following:

- Create acquisition links manually or dynamically in the Mobile user interface. If you choose to create the URL manually, see *Create Acquisition Link Manually*.
- Use the same link for the Apple App Store and Google Play. Mobile determines the device type and directs the user to the appropriate app store.
- Add advertiser IDs to acquisition links (IDFA information and Ad IDs). This allows you to provide app-to-app promotions, for example, to let users of an app know about another app that your organization provides.
- Send conversion or success events to ad networks via *postbacks*.

To build an acquisition link:

1. Click **Acquisition** > **Acquisition Builder**.



2. (Conditional) Add an app on the **Manage App Settings** page, if necessary.

   For more information, see *Add App from Apple App Store or Google Play*.

3. Fill in the fields:

Field	Description
App Store Destination(s) for Your Campaign.	Specify the app store (Apple App Store or Google Play) destination for your campaign, then optionally toggle the **Default** slider on or off as desired. If a user clicks a link and Mobile cannot determine the device type, the user is sent to the primary app store. For example, if a user clicks a link from a desktop device, Mobile cannot determine the device type and the user is directed to the primary (default) app store.
Campaign Name	(Required) Specify a "friendly" name to identify the specific acquisition link in your reports.

Field	Description
Tracking Code	(Required) Specify the desired tracking code or click to create a new tracking code. The tracking code is a unique code to the link to assure that reporting can drill down to the individual link.
Source	Specify the original referrer, such as "Ad Network," "Google," "Facebook," and so forth.
Medium	Specify the marketing medium, such as "banner," "print," or "email."
Content	Specify the name or ID of the ad with the link.
Term	Specify paid terms or other search terms for the ad.
Key	Add additional tags to your data to allow for customized reporting based on desired grouping of acquisition links.
Value	Add additional tags to your data to allow for customized reporting based on desired grouping of acquisition links.

Note: *The values in the above fields cannot be changed after the acquisition link is created.*

4. (Conditional) Click **Copy Link** to copy the tracked link to your clipboard.

   You can now paste the link into your social media posts, ads, email messages, and so forth.
5. (Conditional) Click **Download** under the QR code to download it to your computer.

   You can now paste the QR code into your social media posts, ads, email messages, and so forth.

Create Acquisition Link Manually

Create acquisition links outside of the Mobile user interface by configuring the acquisition URL parameters manually. You can then paste the link into your social media posts, ads, email messages, and so forth.

Note: *You can generate the acquisition link in the Mobile user interface.*

The following diagram illustrates an example acquisition link and displays the different URL parameters that you must configure properly when creating acquisition links manually.

This link will perform a platform-specific redirect to either the Google Play store or the iTunes store for the Beardcons application. If the destination cannot be determined, the default store has been set to iTunes. After the app has been installed, the custom context key `"my.custom.key:test"` is attached to the Analytics Install Hit.

To create links manually, you must follow the following URL format:

`http://c00.adobe.com/v3/ {mobile-services-app-hash}/start? {parameters}`

Where:

`{mobile-services-app-hash}` matches the application identifier within the configuration file (acquisition:appid)

`{parameters}` is a list of standard specifically named URL query parameters:

URL Parameter	Description	Example Value
a_g_id	Google Play Store App Identifier	com.adobe.beardcons
a_g_lo	Google Play Store Locale Override	ko
a_i_id	iTunes App Identifier	835196493
a_i_lo	iTunes Locale Override	jp
a_dd	Default Store for Auto Redirect	i | g
a_cid	Custom ID Override (generally IDFA for iOS or ADID for Android)	Any String < 255 characters (UTF-8 encoded)
ctx*	Keys prefixed with ctx will end up in Context Data of the resulting launch hit	ctxmy.custom.key=myValue
ctxa.referrer.campaign.name	Acquisition Campaign Name Although optional, is critical for reporting if you want to compare the performance of different acquisition links.	2015 Summit Conference
ctxa.referrer.campaign.trackingcode	Tracking Code Although optional, is critical for reporting if you want to compare the performance of different acquisition links.	lexsxouj
ctxa.referrer.campaign.source	Source	Ad Network
ctxa.referrer.campaign.medium	Medium	Email
ctxa.referrer.campaign.content	Content	Image # 325689
ctxa.referrer.campaign.term	Term	hiking+boots

Keep the following notes in mind as you create acquisition links manually:

- All parameters that do not match those in the above table are passed on as part of the app store redirect.
- All parameters are technically optional, although the link will be nonfunctional if at least one store ID (`a_g_id/a_i_id`) is specified.
- A 404 error is returned if the destination store cannot be automatically determined and no default is provided.

Location

View and manage **Points of Interest** that let you define geographical locations that you can then use for correlation purposes in reports, target with in-app messages, and more.

Overview (Location)

The **Location Overview** report lets you see the different countries, regions, and Points of Interest where your app is being used.

This report provides a sunburst visualization for your existing data. You can use it to discover audience segments (collections of visitors) for targeting. Creating and managing audiences is similar to creating and using segments, with the addition of the ability to make them available in the Marketing Cloud.

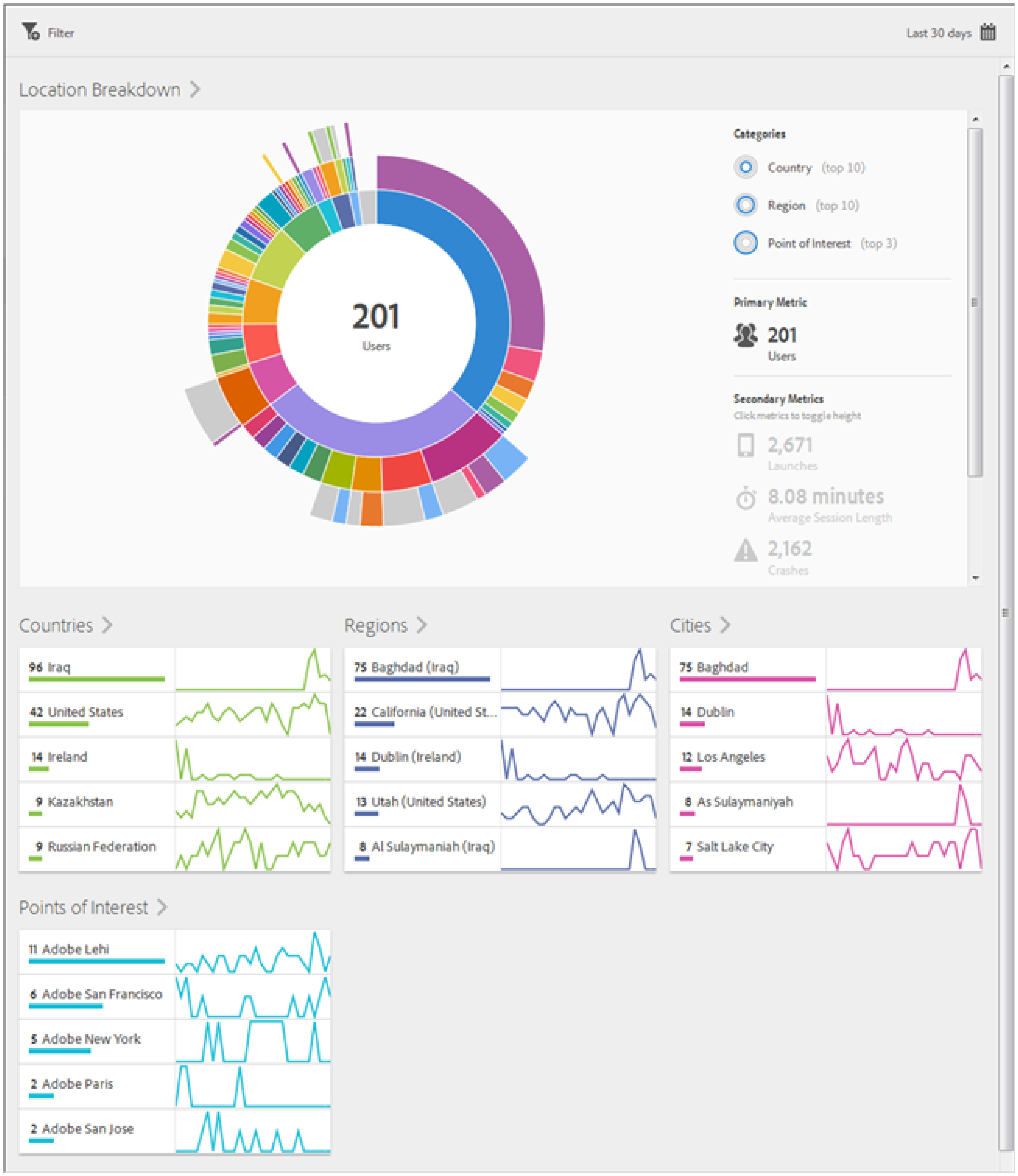
This section contains the following information:

- *General Navigation and Usage*
- *Add Breakdowns and Metrics*
- *Create a Target Activity*
- *Create a Sticky Filter*
- *Share Reports*

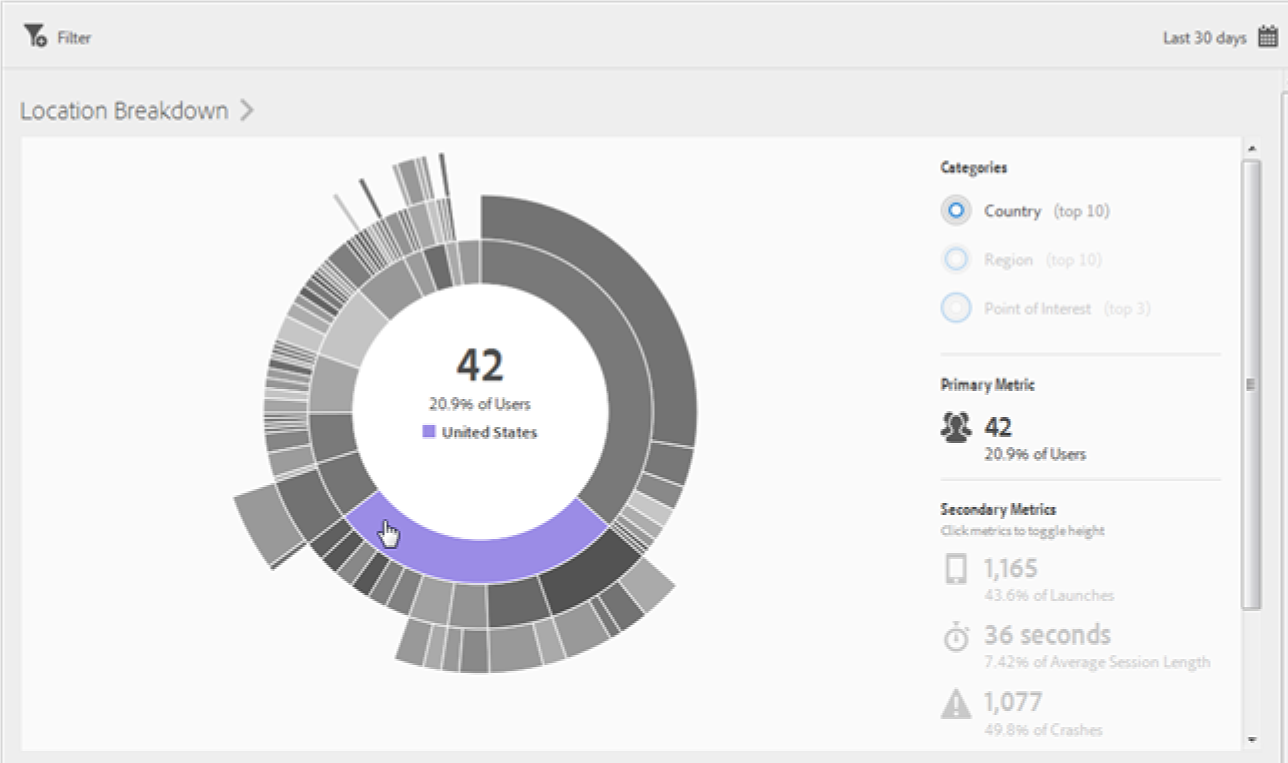
General Navigation and Usage

This visualization provides, for example, the base report along with breakdowns. The visualization uses height to show the metric in focus, and the performance differences between the metrics. Each ring represents an audience segment in the ring's category. You can take actions on an audience, such as applying a Sticky Filter, hiding a metric, and viewing metrics.

Note: *In addition to the information described here, you can view an in-product tutorial that describes how to interact with the sunburst chart. To launch the tutorial, click* ***Location Breakdown*** *in the title bar of the report, then click the information icon .*

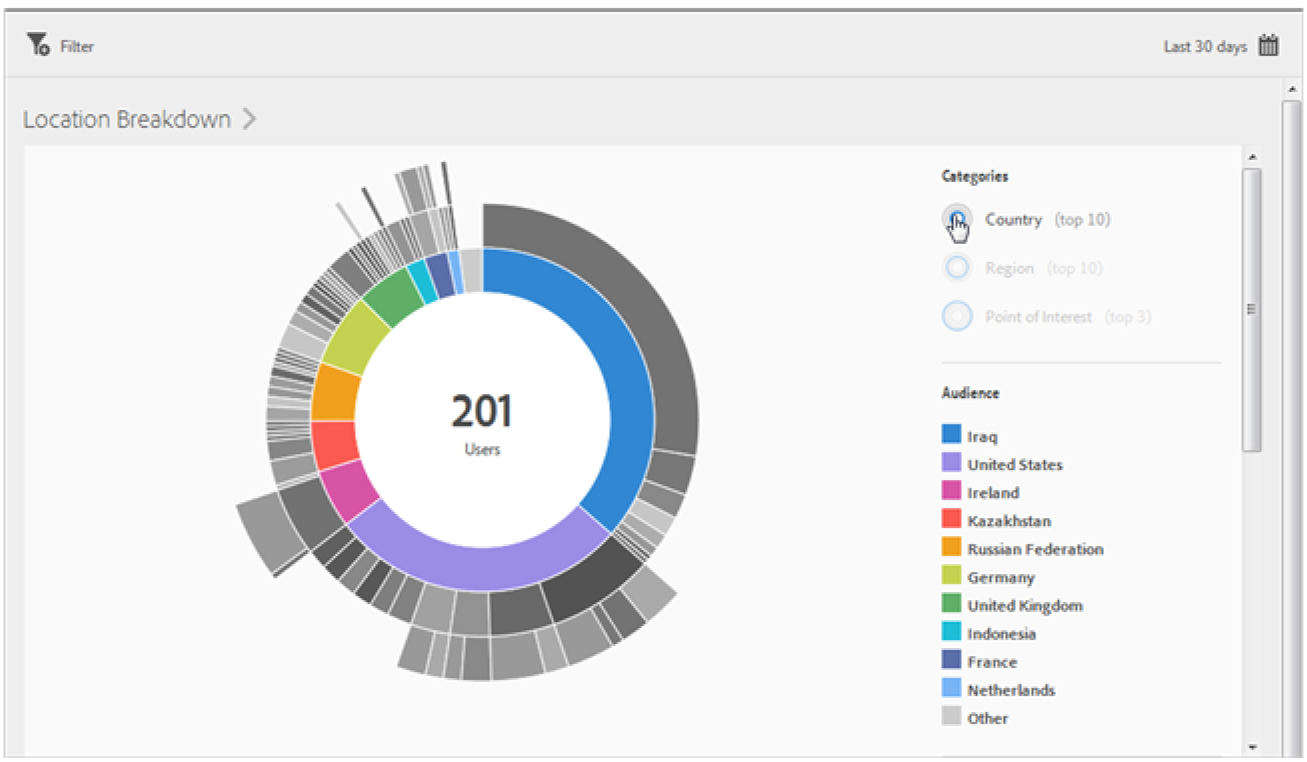


This sunburst chart is interactive. You can change the time period by clicking the **Calendar** icon. Mouse over any part of the chart to display more information. For example, in the following illustration, you can see the total number and the percentage of users using your app in the United States.

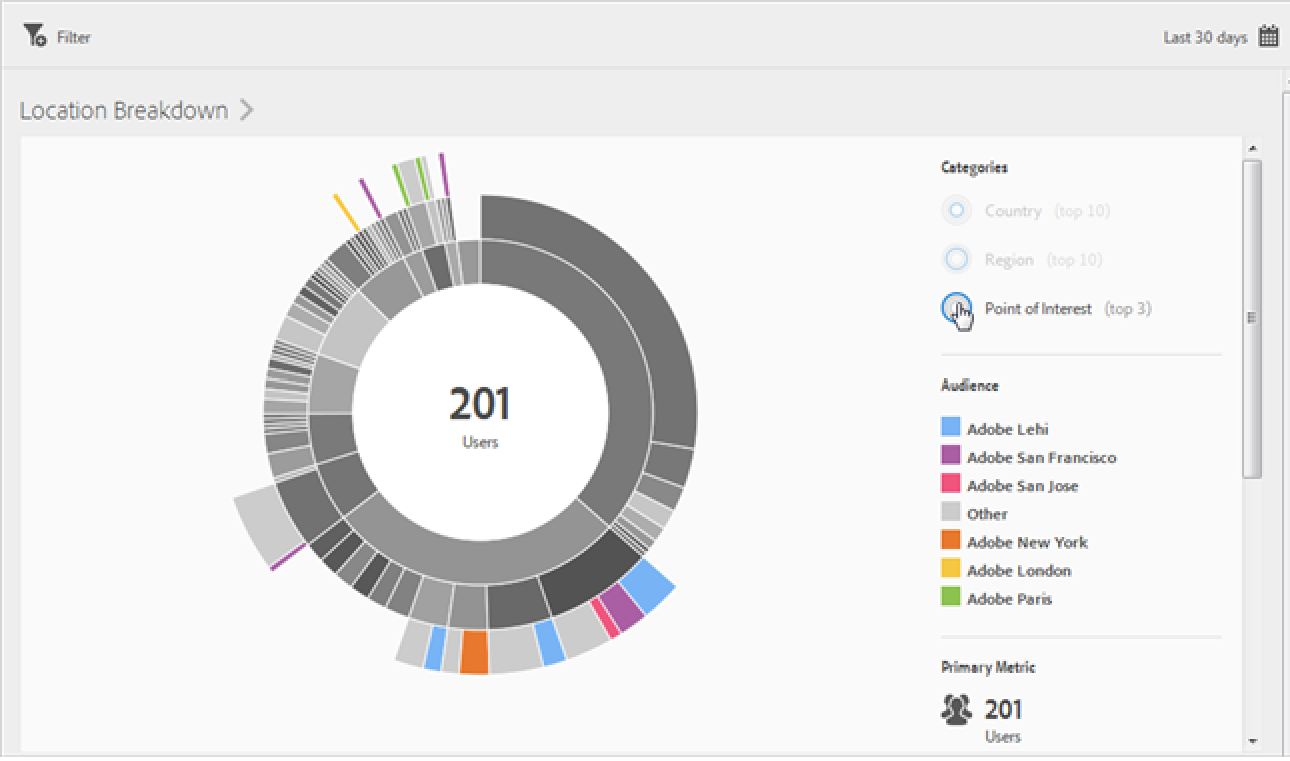


Use the **Categories** buttons in the upper right corner to toggle between viewing information about the top ten countries and regions and the top three **Points of Interest**.

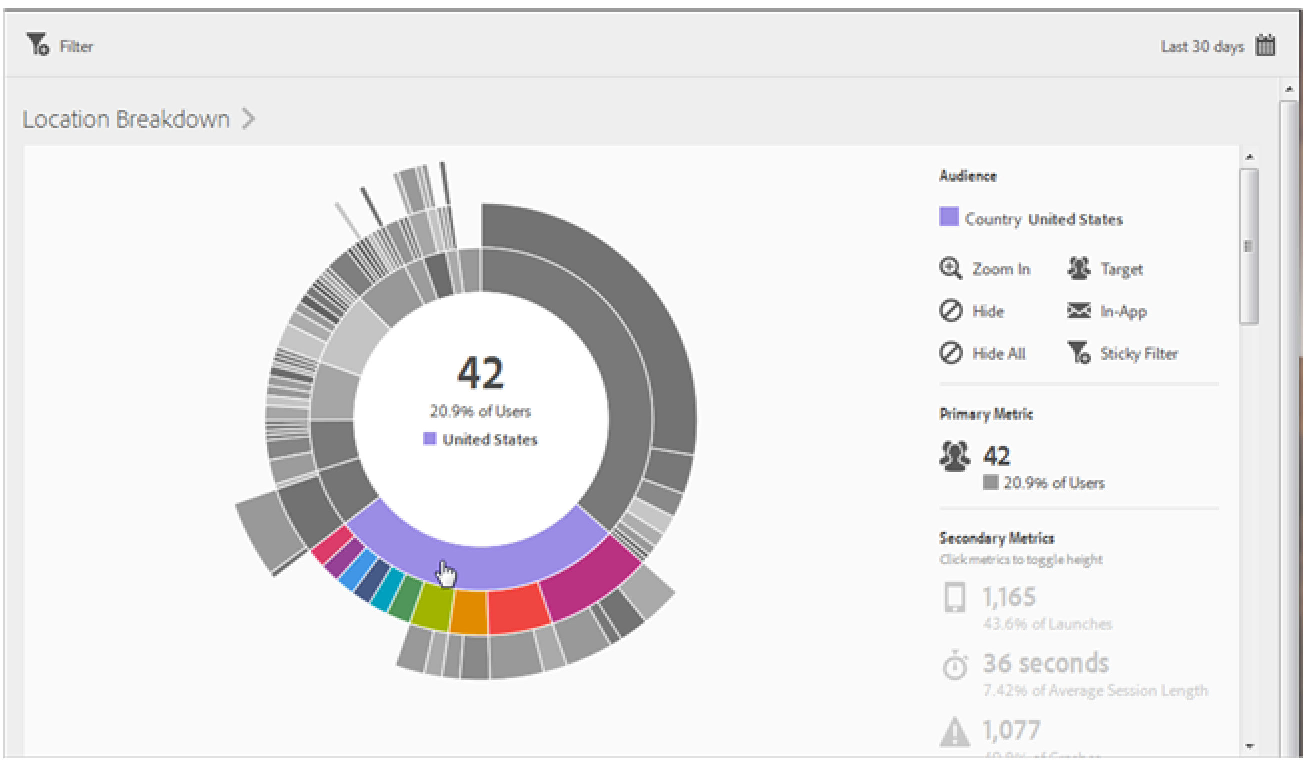
The following illustration displays users broken down by **Country**:



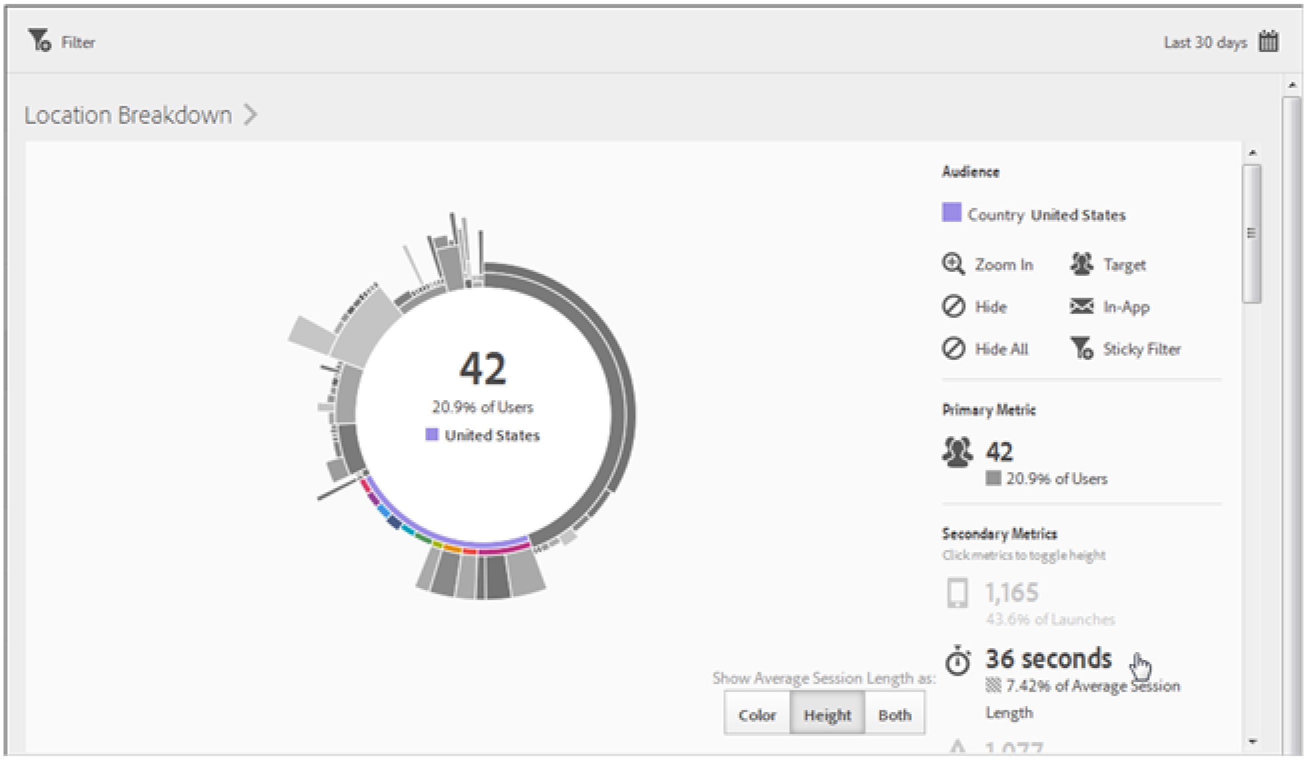
The following illustration displays users broken down by **Points of Interest**:



Click a slice in the ring to select the audience on which you can perform actions, such as zooming in, hiding audiences, and creating a Target activity, in-app message, or sticky filter.



Click a secondary metric on the right side to add it to the visualization. You can show the secondary metric using color, height, or both.

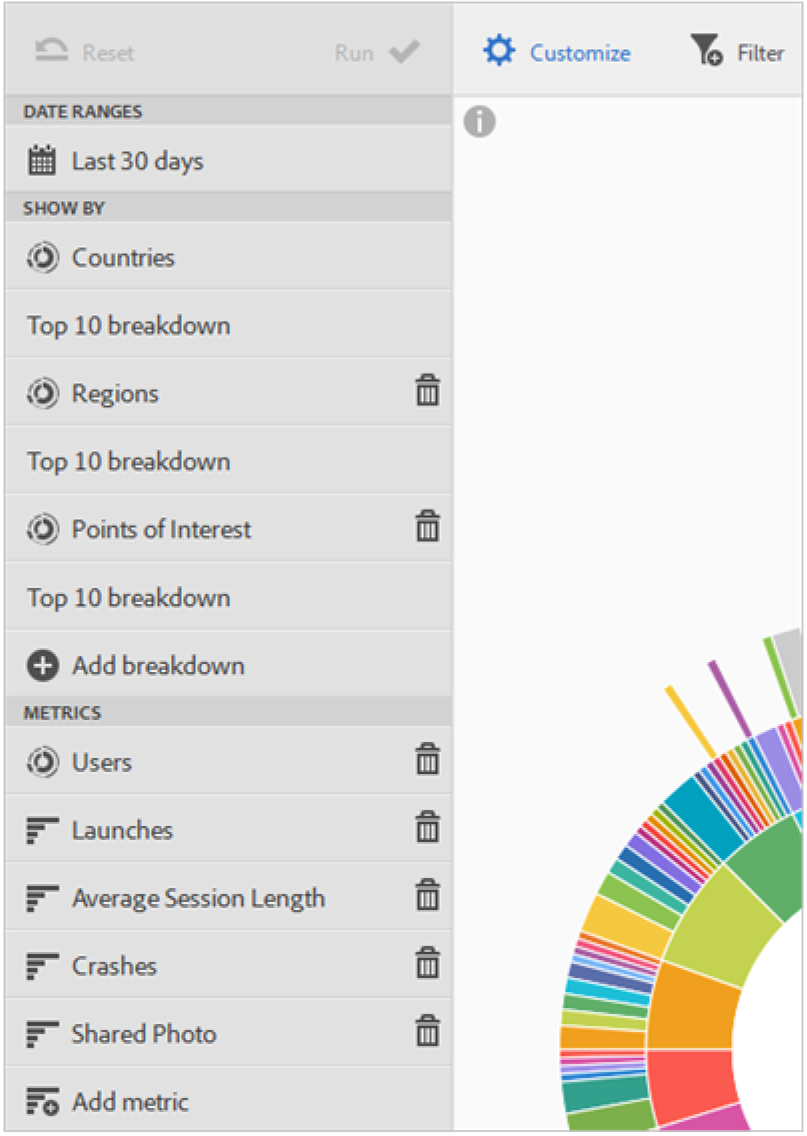


Add Breakdowns and Metrics

You can add breakdowns and secondary metrics, which change the height of each audience relative to the other audiences in the chart.

Note: *The more rings you add to the sunburst, the longer it takes to process.*

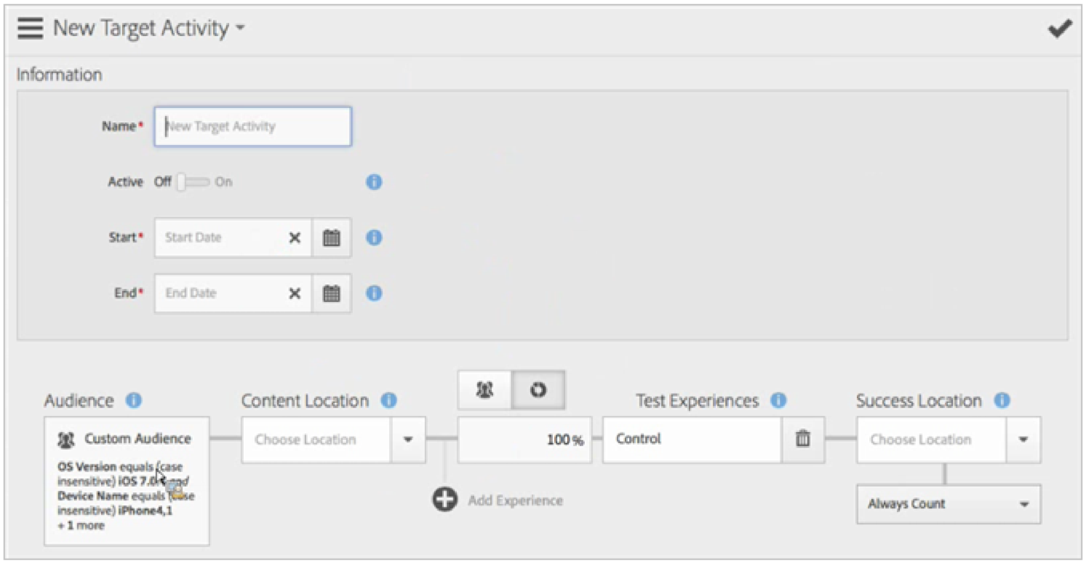
To add breakdowns and secondary metrics, click **Location Breakdown** in the title bar of the report, then click **Customize** to open the right rail.



When you click **Add Breakdown** or **Add Metric**, a new item displays with the same name as the previous item in the respective list. Click the newly created breakdown or metric to access a drop-down list from which you can select a new item.

Create a Target Activity

Click a slice in the ring to select the audience on which you want to create a Target activity, then click **Target**.

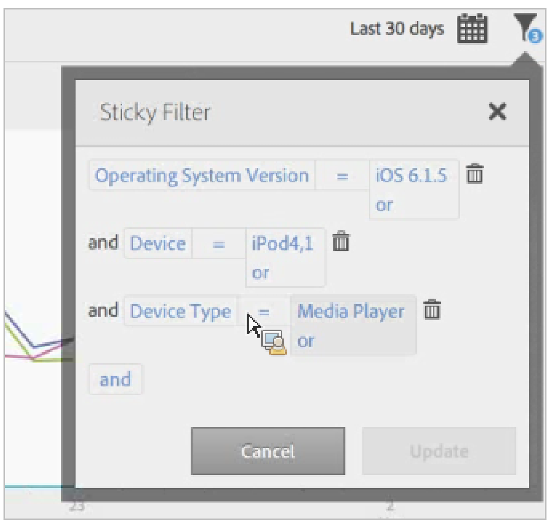


The *Target Activity* is pre-populated with the report data.

Create a Sticky Filter

Click a slice in the ring to select the audience for which you want to create a sticky filter, then click Sticky Filter.

This sticky filter lets you apply the current filters and run a new report based on the filters.

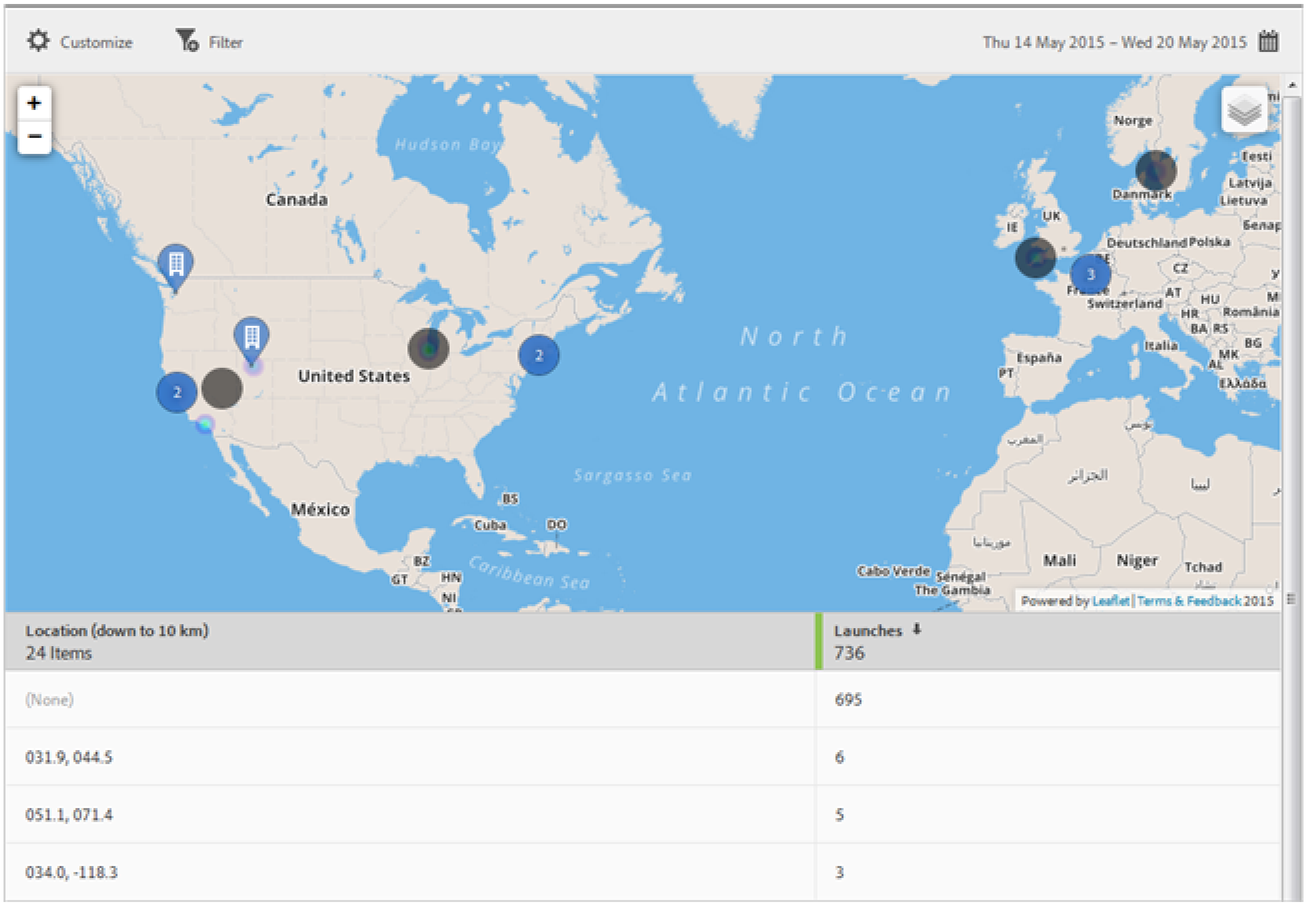


Share Reports

After you create a report, your settings are used to create a custom URL, which you can copy and share.

Map

View an interactive map that displays your **Points of Interest** and other data markers.



You can enlarge or shrink the map. This feature is useful, for example, if you have two **Points of Interest** that are close together. Enlarging the map lets you view it in greater detail.

Your **Points of Interest** display in blue. Other data markers display in black (Launches, for example). Click any marker to view more information.

Click  to select the following options:

Option	Description
Map	Display a simple map, as shown above.
Satellite	Display the map in satellite mode.
Data Markers	Choose whether to display black data markers.
Heat Map	Choose whether to display heat-map markers. The greater the intensity of the color, the more frequently the condition (Launches, for example) is met.
Points of Interest	Choose whether to display your **Points of Interest**.

You can configure the following options for this report:

Option	Description
Time Period	Click the **Calendar** icon, then select a custom time period or choose a preset time period from the drop-down list.
Customize	Customize your reports by changing the date range, the **Show By** options (display graph and table data by time periods or by dimensions), add metrics and filters, add additional series (metrics), and more. See *Customize Reports*.
Filter	Click **Filter** to create a filter that spans different reports to see how a particular segment is performing across all mobile reports. A sticky filter lets you define a filter that is applied to all non-pathing reports. See *Add Sticky Filter*.
Download	Click **PDF** or **CSV** to download or open documents that you can share with users who do not have access to Mobile Services or to use in presentations.

Manage Points of Interest

Create and manage **Points of Interest**. **Points of Interest** let you define geographical locations that you can then use for correlation purposes, target with in-app messages, and more. When a hit is sent inside of a **Point of Interest**, the **Point of Interest** is attached to the hit.

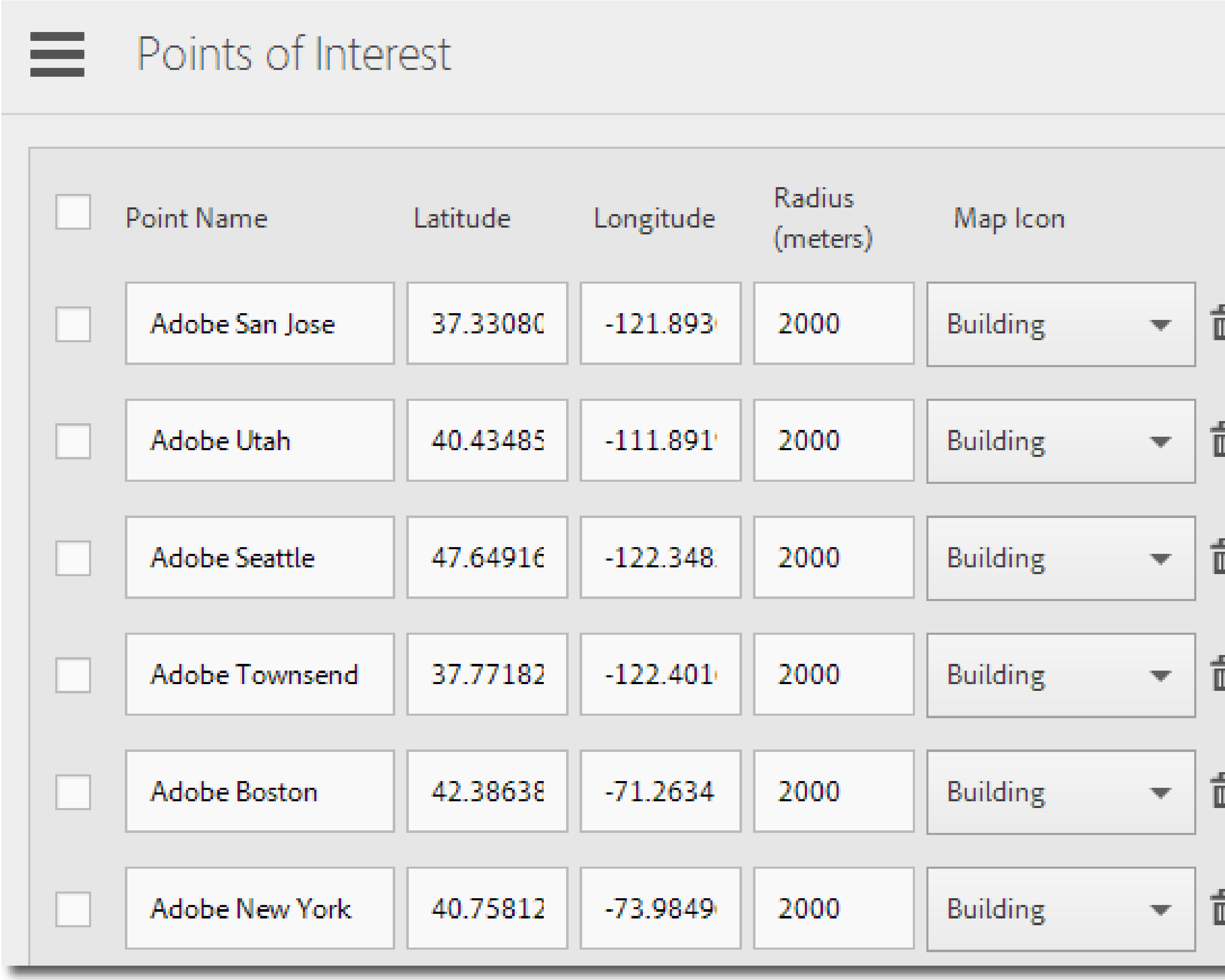
In order to use **Location** features, you must do the following:

- You must have Analytics—Mobile Apps or Analytics Premium.
- You must enable **Location Reports** for the app. See *Configure Options on the App Information Page*.
- If you are using earlier versions of the iOS SDK or Android SDK (before version 4.2), after adding new **Points of Interest**, you must download a new configuration file and give it to your app developers.

  If you are using the *iOS SDK* or *Android SDK* versions 4.2 or later, you no longer need to submit an app update to the store to update your **Points of Interest**. On the **Manage Points of Interest** page, clicking **Save** packages any changes to the **Point of Interest** list, then updates the configuration file (App SDK Downloads) for the live app. Saving also updates the list of points in your app on the user devices, as long as the app uses the updated SDK and configuration with a remote points-of-interest URL.

On the user's device, for a hit to be assigned to a **Point of Interest**, location must be enabled for the app.

1. Click the name of the desired app to go to its **Manage App Settings** page.
2. Click **Location** > **Manage Points of Interest**.



In the empty box, fill in the fields (all fields are required):

Option	Description
Point Name	Specify the **Point of Location** name. This could be the name of a city, county, or region. You can also create **Points of Interest** around specific locations, such as sports stadiums or businesses.
Latitude	Specify the latitude of the **Point of Interest**. You can find this information from other sources, including the Internet.
Longitude	Specify the longitude of the **Point of Interest**. You can find this information from other sources, including the Internet.
Radius (Meters)	Specify the radius (in meters) around the **Point of Interest** that you want to include.

Option	Description
	For example, if you create a **Point of Interest** for Denver, Colorado, you could specify a radius large enough to include the city of Denver and the surrounding areas but exclude Colorado Springs.
Map Icon	Select an icon that will display on the *Overview* and *Map* reports.

3. Add additional **Points of Interest**, as needed.

   We recommend that you add no more than 5,000 **Points of Interest**. If you add more than 5,000 **Points of Interest**, you can save the points, but you will receive a warning message informing you that best practices dictate having fewer than 5,000 points.
4. Click **Save**.

To delete one or more **Points of Interest**, select the desired check boxes, then click **Remove Selected**.

Click **Import** or **Export** if you would rather work with the data using a `.csv` file instead of using the Adobe Mobile user interface.

Messaging

Create, manage, and report on in-app and push messages.

This section contains the following information:

- *In-App Messages*
- *Push Messages*
- *SDK Documentation for iOS and Android*

In-App Messages

In-app messages are delivered to users in real-time, based on their actions and traits. Supported message types are custom and themed, full-screen, native alerts, and local notifications. Messages are triggered from Analytics data already tracked by the SDK.

How in-app messaging works:

- Requires SDK v4.2 or later.
- You must specify who has Mobile App Admin rights, which enables access to acquisition links and in-app messages. See *Admin privileges for in-app messages and acquisition links*.
- After a message is approved, the message is published automatically to the application.
- The SDK presents the message to users when the message parameters (traits, trigger, and schedule) are met.
- Messages can contain custom HTML or an image, using an online URL. A backup or alternative image from the app bundle can also be specified for messages triggered while offline.
- Active and completed messages will provide reports on total views, click-through rates, and so on.
- Templates are available for custom messages, enabling you to easily build your own in-app message.

Push Messages

Push messages are sent to users that have opted in to receive notifications. You can target these push messages to users in Analytics segments or custom segments. Push messages are great to re-engage passive users or to convey time-specific and location-specific information because the messages appear outside of your app.

You must perform several tasks before you can configure Push Messaging in applications. For more information, see *Prerequisites to Enable Push Messaging*.

After you perform these tasks, you must configure push messaging in your app's settings. For more information, see *Configure Push Messaging*.

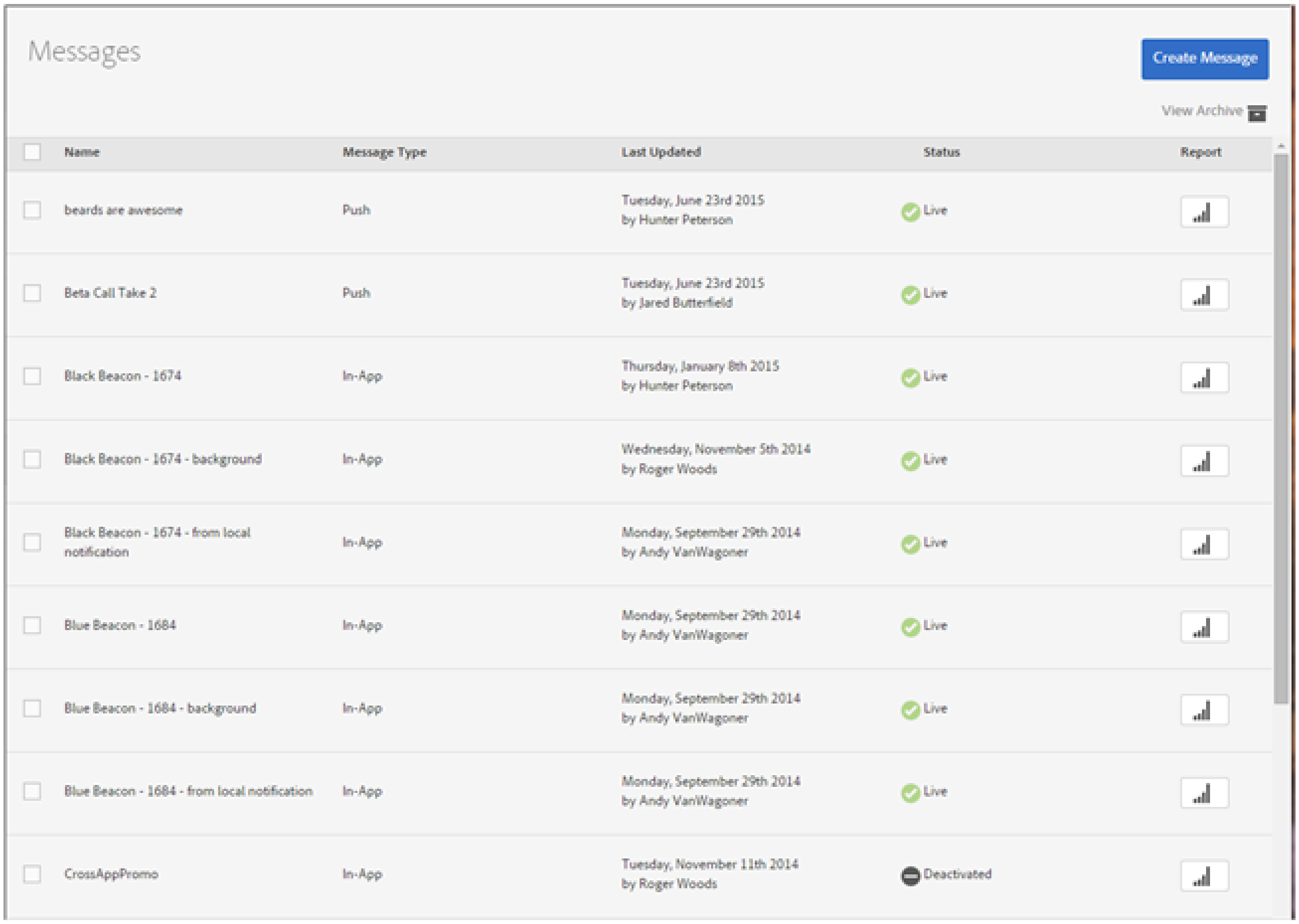
SDK Documentation for iOS and Android

- *iOS*
- *Android*

Manage Messages

View a list of your in-app and push messages with information about when each message was last updated and its status (live or deactivated). You can duplicate, activate/deactivate, and archive/unarchive messages. You can also view a report that displays the number of users who have viewed the message and the number of users who have clicked through the message.

Click **<app name>** > **Messaging** > **Manage Messages**.



The following sections contain more information:

- *Duplicate Messages*
- *Deactivate or Activate Messages*
- *Archive Messages*
- *View Archived Messages*

Duplicate Messages

1. Select the checkbox next to one or more messages > click **Duplicate Selected**.
2. Select the app for which you want to make a duplicate message.
3. Specify a name for the message.

   If you are duplicating a message for the same app, give the message a new name or keep the same name to overwrite the original message.

   If you are duplicating a message for a different app, you can keep the same name without overwriting the original message.
4. Click **Duplicate** or **Overwrite**, as necessary.

Deactivate or Activate Messages

1. (Conditional) Select the checkbox next to one or more active messages > click **Deactivate Selected**.
2. (Conditional) Select the checkbox next to one or more deactivated messages > click **Activate Selected**.

Archive Messages

Archiving messages let you clean up your message list by moving them out of your Messages list. You must deactivate a message before you can archive it.

1. Select the checkbox next to one or more deactivated messages > click **Archive Selected**.

View Archived Messages

1. Click **View Archive**.
2. (Conditional) Select the checkbox next to one or more archived messages, then click **Unarchive Selected**.

View Message Reports

View message reports for in-app and push messages.

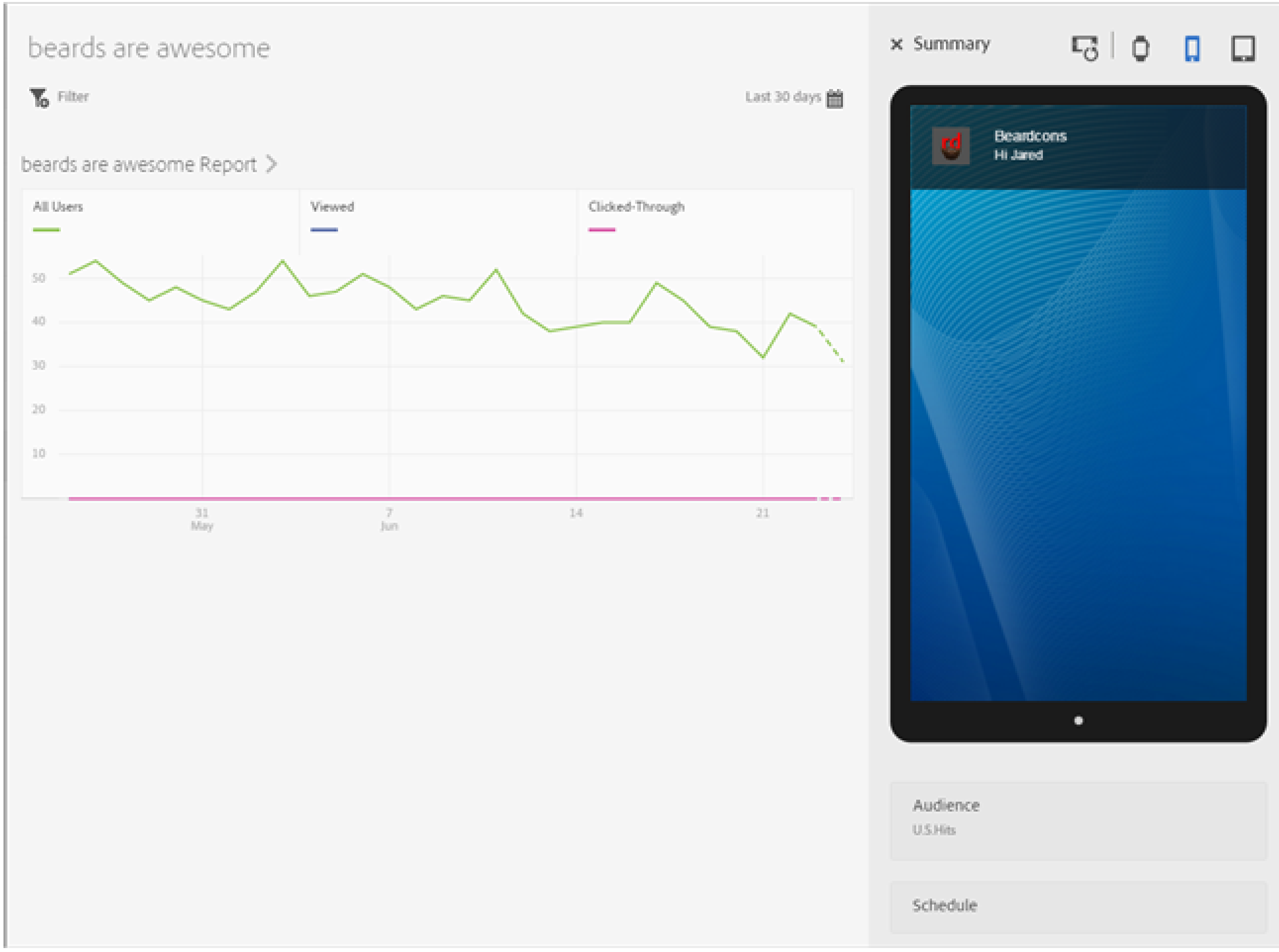
1. Click  in the **Report** column for any message.
2. (Optional) Create a *Sticky Filter* for the report or change the time period by clicking the Calendar icon.

Depending on the type of message you are viewing, the report varies:

- *In-App Messages*
- *Push Messages*

In-App Messages

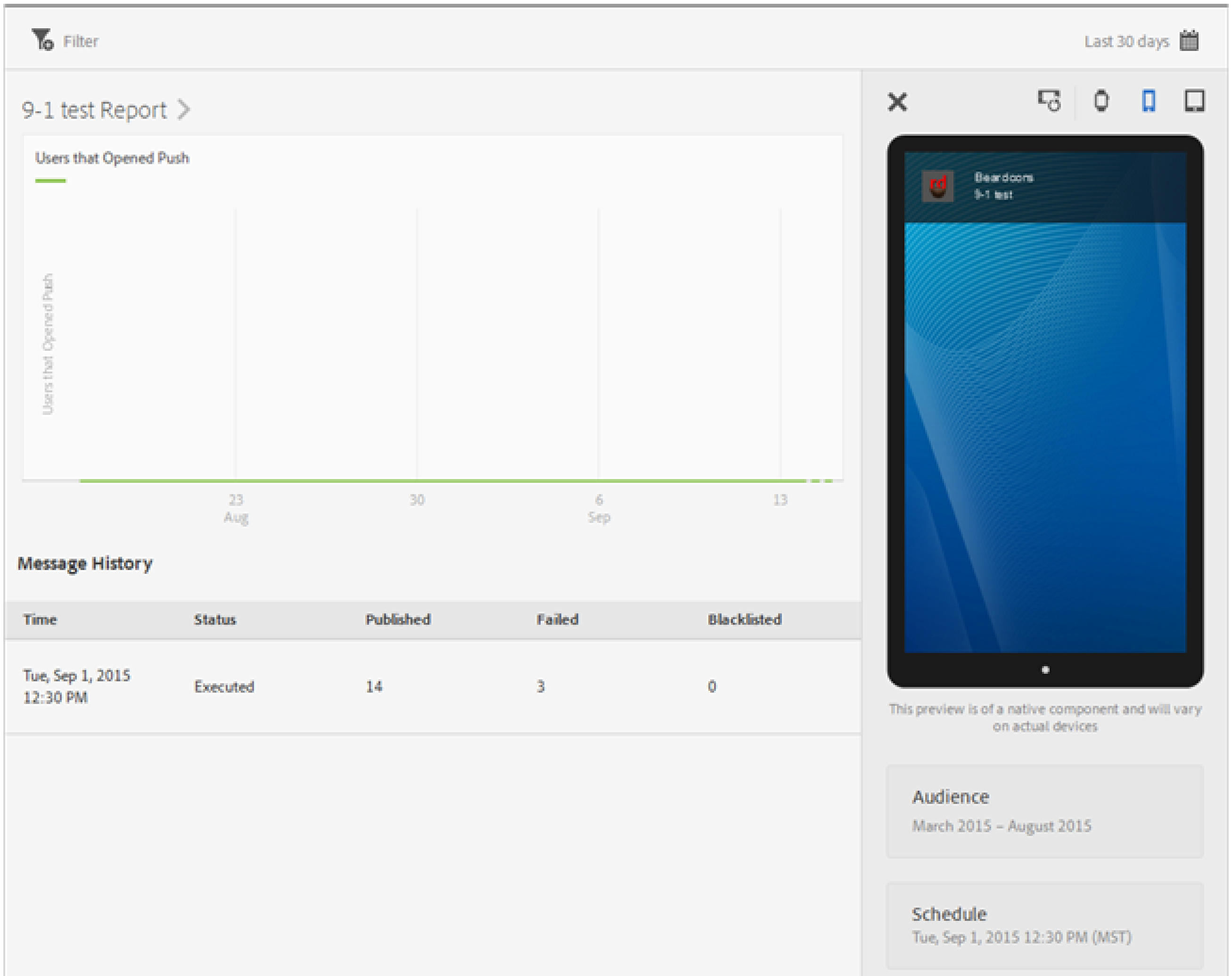
If you are viewing reports for an in-app message, the report looks similar to the illustration below. The available metrics include All Users, Viewed, and Clicked-Through.



Push Messages

If you are viewing reports for a push message, the report looks similar to the illustration below.

The chart at the top displays the number of users that opened the message.



The table below the chart includes the following information:

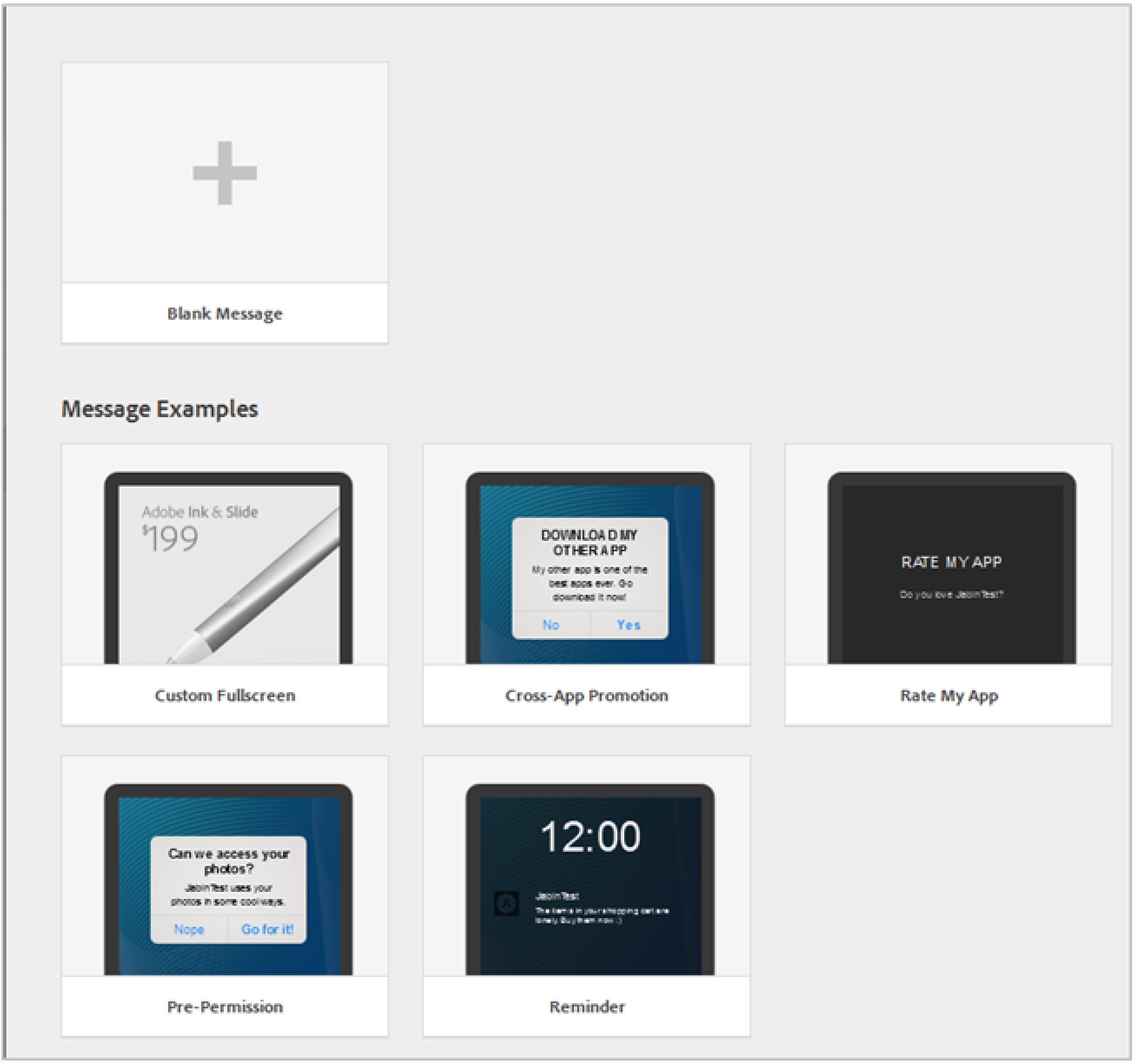
Column	Description
Time	The time the message was pushed to devices from Mobile Services.
Status	The status of the message: Cancelled, Scheduled, Executing, Executed, or Failed.
Published	The number of devices to which Mobile Services attempted to send the message.
Failed	The number of devices that did not receive the message. Possible reasons for a message to fail include that the push service was not configured correctly or the Mobile Services system is down. If you have an unusually large number of failures, check your push services configuration. If push services appears to be configured correctly, contact Adobe Customer Care.
Blacklisted	The number of devices to which the message cannot be delivered. Possible reasons for this include that the app has been uninstalled from the device or that the user changed his or her opt-in settings to receive messages.

Create an in-app message

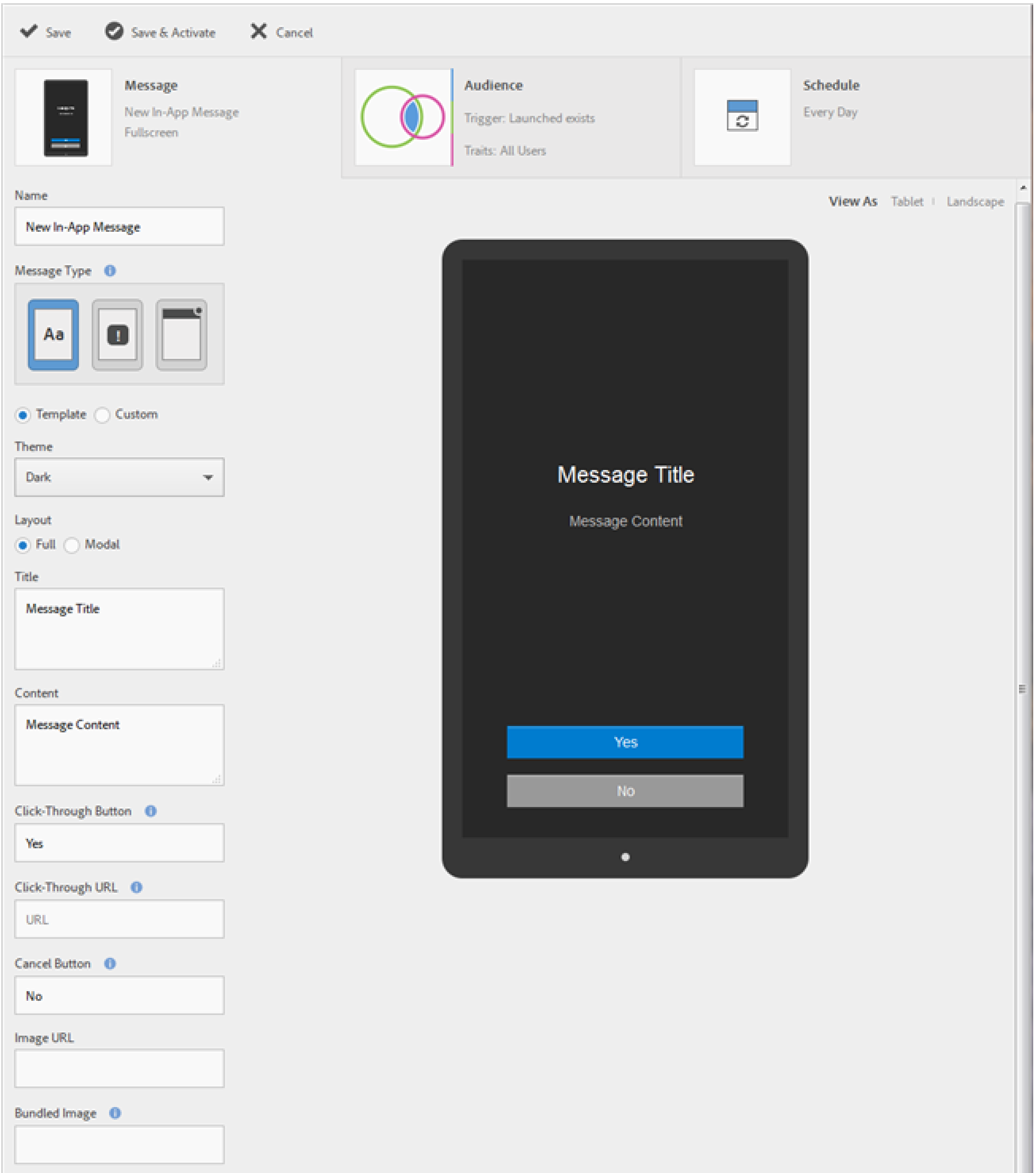
Create an in-app message for delivery to mobile users. When creating the message, you configure the message type, audience, and schedule.

Note: *Customers must have Analytics—Mobile Apps or Analytics Premium in order to create in-app messages.*

1. Click **<app name>** > **Messaging** > **Manage In-App Messages** > **Create New In-App Message**.



2. Click **Blank Message** (or select an example).



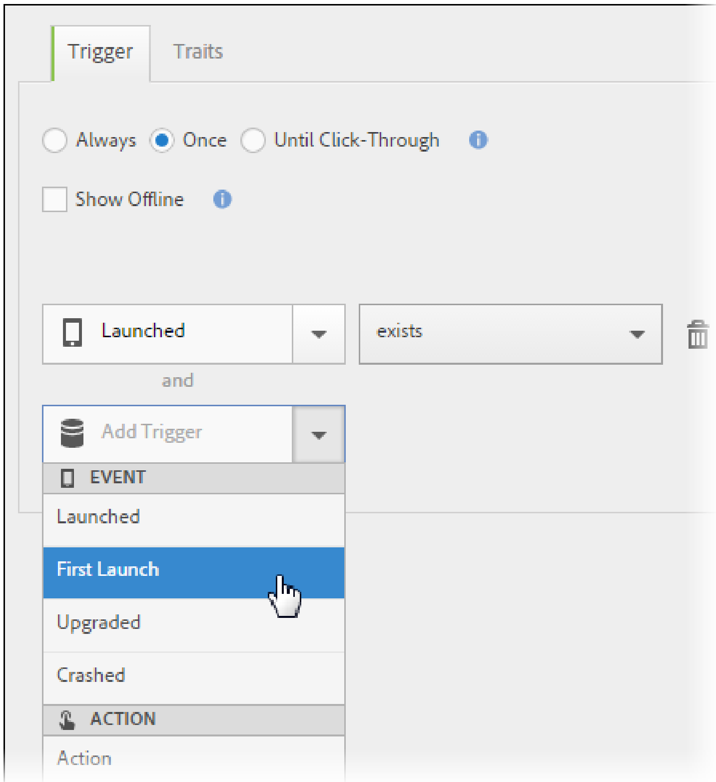
3. Click **Message**, then configure the following settings:

Element	Description
Name	For reporting purposes, a unique name for this message.
Message Type	The type of message for your in-app message campaign:

Element	Description
	• Full Screen • Alert • Local Notification
Content	**Template:** You can customize a themed responsive message template for your content.
	Custom: Load your custom HTML content (full screen only). You must provide a click-through link and a cancel link. When using the Custom method, you can download an HTML file or drag an HTML document to the window. Click **Download Example** to view sample custom HTML content.
Theme	Select a theme for your message: **Light** or **Dark**.
Layout	The app layout on the device screen, such as *Full* or *Modal*.
Title	A user-friendly title.
Content	The message text.
Click-Through Button	Label for the Click-Through button. Tapping this button will count as a successful Click-Through. The user will then be redirected to the Click-Through URL.
Click-Through URL	The redirect URL for a successful click-through. This URL may contain the following information: • `{userId}` - Replaced with the user identifier or blank if the user identifier is unset. • `{trackingId}` - Replaced with the aid (correlates with *s_vi* cookie). • `{messageId}` - Replaced with the unique ID for the in-app message. • `{lifetimeValue}` - Replaced with the lifetime value or 0 if no lifetime value exists. An example of tracking the user id: `http://www.mysite.com?uid={userId}` If the click-through URL uses `http://` or `https://`, the URL will open in the device browser outside of the app. Otherwise, each platform supports schemes that allow you to open or reference your app if the app has been developed to support the custom scheme.
Cancel Button	Label for the Cancel button. Tapping this button closes the message.
Image URL	The URL for an image.

Element	Description
	If you have sizing issues when using the full-screen template, see "My image does not fit exactly into the space provided by the template" in *Troubleshooting In-App Messaging*.
Bundled Image	Path to an image in your app code bundle. This is used if there is no image or it is unavailable (device is offline). If you have sizing issues when using the full-screen template, see "My image does not fit exactly into the space provided by the template" in *Troubleshooting In-App Messaging*.

4. Click **Audience**, then click **Trigger**.



You can specify action that triggers a message to display. Options for the number of times the message will be viewed include:

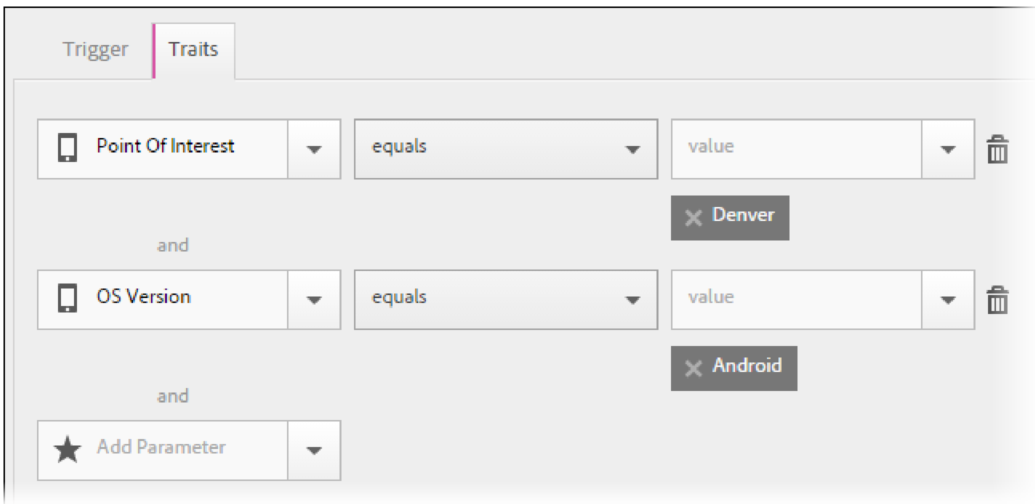
Trigger tab	You can specify action that triggers a message to display. The number of times the message will be viewed: • **Always:** Every time the trigger occurs. • **Once:** Only the first time the trigger occurs. • **Until Click-Through:** Every time the trigger occurs until the user clicks through (full screen and alert only).

	Show Offline: Most messages need to redirect or use a resource from the internet and will not show if offline. Enable this option to always show the message regardless of network connectivity.
	Choose an option from the drop-down list, then choose a condition. For example, you could select **Launched** from the first drop-down list and **Exists** from the second drop-down list. You can add additional triggers and delete triggers, as needed.

5. Click **Traits**.

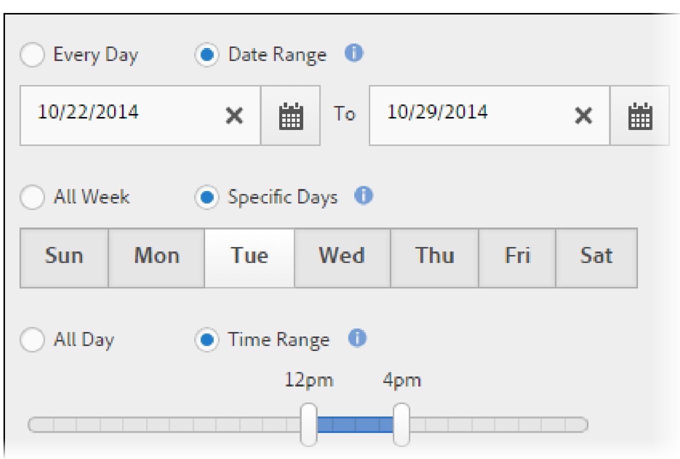
   You can filter (segment) the audience to hits that have specified data.

   For example, you can define a rule in which Points of Interest contain Denver. This filter would allow you to show the message to customers that are inside one of your points of interest with Denver in the name, at the trigger time.



   You can also specify custom context data that needs to be in the triggering hit to display the message.

6. Click **Schedule** to configure date ranges and times.



***Note:** Date ranges are defined by your time zone. Specific days and time ranges are relative to the user's device.*

7. Click **Save and Activate**.

Troubleshooting In-App Messaging

Information to help you perform troubleshooting on in-app messaging.

If you perform all the requirements for In-App Messaging but messages do not show up, verify the following items:

Situation or Issue	Suggestion
Are you putting the new configuration and new SDK in the app?	Verify that the SDK is version 4.2 or higher and correctly configured. (See *View Hits* in Bloodhound documentation for a screen shot showing the SDK version.) You also need ensure that you have a *Messages* section in your configuration (downloaded JSON file), or have a Messages remote endpoint, so that it can be retrieved from dynamic tag management.
My full screen message in Android is not showing up. I am using the correct SDK, configuration, and my triggers are being met.	Did you update your manifest file to define the full screen activity?
My local notification message in Android isn't working.	Make sure the local notification broadcast receiver is declared in your manifest. See step #1 under *How to Enable* in *Android SDK 4.x for Marketing Cloud Solutions*.
Is the message live?	Check on the list view on the Manage In-App Message page in the Status column, and verify if it is live.
Double check the traits/trigger sections.	Verify assumptions in data for traits/trigger in bloodhound. Validate the hits in bloodhound. See *View Hits* in Bloodhound documentation for a screen shot showing the SDK version.
Look at *show once*, *show always*, *show offline* settings on the Audience tab.	Verify that these settings are set the way you want. Review the options on the Trigger tab (on the Audiences parent tab), where you can specify how often the message is shown.
If using launch event as trigger...	Launch only fires on a new session. See *lifecycleTimeout* in the *JSON Config* for information on when a session begins.
I updated my message remotely but my app is still showing the old message.	• Dynamic tag management can take a few minutes to update its endpoint with your new definition. Give it some time and try again. Or, • The config will only update on a new launch. If the app was restarted within the life cycle session timeout, your new config may not have been downloaded.

Situation or Issue	Suggestion
My image does not fit exactly into the space provided by the template.	The In-App Message full-screen template supports showing an image either from a remote server (Image URL) or from the app bundle (Bundled Image). The image should be in a standard image format, for example JPG, GIF or PNG. Due to device screens having many different dimensions, the image will most likely not fit exactly into the space provided by the template. The template focuses on always showing the center of the image and crops (portrait) or fades (landscape) the sides if the image does not fit. The exact placement and sizing rules for each orientation are as follows: • **Portrait:** Image scaled to height of 195px for phone, 529px for tablet, centered if image width is smaller than device width, cropped if image width is greater than device width. • **Landscape:** Image scaled to 100% of height of device, width is 75% of the device, with a fade out on the right. You can download the Custom HTML template and use it if you have issues with the full-screen template. The Custom HTML template provides more flexibility for images and allows full control of the template.

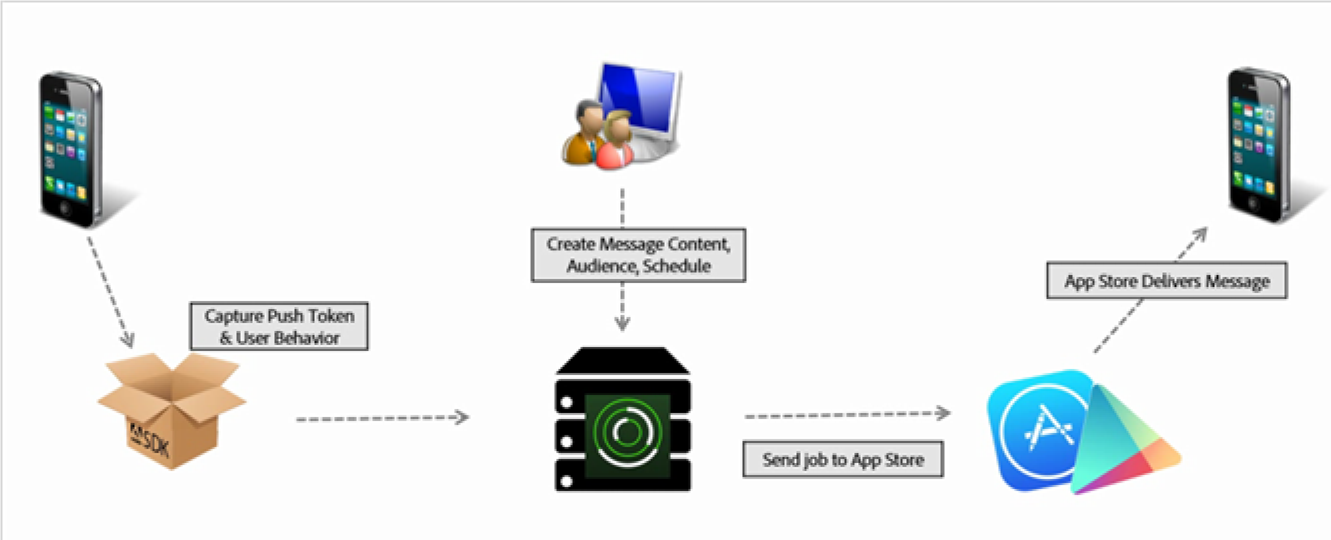
Create a push message

Send push messages to Analytics segments from the Mobile Services UI to leverage your robust Analytics data while engaging with users.

Note: *This feature requires that you perform several prerequisite tasks. For more information, see Prerequisites to Enable Push Messaging.*

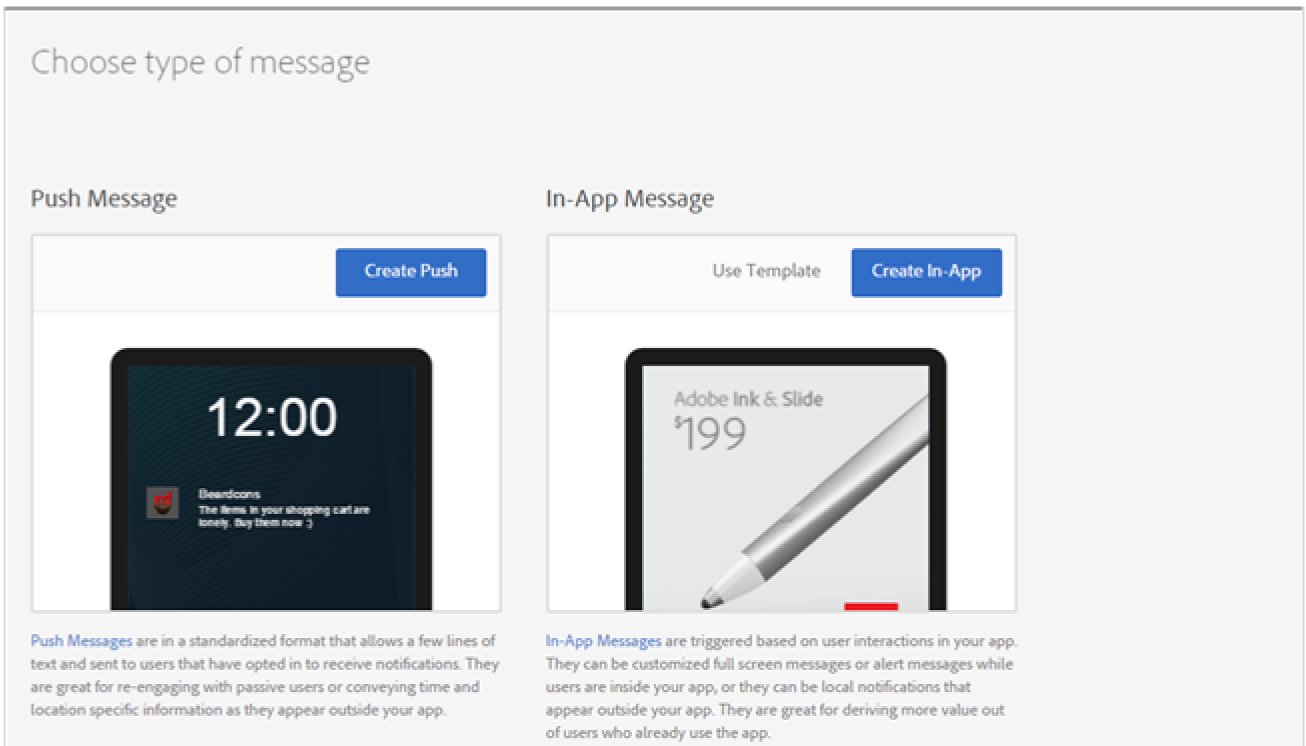
Push messages appear to your users that have opted in to receive notifications when they are not actively using your app, usually to alert users of new updates, offers, and reminders. With this capability, you can create, test, manage, and report on push messages in a single, streamlined workflow.

Push messages are sent server-side by the app stores rather than from Mobile, as illustrated below:

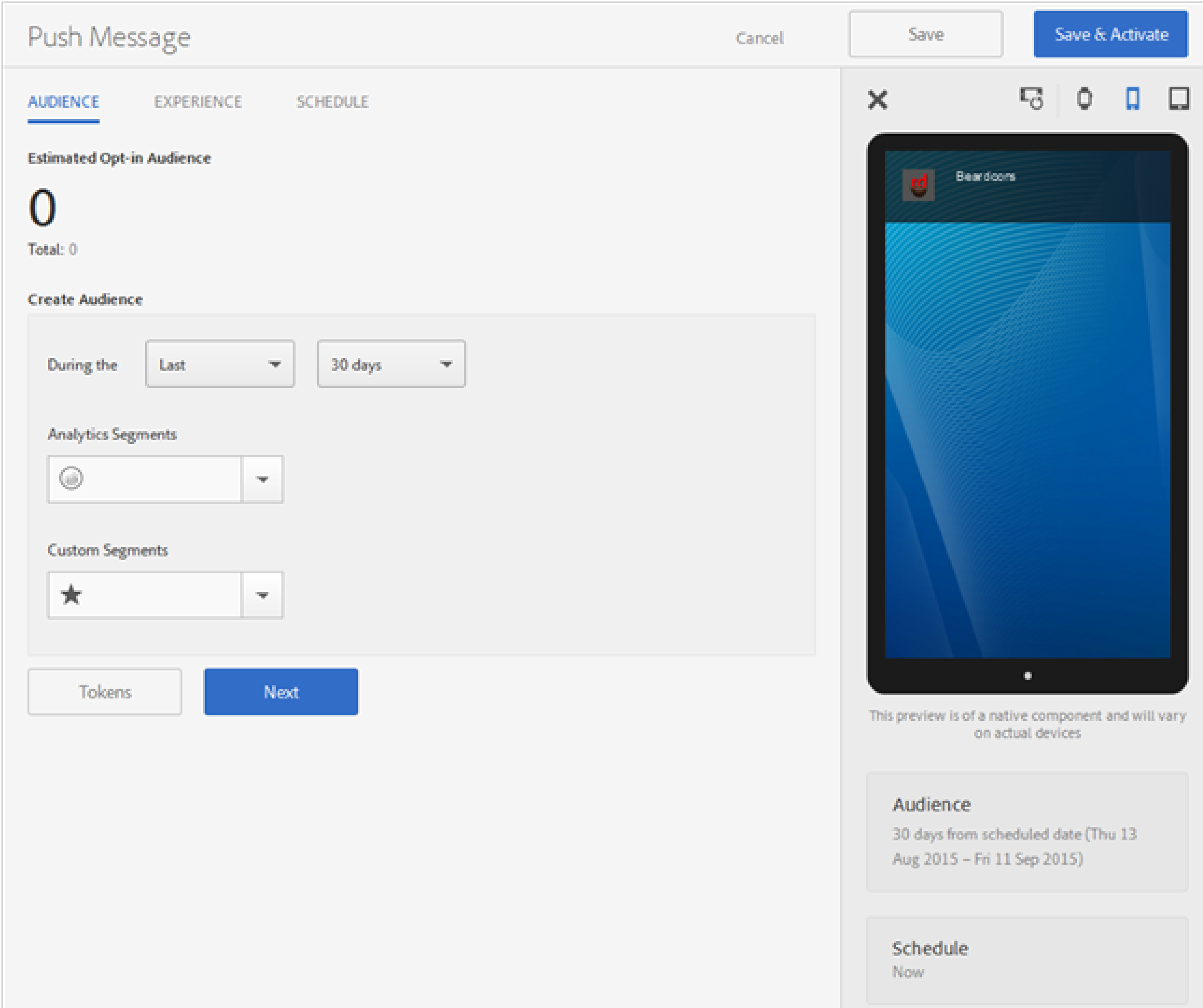


To create a push message:

1. Click **<app name>** > **Messaging** > **Manage Messages** > **Create Message**.

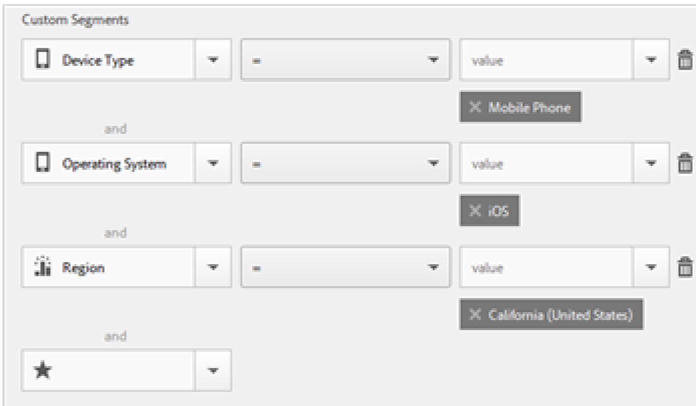


2. Click **Create Push**.



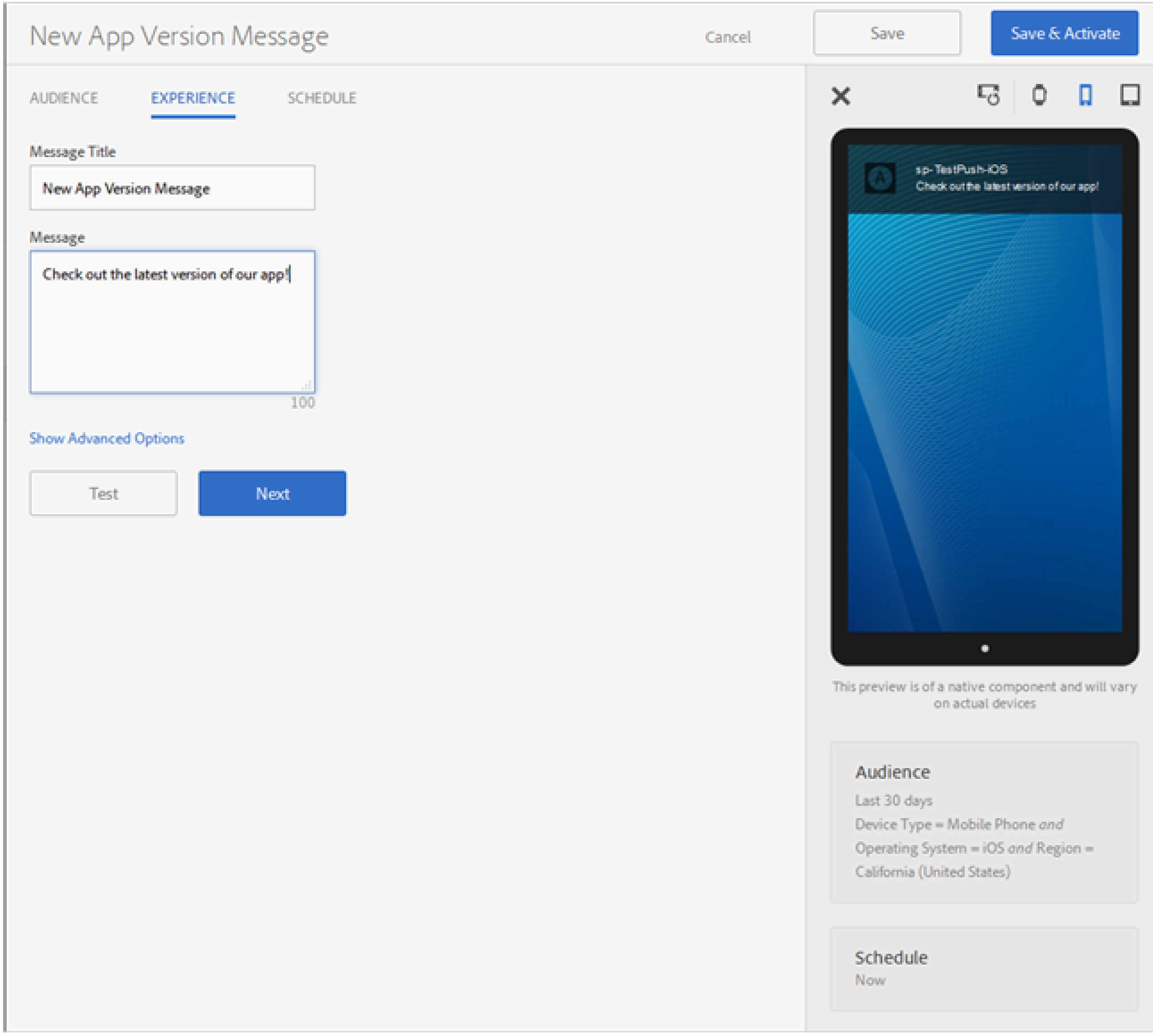
3. On the **Audience** page, then fill in the fields (you can use one or more Analytics segments, custom segments, or both):

Element	Description
Specify the time frame to use for the estimated audience	From the **During The** drop-down list, select an option: • **Last:** Lets you select a relative time frame (for example, the last 7 days, last 30 days, or last 60 days) from the time the message is scheduled to push. As an example, if you select the last 30 days and schedule the message to push on October 31, the estimated audience would be the number of users who have opted-in to receive push messages the 30 days prior to October 31. • **Static Range:** Lets you select a static range by picking the beginning and end dates for the estimated audience range. Using the previous example, if you select a date range beginning October 1 and ending October 15 but schedule the message to push on October 31, the estimated audience would be the number of users who have opted-in to receive push messages in the static date range you specified (October 1 to October 15).

Element	Description
Use an Analytics segment	Select one or more existing Adobe Analytics segment from the drop-down list. For more information, see *Building Segments* In the *Analytics Segmentation guide*.
Use a custom segment	Select a metric or variable from the drop-down list (for example, **Days Since Last Use** or **Point of Interest**, then configure the filter as desired. For example, the following custom segment targets users who have a mobile phone running iOS and are within the California (United States) region. 

Note that you can view an estimate of the number of users in your selected segment(s) that have opted in to receive messages and will receive the push message. The total number of app users displays below the estimate, regardless of opt-in status. Click the Calendar icon to change the date range for your estimate.

4. Click **Next** (or the **Experience** tab).

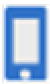
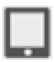


5. Fill in the fields:

Element	Description
Message Title	Specify the name of the push message as it will appear in reporting. This title does not display to users.
Message	Specify the text of your message. You can specify as many as 140 characters.

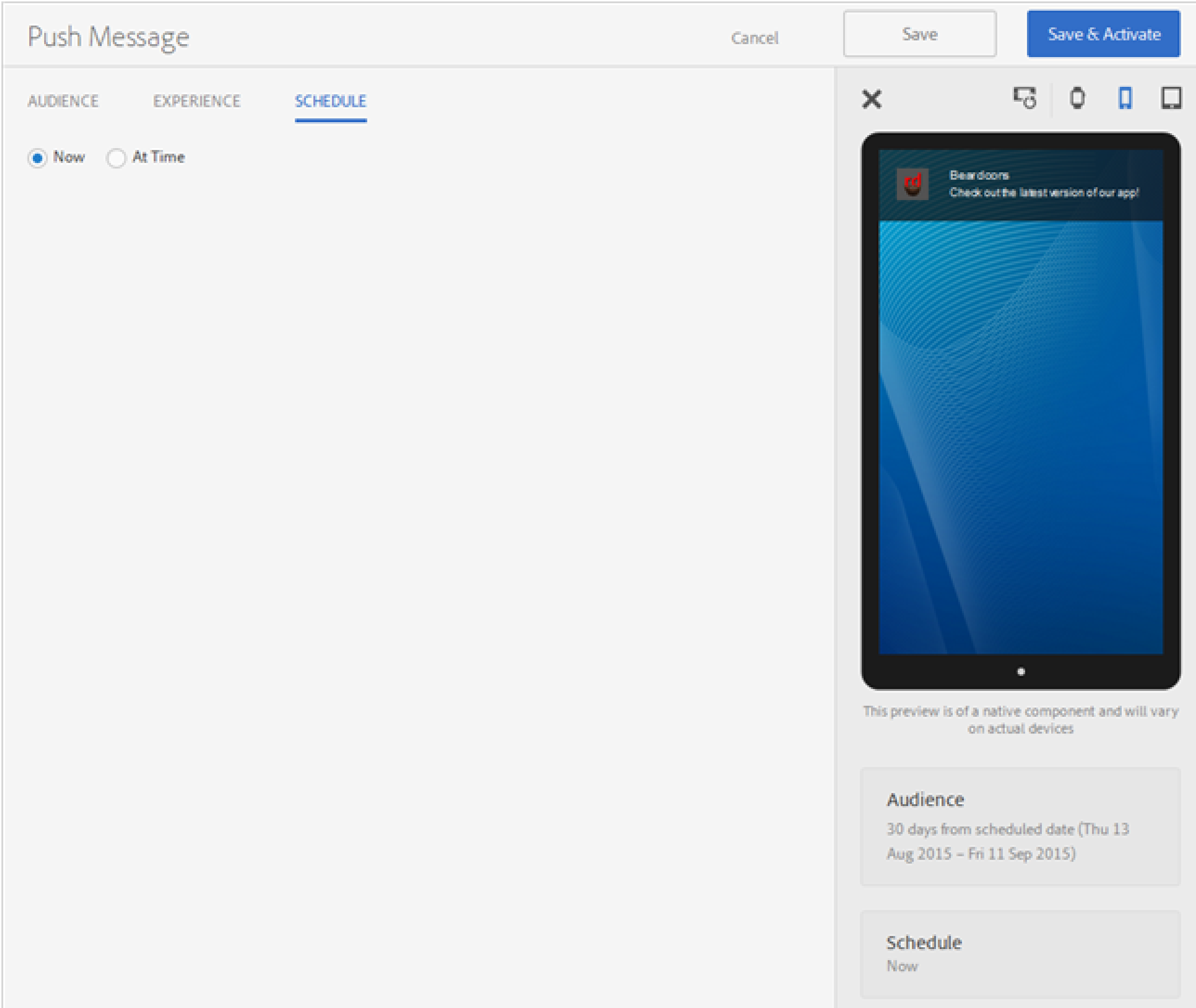
Note that you can preview the layout of your message by clicking following icons:

Icon	Description
x Summary	Hide the preview pane. Click  to redisplay the preview pane.

Icon	Description
	Click to change the orientation of the preview from portrait to landscape mode. For watches, the orientation changes from a round watch face to a square watch face.
	Click to preview your message as it will appear on users's watches.
	Click to preview your message as it will appear on users's mobile phones.
	Click to preview your message as it will appear on users's tablets.

You can also view a description of the audience you selected in the previous step at the bottom of the preview pane.

6. (Optional) Click **Show Advanced Options** to configure additional options.
   For Apple, you can select **Content Available**. When the message arrives, iOS will wake up your app in the background and allow you to execute code based on the message payload. For more information, see the *iOS Developer Library*.
7. (Optional) Click **Test** to push your message to specified devices for testing purposes. Select the desired service then specify the push tokens for one or more devices to which you want to push the message. Enter the tokens in a comma-separated list to push the message to more than one device.
8. Click **Next** (or the **Schedule** tab).



9. Select the desired option:

   - **Now:** Push the message immediately (unless you subsequently click **Save** as explained in the next step).
   - **At Time:** Specify the date and time you want to push the message.

10. Click **Save** to save the message in draft format. You can choose this option to save an unfinished message or to save the message so that someone else can edit and approve the message before activating it. Note that if you selected **Now** in the previous step, the draft message is sent immediately upon activation. If you selected a date and time to push the message, the message is pushed according to schedule. To push the draft message later, click **Manage Messages**, select the check box next to the message, then click **Activate Selected**.

    Or

    Click **Save & Activate** to save the message and activate it. If you selected **Now** in the previous step, the message is immediately pushed. If you selected a date and time to push the message, the message is pushed according to schedule.

Why are there sometimes delays sending push messages?

There are two different types of delays that might be associated with push messages for Mobile Services.

- **Waiting for Analytics Hits:** Every report suite has a setting to determine when to process incoming Analytics hits. The default is 1 hour on the hour. Other options for customers include every 30 minutes on the half hour and 15 minutes on the quarter hour. To switch from the default, customers must talk to their Analytics representative. The actual processing of Analytics hits might take up to 30 minutes, but is normally 15-20 minutes.

  For example, suppose a report suite processes hits every hour. Factoring in the needed processing time of 30 minutes max, it could take up to 90 minutes for a hit coming in to be available for a push message. If a user launched the app at 9:01 am, the hit would show up in the Mobile Services UI as a new unique user between 10:15 to 10:30 a.m.

- **Waiting for Push Service:** The Push Service (APNS or GCM) might not immediately send out the message. Although uncommon, we have seen occurrences of 5-10 minute wait times. You can verify that the Push Message has been sent to the Push Service by looking in the Report view of the Push Message, finding the message in the Message History table and looking at the Published count, which is the number of successful sends to the Push Service(s).

  Also, both Push Services do not guarantee a message will be sent. Please consult their documentation around reliability of service.

  APNS: See *Quality of Service* on the iOS Developer Library site.

  GCM: See *Lifetime of a Message* on the Google Developers site.

App Store

The appFigures data connector integration combines the power of the appFigures integrated mobile app store analytics and the direct app tracking of Adobe Analytics to create powerful analytics and optimization opportunities for your organization.

> ***Note:*** *The **App Store** menu item and associated reports display in the left navigation menu of Adobe Mobile after you configure the integration.*

The *appFigures Data Connector for Adobe Analytics* documentation contains the following:

- Information to help you understand the key benefits and features of the integration
- Information to consider before implementing the integration, including the following:
  - Adobe Analytics requirements
  - appFigures requirements
  - Pricing
  - Analytics integration variables
- Information to help you configure the integration
- Information about the metrics and dimensions included in the integration
- Information to help you segment app data

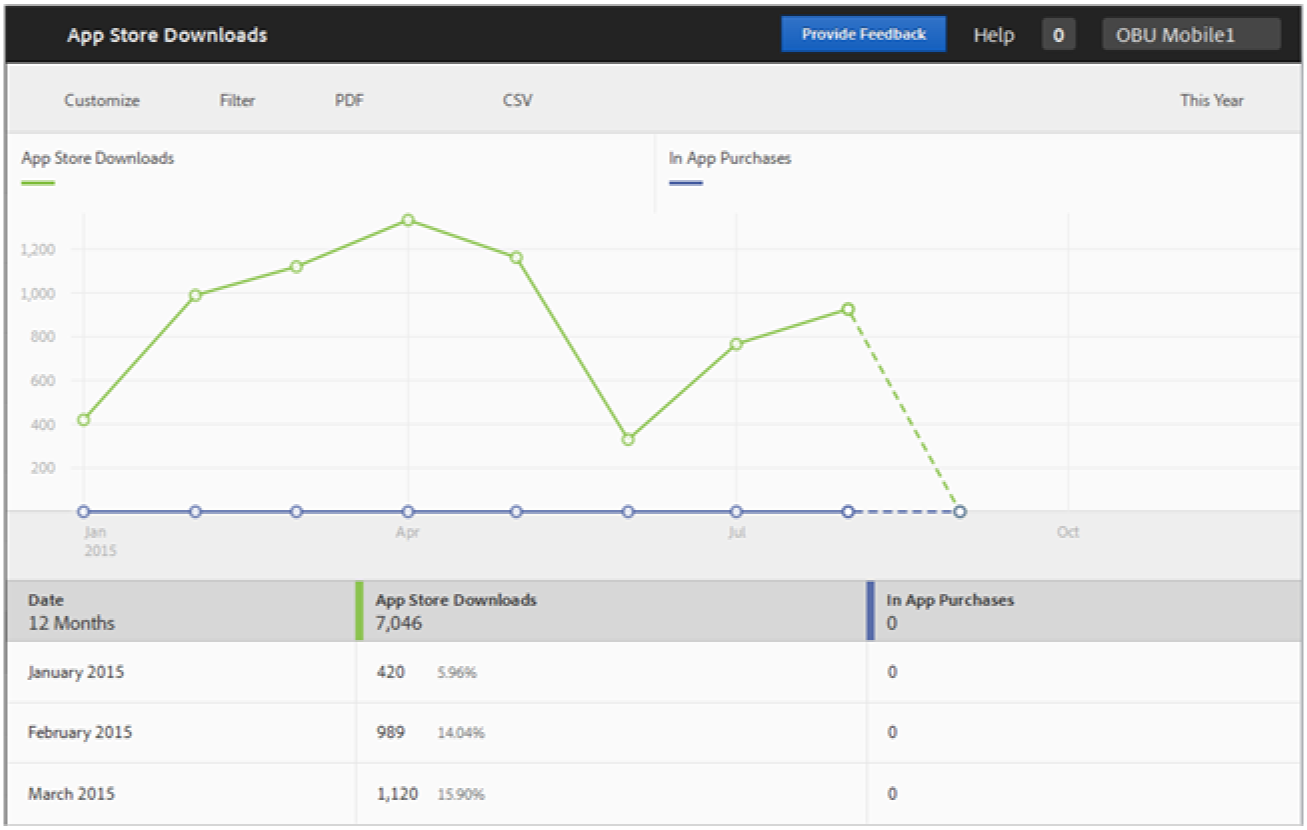
For more information, see the *appFigures Data Connector for Adobe Analytics* documentation.

Store Performance

The **Store Performance** report is an over-time report that displays information about the number of app-store downloads and in-app purchases made using your app.

> ***Note:*** *The **App Store** menu item and associated reports display in the left navigation menu of Adobe Mobile after you configure the integration.*

In addition to changing the report's date range by clicking the date range displayed in the top right corner of the report (labeled "This Year" in the illustration below), you can customize the report, add filters and series (metrics), add sticky filters, and download the report in PDF or CSV format. For more information, see *Customize Reports*.



App Stores

The **Apps Store** report is an over-time report that displays information about the number of app-store downloads and in-app purchases made using your app grouped by app store.

Note: *The* ***App Store*** *menu item and associated reports display in the left navigation menu of Adobe Mobile after you configure the integration.*

In addition to changing the report's date range by clicking the date range displayed in the top right corner of the report (labeled "This Year" in the illustration below), you can customize the report, add filters and series (metrics), add sticky filters, and download the report in PDF or CSV format. For more information, see *Customize Reports*.

App Store Countries

The **App Store Countries** report is a ranked report that displays information about the various metrics by app store country.

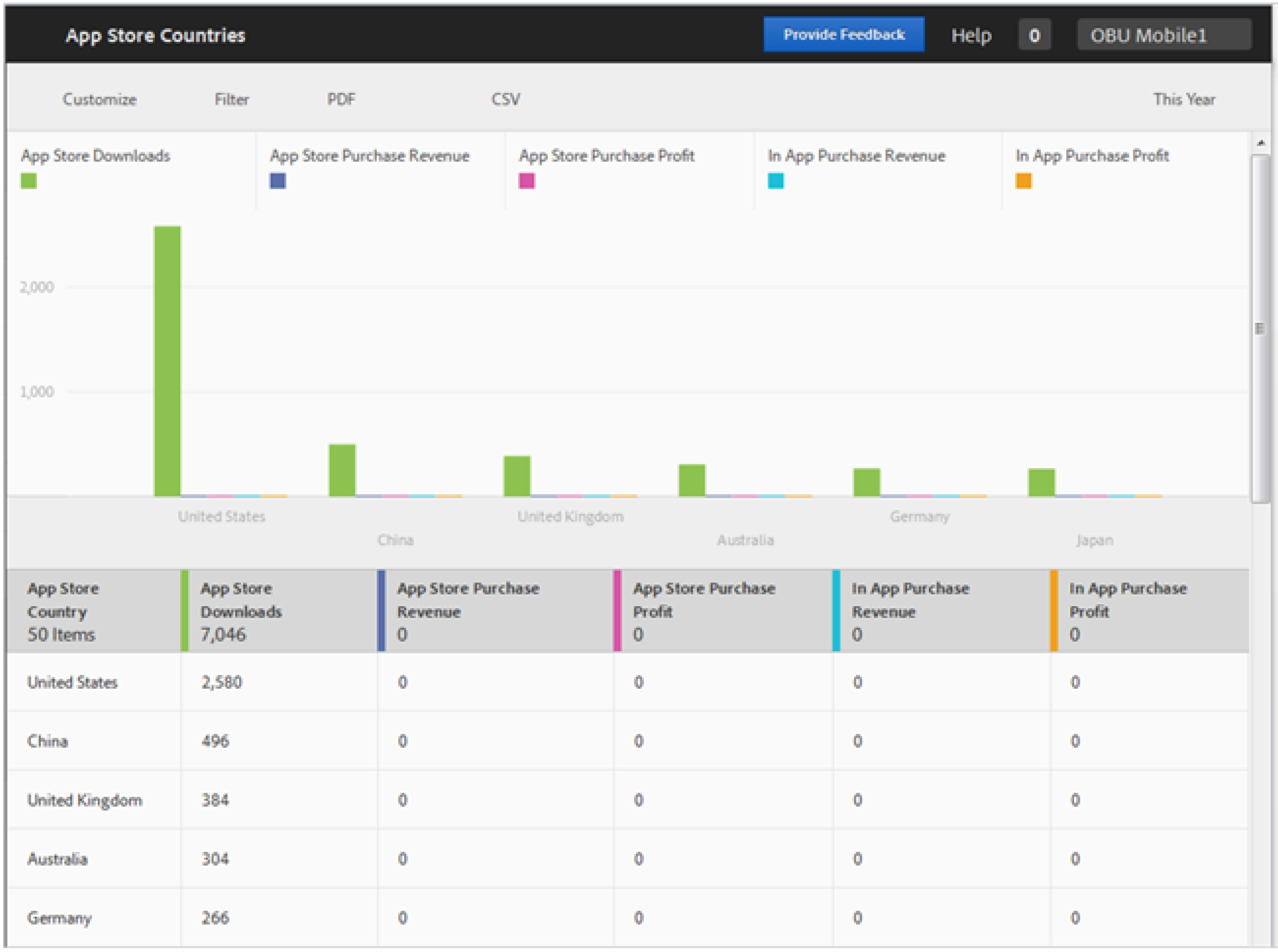
Note: *The* ***App Store*** *menu item and associated reports display in the left navigation menu of Adobe Mobile after you configure the integration.*

For example, you can display the number of the following metrics grouped by country, as shown in the illustration below:

- App Store Downloads
- App Store Purchase Revenue
- App Store Purchase Profit

- In-App Purchase Revenue
- In-App Purchase Profit

In addition to changing the report's date range by clicking the date range displayed in the top right corner of the report (labeled "This Year" in the illustration below), you can customize the report, add filters and series (metrics), add sticky filters, and download the report in PDF or CSV format. For more information, see *Customize Reports*.



Target

Create Target activities to perform A/B tests and target content in Mobile Services

Before you can deliver dynamic content in your app, you must *link your Adobe Target* account to your Adobe ID.

Create an Activity

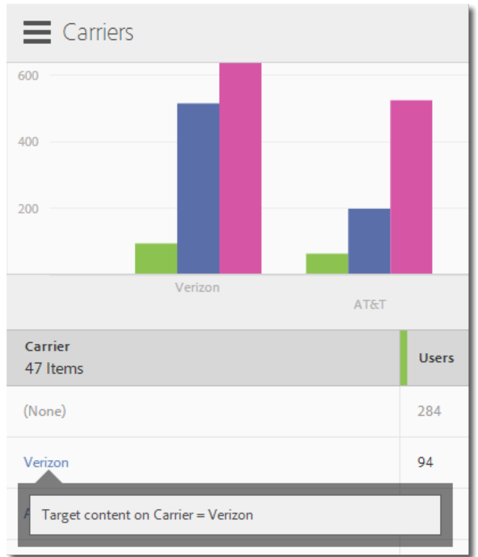
Note: *Target activities in Adobe Mobile provide a subset of the full Adobe Target capabilities and should be created and edited in Adobe Mobile.*

Target > **Target Activities** > **Create New**.

Option	Description
Name	The Target activity name.
Active	When enabled, the activity runs between the start and end dates.
Start	The day when the activity will start running if Active is set to **On**.
End	The day when the activity will stop running if Active is set to **On**.
Audiences	Select from pre-defined audiences, such as iPad users, or *define a custom audience*.
Content Location	The name of the location that you need to populate with content.
Test Experiences	Test a number of experiences against your control experience to see which is better.
Success Location	The name of the location that is called to set a successful conversion.

Define a Custom Audience

Click a row in a report to define a custom audience.


Carriers
600
400
200
Verizon
AT&T
Carrier
47 Items
Users
(None)
284
Verizon
94
Target content on Carrier = Verizon

DPS (Digital Publishing Solution)

View reports available to Digital Publishing Solution (DPS) customers.

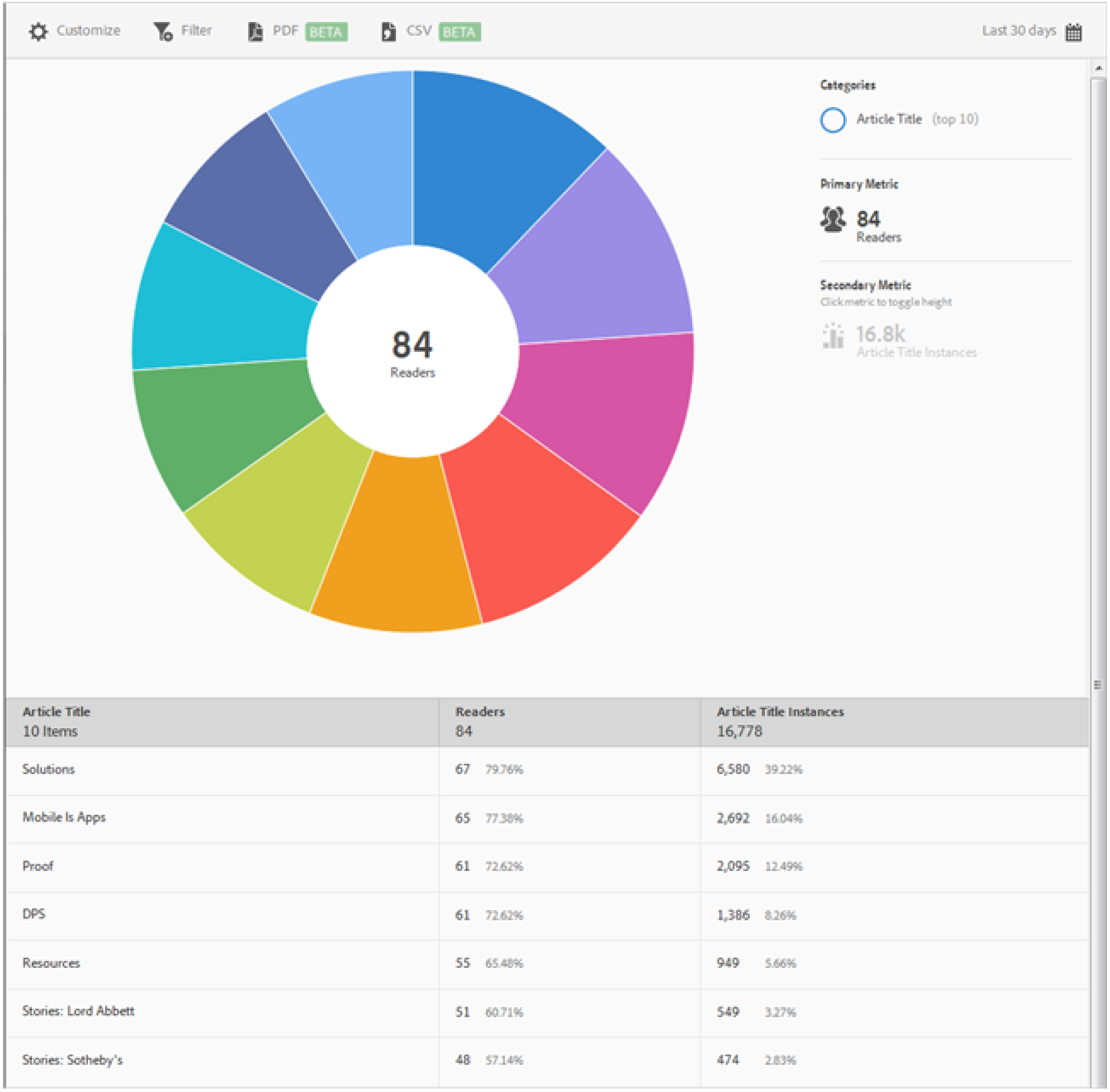
The DPS reports let you track the user data of your custom viewer app from within Mobile Services. When you subscribe to the Adobe Digital Publishing Suite with a Professional or Enterprise account, you get access to base-level analytics for all your apps.

Apps created from DPS have access to the Adobe Mobile core service user interface through Analytics Essentials – DPS.

For more information, see *DPS Analytics in the Digital Publishing Solution Help*.

Top 10 Articles

The **Top 10 Articles** report displays a sunburst visualization for your existing data. This report is available to Digital Publishing Solutions (DPS) customers only.



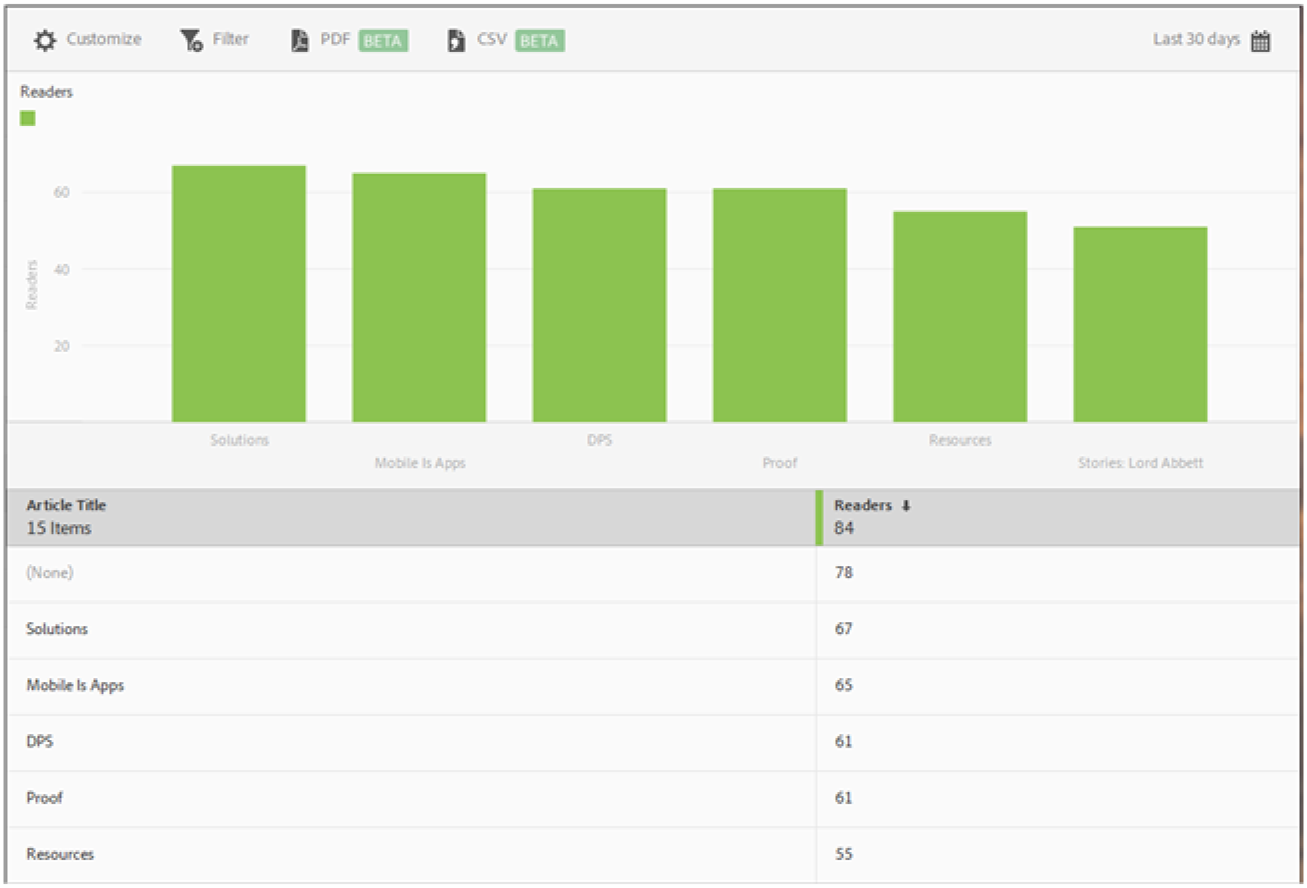
By default, this report shows article title, the number readers and percentage of total readers, and the article title instances and percentage.

This report is similar to the **Technology** report. For information about how to navigate and use sunburst reports; add breakdowns and metrics; create target activities; create sticky filters, and share reports, see *Technology*. The information in the **Technology** topic can be used to customize the **Top 10 Articles** report.

Top 50 Articles

The Top 50 Articles report displays a bar chart and ranked report showing the most-read articles displayed using the app. This report is available to Digital Publishing Solutions (DPS) customers only.

Although the default report displays data for the last 30 days by number of readers, you can customize the report as desired.



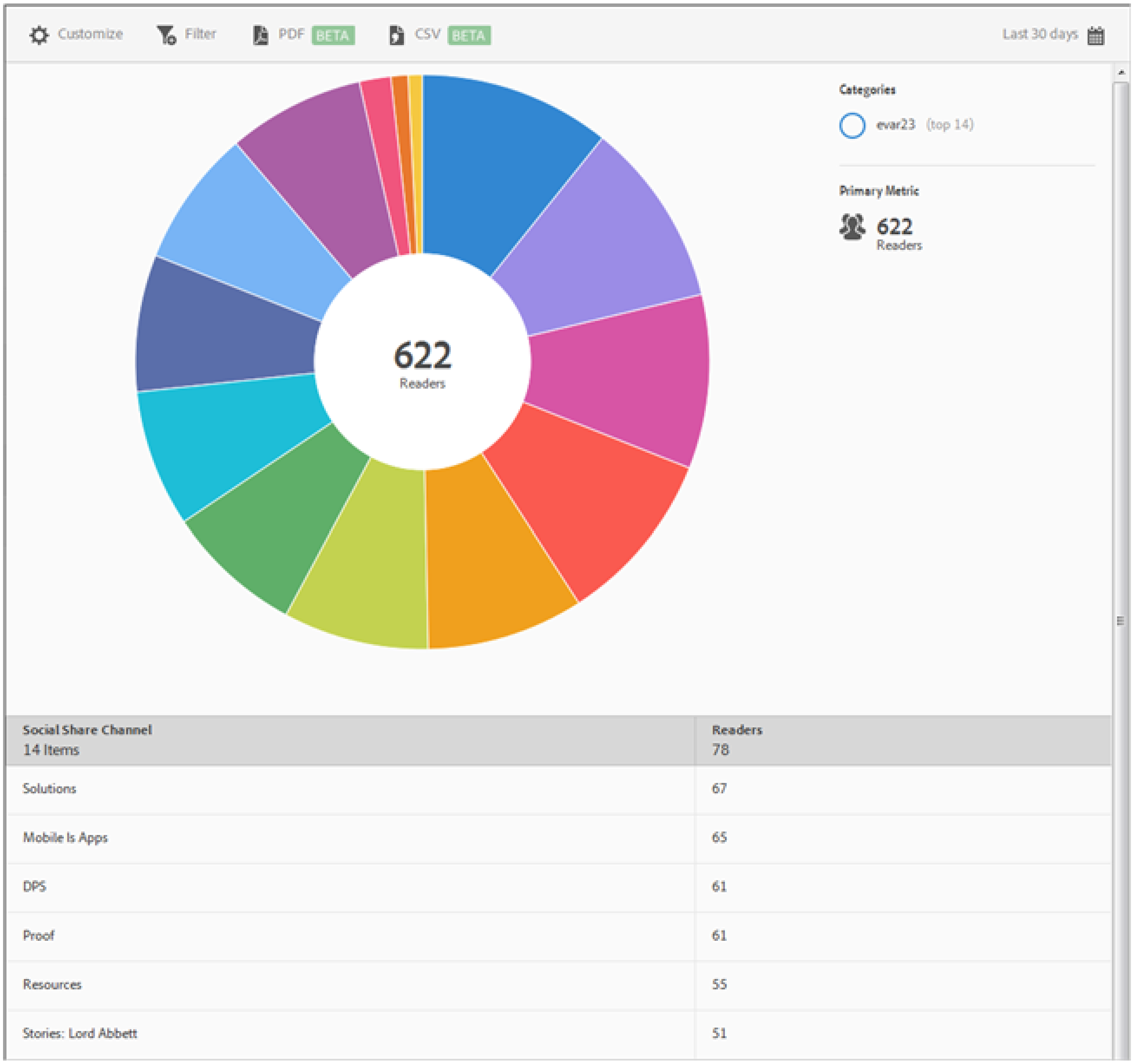
By default, this report shows article title and the number readers.

You can configure the following options for this report:

Option	Description
Time Period	Click the **Calendar** icon, then select a custom time period or choose a preset time period from the drop-down list.
Customize	Customize your reports by changing the date range, the **Show By** options (display graph and table data by time periods or by dimensions), add metrics and filters, add additional series (metrics), and more. See *Customize Reports*.
Filter	Click **Filter** to create a filter that spans different reports to see how a particular segment is performing across all mobile reports. A sticky filter lets you define a filter that is applied to all non-pathing reports. See *Add Sticky Filter*.
Download	Click **PDF** or **CSV** to download or open documents that you can share with users who do not have access to Mobile Services or to use in presentations.

Social Sharing

The **Social Sharing** report displays a sunburst visualization for your existing data. This report is available to Digital Publishing Solutions (DPS) customers only.

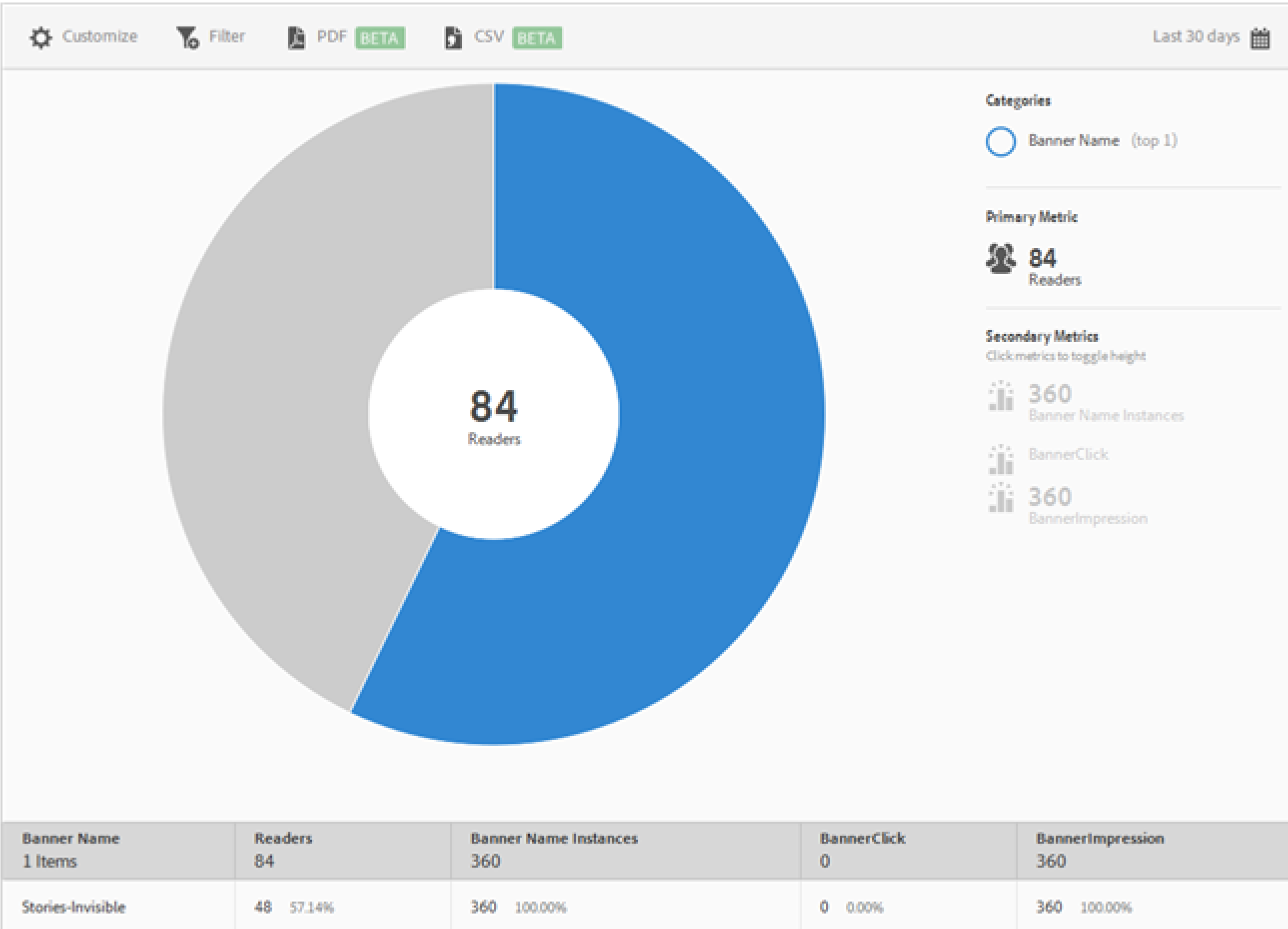


By default, this report shows the number of readers who shared article in different channels (email, message, and so forth).

This report is similar to the **Technology** report. For information about how to navigate and use sunburst reports; add breakdowns and metrics; create target activities; create sticky filters, and share reports, see *Technology*. The information in the Technology topic can be used to customize the **Social Sharing** report.

Banner Metrics

The **Banner Metrics** report displays a sunburst visualization for your existing data. This report is available to Digital Publishing Solutions (DPS) customers only.



By default, this report displays the following metrics: banner name, number of readers, number of banner instances, number of banner clicks, and the number of banner impressions.

- **Banner Name:** The name of the banner.
- **Readers:** The number of app users.
- **Banner Name Instances:** The number of times the banner was referenced (clicks and impressions).
- **Banner Click:** The number of times users clicked the banner.
- **Banner Impressions:** The number of times a banner was viewed (or was visible) on a browser page.

This report is similar to the **Technology** report. For information about how to navigate and use sunburst reports; add breakdowns and metrics; create target activities; create sticky filters, and share reports, see *Technology*. The information in the Technology topic can be used to customize the **Banner Metrics** report.

Reference

Reference material to help you get the most out of Adobe Mobile.

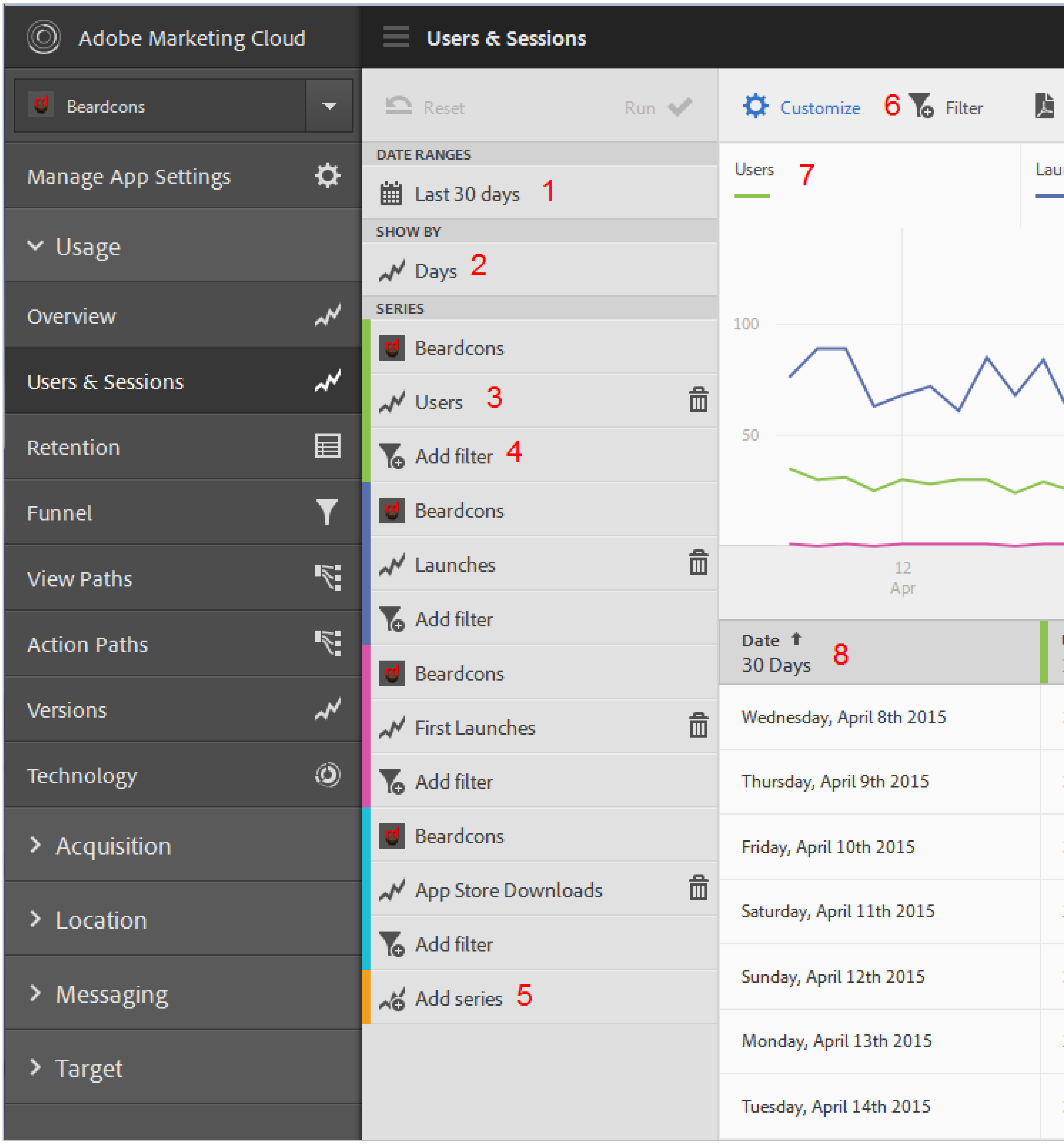
Customize Reports

Information to help you understand and customize the built-in reports.

You can customize your reports by changing the date range, the Show By options (display graph and table data by time periods or by dimensions), add metrics and filters, add additional series (metrics), and more.

To display the **Customize** rail, click the name of the desired app to go to its **Overview** page, then click **Customize**.

The following example shows the **Users & Sessions** report with the open Customize rail. This example displays data for the last 30 days, shown by days, with four active series: **Users**, **Launches**, **First Launches**, and **App Store Downloads**.



The following information describes each area of the report and **Customize** rail:

Number	Description
1	**Date Ranges:** Access a drop-down list that lets you select various date ranges for your report. All data in the chart (9) and corresponding table (10) respects the selected date range.
2	**Show By:** Access a drop-down list that lets you select a time-based or dimension-based display for your report. For example, in the previous illustration, you can see that **Days** is selected. If you look at the dates below the chart (7) and the rows in the table (8), data is categorized by date in an over-time report. As many as six metrics can be reported on over-time reports by adding additional series to the report. If you select a Lifecycle dimension, you can view the top 50 values in a ranked list, the top 5 values trended by day or week, or a top 5 or 10 values breakdown.
3	**Series**: Series represent individual metrics, such as Users, Launches, First Launches, and App Store Downloads in the above example. Each series is color coded with data in the chart (7) and table (8). You can add additional series (metrics) and even different apps (in different report suites) to compare data. See *Add Series (Metrics) to Reports*.
4	**Add Filter:** Customize the built-in reports by adding additional filters (segments). See *Add Filters to Reports*.
5	**Add Series:** Customize the built-in reports by adding additional series (metrics) or apps in different report suites to compare data. See *Add Series (Metrics) to Reports*.
6	**Sticky Filter:** Create a filter that spans different reports. Sometimes you want to see how a particular segment is performing across all mobile reports. A sticky filter lets you define a filter that is applied to all non-pathing reports. See *Add Sticky Filter*.
7	**Data Chart:** The data chart displays data in an appropriate chart based on the selected metrics. Chart types include line charts, bar charts, donut charts, etc.
8	**Data Table:** The data table displays data in tabular form. You can click any column header to sort the data in ascending or descending order.

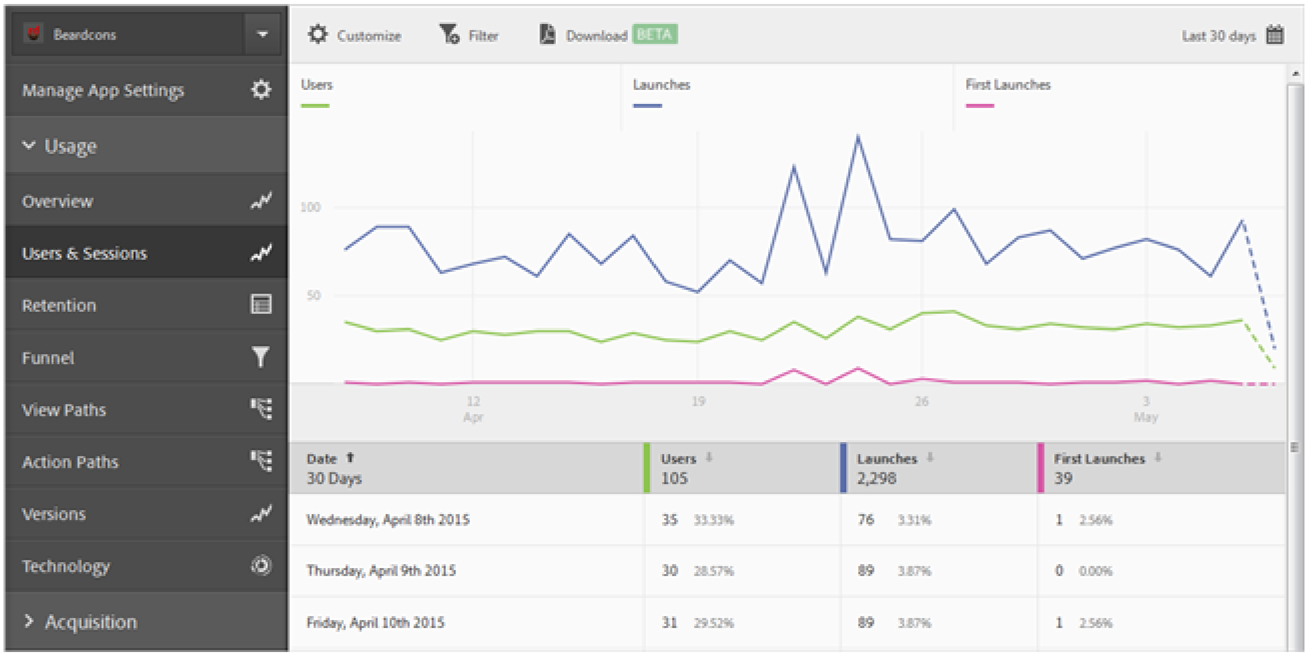
Add Filters to Reports

Information to help you customize the built-in reports by adding additional filters (segments).

Note: *Mobile app metrics are also available in marketing reports & analytics, ad hoc analysis, data warehouse, and other Analytics reporting interfaces. If a specific breakdown or report type is not available in Adobe Mobile, it can likely be generated using a different reporting interface.*

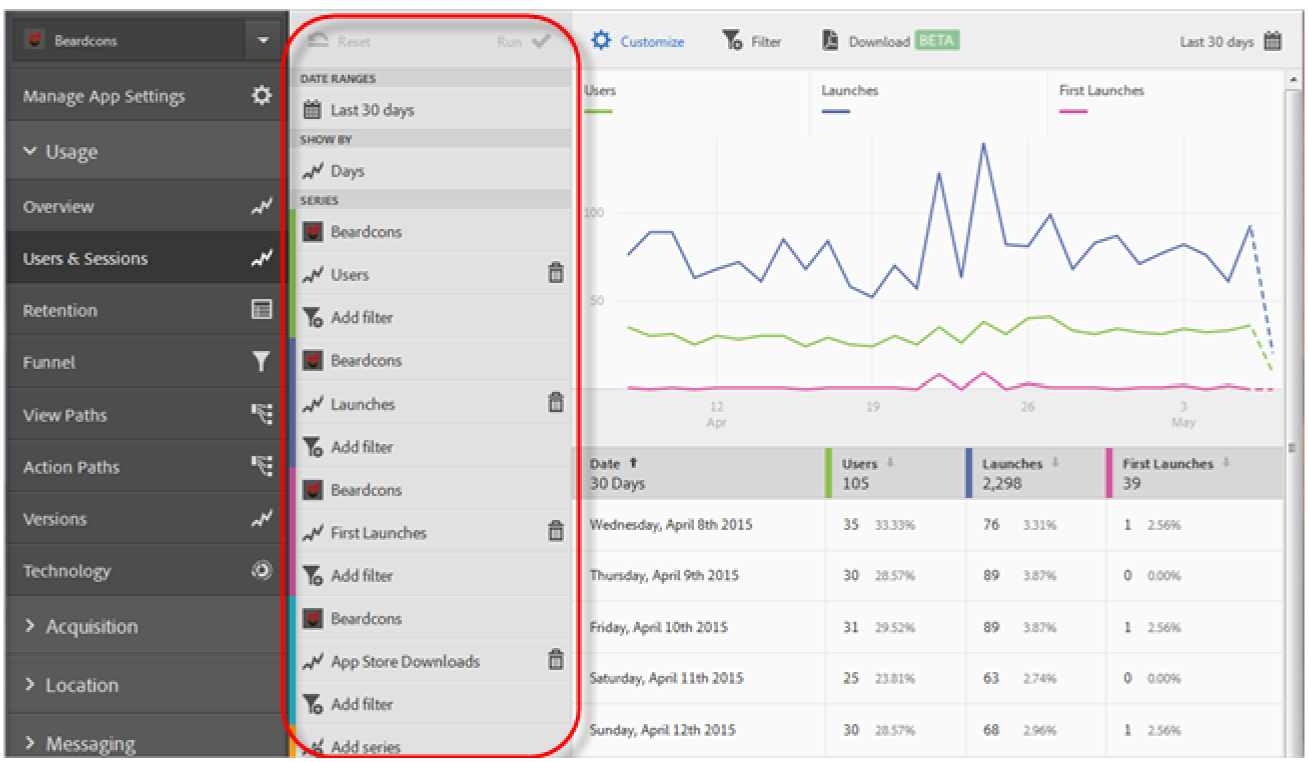
In this example, we will customize the **Users & Sessions** report in the **Usage** reporting category, but the instructions apply to any report.

1. Click the name of the desired app to go to its **Overview** page.
2. To display the **Users & Sessions** report, click **Usage** > **Users & Sessions**.

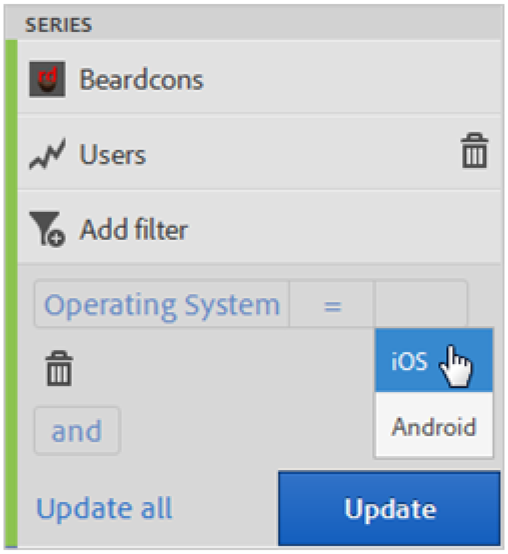


This report provides a complete overtime view of our app users. However, metrics for both the iOS and Android versions of this app are collected in the same report suite. Let's segment users by mobile OS by adding a custom filter to the Users metric.

3. Click **Customize** to open the right rail.



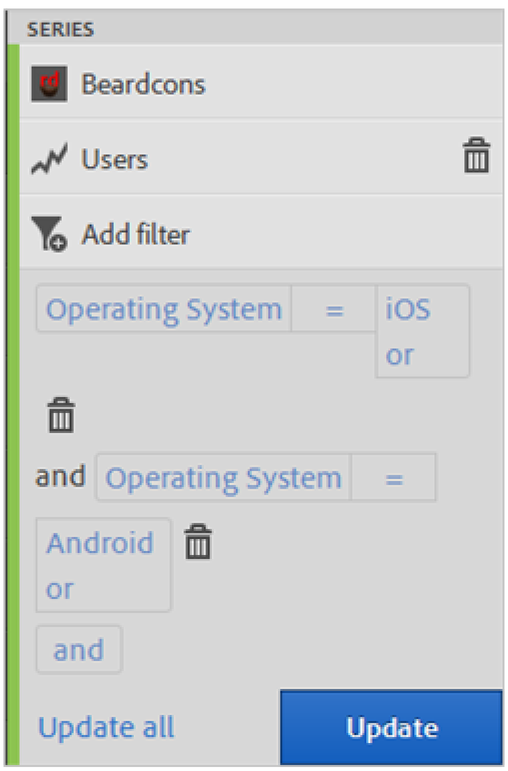
4. Under **Users**, click **Add Filter**, click **Add Rule**, select **Operating Systems** from the drop-down list, then select **iOS**.



We need to repeat this step to add Android as a filter.

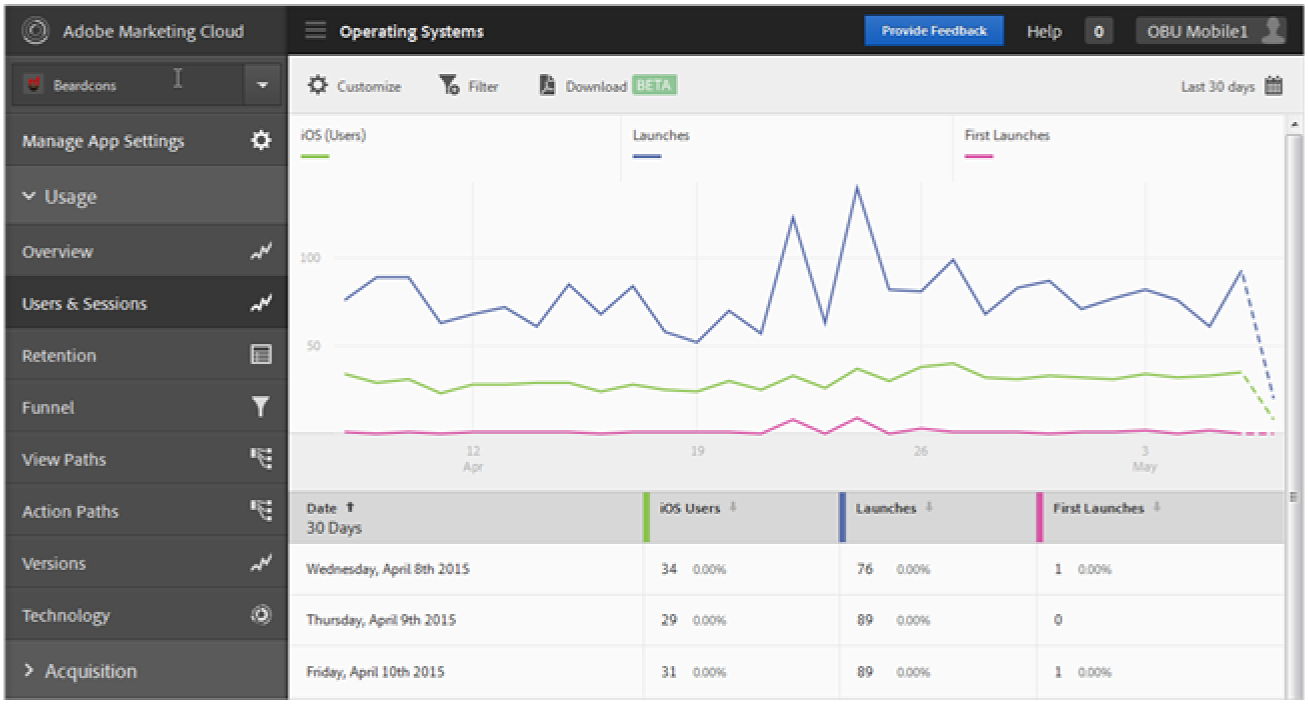
5. Click **And**, select **Operating Systems** from the drop-down list, then select **Android**.

   Your filters should now look like the following example:



6. Click **Update** to save your changes.
7. Click **Run** to regenerate the report.

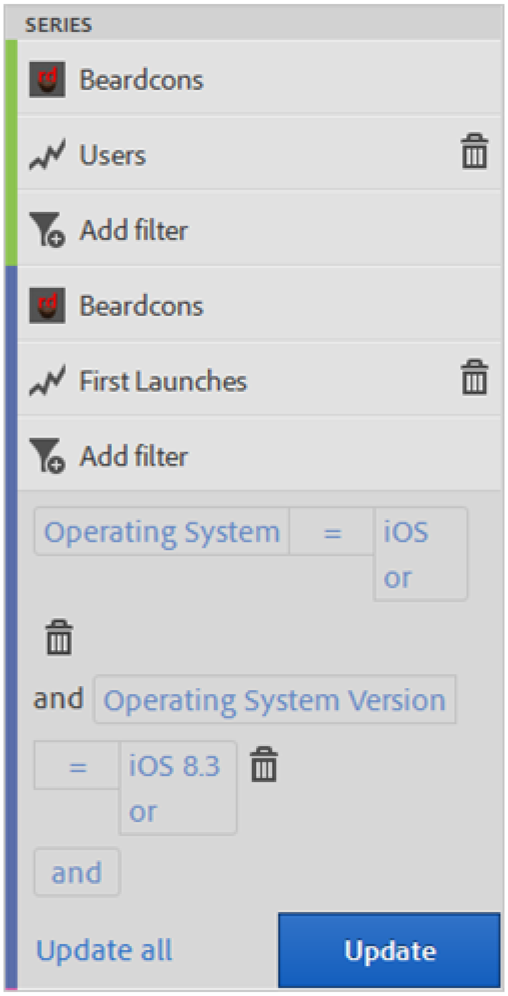
   Running this report now shows users broken down by operating system. Notice that the report title was changed to match the filters applied to the report.



Let's customize this report more. With the recent launch of iOS 8.3, let's add the **First Launches** metric with an iOS 8.3 operating system version filter to see how many customers with iOS 8.3 upgraded their apps and performed a first launch.

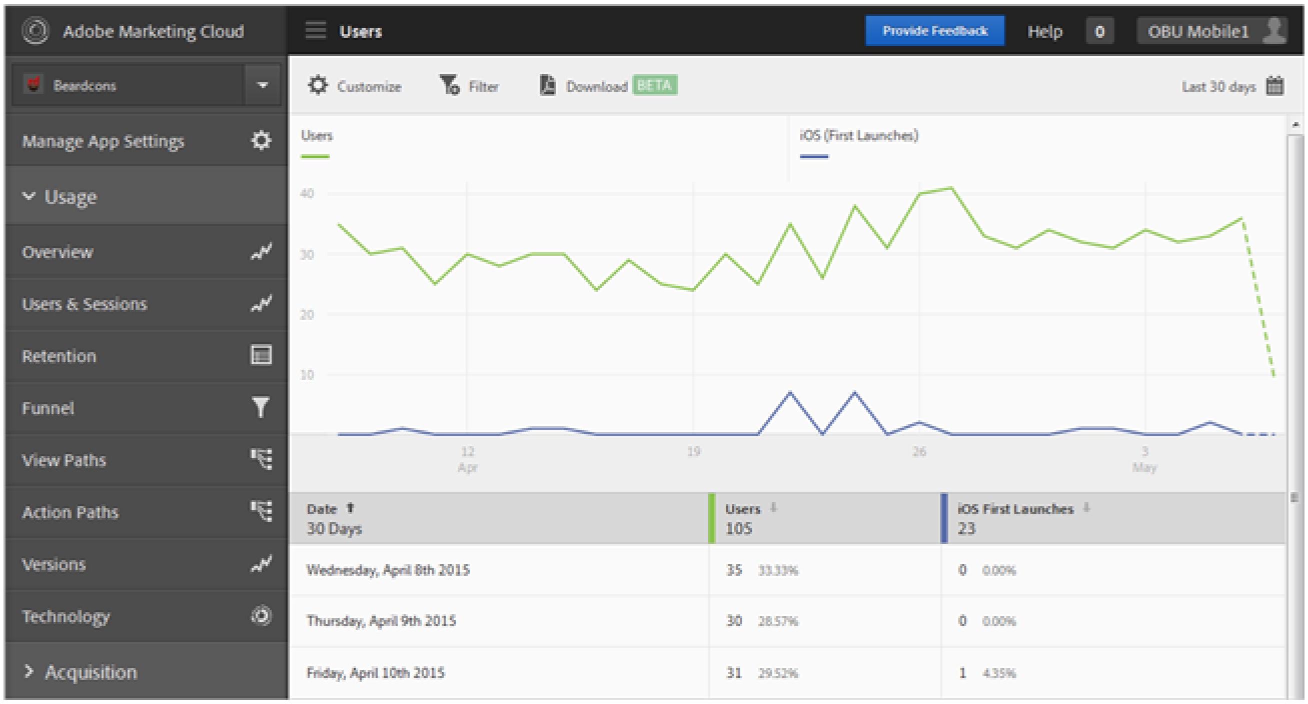
8. Under **First Launches**, click **Add Filter**, click **Add Rule**, select **Operating Systems** from the drop-down list, then select **iOS**.
9. Click **And**, select **Operating System Versions** from the drop-down list, then select **iOS 8.3**.

   Your filters should now look like the following example:



10. Click **Update** to save your changes.
11. Click **Run** to regenerate the report.

    Running this report now shows users with iOS 8.3 that have launched the app for the first time.



Take some time to test the different options on the report customization menu, and don't forget to bookmark your favorites. Report URLs in Adobe Mobile are fully-functional bookmarks that can be emailed or added to your favorites.

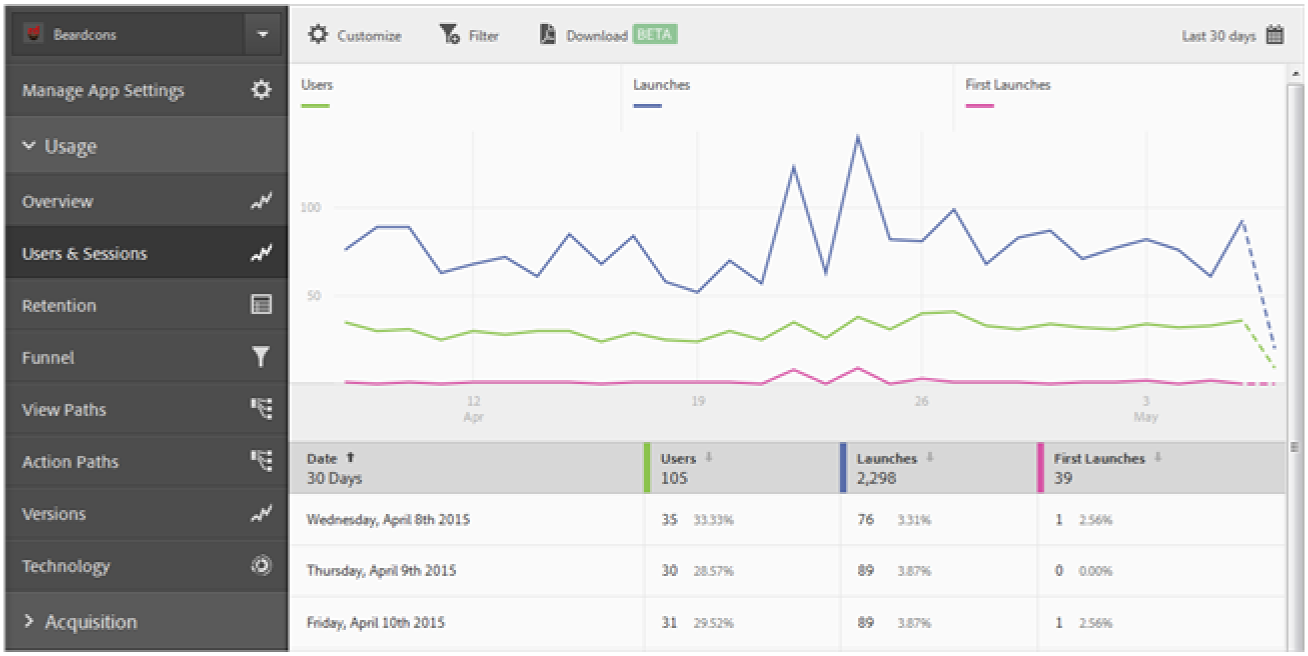
Add Series (Metrics) to Reports

Information to help you customize the built-in reports by adding additional series (metrics) or apps in different report suites to compare data.

Note: *Mobile app metrics are also available in marketing reports & analytics, ad hoc analysis, data warehouse, and other Analytics reporting interfaces. If a specific breakdown or report type is not available in Adobe Mobile, it can likely be generated using a different reporting interface.*

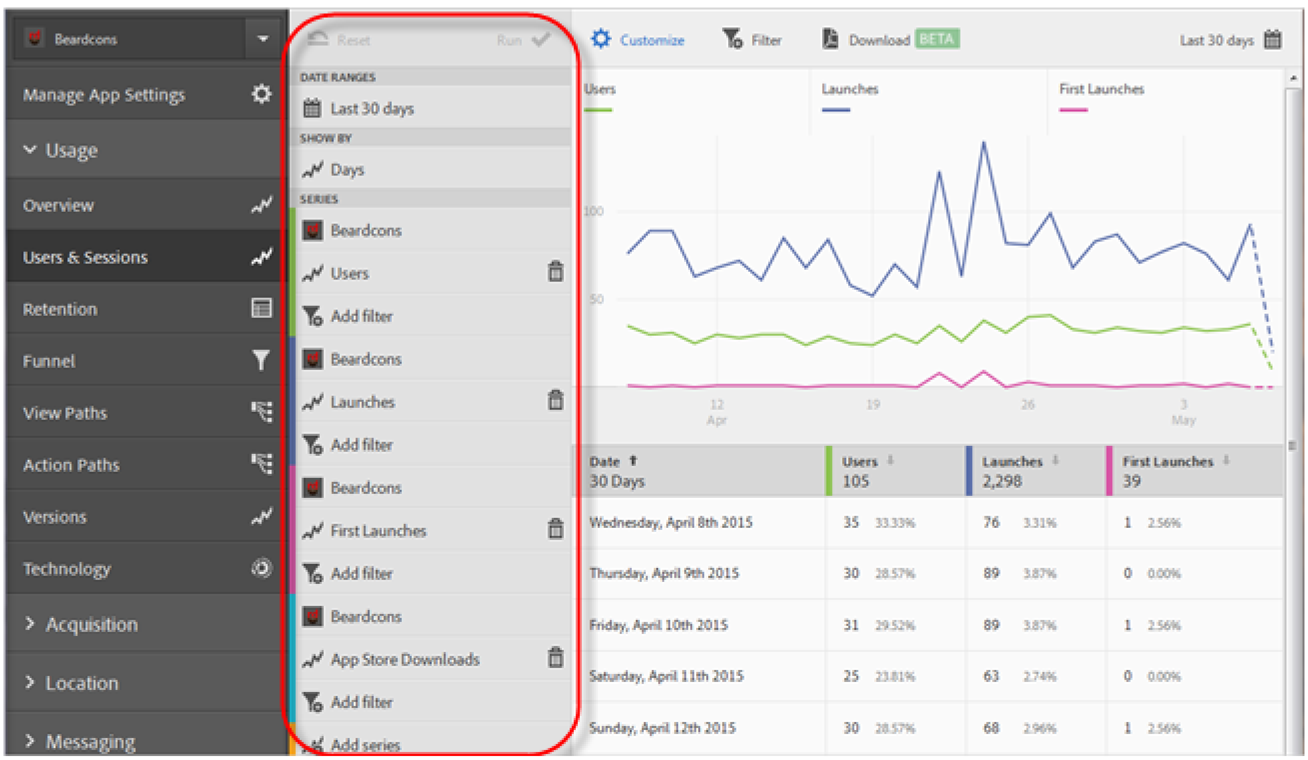
In this example, we will customize the **Users & Sessions** report in the **Usage** reporting category, but the instructions apply to any report.

1. Click the name of the desired app to go to its **Overview** page.
2. To display the **Users & Sessions** report, click **Usage** > **Users & Sessions**.



This report provides a complete overtime view of our app users. However, we want to add a series to report on app crashes.

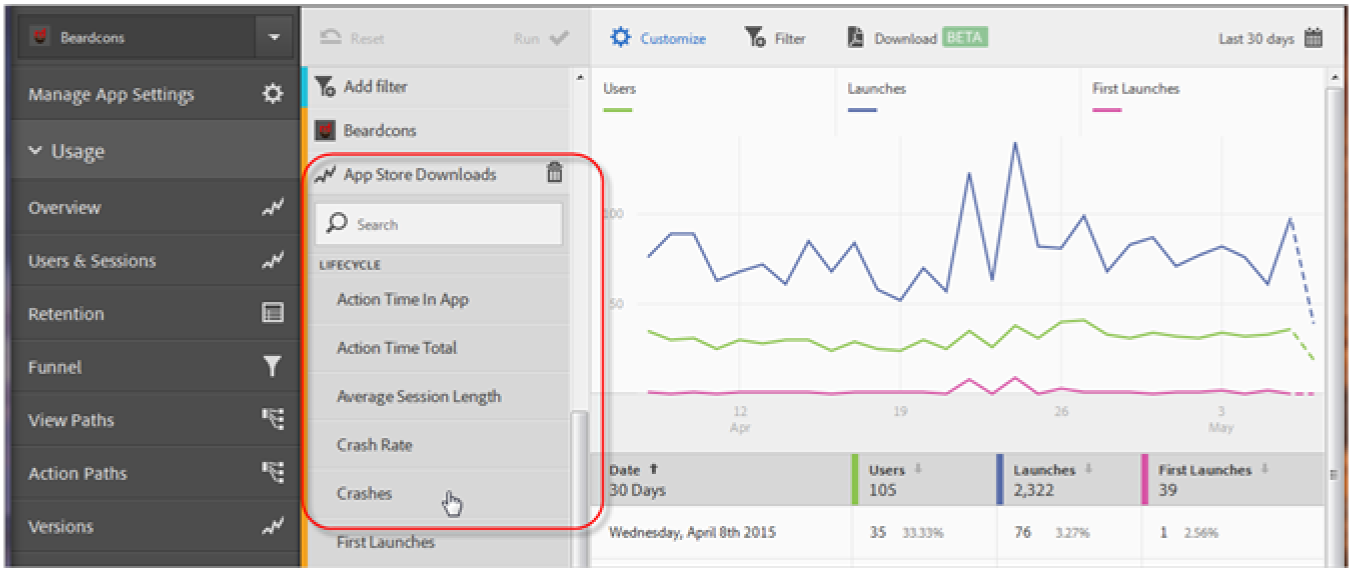
3. Click **Customize** to open the right rail.



4. At the bottom of the menu, click Add Series.

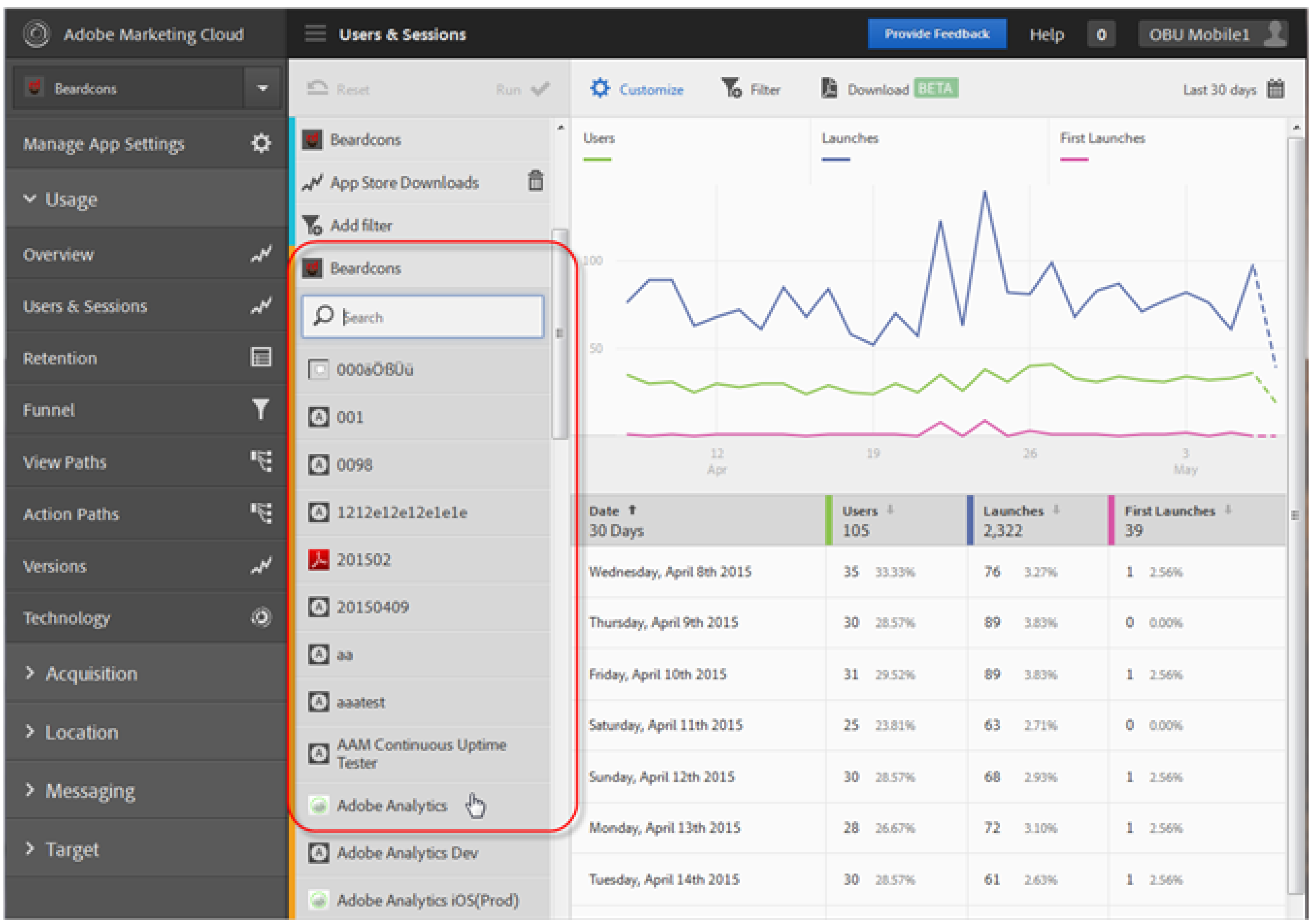
   The name of the series is populated with the same name as the last series in your list. In the previous illustration, the bottom series is App Store Downloads so a new series is added with that same name.

5. To add a new series (metric), click the name of the series to display a drop-down list from which you can select a new Lifecycle metric.



Or

To add a new app (in a different report suite) so that you can compare data across apps, click the app name in the newly created series, then select the desired app.



6. (Conditional) Add filters to the new series.

For more information, see *Add Filters to Reports*.

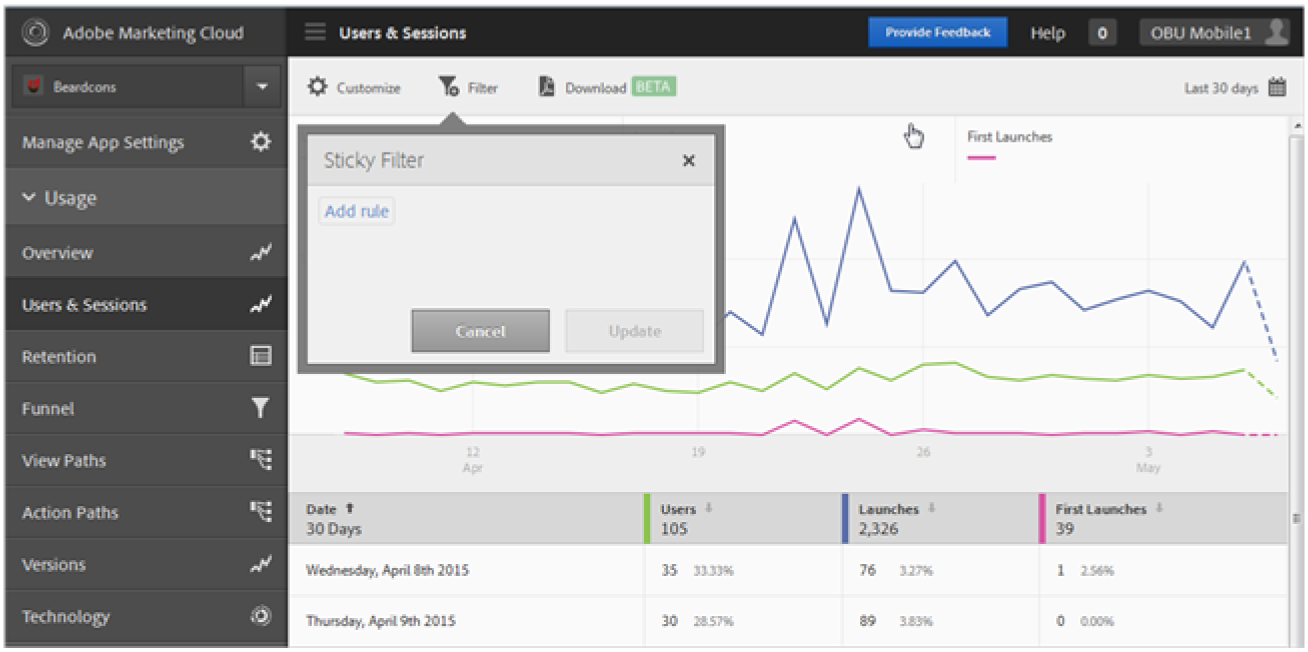
7. Click **Update** to save your changes.
8. Click **Run** to regenerate the report.

Add Sticky Filter

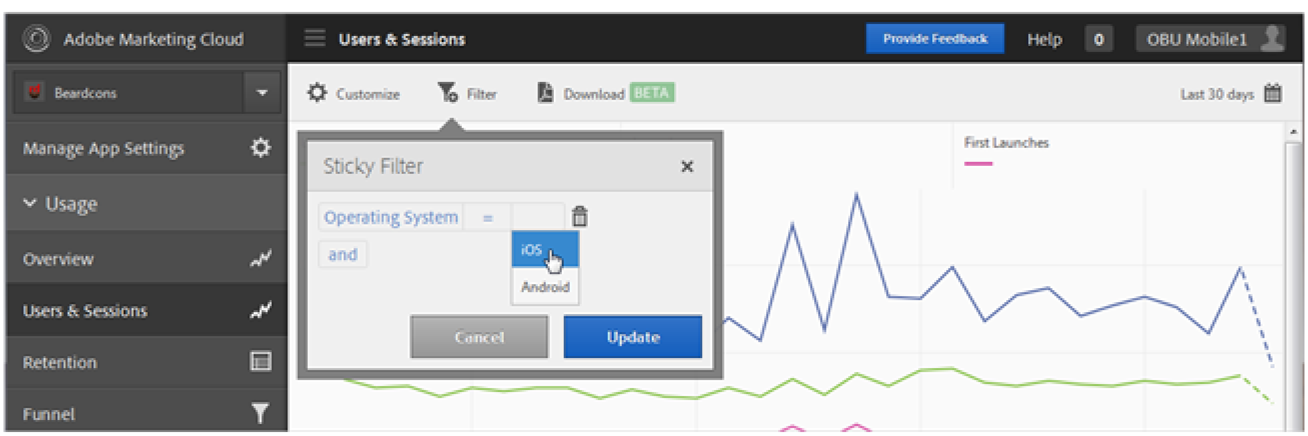
Create a filter that spans different reports to see how a particular segment is performing across all mobile reports. A sticky filter lets you define a filter that is applied to all non-pathing reports.

The following example adds sticky filters for iOS and Android operating systems to the **Users & Sessions** report, but the instructions apply to any report or metric.

1. Click the Filter icon at the top of any report in Adobe Mobile to access the Sticky Filter dialog box.



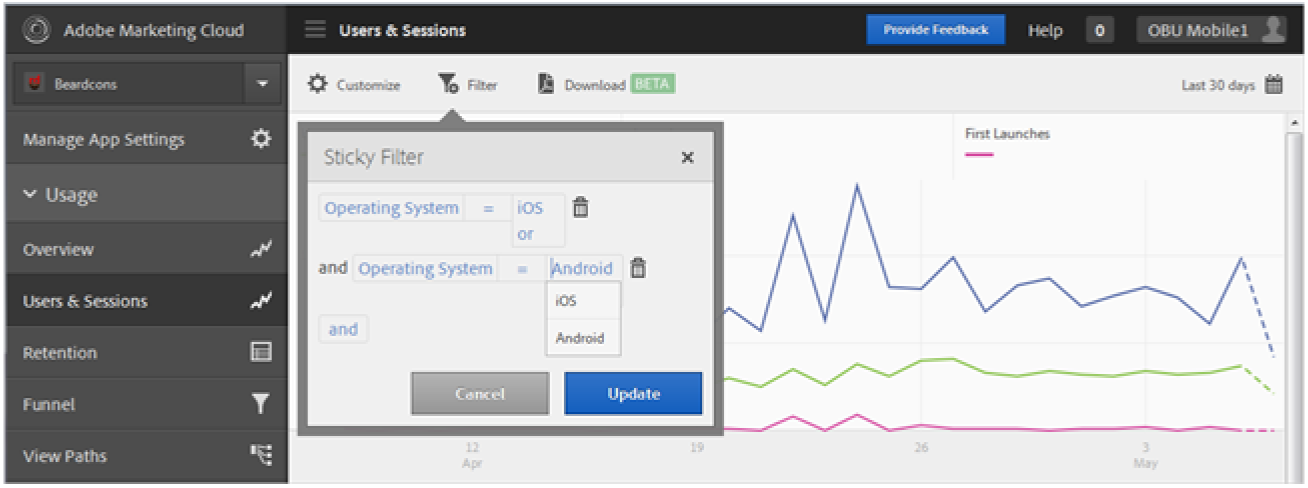
2. Click **Add Rule**, select **Operating Systems** from the drop-down list, then select **iOS**.



We need to repeat this step to add Android as a filter.

3. Click **And**, select **Operating Systems** from the drop-down list, then select **Android**.

Your filters should now look like the following example:



4. Click **Update** to save your changes.
5. Click **Run** to regenerate the report.

Custom Data Content

Custom Data Content lets you view and manage Analytics variables directly in Adobe Mobile, and easily map context data variables to Analytics variables.

The Custom Data Content page displays all of the custom Analytics variables (properties, custom variables, and events) configured for the report suite that contains your app data. On this page you can enable additional variables, and map context data directly to Analytics variables.

Enable Analytics Variables

You can enable additional variables using the drop down list at the end of each variable section. Select an unused variable number and provide a friendly name. Optionally, provide the context data variable that you would like stored, and for Custom Variables, select the persistence setting you would like to use.

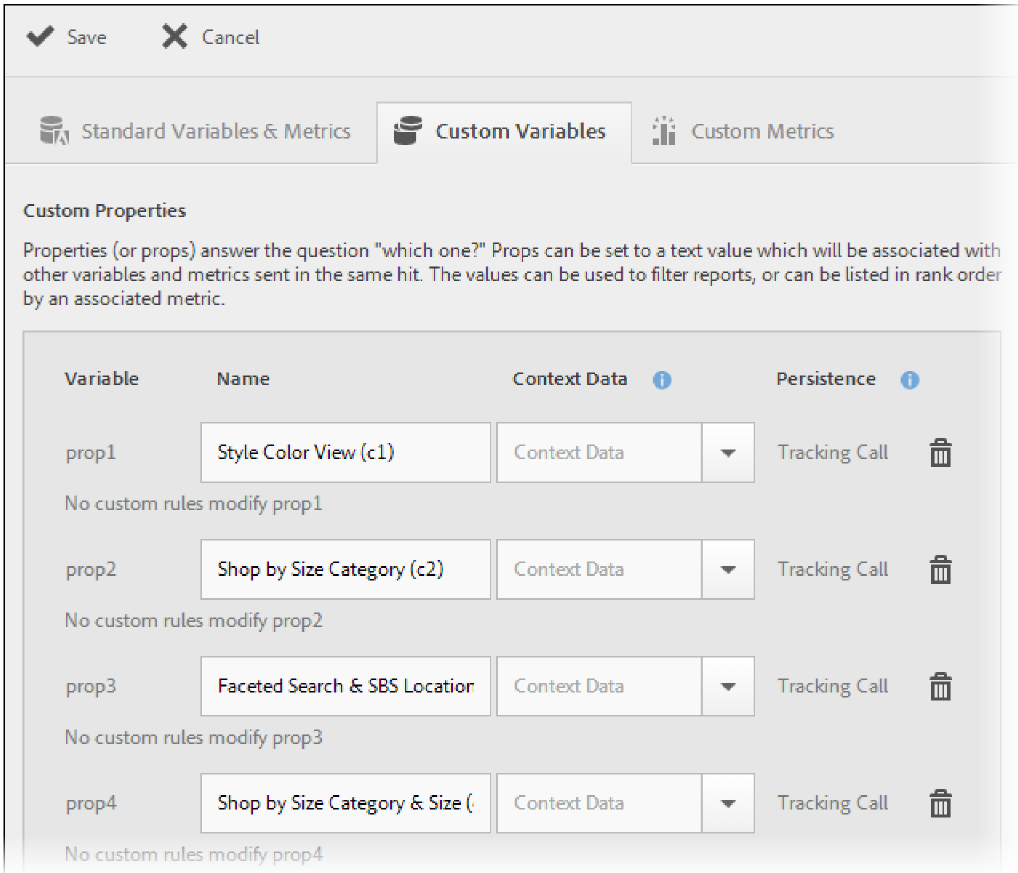
See *Conversion Variables* for details regarding persistence.

Map Context Data to Analytics Variables

Click in the context data column and select the context data variable that you would like mapped. The drop down list contains variables received in the past 30 days, so if the context data you want to map is not in the list you can type it.

On the **Custom Data Content** page, you can perform these basic mappings. The mappings you configure here will call the same API used in *processing rules*.

Manage App Settings > **Manage Variables & Metrics** > **Custom Variables**



These mappings display in Analytics as being created in Mobile Services.

Element	Description
Name	The friendly name of the data collection variable.
Context Data	If this variable is populated with a simple mapping from context data, this is the key that maps to it. Leave this field blank if the variable is populated by more complex rules in Analytics **Admin Tools**.
Persistence	When a value is set for a property in a tracking call, it applies only to that call.

Download Mobile SDKs and Tools

Settings > **About** [**App Name**].

App SDK Downloads

You can download an `ADBMobileConfig.json` file that is customized with the app settings you have selected. For example, the configuration file is pre-populated with your report suite ID, tracking server, and the HTTPS, default privacy setting, and session timeout you selected on this screen.

If you download the mobile SDK, the customized `ADBMobileConfig.json` file is included automatically.

Bloodhound - App Measurement QA Tool

We built Bloodhound to aide in your mobile analytics and mobile optimization initiatives. This tool is free to any team using the SDK if it helps your QA processes, and is supported on a best-effort basis. For specific questions or support, please post your question in the Forum link in the top right of *Developer Connection*.

The Bloodhound app measurement QA tool displays and parses real-time hit data on app measurement implementations, ensuring proper implementation for app developers and marketing team. The hit details, hit counter, and eVar/prop output features streamline the app tracking QA process. The tool can be used for apps in the development cycle or to validate live apps in the app store.

The tool focuses on mobile app measurement for iOS, Android, and Windows 8, Windows Phone 8, and OS X SDK's, but has use-cases for other platforms and even desktop or mobile web.

- *Bloodhound 2.2 for Windows*
- *Bloodhound 3.0 for Mac (beta)*

Native Libraries

Configure your app in Adobe Mobile services so you can download a customized package that includes a pre-populated version of the configuration file. *iOS instructions* | *Android instructions*

Native libraries are provided for iOS, Android, Windows Phone 8, Blackberry, Symbian, and others:

- *Unity Plug-in for iOS and Android 4.x SDK*
- *Windows Visual Studio Extensions for Marketing Cloud Solutions 4.x SDK*
- *Xamarin Components for Marketing Cloud Solutions 4.x SDK*
- *iOS SDK 4.x for Marketing Cloud Solutions*
- *Android SDK 4.x for Marketing Cloud Solutions*
- *Universal Windows Platform SDK 4.x for Marketing Cloud Solutions*
- *Windows 8.1 Universal App Store*
- *BlackBerry 10 SDK 4.x for Marketing Cloud Solutions*

Admin privileges for in-app messages and acquisition links

Specify who has Mobile App Admin rights, which enables access to acquisition links and in-app messages. You add users to this group in **User Management** in Analytics Admin Tools.

1. In Analytics, click **Admin Tools** > **User Management** > **Edit Groups**.
2. Locate **Mobile App Admin**.
3. Under **Manage**, click **Edit** for the **Mobile Admin** group.
4. Move users from **Available Users** box to the **Group Members** box, then click **Save Group**.

   The users added in this group have administrative privileges to view, edit, and perform actions on in-app messages and acquisition links. Other users will have read-only privileges.

Frequently Asked Questions - Mobile Services

Frequently asked questions and answers for Adobe Mobile Services, and a general description of features.

Question	Answer
How do I set up acquisition links?	Create app store links that enable you to download applications directly from the Apple App Store and Google Play. The links you create enable you to attribute your success events to the downloads. See *Acquisition*.
How are Lifecycle metrics defined and calculated	This worksheet lists the metrics and dimensions that are measured when automatic lifecycle tracking is enabled. See *Lifecycle Metrics*.
Why are processing rules not capturing data?	This section contains guidelines for testing processing rules and a list of common mistakes to avoid. See *Processing Rules Tips and Tricks*.
How to collect data in a/ different report suite	The ability to send data to multiple report suites using a single image request. If you have several web entities, a global report suite can give you global totals for traffic and conversion metrics and event paths. To capture multiple report suites, set the multiple IDs into the *s_account* variable delimited by commas. See *Multi-Suite Tagging*.
Where can I download SDK and its libraries?	You can download an `ADBMobileConfig.json` file that is customized with the app settings you have selected. For example, the configuration file is pre-populated with your report suite ID, tracking server, and the HTTPS, default privacy setting, and session timeout you selected on this screen. If you download the mobile SDK, the customized `ADBMobileConfig.json` file is included automatically. See *Download Mobile SDKs and Tools*.
Why are Mobile visits different than launches?	There are two factors in the difference between a visit and a launch. These differences relate to the timeout value that ends a visit or a session. A new launch in an app is synonymous with a new session from the SDK. The first factor is how visits are calculated. Visits are calculated server-side by the Analytics platform based on when the platform sees data coming in. The first server call starts the session and lasts until the last server call without exceeding the visit timeout. The typical timeout is 30 minutes in a report suite. Visits is a web-centric metric but it is still useful in apps to compare app bouncing. App bouncing is how often users are in and out of your app. Visits will tell you the total duration of the app while the session length, described below, will tell you the time the app is actually in focus.

<table>
<tr><th>Question</th><th>Answer</th></tr>
<tr><td></td><td>
The second factor is the session length. The SDK sends in a metric called Launches. The logic to trigger a new launch is if the user has been out of the app for longer than the timeout value. The default timeout value in the SDK is 5 minutes (300 seconds in the configuration file). This can be changed and might be different for each app.
Example 1:
A user is in the app for two minutes, backgrounds the app for two minutes, returns to the app for two minutes, and then leaves the app for the day.

There is one visit and one launch.
The visit length is 6 minutes (the time between the first server call to Adobe and the last).
The session is a four-minute session because Adobe subtracts the two minutes the app was in the background.
There is one launch (or session) metric because the user came back into the app before the SDK timeout value was exceeded.

Example 2:
A user is in the app for two minutes, backgrounds the app for tem minutes, returns to the app for two minutes, and then leaves the app for the day.

There is one visit and two launches.
The visit length will be 14 minutes.
There are two launches/sessions, each for two minutes
There are two launches because the user exceeded the five-minute timeout while the app was in the background.

</td></tr>
</table>

Documentation Updates

All updates (additions, deletions, and corrections) to the Adobe Mobile User Guide, by date.

This section contains detailed information about updates to this guide that might not be included in the Release Notes. Consult the *Release Notes* for information about new features and bug fixes.

Date and Topic	Description

10/15/2015
DPS (Digital Publishing Solution)
	New topics:
	• *DPS (Digital Publishing Solution)*
	  • *Top 10 Articles*
	  • *Top 50 Articles*
	  • *Social Sharing*
	  • *Banner Metrics*

10/15/2015 *Mobile Metrics and Dimensions Reference*	Added additional information to the Launches row.
09/25/2015 *Create an in-app message* *Acquisition* *Manage Points of Interest*	Added information to each topic that customers must have Analytics—Mobile Apps or Analytics Premium in order to use the following functionality: • In-app messaging • Acquisition campaign tracking • Points of Interest analytics
09/17/2015 *Configure Postbacks*	New topic.
09/17/2015 *Use Acquisition Builder*	New topic.
06/23/2015 *Create Acquisition Link Manually*	New topic.
09/17/2015 *Configure Push Messaging*	New topic.
09/17/2015 *Prerequisites to Enable Push Messaging*	New topic.
09/17/2015	New topic.

Date and Topic	Description
Configure App to use APNS or GCM	
09/17/2015 *Create a push message*	New topic.
09/17/2015 *Prerequisites for Configuring Push Messaging*	New topic.
09/17/2015 *Manage Messages*	New topic.
09/17/2015 *View Message Reports*	New topic.

09/01/2105
App Store
	New topics:
	• *App Store*
	  • *Store Performance*
	  • *App Stores*
	  • *App Store Countries*
	  • *App Store Regions*

06/18/2105 *Frequently Asked Questions - Mobile Services*	Added information to explain the difference between mobile app visits and launches.
06/01/2015 *Troubleshooting In-App Messaging*	Added the following row to the table: "My image does not fit exactly into the space provided by the template."
05/29/2015 *Create an in-app message*	Added the following paragraph to the Click-Through URL section: If the click-through URL uses `http://` or `https://`, the URL will open in the device browser outside of the app. Otherwise, each platform supports schemes that allow you to open or reference your app if the app has been developed to support the custom scheme.
05/21/2015 *Create an Acquisition Link*	Added information about the Browser Region option for the Apple App Store.

Date and Topic	Description
05/05/2015 *Documentation Updates*	New topic. Contains detailed information about updates to this guide that might not be included in the Release Notes. Consult the *Release Notes* for information about new features and bug fixes.
05/05/2015 *Historical Release Notes*	New topic. Contains historical release notes for Adobe Mobile, listed by release date in descending order.

Historical Release Notes

Historical release notes for Adobe Mobile, listed by release date in descending order.

Mobile Services - September 17, 2015

The Mobile Services September 17, 2015 release includes the following changes:

Resource	Description
Push Messaging to Analytics Segments	Sending push messages to Analytics segments from the Mobile Services UI allows you to leverage your robust Analytics data while engaging with users. See the following topics: • *Configure Push Messaging* • *Prerequisites to Enable Push Messaging* • *Configure App to use APNS or GCM* • *Create a push message*
Acquisition Tracking Enhancements	Create app store links or QR codes that send users to download applications directly from the Apple App Store and Google Play store. The links you create let you attribute downloads and other success events to the acquisition campaign. Enhancements include: • Dynamic URLs. Create acquisition links outside of the Mobile Services UI on the fly or create them in the UI with the Acquisition Builder. • Create one link for Apple app store and Google Play, we'll do the platform detection and route appropriately. • Append data to the end of the URL, such as affiliate traffic. You can add data to the URL and we'll pass it in as context data for you to save off and report on. • IDFA/AdID support for cross-app campaigns. See the following topics: • *Use Acquisition Builder* • *Create Acquisition Link Manually*
Postbacks	Postbacks let you send data collected by the SDK to a separate third-party server. Leveraging the same triggers and traits you use to display an in-app message, you can configure the SDK to send customized data to a third-party destination. See *Configure Postbacks*.
Backdate Session Hits	Added a check box to enable or disable the ability for the Adobe SDK to backdate session info hits. See *Configure SDK Analytics Options*.

Mobile Services - June 2015

Feature Access Change

Customers must have Analytics—Mobile Apps or Analytics Premium in order to use the following functionality:

- *In-app Messaging*
- *Acquisition Campaign Tracking*
- *Points of Interest Analytics*

Customers with Analytics Standard or other analytics point products (such as SiteCatalyst) will be grand-fathered in to current functionality until renewal.

Analytics core customers will not have this functionality.

Fixes and Enhancements

- Expiration for tracking acquisition campaigns changed from visit to visitor for all customers. This change facilitates campaign attribution to post download activity to the visitor for all visits instead of just the first visit.
- Reorganized and improved the following guides:
  - *Adobe Mobile Services Users Guide* (this guide)
  - *iOS SDK 4.x for Marketing Cloud Solutions Admin Guide*
  - *Android SDK 4.x for Marketing Cloud Solutions Admin Guide*
  - *Windows 8.1 Universal App Store SDK 4.x for Marketing Cloud Solutions Admin Guide*

Mobile Services - May 21 2015

Feature	Description
Acquisition links	Added desktop browser regional override for acquisition links. This setting lets you select the region-specific app store that you want an acquisition link to direct to when a user clicks the link from a desktop browser. See *Create an Acquisition Link*.
Reports	PDF/CSV export for **Ranked**, **Trended**, **Retention**, **Funnel**, **Geo Location**, and **Sunburst** reports. (Public Beta)

Fixes:

- Resolved issue for some IMS users redirecting from `marketing.adobe.com` not seeing any apps in `mobilemarketing.adobe.com`.
- Added custom calendar support in Retention for 4-5-4 and 4-4-5 (custom and retail).

Mobile Services SDK Updates - April 29 2015

Update	Description
iOS SDK Version 4.5	Starting in iOS SDK version 4.5, a new iOS extension lets you collect usage data from your Apple Watch Apps, Today Widgets, Photo Editing widgets, and all the other iOS extension apps. See *iOS Extension Implementation* in the *iOS SDK 4.x for Marketing Cloud Solutions* guide.

Update	Description
Android SDK Version 4.5	Starting in Android SDK version 4.5, a new Android extension lets you collect data from your Android Wearable app. See *Android Wearable Implementation* in the *Android SDK 4.x for Marketing Solutions* guide.

Mobile Services Maintenance Release - April 16 2015

- We updated our initial loading of Analytics apps to improve the speed of the login process.
- Using the **Provide Feedback** tool to submit issues of type *Bug* now submits those issues directly to Customer Care and creates a ticket. Customer Care should contact you soon thereafter.
- When creating an in-app message, you can now target the message using *Lifetime Value* or *Locale*.
- On **Manage App Settings**, under **App SDK Downloads**, we added links for Unity, Xamarin, and Phonegap.
- You can now link an Adobe Target company to your IMS organization for the length of your Mobile session.
- Updated the **Customer Care** link under **Provide Feedback** for *Question* to be correct for certain locales.

Mobile Services - March 19 2015

Feature	Description
Mobile App Admin group	*Managing Acquisition* and *In-App Messages* are now accessible only to users within the **Mobile App Admin** group managed through reports & analytics. This allows companies to manage who has access to these resources. See *Admin privileges for in-app messages and acquisition links*.
Multiple company switching in Account Settings.	When you log in to Mobile Services using your Adobe ID, if you have multiple Analytics companies, you can switch between them in Mobile Services. To change companies, click your user icon in the top right of the header.

Fixes:

- Fixed an issue with the funnel image. If no data was present for the specific audience, but there was data for All Users, the All Users line would be a flat line rather than a funnel. Also improved spacing on this image.
- Fixed no or partial loading of apps when the company contained a large (100+) number of apps with large data sets.

Mobile Services Maintenance Release - February 19 2015

Fixes:

- Restored the **In-App Messaging Names** report (which was removed in January) to the main menu.
- The Acquisition > Overview main chart title is now *Top Campaigns* rather than *Key Performance Indicators*. This change better describes the type of information being displayed.
- Fixed an issue where using Location filters on the funnel chart caused the map to display, rather than a funnel.
- Updated the **Retention Report** to support the modified Gregorian calendar so that correct weekly values are returned.
- Fixed issue causing titles on In-App Messaging Overview cards to display non-localized titles.
- Improved the styling of Target Experience interface.
- Updated device names to be localized. For example, in en-US, *iPhone7,1* will now display as *iPhone 6 Plus*.
- Fixed certain apps' pathing reports showing "undefined" on steps.
- Upon receiving a CSRF token error, rather than displaying an error message, the system now automatically logs you out and requires you to re-authenticate to restore the session.

Mobile Services Maintenance Release - January 15 2015

Feature	Description
Funnel Report	**Usage** > **Funnel** In Analytics, funnel reports you identify where customers abandon a marketing campaign or divert from a defined conversion path while interacting with your website or cross-channel campaign. By default, the Funnel Report is empty. Click **Customize** to begin using standard metrics and filters. In the Funnel Report, you can specify funnel steps (any variable or metric) and funnel comparisons (also any variable or metric). Each step shows falloff and conversion from the previous step. The comparison allows you to compare different filters (segments) per step.
Retention Report (Formerly First Launch Cohort)	**Usage** > **Retention** The *First Launch Cohort Report* is now called *Retention*. This report allows reporting of feature retention. This report has been expanded to report on other events, such as social sharing cohorts, purchaser cohorts, and widget user cohorts. You also have more control over the date range. For example, social sharers retained for N days tells product managers and developers how well new features are retaining users within the new feature set. This answers the question, "Do social sharers continue to share or do they stop after 1 week?" You can also see a distribution in days for feature retention instead of a retention on a daily basis. For example, a distribution would show for the selected date range 30% of users retained 1 day, 25% retained 2 days, and 15% of users retained 3 days.

Fixes

- Fixed an issue causing segments to be ignored as filters on the Cohorts report.
- Fixed an issue preventing Target reports from displaying when zero is the conversion rate.
- Updated the visual preview for local notifications for in-app messages.
- Updated localized names for the latest iOS devices.
- Changed the icon for the *Archive Selected* option, to avoid confusion.
- Added a prompt to let you either append or replace when importing the CSV for Points of Interest.

Mobile Services Maintenance Release - November 13 2014

Fixes:

- Fixed garbled text for Japanese characters in Sticky Filter.
- Fixed an issue causing the Last Updated text (in **Manage Apps**) to always display today.
- Fix an issue causing the in-app message preview to disappear in some European locales.
- Login fields are no longer auto-corrected on iOS devices.

Mobile Services Fall 2014

Release date: October 15 2014

Feature	Description
In-App Messaging	You can create, manage, and report on in-app messages, which are delivered to users in real-time, based on their actions and traits.
App Messaging Reports	**Messaging Performance Metrics:** See cross-app promotion, total users, number of views, and click-throughs. You can run a report on any activated message. A KPI table is available to see what's important in your app messaging. **In-App Messaging Names:** A ranked report of your most popular messages by Users, Message Views, and Message Click-Throughs. If your message has never been shown, it does not show up in the list. The baseline tracking for messages is built-in. If a message was shown, and the user dismissed it or clicked-through, Analytics collects that data automatically. This report is populated based on a ranked list of in-app message names. The names are a classification of the message ID. If you change the message name, the data is updated retroactively. Because this is a classification report, it can take several hours for an updated message name to be reflected in the report.
Dynamic updates to the remote **Points of Interest** list.	Using SDK 4.2, you no longer need to submit an app update to the store to update your points of interest. On the **Manage Points of Interest** page, clicking **Save** packages any changes to the **Point of Interest** list, then updates the configuration file in (App SDK Downloads) for the live app. Saving also updates the list of points in your app on the user devices, as long as the app uses the updated SDK and configuration with a remote points-of-interest URL.

SDK 4.2 Documentation

- *iOS*
- *Android*

Fixes

- Fixed delete error on the **App Overview** page, which affected the ability to delete an app.
- Renamed *Title* to *Subject* on the Feedback page.
- Fixed an issue preventing the config file from being readable when packaged with the SDK.
- Fixed an issue causing overview KPI sparkline/totals to show up as blank cards.
- *Product* is now localized after changing the language.
- Fixed an issue preventing friendly names from displaying for Action Instances.

See *What's New in Mobile* for more information.

Mobile 2.0 Maintenance Release - September 18 2014

- Fixed an issue preventing customers with thousands of report suites to successfully log in.
- Updated help links to point to *https://marketing.adobe.com/resources/help/en_US/mobile/*.
- Minor change to background image displayed on login page.
- Fixed display of error tool tips on the Send Feedback dialog.

Mobile 2.0 Maintenance Release - August 21 2014

- The Mobile help landing is now at:

  https://marketing.adobe.com/resources/help/en_US/mobile/

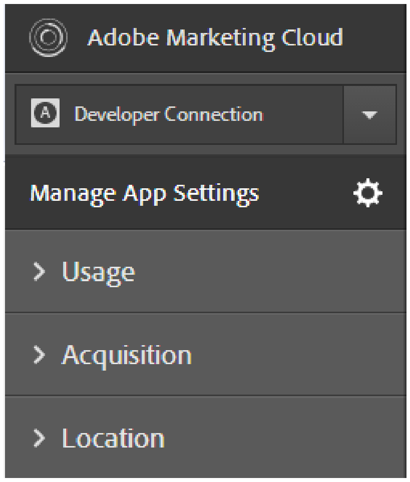
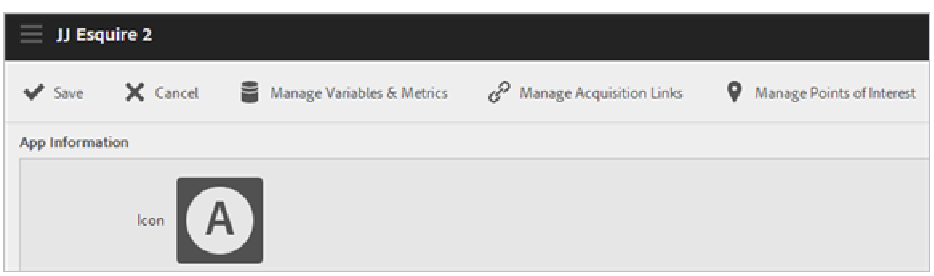
  Please update your bookmarks.
- Updated interface colors to increase contrast for accessibility.
- Added the ability to create offline-enabled report suites. Meaning, if you copy from an offline-enabled (time-stamped) report suite, the new report suite is offline-enabled. The Mobile App Template is offline-enabled as well.
- Log improvements: The logs now show that report suites with mobile application reporting enabled are automatically added to Adobe Mobile Services when you log in.
- Fix an issue causing incorrect sorting on trended reports.
- Fixed a layout issue of **Manage Points of Interest** page on iPads.
- Improved the validation of acquisition links to prevent links from failing to show a status of *Ready*.
- Fixed an issue preventing tracking codes from showing up in Analytics. This fix automatically populates *s.campaign* with acquisition tracking codes
- Fixed an issue preventing list variables from being copied when creating a new report suite.
- Fixed a search issue for **Organizations** in the **User Account** dialog box.
- Improved automatic Chinese detection in Internet Explorer for Windows 8 and 8.1.
- Mobile now does not allow you to disable eVars when there are custom processing rules that rely on the eVars.
- Fixed a scrolling issue in the store app search list in Internet Explorer.
- Fixed an issue causing Chinese and Korean characters to truncate in Internet Explorer.
- Fixed a sorting issue in the **Cohorts Report**.
- Fixed an issue causing spaces to be encoded as plus signs (+) in acquisition links.
- Fixed phantom clicks occurring on iPads
- Fixed minor display and behavior issues in the **Notifications** list.

Mobile 2.0 - Maintenance Release - July 17 2014

New features and fixes for July 17, 2014 primarily include menu streamlining and the combining of various reports into **Overview** reports. The new **Standard Variables and Metrics** page is available for mapping in **Custom Data Content**.

<table>
<tr><th>Feature</th><th>Description</th></tr>
<tr><td>New All Apps menu</td><td>The App Selector menu now has an item called All Apps. The selector also lets you type to easily search for applications.

</td></tr>
</table>

Feature	Description
New *Manage App Settings* menu.	The *Settings* menu is now called *Manage App Settings*. It has been reorganized and streamlined, along with *Usage*, *Acquisition*, and *Location* submenus. 
All Apps Overview	When you click **All Apps**, the menu options are: • **Overview**: Displays a report for key metrics for each your apps. This **Overview** report is one of several new **Overview** reports available in this release. • **Manage Apps**: Displays the Manage Apps page. • **Manage Target Activities**: Lets you log into your Target account and create Adobe Target activities.
Overview reports	In addition to menu streamlining and organization changes, many reports have been combined into **Overview** reports. For example, reports for countries, regions, and cities have been combined into a **Location** > **Overview** report, which displays a sunburst visualization and breakdowns for Countries, Regions, and so on.
Changes to **App Information**	The **App Information** page previously in **Settings** > **About** <*app name*> is now in accessed by clicking **Manage App Settings** in your app.  Child pages in your app are now accessible from the top of the **App Information** page. These pages have been renamed as follows: • *Custom Data Content* is now *Manage Variables & Metrics*. (New feature. See *Standard Variables & Metrics* below for more information.)

Feature	Description
	• *Acquisition Links* is now *Manage Acquisition Links*. • *Points of Interest* is now *Mange Points of Interest*.
Manage App Settings > **Manage Variables & Metrics**	The former *Custom Data Content* page (now called *Manage Variables & Metrics*) has been expanded to include three tabs for context data mapping: • **Standard Variables & Metrics**: (**New**) Lets you specify context data mapping for standard purchase variables and metrics (shopping cart and purchase activities). You can also enable or disable whether the variables and metrics are visible in Mobile Services. • **Custom Variables**: Lets you map Analytics properties to a text value, and the context data variable that you would like mapped. (Not new functionality.) • **Custom Metrics**: Lets you select the context data metric event that you would like mapped. (Now new functionality.)
Usage > **Action Paths**	The ranked **Actions** report now displays pathing information. (Click **Customize** to display a ranked report.)
Language support	French, Chinese, German, Korean, Spanish, and Portuguese are now supported.

Improvements and Fixes

- When you create a report suite, the company prefix is now displayed automatically on in the **Report Suite ID** field. This improvement removes the need for you to enter the ID, and reduces the potential of having double prefixes added to report suites.
- You can now copy acquisition links on iOS devices.
- Bulk uploading is no longer supported on Safari 5 and IE 9 and older.
- Added the option to cancel actions to most settings pages.
- Renamed *Location Map* report to *Map*.
- *Zip Code* is no longer shown by default in the menu, and is no longer shown as a map when you run through **Customize** panel.
- Made the details labels more clear (More Details | Fewer Details).
- Improved the appearance of reports when using the browser's print functions.
- Improved compatibility with password managers.
- Show *modified* or *created by* information on the **Acquisition Links** page.
- Improved messaging when switching to an app that does not support the current report.
- Fixed a JavaScript error on the **Custom Data Content** page.
- Fixed "undefined" being briefly shown on page titles when the page was loading.
- Fixed an error when part of a multi-ranked report has no data.
- Fixed validation messages and interface cleanup on the **Points of Interest** page.
- Fixed an error occurring when saving custom data content.
- Fixed a freeze issue in Firefox occurring on the **Points of Interest** page.
- Fixed an issue that was preventing the correct currency symbol from being used on the **All Apps** overview.
- Fixed an issue occurring in the total for the Instances metric on ranked reports.
- Fixed improper pop-up occurring when canceling from the **Manage App Settings** page.
- Fixed an issue occurring when switching from pathing to ranked reports in the **Customize** panel.
- Fixed a bug on the Delete Selected button on the **Manage Apps** page.
- Fixed key metrics not being saved properly.

Mobile 2.0 - April 17 2014

New features and fixes for April 17, 2014.

Feature	Description
App Acquisition Analytics	You can create app store links that allow users to download applications directly from the Apple App Store and Google Play. The links you create enable you to attribute your success events to the downloads. See *Acquisition*.
Action-Based Pathing Reports	If you are sending in actions tracking, you can run path reports on view states and actions.
Audience Sunburst Visualization	**Mobile Services** > **Devices** > **Device Types** A new visualization for your existing data that lets you discover audience segments for targeting. This visualization provides, for example, the base report along with breakdowns. The visualization uses height to show the metric in focus, and the performance differences between the metrics.
Sharing to the Marketing Cloud	Mobile 2.0 supports the sharing of reports to Marketing Cloud cards. See *Sharing an Analytics Report to the Marketing Cloud*.
Lifetime Value Reporting	Identify key in-app activities that increase the value of an app user, assign each activity a value, and then accumulate the total value over time. You can then measure and target based on a user's lifetime value.
Improved On-boarding	**Mobile Services** > **Custom Data Content** You no longer need to access the **Admin Tools** interface to map props, eVars, and events to context data variables. On the **Custom Data Content** page, you can perform these basic mappings. The mappings you configure here will call the same API used in *processing rules*. See *Custom Data Content*.
Mobile Services SDK for Mobile Apps	• App acquisition analytics • Hit batching • iBeacon support for iOS • Lifetime Value

See *What's New in Mobile* for more information.

Fixes

- Fixed an issue on the **Custom Data Content** page that prevented recognition of administrative rights.
- Fixed an issue that prevented data from returning when applying **City** in the **Sticky Filter**.
- Improved percentage behavior in trended reports. Previously, percentage was based on the column total (total for that value for the whole time range). It is now based on the metric total for the row's time frame.

Contact and Legal Information

Information to help you contact Adobe and to understand the legal issues concerning your use of this product and documentation.

Help & Technical Support

The Adobe Marketing Cloud Customer Care team is here to assist you and provides a number of mechanisms by which they can be engaged:

- *Check the Marketing Cloud help pages for advice, tips, and FAQs*
- *Ask us a quick question on Twitter @AdobeMktgCare*
- *Log an incident in our customer portal*
- *Contact the Customer Care team directly*
- *Check availability and status of Marketing Cloud Solutions*

Service, Capability & Billing

Dependent on your solution configuration, some options described in this documentation might not be available to you. As each account is unique, please refer to your contract for pricing, due dates, terms, and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Manager.

Feedback

We welcome any suggestions or feedback regarding this solution. Enhancement ideas and suggestions for the Analytics suite *can be added to our Customer Idea Exchange*.

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