

View Application Analytics

On an application's details page, you can use the Analytics tab to view data that helps you monitor adoption and usage of your native enterprise apps. Analytics are updated once per day. A **Last Updated** time stamp is displayed at the bottom of the page.

 The Analytics tab is available for native apps only. It is not available for public apps, web apps, or iOS Config Files.

The Analytics tab displays the following information:

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|-----------------------|---|
| Assigned Users | Total number of users who are in groups that are assigned to the current version of the app. |
| User Downloads | Total number of downloads of the current version of the app by unique users. If a user downloads the app multiple times to the same device or different devices, the count is still incremented only once. This count does not include direct installs. To monitor direct installs, use the Direct Install Activity report. |
| Download Rate | The percentage of assigned users who downloaded the current version of the app. |
| Launch Rate | <p>The percentage of assigned users who opened the current version of the app at least once. Launch Rate is displayed only for iOS and Android apps with the App Usage policy applied.</p> <div style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;"> <p> Currently, application policies are supported with iOS and Android apps only. Therefore, Launch Rate is not available for Windows 8 apps.</p> </div> <p>For more information on the App Usage policy, see Track Application Usage.</p> |
| Download Graph | <p>A graph that plots the total number of app downloads. You can choose All data to plot a graph of all downloads recorded since the app was first uploaded, or you can choose to plot a graph of downloads during the past week, month, three months, or year.</p> <p>Unlike the statistics boxes, this graph shows data for all versions of the app that have been uploaded to Apperian, not just the current version.</p> |

To view analytics for an application

1. On the Admin Portal navigation bar, click **Applications** to display the list of applications. Use the Search box to search for the application.
2. Click the application name or icon to open the Details page for the application, and then click the **Analytics** tab. If the Analytics tab is not available, it means the app you are viewing is not a private native app. Analytics **are not** available for public apps, web apps, or iOS Config Files. Analytics **are** available for [hybrid apps](#), since Apperian creates a native app when you add a web app as an iOS or Android hybrid app.

The content of the Launch Rate box depends on the type of app and whether the App Usage policy is applied.

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| <p>Launch Rate</p> <div style="border: 1px solid #ccc; padding: 10px; width: 100px; margin: 0 auto;"> <p style="font-size: 24px; font-weight: bold;">N/A</p> </div> | N/A appears for Windows 8 apps. Launch Rate appears only for apps with the App Usage policy applied. |
| <p>Launch Rate</p> <div style="border: 1px solid #ccc; padding: 10px; width: 100px; margin: 0 auto;"> <p style="font-size: 24px; font-weight: bold; color: #0070C0;">Enable</p> <p style="font-size: 10px; background-color: #333; color: white; padding: 2px; text-align: center; margin-top: 5px;">Click to enable App Usage</p> </div> | <p>The app is an iOS or Android app but does not have the App Usage policy applied. If you want to be able to monitor the launch rate of the app, as well as view app usage information in the App Usage report, click Enable to go to the Policies tab for the app. On the Policies tab, select and apply the App Usage policy.</p> <p>For more instruction on applying the App Usage policy, see Track Application Usage.</p> |
| <p>Launch Rate</p> <div style="border: 1px solid #ccc; padding: 10px; width: 100px; margin: 0 auto;"> <p style="font-size: 24px; font-weight: bold; color: #0070C0;">9.4%</p> </div> | The app is an iOS or Android app and it already has the App Usage policy applied. The rate indicates the percentage of assigned users who opened the current version of the app at least once. |

3. (Optional) To change the time range for the Downloads graph, select an option from the menu below the graph. By default, the graph plots **All** data (downloads recorded since the app was first uploaded to Apperian). You can change the time range to plot downloads from the past week, month, three months, or year. Note that the 3M and/or 1Y options are not available when the original version of the app was uploaded more recently than three months/one year.