

# Oracle® Cloud

## Oracle® Cloud Analyzing Customer Data with Oracle Mobile Cloud, Enterprise



Release 17.4.5

E91813-01

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The Oracle logo, consisting of a solid red square with the word "ORACLE" in white, uppercase, sans-serif font centered within it.

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Oracle Cloud Oracle® Cloud Analyzing Customer Data with Oracle Mobile Cloud, Enterprise, Release 17.4.5

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# Preface

Welcome to *Analyzing Customer Data with Oracle Mobile Cloud, Enterprise*.

## Audience

This guide is intended for business analysts who want to use Oracle Mobile Cloud, Enterprise (OMCe) to analyze user interactions with their mobile and web apps and engage them with targeted marketing campaigns.

## Documentation Accessibility

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## Related Resources

- *Getting Started with Oracle Cloud*
- *Developing Applications with Oracle Mobile Cloud, Enterprise*
- *Administering Oracle Mobile Cloud Enterprise in a Customer-Managed Environment*
- *Creating Low-Code Apps with Oracle Mobile Cloud, Enterprise*
- *Managing Oracle Mobile Cloud, Enterprise*
- *Known Issues for Oracle Mobile Cloud, Enterprise*
- *Licensing Information User Manual for Oracle Mobile Cloud, Enterprise*
- *REST API Reference for Oracle Mobile Cloud Enterprise - Platform APIs*
- *REST API Reference for Oracle Mobile Cloud Enterprise - Tooling APIs*

## Conventions

The following text conventions are used in this document:

<b>Convention</b>	<b>Meaning</b>
<b>boldface</b>	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text.
<i>italic</i>	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
monospace	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

# 1

## An Analyst's Roadmap to Oracle Mobile Cloud, Enterprise

Oracle Mobile Cloud, Enterprise (OMCe) is a cloud-based service that includes tools for analyzing, monitoring, and optimizing your mobile and web apps. Integrated campaign tools let you act on insights quickly, so you can get the right message to the right users at just the right time.

### Why Do I Need Analytics?

Whether on your tablet or on your phone, Oracle Mobile Cloud, Enterprise Analytics gives you up to the minute insight into what your users are doing—and helps you influence what they'll do next. You can follow your users from the first click to conversion and every decision in between with event-based user reports, funnels, segments and retention reports. From there, use your insights in campaigns to build the right message to drive your business forward. So now you can stop guessing, and use data! Analytics can show you how.

### What Do I Need to Know First?

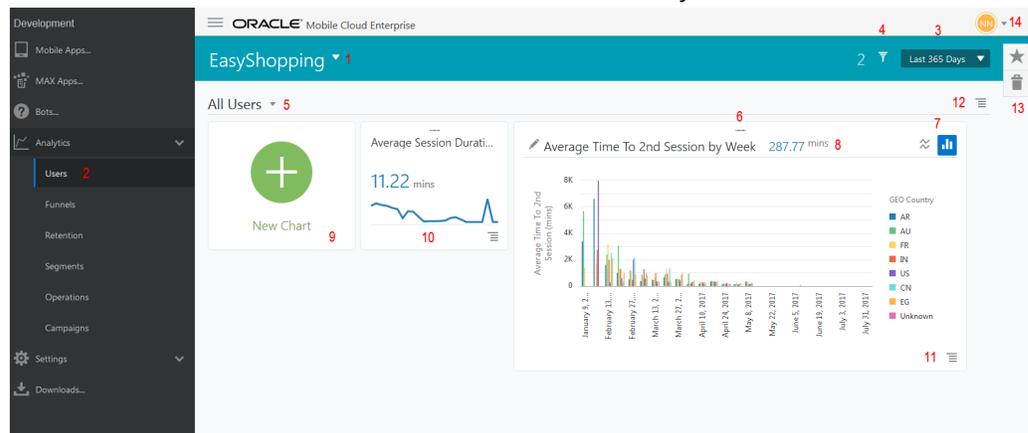
There are some useful terms and actions you need to know about to get the most out of OMCe Analytics before you start building reports. We start by **Touring the OMCe Analytics User Interface**, with an overview of some of its features. Then in **Actions for (Almost) Any Report**, we look at useful ways to work with your reports, such as setting global dates and filters, working with charts, and making a report a favorite. Beginning with **Who's Using My App?**, we jump into building analytics reports to gather data on what your users are doing in your app, and how you, as a marketer, can use these insights.

# 2

## The Basics

### Touring the Analytics User Interface

Let's take a look at some of the main features of the Analytics user interface:



Name	Description
1. Application Menu	From here choose an application to analyze with Analytics.
2. Side Menu	Click a category from this menu to create reports with events, steps, and filters, or open existing reports from here.
3. Global Date Selector	Use this selector to choose a date range that applies to user and retention reports.
4. Global Filter Selector	From here you can choose filters for Location, Technology, Sessions, and others to apply to user and retention reports. The number next to the selector tells you how many global filters are set for the report you're viewing.
5. User Report Type Selector	Choose the type of user (New, Returning, or Inactive) you'd like to analyze. This selector is unique to Users.
6. Drag Handle	Click and drag with this handle to move tiles. Once you decide on their placement, they remain there the next time you open Analytics.
7. Chart Type Selector	Toggle this selector to view data results in a line graph or bar chart.
8. Tile Header	In Users, the tile header shows a summary of the measure, dimension, and grouped by filters that are set. When the tile is maximized, click the pencil icon in the header to change these metrics.
9. New Chart or report selector	In Users, this creates a default chart you edit using the pencil icon. For other categories, it opens the menus for creating a report of the user actions you want to analyze.
10. Minimized Tile	Minimized tiles show a summary of chart or report information. Click the actions menu to maximize it for a more detailed view.

Name	Description
11. Options/Actions Menu	This menu lists frequently used actions, like Run Report, Create Segment, Edit, Move to Trash. These actions may differ depending on the report type the tile represents.
12. Global Filters Menu/ Report Menu	Frequently used actions for the displayed report or object are listed in this menu. These actions may differ depending on the report type or object that's in use. For example, you could make a report a favorite or save it as a user segment from this menu.
13. Favorites Drawer/ Trash	From here you can get easy access to reports you've chosen as a favorite, or those you've sent to the trash.
14. Analyst Menu	You can connect to additional help resources and general information from this menu.

## Actions for (Almost) Any Report

Now that you're more familiar with the interface, let's start exploring actions you can take that apply to reports, except in some cases, funnels and campaigns:

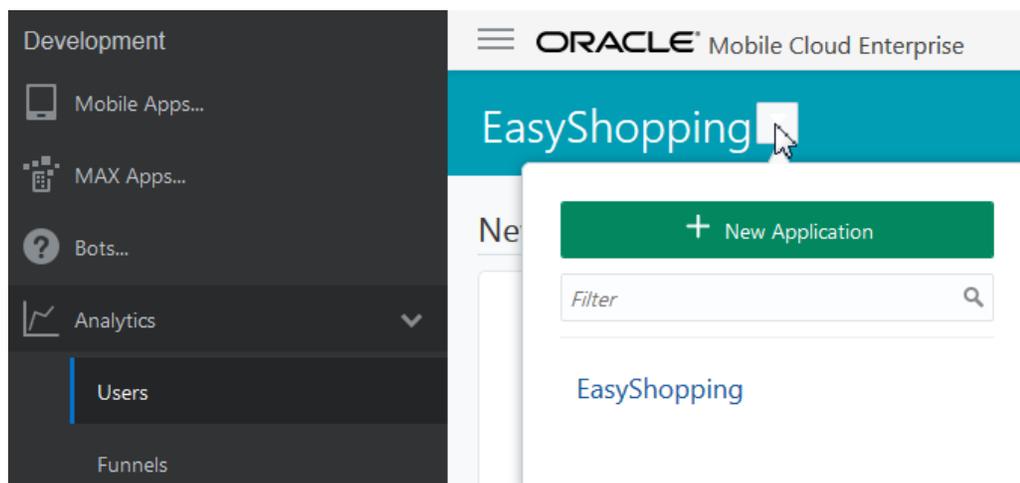
### Choosing an Application to Analyze

You always use Analytics within the context of an application you want to analyze. When you come into Analytics for the first time, you're prompted to use an existing application, create a new application, or walk through the Getting Started.

If you want to work with an existing application, click the down arrow in the **Application menu** and choose your application. You can start typing the app name in the field to filter the list. You don't need to worry whether you're using an iOS client, an Android client, or a web application. Analytics takes care of those logistics for you.

If your application isn't listed, click **New Application**.

Then enter the name of your application, choose any city your time zone from the drop-down list, and click **Create**.



 **Note:**

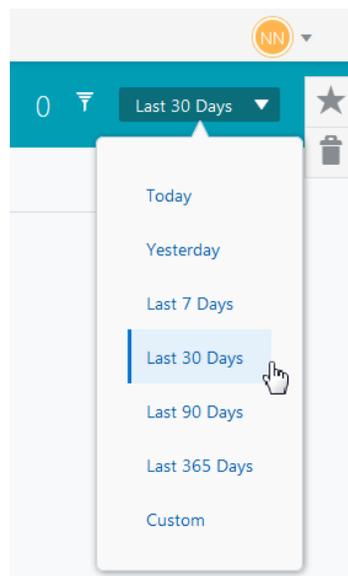
You don't need to choose your specific city from the list, just pick one that's in your time zone. The list isn't comprehensive.

Once you create a new application, you may have to wait for your developer to instrument the mobile app, where the important events for the app are identified for tracking.

Another option is to use the Getting Started to explore OMCE Analytics with pre-populated data. You can play around with building reports using a wide range of filters, change filter properties to see how the data changes, or dive in and make discoveries on your own.

## Choosing a Global Date Range

The global date selector lets you choose a date or date range that will apply to both user and retention reports. You set a global date range from the drop-down list in the global date selector. You can change dates by choosing from the set of pre-defined intervals, like Today, Last 7 Days, Last 30 Days, and others, or you can select a specific time period using the Custom option.



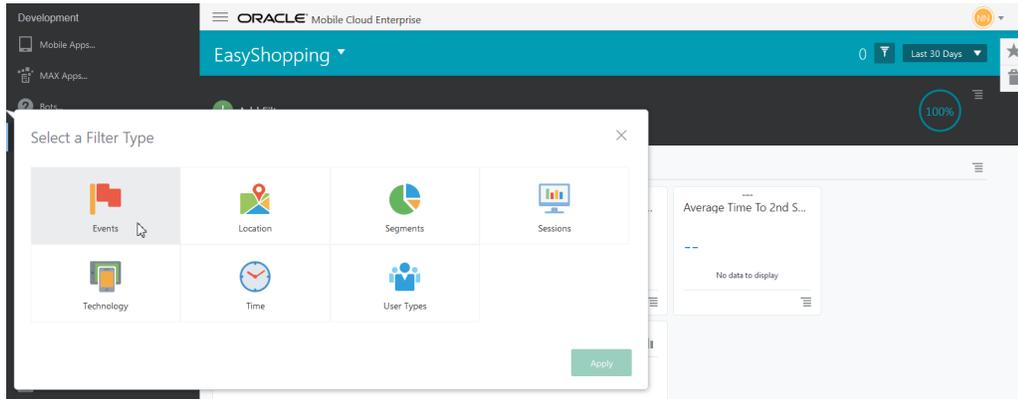
To set a custom date range, choose **Custom** from the drop down list, then click the start and end dates on the calendar and click apply.

Using the global date selector is a quick way to set the analysis date across reports, and it is the only way to set dates for user and retention reports. Just remember that if you change the date for one report, the date for the other report that accepts global dates will change as well. But if you made a report a favorite, that report won't change—it's locked in time.

## Applying a Global Filter

Like global dates, global filters let you set filters once that you want to apply to both user and retention reports.

To set a global filter, click the global filter selector  to open the filter summary area, then click **Add Filter**. You can then choose from a variety of filter types.



Here's a quick look at what each of the choices mean:

- **Events:** Actions a user might take, like putting an item in a cart and checking out.
- **Location:** Where a user is located. This can be as general as a country or as specific as a zip code.
- **Segments:** User groups with common characteristics, for example, similar product preferences, or members of a loyalty club. Segments must first be defined in Segments on the side menu before they are included in this list.
- **Sessions:** How long a user stays in the app, or how often they return.
- **Technology:** What technology a user is using, for example, OS version, device screen dimensions, and platform type.
- **Time:** Filters for day and hour.
- **User Types:** Whether a user is new, returning, or inactive based on visit history.

Once you select your filter type, choose the property and any attributes for the filter, and click **Apply**. For example, if you choose *Events* for the filter type, you might choose *Checkout* as a filter property and *>\$100* as the attribute. Because attributes are customized for your app by your developer, they will vary from app to app and you may have different attributes than described.

### Note:

If you choose a segment as a global filter, you can only combine that filter with other segments. All other filter types will be removed from the global filter options.

### Working with the Global Filter Displays and Menus

- Once you've chosen your filters you'll see them displayed in the filter summary area, as well as a graphic showing the percentage of users that the filters match. A counter also shows the number of filters in use.
- The global filters menu lets you choose from options to create a segment, remove all filters, or toggle filters off and on without removing them. If the filter is toggled on, the filter items in the summary area are applied to the displayed report. If the filter is toggled off, no filter items are applied to the report.
- You can refresh the report which uses the global filters by clicking the global filter menu, then **Toggle Filter On/Off**.
- To collapse or expand the filter summary area, just click the global filter selector.

While global settings are how you set filters for user and retention reports, other reports, like funnels, campaigns, and segments frequently depend on specific filter steps or dates in order for your data to be useful. So, filters and dates for these reports are set locally when you create them.

## Controlling How the Tiles Look and Behave

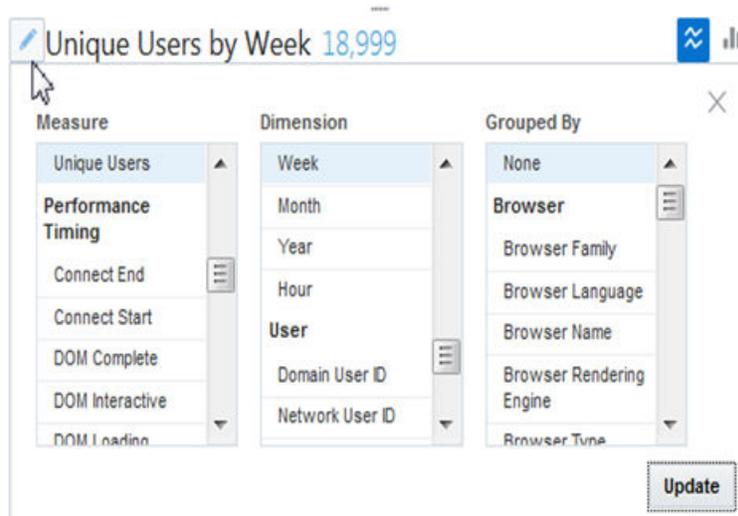
Most reports contain one or more *tiles*, with charts and metrics depicting the data you've gathered. You can control several aspects of a tile, which vary depending on what type of report you're viewing.

- In User and Sessions, you can use the Options menu at the bottom of the tile to control its size by minimizing or maximizing it. You can also change the tile position with the drag handle at the top of the tile. You can also use the menu to delete a tile. If you do so, keep in mind that you won't be able to get it back. You have to recreate the chart if you want to see it again.
- Funnels, Segments, Retention and Campaigns all have an Actions menu on the report tiles, but the available actions vary by report. Use the actions menu for such tasks as editing or refreshing a report, making something a favorite, creating a segment from a report result, or sending the report to the trash.

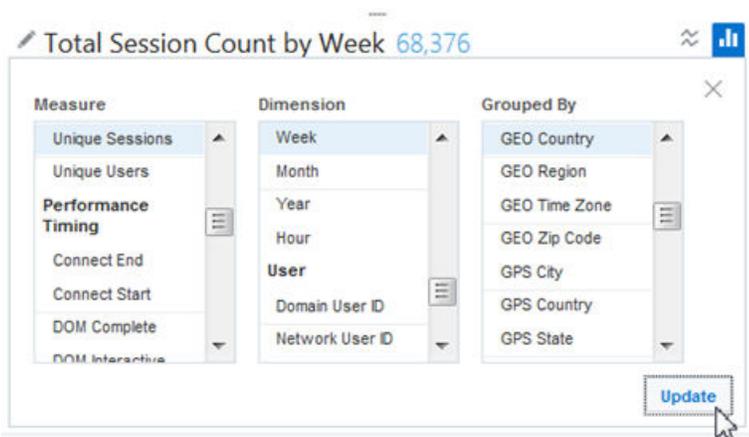
## Configuring the Charts on Tiles

When you're analyzing Users and Sessions data, you can change the data displayed by a chart by working with the **Measure**, **Dimension**, and **Grouped By** filters. To customize a chart displayed within a tile:

- Click the **Options** menu to maximize the chart.
- Click the pencil icon on the chart.



- Choose the **Measure** by clicking the first menu and using the scroll bar to locate the criteria you're interested in.



You can think of the *measure* as the thing you want to collect data on. On a chart, the measure is shown along the Y (vertical) axis.

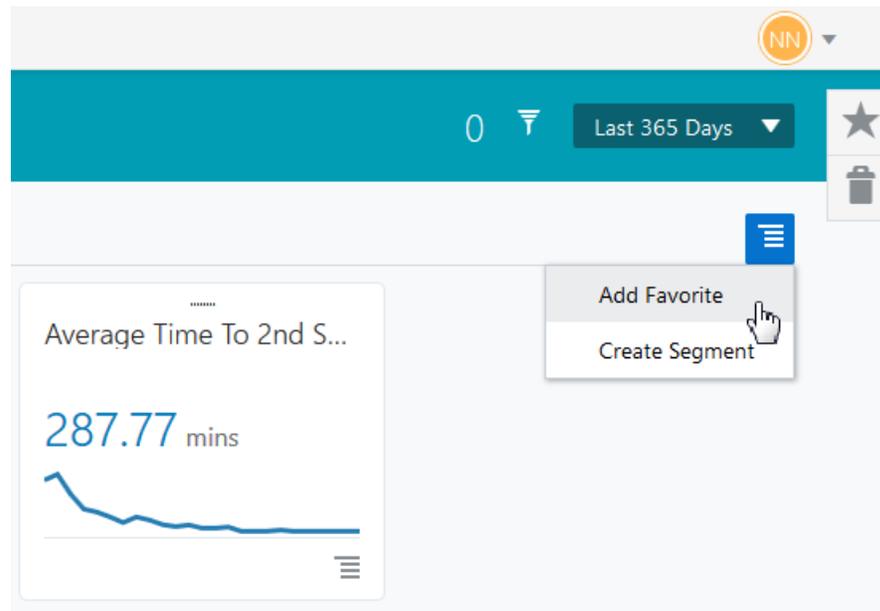
- Choose the **Dimension** by clicking the second menu and using the scroll bar to locate the criteria you're interested in. The *dimension* indicates what you're interested in about the measure. If you chose *Events*, for example, you might want to see those events by week, or maybe you want to know the location where those events occurred. Dimensions are mapped along the X (horizontal) axis of a chart.
- Choose the **Grouped By** criteria by clicking the third menu and using the scroll bar.
- When you've selected your new criteria for Measure, Dimension, and Grouped By, click **Update**.
- Once the chart is configured, you can choose how data is displayed by toggling between the line and bar chart icons. ≈ 

## Viewing a Report Across Time Zones

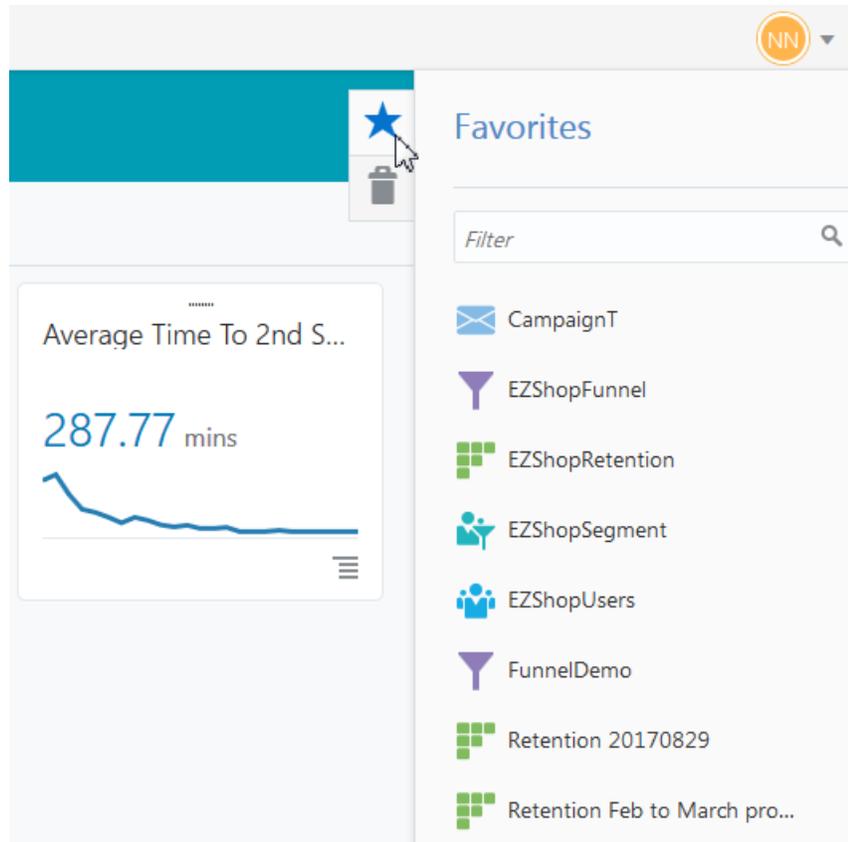
Analytics converts all time zones to your application's time zone. So, if you're in the Pacific time zone and you want to send a SMS that will reach someone in the Eastern time zone at 5 pm, just choose 5 pm as the time to send the message. Analytics does the conversion to get it to your East Coast customers at 5 pm EST. If that time has passed, Analytics sends the message the next day. As another example, suppose you want to find out when your app activity peaks. Analytics converts the time users are most active to your application's time zone to avoid confusion. You can be sure if your data shows users are most active on Saturday at 10 am, that's true no matter what time zone your user is in.

## Adding a Favorite

If you create a report in Analytics that you'd like to return to later, you can save it by making it a favorite. To make something a favorite, click the **Report menu**, then click **Add Favorite**.



To see all your favorites, click the star icon on the right to open the Favorites drawer:



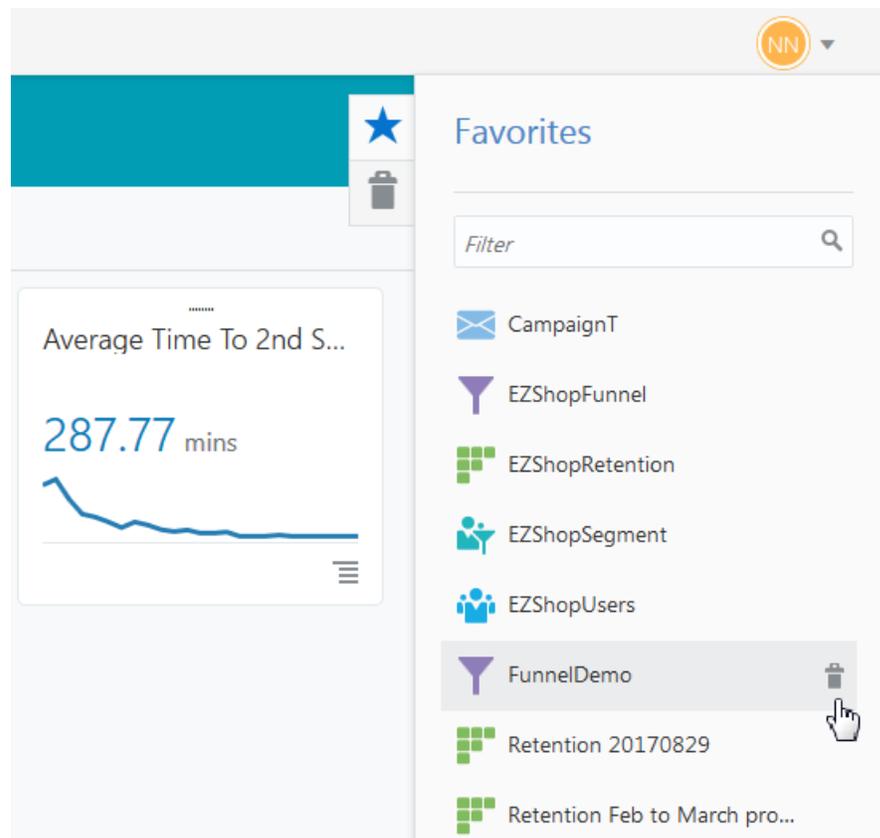
When you use favorites, here are useful things to know:

- A favorited report is like a bookmark of the report, not a copy of it. If you trash or delete the report from its landing page, it will also be removed from Favorites. There is not an option to copy a report and save it.
- The Favorites drawer is for all Analytics users, so everyone sees the reports you favorite, and you can see other people's favorites. This means that you can also open someone else's favorited report, change what you'd like, and save it as a favorite under a new name. If you choose the same name as the original, this overwrites someone else's work, so it's best to avoid that.
- When you view a report from the Favorites drawer, it reflects both the criteria and the customizations that were in effect when it was saved, including global filters, global dates, chart configurations, and any layout customizations.
- A favorited campaign becomes temporarily unavailable in Favorites if you've re-scheduled its launch date or have saved it as a draft. Once it has launched, the campaign will again be available in Favorites.
- You can quickly get to your favorite report by typing its name in the filter field. As seen above, each report type has an identifying icon you can use to visually scan the list for the report you're looking for. For example, campaigns has an envelope icon, and funnels has a funnel.

## Sending a Favorite and Other Reports to the Trash

To trash a favorite, click the star icon to open the Favorites drawer. Click the report you want to send to the trash, then click the trash can icon and click **Trash**. Your report is now listed in the trashed reports.

Keep in mind that only the creator of a favorited report can send it to the trash.



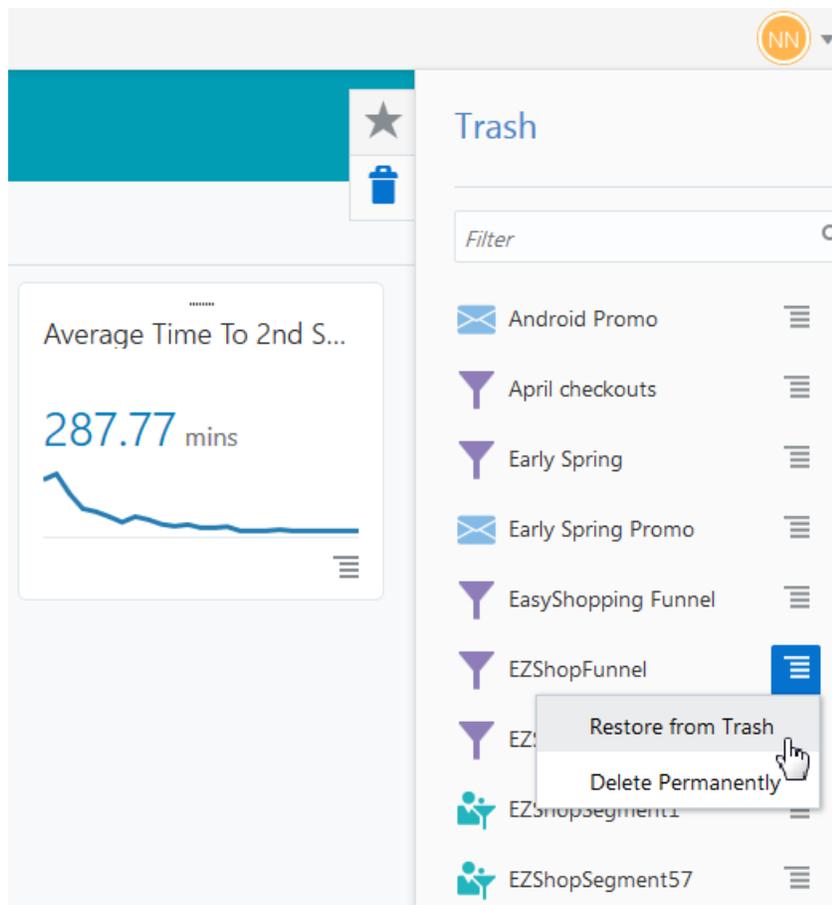
To trash a report that's not a favorite, go to the report's landing page, click the Actions menu on the report's tile, and choose **Move to trash**

### Note:

Sending something to the trash is not the same as deleting it. Items in the trash can be restored. Deleted items cannot be restored. They are gone forever.

## Restoring a Favorite and Other Reports from the Trash

To restore a favorite or any report from the trash, click the trash can icon to open the trash. Click the report icon next to the report you want to restore, then click **Restore from Trash**. If your report was a favorite when you trashed it, it is once again listed in Favorites. Otherwise, it will be restored to the report's landing page.



# 3

## Users

User and sessions reports give you the foundation from which you learn about your users. Find out who your active users are, who's on the fence, who's dropped off, and the reasons behind these actions. From here you can save user segments and apply them to other reports, or use them in targeted campaigns with the integrated Campaign tool.

### Who's Using My App?

User and sessions reports give you a deep look into who's using your app, and how often users return. You can add filters to help you see such things as where your users are located, whether they're a new or returning user, what time of the day they usually open your app, and if they cash in coupons you send. You can even drill down to learn, say, what model of device they're using, or how many sessions they've had in your app.

A *session* is the time between when a user opens and closes the app, or it times out. *Session interval* is a related metric that shows you the time between the user's first session and other sessions, telling you how often users are in your app. This information could indicate how valuable your app is and how engaged your users are. Long lag times in session intervals could mean your app design needs a refresh or your content could be more compelling.

User and session reports help you answer questions like:

- What are my overall user demographics?
- What are the demographics of my highest value users?
- Do users in a particular location buy certain products more often?
- How many new users have I had over the last week, month, and year?
- Which users are the most and least active?
- What is the average session length, and average time to the next session?

With insight into users and sessions, you can keep users coming back with content and incentives that meet their needs, as you find new ways to build user loyalty.

### What Kinds of Things Can I Do with Users and Sessions?

- Choose a filter for **Sessions** to find out which users are most active. Save this user group as a segment and use it in a campaign to get these users to like your app in the App Store or Google Play.
- Filter by location and zip code to find out where the greatest number of active app users is concentrated. Save this as a segment and use it in a campaign letting these users know your products are also available in nearby stores.

- Run an analysis to find users who have become inactive in the last three months. Save this group as a segment and use it in a “miss you” campaign offering a 30% off coupon.
- Use **New Users** and **Average Time to Second Session** to analyze if a campaign offering new users a limited time only discount gets them back in the app faster. If so, you’ve confirmed that’s a promo you want to keep.

## User and Sessions Reports: Try This First

User and sessions reports give you insight into your users. With a few clicks, let’s walk through a preview of how to use filters to create User and Sessions reports.

1. Click the down arrow next to the **Application menu** and choose an app.
2. From the side menu, click **Users**.
3. Click the down arrow next to **All Users** and choose a user type.
4. Click the global filter icon, then click **Add Filter**.
5. Click on a filter type, then choose a filter property from the list in the left panel.
6. Continue to add other filters you’re interested in by clicking the plus icon, then click **Apply**.

The Users landing page now includes the reports you’ve created. Use the filters to create more reports to dive deep into who’s using your app, where they’re located, how often they come back, and other insights into who your customers and clients are. Let’s take a look at the Easy Shopping app and use it to discover more about your users.

## Choosing a User Type to Analyze

User types are based on their session history with your app. Here’s what each of the choices mean:

User Type	Description
New User	A user on their first visit to the app during the measurement interval.
Returning User	A user with two or more visits to the app during the measurement interval.
Active User	Users who are New or Returning during the measurement interval.
Inactive User	A user with zero visits to the app during the measurement interval.

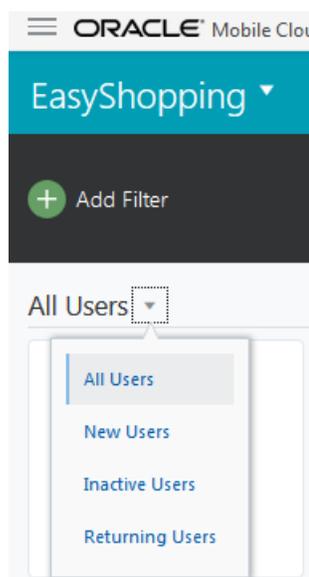
Each user can only belong to one of these categories at any point in time (however, new users and returning users are grouped together as Active users when selecting from the Users filters). So, if Ty logged into your app once three days ago, he is considered a new user. Likewise, if Emma logged into your app yesterday and again today, her status moves from new user to returning user. If either user shows no activity during the analysis time period, they become an inactive user.

## Example: Creating a Users Report from the Users Category

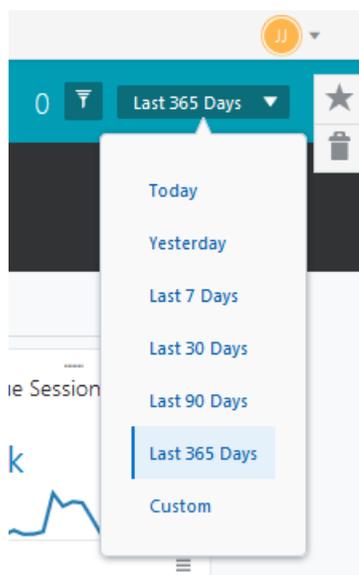
Let's say you'd like to find out about a particular group: All your users in California from the last year. You want narrow this group to Android users, and also find out how much time they're spending in your app. All of this data will help you connect with these users you think are likely buyers of your new sports team Android accessories available through your Easy Shopping app. With these goals in mind, let's see how you can create a Users report.

To create a user report:

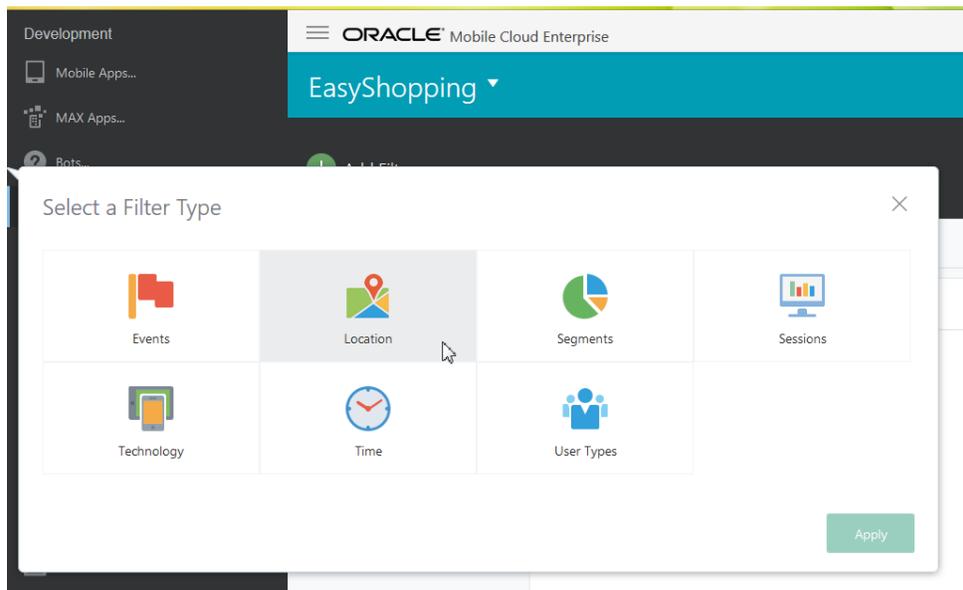
1. Click the down arrow next to **New Users** to change to **All Users**.



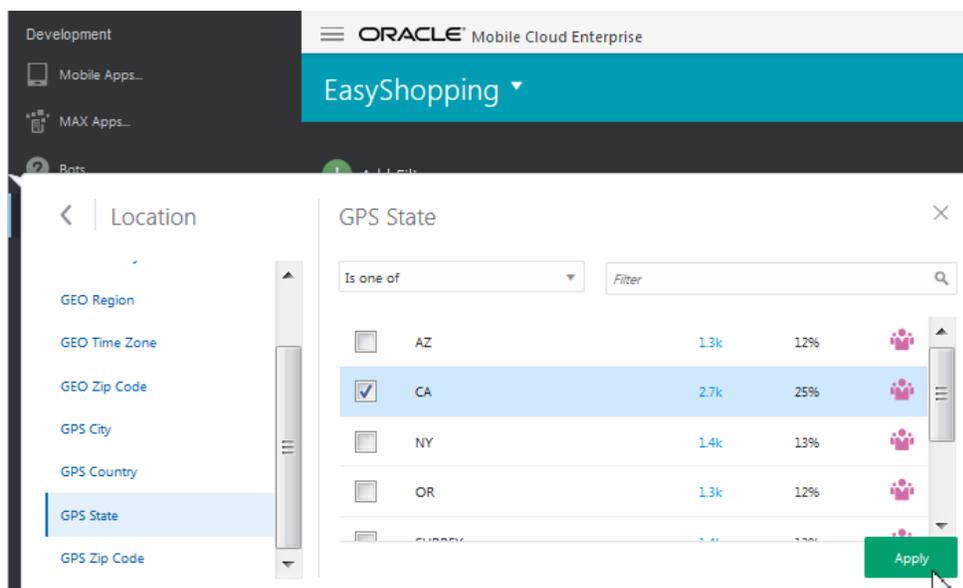
2. Click the down arrow in the **global date selector** and choose **Last 365 days**.



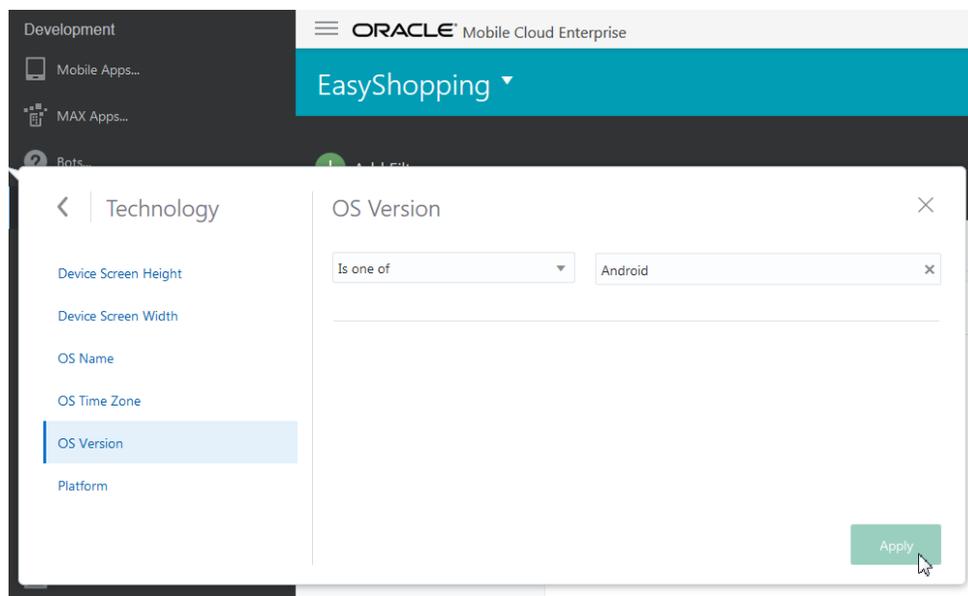
3. Click, **Add Filter** then click **Location**.



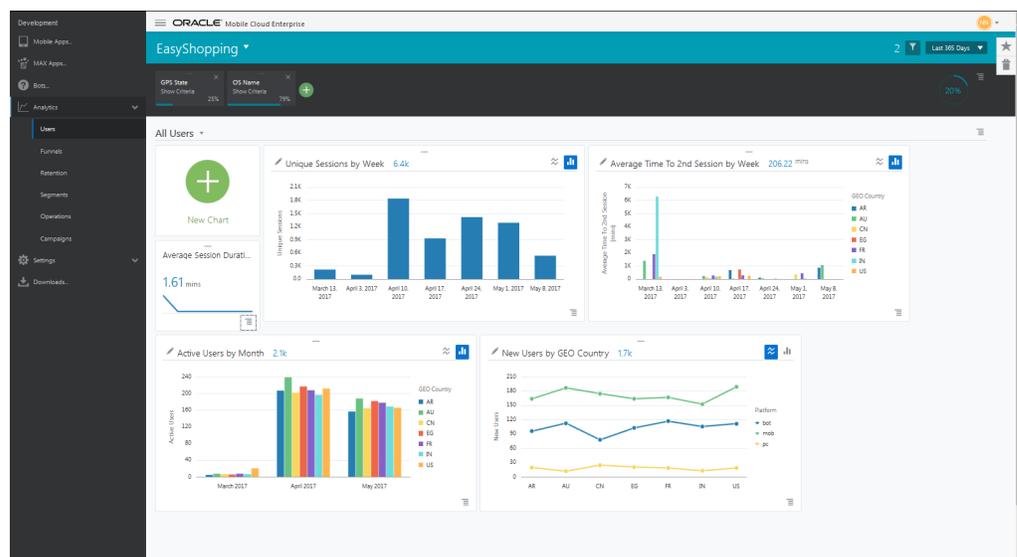
4. In the left panel, click **GPS State**.
5. In the drop down menu, click the down arrow and choose **Is one of** for the first criteria. Then click in the box for **California** and click **Apply**.



6. Click **Add Filter**, and choose **Technology**.
7. In the left panel, click **OS Version**.
8. In the drop down menu in the main panel, click the down arrow and choose **Is one of** for the first criteria. Then choose **Android** for the second criteria and click **Apply**.



The Users report should look something like this:



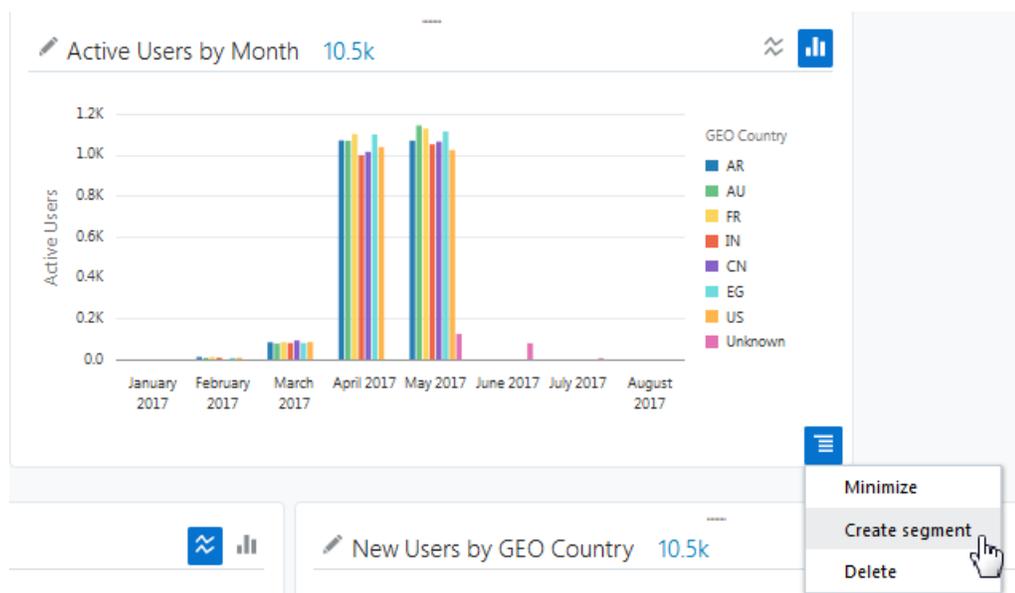
Here's a look at the user report results:

- The top row shows the *filter summary area*. This lists the report filters, a summary of their criteria, and results for the time period you chose. If there are multiple filters, it also shows whether the filters are connected by an AND or OR relationship. At the end of this row is a graphic showing the percentage of users matching the filters.
- The default filters provided with Analytics show sessions information based on a user's app usage history.
- Click on the **Options** menu on any tile to maximize it. From there, click on bars or lines on charts to drill down for more insights.

- Click **New Chart** to make a copy of a default chart. The New Chart feature is useful if you want to change the measure, dimension, or grouped by options and take advantage of the flexibility of Analytics. See [Configuring the Charts on Tiles](#)

## Creating a Segment from a User Report

Segmenting users is the process of dividing potential customers into groups based on characteristics like age, location, or purchasing behaviour. To create a segment from a user report, click the **Options menu**, and click **Create Segment**. This choice is available in the tiles where users-related measures, such as unique users or active users, are chosen. If the measure is anything other than users related (for example, average session duration), the **Create Segment** option is not available. You can also create a segment using the report menu and global filter summary area. Your segment is now saved on the Segments landing page and is available to apply as a filter to other reports from the global filter options or from within reports, like campaigns, that you're configuring.



Keep in mind that as you're building any report, Analytics keeps track of what you're doing. The next time you log into Analytics, your report will be in the same state it was when you last logged off.

To save a report so you can share it with others, take a look at the [Adding a Favorite](#) topic.

## Why User Counts Can Vary

Analytics can have duplicate user counts. Let's look at how that can happen.

Analytics counts a user by assigning an internal user ID when a user installs the app and starts some type of event, for example, browsing a catalog. However, it's possible that the same user could install and use the app on multiple devices, and would therefore be counted as multiple users. Or, a user could delete and reinstall the app and use it on the same device, which would result in the user being counted twice, or

however many times the user reinstalls and uses the app. Additionally, if the user only installs the app without using it, the user is not counted at all.

### How Filters Affect User Count

It's important to know in Analytics, filters have precedence; that is, the order in which they're applied affect user count. The global date selector, global filters, and report filters all act to select the users you want to analyze. Any user count shown is a result of the filters and date selectors that are set above it, but not below it. This can lead to different numbers being shown at different "levels" of the filter.

Here's the filter precedence:

Global date selector > Global filters (if used) > Report filters

Let's look at an example:

1. You use the global date selector to analyze the last 90 days of all user activity in your app. The number returned is 10,000 users.
2. You set a global filter for only users in California. The number returned is 5,000 users (or 50%).
3. You set the User report filter to New Users, to select only New Users in California. The number returned is 2,500 users (or 25%).
4. Finally, you open a sessions report. That report would also show a total of 2,500 users because it is displaying the information for all filters set at or above the User report filter.
5. However, if you return to the global filters and select, say, the technology > iOS filter, the user numbers will be relative to 10,000, a result of the global date selector. The number returned will not be influenced by the filters set below the Global filter, in this case the User report filter.

# 4

## Funnels

Conversion funnels let you compare how many users start a workflow (say, a checkout process, a user registration process, or a lead generation) against how many actually complete it. A funnel segments a workflow into a sequence of steps designed to guide users to some goal (or conversion). Typically, users drop off at each step of a workflow; many may begin a checkout process, for example, but comparatively few complete it. Funnels show you the conversion rate for a workflow by showing the number of users who drop off at various points.

### What Are My Conversion Rates?

Funnels are indispensable for surfacing your conversion rates by showing you how many users complete an ordered series of events toward a conversion goal. For most businesses, a conversion goal is often *made purchase*, but it could be something else, like *signed up* for a subscription or gave a donation. Funnels start out broad then progressively narrow as users drop off at each event. For example, more users may browse a catalog than put an item in a cart, but fewer still actually purchase it. Funnels are great for understanding where users lose interest so you can improve a process to increase conversion or get rid of inefficiencies that are causing users to leave your app.

Funnels help you answer questions like:

- Do users who convert follow a common path through events?
- Are users moving through a series of events in an expected amount of time?
- Is the latest campaign attracting more new users to the app?
- What percentage of users checkout with coupon codes?
- Is there a common event that causes users to drop off before checking out?

### What Kinds of Things Can I Do with Funnels?

Depending on your line of business, use funnels to see:

- The percentage of users using the free version of your app who go on to purchase a paid subscription. Low conversions could help you decide if your free app needs a redesign.
- How many users pinning your products on Pinterest go on to purchase them. High numbers show you it's a great ROI to build a strong presence on the site.
- Whether viewing product How-To videos results in fewer calls to customer service. If call numbers are high, might be time to retool the content of those videos.
- If number of ads viewed vs. number of recommendations on social media result in more sales. If ad view revenues are low, best move those marketing dollars elsewhere.

## Funnel Reports: Try This First

Funnels are used to track a user's progression through events to discover why some users complete the events, and others don't. To create a funnel, you choose events in a logical sequence. Here's how to do it:

1. Click the **Application menu** and choose the Easy Shopping app.
2. From the side menu, click **Funnels**.
3. Click **New Funnel**.
4. In the **Name** field, add a name for your funnel.
5. In the **Date Range** field, click the calendar icon to choose a **From** and **To** date range.
6. In the **Step 1** field, click the down arrow to select the event **Catalog Browsed** from the list.
7. In the **Step 2** field, click the down arrow to select the event **Add To Cart** from the list.
8. Click **Add Step**.
9. In the **Step 3** field, click the down arrow to select the event **Checkout** from the list.
10. Click **Run Report**.

The funnel report you created is shown. Funnels are a super useful way to gain insight into the things users do who convert, so you can encourage the same behavior in users who don't. Conversely, you can see what users who don't convert are doing, and use your insights to change your app or engage at critical junctures to get users through the funnel. Let's take a closer look at the details.

## Example: Creating a Funnel from the Funnels Category

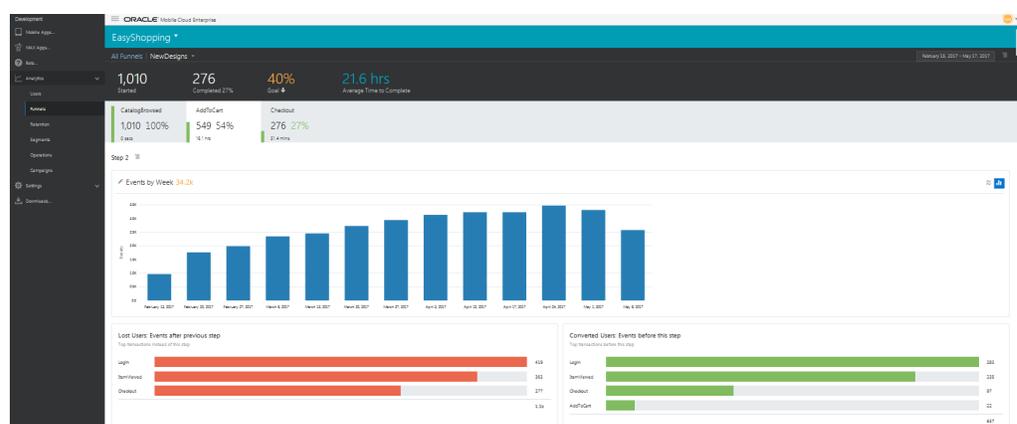
Suppose you launched a re-engagement campaign for your Easy Shopping app in which non-active users received a text from your company. Now you want to measure the effectiveness of the campaign to see if it increased sales in certain stores that carry your products. To do this, you create a three-step funnel to understand 1) who opened the text, 2) who clicked on the linked URL to get the promotion, and 3) who used the promotion. When you get the results, you can filter the data by location to see the top three stores with the greatest sales lift. Then save the results of the funnel as a segment so you can use it later.

To create the funnel:

1. Click **Funnels** on the side menu.
2. Click **New Funnel**. (You may need to click **All Funnels** first.)
3. In the left panel, add a name for the funnel.
4. Set the date range. (Unlike other reports, a funnel must have a specific date range).
5. Add a description of the funnel, if you'd like.

6. Click the box for **Maximum Time to Complete**, then click the arrows to select how long users have to complete all the steps in the funnel to be counted as part of this user group.
7. Click the box for the **Completion Goal**, then use the slider to specify the percentage that you would consider a success (or failure, if that's what you're targeting).
8. In the main panel, for the first step click **Campaign viewed** from the drop-down list.
9. For the second step, choose **Campaign clicked**.
10. Click **Add Step**, and for the third step, choose **Checkout**. While funnels can have as many steps as you want, they typically don't have more than three.
11. Click **Run Report**.

The funnel report should look something like this:



- For each funnel step, you can see the number and the percent of users who *converted*, that is, who met the goal you set, which in this case is Checkout.
- Click any of the steps in the second row to see its data displayed in a chart. You can also click the pencil icon to update the Measure, Dimension, and Grouped By fields to explore the data more fully.
- At the bottom of the chart, Lost Users shows you what users did instead of the current step you're viewing. That is, the chart shows that instead of logging into the app (which is the step shown in this example), the top transaction users did was simply to launch the app. In other scenarios, Lost Users information can be much more helpful. For example, you might discover that when users come to the screen that asks for personal data, they drop off. This could mean you need to redesign your app so that screen comes later, or maybe you only ask for an email address instead of a phone number.
- Of the users who successfully completed all the funnel steps, Converted Users shows you what other behaviors those users did before the current step you're viewing. You may want to know this to send targeted campaigns to Lost Users to get them to engage in the same behaviors as the Converted Users. Like, suppose you find out that Converted Users often view content on your Facebook page before purchasing. You can devise a campaign to encourage Lost Users to visit your page for a special discount for first time viewers, then see how that impacts sales.

## How Filters Work in a Funnel Report

If a global filter is selected, it determines who enters the funnel, for example new users from San Francisco. Every step can also have its own local filter, which identifies the users who complete that step. Let's look at how global and local filters would work in a funnel with three steps:

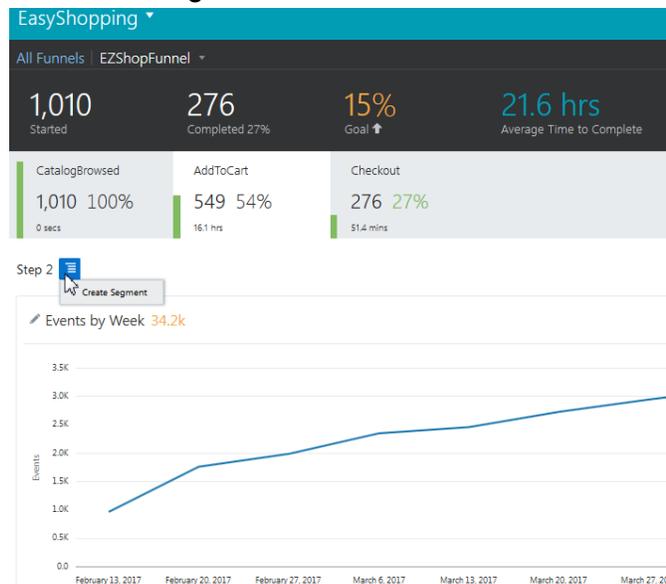
- The global filter is set to select only new users in San Francisco over the last 30 days. This limits the number of users that enter the funnel to 1000, from a possible number of 25,000 overall users.
- Using a local filter for Technology, Step 1 checks which of the San Francisco users browse your catalog on iOS devices. This narrows the number to 600 users.
- Step 2 checks who of the 600 users also put an item in a cart. Now we're down to 200 users.
- Using another local filter for Technology, Step 3 checks who of the 200 users checked out using a tablet. In our scenario, the final result is 75 users.

## Using Funnels Effectively

It's often useful to take an iterative approach to funnel analysis. Deploy your app long enough to collect a significant amount of data, then make changes to your app depending on what you find out from your data. Redeploy and set up a second funnel analysis, tweak the app, and so on, with each refinement getting you closer to your business goals.

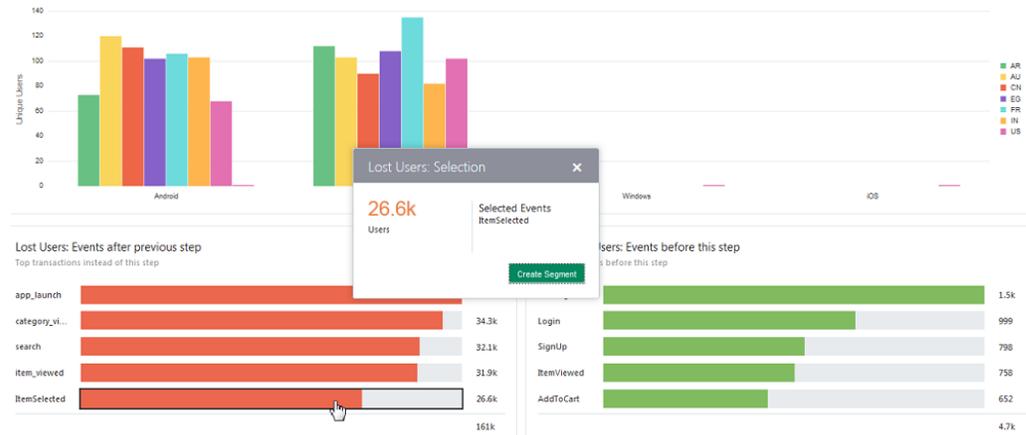
## Creating a Segment from a Funnel Report

To create a segment from a funnel report, click any step on the top of the report and click **Create segment**.



You can also click one or more bars in the **Lost Users** or **Converted Users** graphs. To select multiple bars, use CTRL + click. The more bars you click, the more users you add to the segment. You can click a bar again to deselect it.

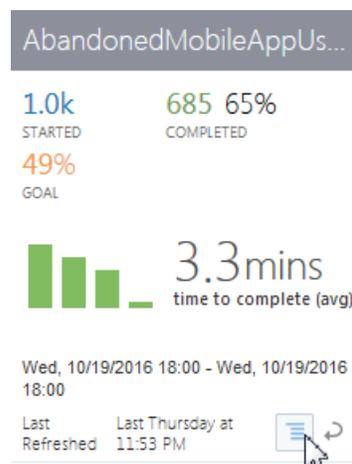
When you've selected the users that you want in the segment from either the steps or the charts, click **Create Segment**. Your segment is now accessible from the Segments filter, as well as from Segments on the side menu. You can apply the segment as a filter in user and retention reports, combine it with other segments to create a new segment, or use it in a campaign for targeted messages.



**TIP:** While creating a segment of users who converted is useful, it's only half of the story. You may also want to target those users who did not convert. Just click on the users of interest in the Lost Users chart, and save it as a segment for a campaign.

## Using the Funnels Actions Menu

Use the Actions menu to edit a funnel, make it a favorite, run the report, or move it to the trash.



Here are some things to know:

- When you create a funnel report, it's saved to the funnels landing page. (You can always get to the funnels landing page by clicking **Funnels** from the side menu, then **All Funnels**).

- On the funnels landing page, use the Actions menu to add a funnel report as a favorite. Once a report is a favorite, anyone can access it from the Favorites drawer.
- Use the Actions menu to send a funnel report to the trash. You can also recover it by clicking the trash can icon on the Trash drawer.
- You cannot maximize a tile from the funnels landing page. If you'd like to see a funnel's chart in a maximized view, as well as the Lost and Converted Users charts, you have to choose **Run Report** from the Actions menu.

# 5

## Segments

Segments are the basic building blocks of analytics reports, and are the first step in creating targeted campaigns that connect with users. Segments are key to identifying customers who are the best match for your products and services.

### How Do I Target the Right Users?

You can use Analytics to target the right users by dividing your customer base into different groups, or *segments*. Prospects are placed into groups depending on certain characteristics that are likely to affect their behavior. Such insight is invaluable when considering how to best reach customers. Take this as an example: Anyone at a sports event knows not everyone roots for the same team, or has the same kind of fun at a game. Given these facts, how could you segment your fans? Well, besides grouping users by which team they're cheering for, you could also segment users by who buys fan gear at the stadium, or who visits the concession stand. Users who complete a process, like logging on to a team's site to view game stats, could also be a segment.

Once a segment is defined, you can apply it as a filter in other reports to analyze behaviors that lead to conversion or abandonment. Well-defined segments are important in building buyer personas and creating relevant, personalized experiences that connect with users.

Use segments with reports to help you answer questions like:

- What age group and gender are my app's biggest spenders?
- What version of the app results in more checkouts?
- Do coupons or does free shipping lead to more sales lift?
- What incentive do inactive users respond to most frequently?

### What Kinds of Things Can I Do with Segments?

- Define a segment of users who are frequent buyers. Then, apply this segment to the users report and drill down to see what behaviors are common among your loyal customers.
- Save a segment from the results of a funnel report that shows users who put an item in the cart, but didn't check out. Then, create a campaign with a discount coupon to get these users through the funnel.
- Create segments for users of iOS and Android devices. Apply these segments to user reports to find out which platform has the biggest spenders.
- Save a segment of Lost Users from the results of a retention report. Send targeted messages with a promo to get these users back in your app.

## Dynamic Segments: Try This First

Segments are a way to group users so you can reach them better. Let's see how to create a segment of All Users of our app based on where users are located. Give it a go:

1. From the side menu, click **Segments**.
2. Click **New Segment**.
3. In the **Name** field, give the segment a name.
4. In the **Dates** field, choose **Last 90 days** from the drop down menu.
5. Click **Add Filter** and click **Location> GPS City**.
6. From the drop down menu, chose **Is one of**, then choose **San Francisco**.
7. Click **Apply**.

Your segment is now added to the segments landing page in Segments and accessible from the global filter selector. Typically, once a segment is created you use it in a campaign or apply it in other reports to gain insight into how defined user groups are using your app.

Let's look at some important concepts regarding segments, then walk through another example.

## Dynamic vs. Static Segments

It's useful to understand the difference between segment types in Analytics. Segments created from Segments in the side menu or via the global filter selector are considered *dynamic*, that is, you can edit them as your needs change.

You can also create segments from the results of user, funnel, and retention reports, the Report menu, charts, or chart elements, as described in the chapters. These types of segments are *static* and can't be edited. They are a snapshot of the report results at a moment in time.

## When the Sequence of Steps is Important

Note that when you create a segment from a retention or funnel report, the sequence of steps is very important. Only users who went through the funnel steps in order, or who completed the selected first and then second event in a retention analysis, are included in the segment. That's because these types of reports analyze behavior as a sequence of choices users make, for example opening the app and signing up to receive new product messages. When you create a segment from Segments in the side menu or the global filter selector, the step sequence is irrelevant. The filter criteria you specified are simply applied as an AND/ OR relationship, and the users meeting that criteria are included in the segment. Let's take a look at creating a dynamic segment, using it in a campaign, and then applying the segment to a report.

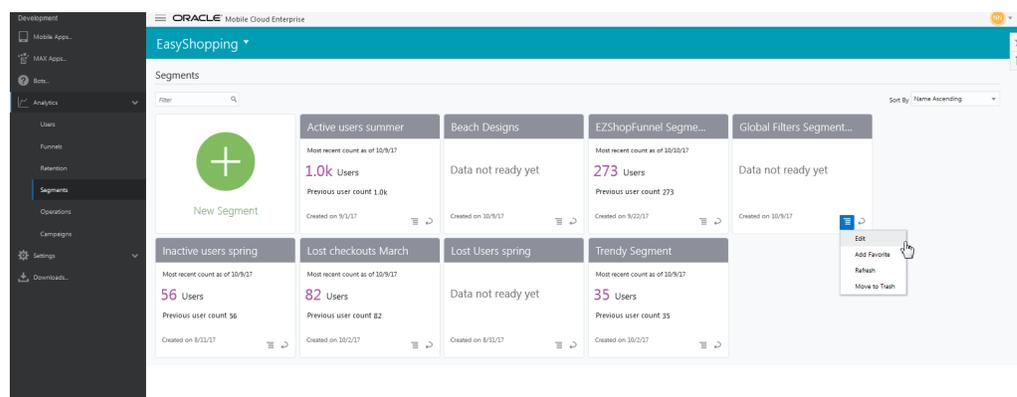
## Example: Creating a Dynamic Segment from the Segment Category

Suppose you want to create a segment to use in a campaign. In this scenario, say you want to target users in San Francisco who use iOS devices, and users in Los Angeles who use Android devices. Your Easy Shopping app offers phone and tablet accessories that feature beachy designs you think these Californians will love. We'll use filters for technology and location to create this segment.

To create the segment:

1. Click **Segments** on the side menu.
2. Click **New Segment**.
3. Name the segment **Beach Designs**.
4. Click the down arrow and choose **Last 90 days** for the date.
5. Add a description of the segment, if you'd like.
6. Click **Add Filter** and choose **Technology > OS Name > is one of > iOS**.
7. Click **Add Filter** and choose **Location > GPS City > is one of > San Francisco**.
8. Click **Add Filter** and choose **Technology > OS Name > is one of > Android**.
9. Click **Add Filter** and choose **Location > GPS City > is one of > Los Angeles**.
10. Click **Create**.

Your segment is now included on the Segments landing page. The segments landing page should look something like this:



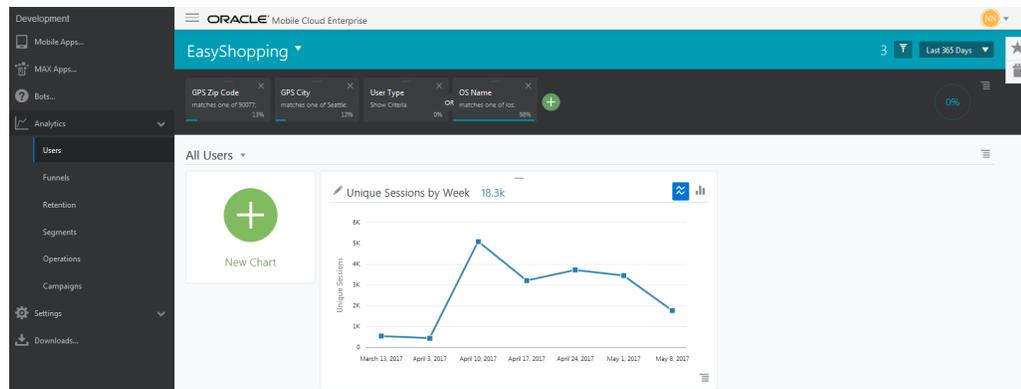
- Each segment is shown as a tile, with a summary of data results and when the segment was created.
- Use the Actions menu on the tile to edit the segment, make it a favorite, or move it to the trash. You can also use the Actions menu to refresh the data for the segment (if the segment is dynamic; that is, created from Segments and not from the results of a report).

- Click the arrow to flip the tile to see the filter criteria you set for the segment, and what the segment source is, for example whether it was created from a report or from a chart. The tile also shows the segment history.
- When many segments exist, use the filter search box to quickly find the filter you're looking for.

## Creating a Segment from the Global Filter Selector

In addition to creating a segment from the side menu, in Users and Retention reports you can also create a segment by clicking the global filter icon  then the  in the global filter summary area. Then choose filters to create the segment.

When you click on the global filter icon, you will open the filter summary area. Once you've selected filters, you should see something like this:

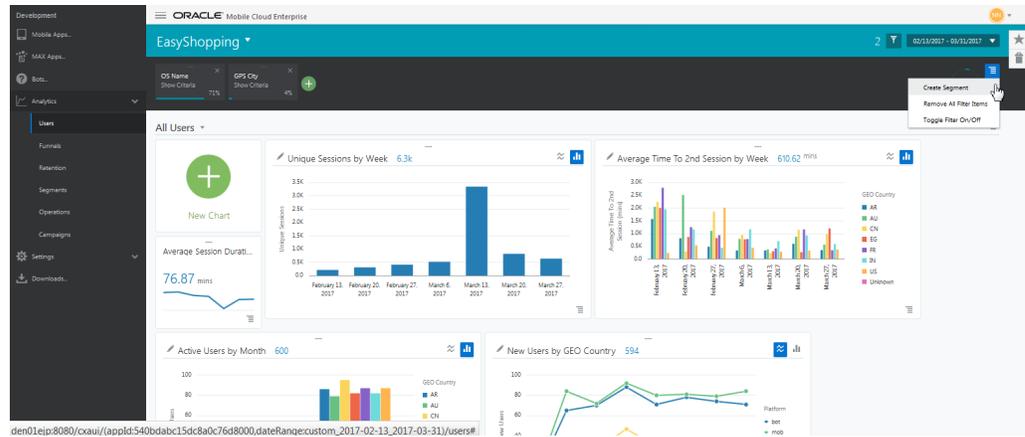


Click on a filter in the filter summary area to see at a glance its criteria. By default, the filters follow an AND relationship between them. If you want to create an OR relationship, you can drag one filter tile onto another in the filter summary area. If you decide you want to add more filters, click  then click **Apply**.

### Note:

While tiles can be dropped to create OR relationships between most filters, there is an exception for segments. Segment filters can only be dropped onto other segment filters.

Use the Global filters menu and to create a segment using the filters you've chosen.



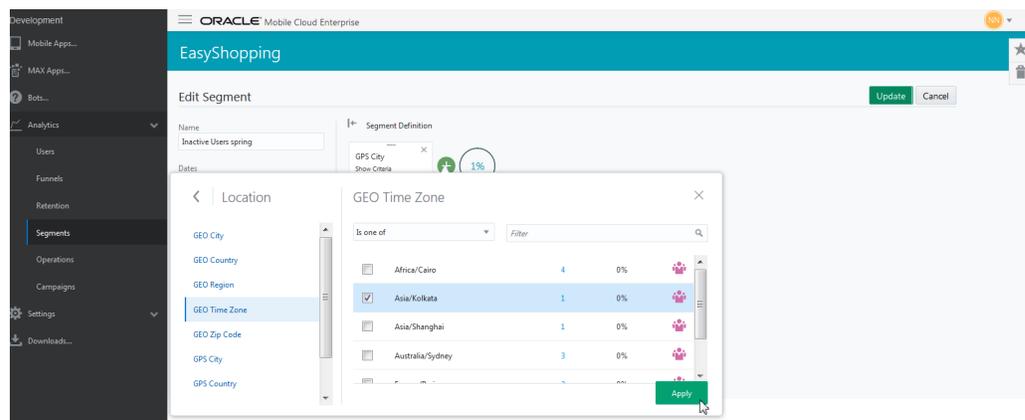
Once a segment is created, you'll see it listed in Segments on the side menu, and in the segments list in the global filter selector. You may also see additional segments that your team members have created for the app. Like Favorites, saved segments are available to everyone. If you prefer, click the box **Show My Segments Only** located in the first panel to filter the list to show only those you've created. Leverage any of these segments and apply them as filters in reports. See [Applying a Segment to a Report](#).

## Editing Segments

If you need to, you can go back and change the criteria of any segment you've created from Segments in the side menu.

Do this:

1. Click the **Actions menu** on the tile you want to edit, then choose **Edit**.
2. In the Edit Segment screen, change your criteria, then click **Update**.
3. You can also add additional filters to the segment, then click **Apply**.
4. Once back in the Edit segment screen, click **Update**. Your edited segment is again listed on the segments landing page.



## Applying a Segment to a Report

Once you've created your segments, they can be applied as filters in reports, or even combined to build other segments.

To use a segment in a report, first open the report from the side menu. In Users and Retention, click the global filter selector, then click **Add Filter** from the filter summary area. Click **Segments** and choose the segment from the list, then click **Apply**. Repeat the process for additional segments.

 **Note:**

Segments cannot be applied to other reports from the Segments category in the side menu. This menu is used only to create, edit, or delete segments.

To use a segment in other reports, open the report from the side menu, and click **New (Report Type)**. From there, follow the prompts to add filters and segments.

# 6

## Retention

Retention reports follow groups of users, called *cohorts*, from the time they first perform an event. You can gain insight into what content users are consuming, what product changes are a hit, and how successful your marketing campaigns are by looking at how often these cohorts come back to your app.

### How Long Are Users Sticking Around?

Retention analysis answers this question by looking at how long users are staying in your app and how often they're coming back, so you can track drop-offs across time. Most business experts agree that customer retention on average costs seven times less than customer acquisition. Retention analysis puts you way ahead of the pack among your competitors if you know how you're doing on this important metric. While customers still consider price, they're also interested in *value*, which includes personalized content focused on their preferences. So, the longer you keep customers engaged, the easier it is for you to gather insights into what's bringing users back time after time.

Retention reports help you answer questions like:

- Which users never return after a first look at your app?
- Does one version of your app retain more users than another?
- How does clicking on a new product announcements correlate to how often users return?
- Do users who cash in coupons come back to your app more often?
- Does signing up for a loyalty club result in users purchasing more often?

### What Kinds of Things Can I Do with Retention?

- Create a retention report to find out if users who sign up for notifications during a promotion are more likely to be repeat customers.
- Use retention to find out if the amount of discount offered during these promotions affects repeat behavior.
- Find out if users who sign up for your app on weekends and holidays are more likely to return.
- Discover if users who favorite songs in your music app are more likely to return versus those who don't.
- Find out if users are more likely to purchase a product if they've previously read product reviews.
- Evaluate if the acquisition source (search engine vs. an email campaign, for instance) influences user retention.

For each of these reports, you're looking at specific behaviors and testing them in your app to see if getting users to adopt that behavior improves retention.

## Retention Reports: Try This First

If you want to see who your loyal users are over time, or if your new products keep users coming back for more, retention analysis will show you. Here's an example of how you do it:

1. Click the **Application menu** and choose the Easy Shopping app.
2. From the side menu, click **Retention**.
3. From the global date selector, choose **Last 90 days**.
4. From the first event drop down menu, select **Catalog Browsed**.
5. From the second event drop down menu, select **Checkout**.
6. Click **Run Report**.

Use Retention analysis as a first step in creating campaigns to re-engage users, or in keeping interested users in your app even longer. You can use these insights to build deeper relationships with your customers, or bring back users who have dropped off.

## Tracking Cohorts and User Groups: The Difference Between Retention and Funnels Analysis

When working with retention reports, keep these things in mind:

- A group of users you've defined and are following in a retention report is called a *cohort*. Cohort is a term unique to retention reports because it identifies users associated with a time period in some way or another, in this case, the time they started an event. On the other hand, funnels are not specifically concerned with the element of time, so we refer to users going through a funnel simply as *user groups*.
- Since both funnel and retention reports are based on users completing events, you may be wondering what the difference is between them. The key is that Retention shows you the data over a time interval of days, weeks, and months. So while both funnel and retention reports could track the same events, funnels show all the data from the time block as one lump; retention breaks it down by individual cohorts over the time intervals to show, as its name implies, who is retained over time and is "sticking around".
- Once you create a retention report, the display region shows the most recent report you've run and its criteria and the date ranges you selected until you run it again.

## Example: Creating a Retention Report from the Retention Category

Let's use the Easy Shopping app to look at an example of creating a Retention report.

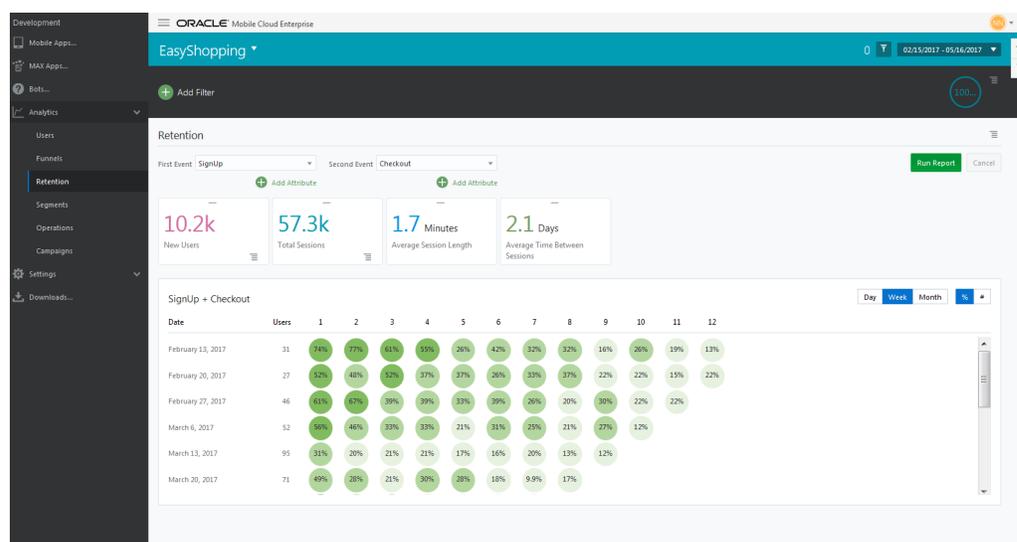
Let's say you created a VIP membership users can sign up for that offers various perks, like discounts and freebies, on the membership anniversary. Let's look at 1)

how many users signed up for the VIP membership, and 2) how many returned to make a checkout with their first discount coupon. Note that this example includes an attribute named promo. Your developer can add this to your list of attributes if you don't have it.

To create the retention report:

1. Click **Retention** on the side menu.
2. Click the **global date selector** and choose a date range.
3. For the first event, choose **SignUp**.
4. For the second event, choose **Checkout**.
5. Click **Add Attribute**, click **ANY**, then **Add Attribute** again.
6. From the drop down menu, select **Promo**, then click **Apply**.
7. Now that the events are set up, click **Run Report**.

The retention report should look something like this:



Here's a look at the retention report results:

- Metrics on new users and sessions are summarized on tiles across the top.
- The chart displays *event-based* retention. That is, the rows and Users column in the chart show the number of new users who completed the first event (sign up) on a given week. The percentages (or numbers, if that's what you chose to display) to the right show the share of those users who returned on successive weeks to complete the second event (checkout) over the selected date range (February 15, 2017, through May 16, 2017). If your date range is long enough, you can break down the results by day, week, or month by using the interval controls on the chart.
- Taking a closer look at the data, you can see of the 31 new users who signed up for the membership, 74% checked out the first week (February 13), 77% did so the second week (February 20), 61% did so the third week (February 27), and so on. Looking at the next week in the interval, of 27 new users who signed up, 52% checked out that week (February 20), 48% did so the following week (February 27), 52% did so the week after that (March 6), and continuing on.

 **Note:**

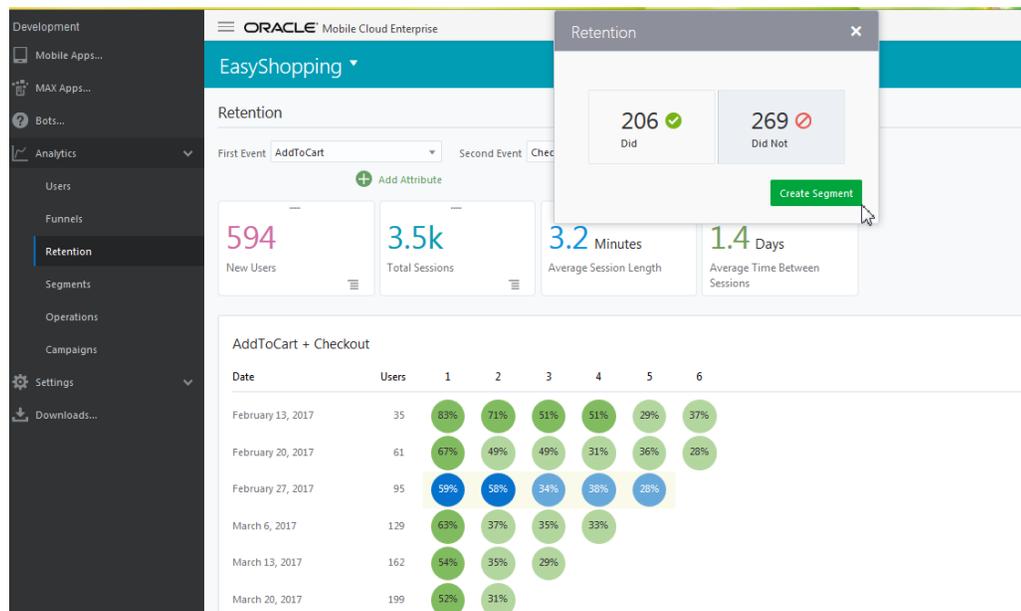
In the example above, it may appear there's a discrepancy between the selected date range and the date range on the chart. The difference is because retention reports will always begin on the Monday before the selected date range (in this case, February 13, 2017).

## Editing a Retention Report

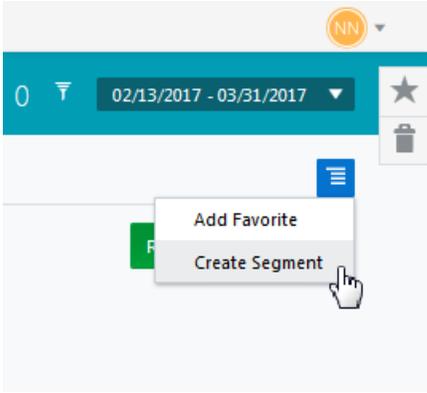
You can edit the events or attributes of a retention report simply by changing these values in the drop down menus at the top of the report and running the report again. Additionally, if you make any changes using the global date selector or global filters, the retention report will automatically run again and update your results.

## Creating a Segment from a Retention Report

You can create segments from a retention report just by clicking on individual cells or dragging across rows and columns that interest you. As an example, suppose you want to target the users who did not make a purchase the week of February 27. To create a segment of these users, click and drag across each of the percentages for that week. When the dialog appears, click the **Did Not** option, then click **Create Segment**.



If you'd like to save all the data in the Retention report as a segment, click the **Report menu** instead.



# 7

## Campaigns

Campaigns put your analytics insights to work with targeted messages that increase app engagement and build client relationships.

### How Can I Engage with My Users?

Analytics gives marketers more useful data than ever before, giving insight into every step of the customer journey. With Campaigns, marketers can quickly act on insights to outpace competitors to deliver relevant messages at just the right time for the greatest ROI.

Campaigns can help you answer questions like:

- What percentage of users open discount promos vs free shipping promos?
- In what zip code did the campaign result in the most checkouts or signups?
- Do users open weekly messages more frequently than monthly messages?
- What user demographic is most likely to open a promo?

Use Campaigns to build those customer relationships that increase loyalty and your brand's value to help you reach your goals.

### What Kinds of Things Can I Do With Campaigns?

- Engage with targeted customers, but also reach out to potential customers.
- Send out promos to re-engage inactive users.
- Set a schedule for messages to automate campaign launches on a future date.
- Troubleshoot by sending a campaign to one or more test users before launching it to customers.
- Pull together data insights, message launches, and your team's created segments and favorited reports all in one tool.
- Relaunch a campaign to include new users since the initial launch.

### Campaigns: Try This First

Campaigns use segments to create targeted messages you can send right away, or on a schedule. To create a campaign:

1. Click the **Application menu** and choose the Easy Shopping app.
2. From the side menu, click **Campaigns**.
3. Click **Create Campaign**.
4. In the **Name** field, add a name for your campaign.

5. In the **Send Notifications When** field, click **Launched**. When you choose this option, the notification is sent immediately when you click the **Launch** button in step 8.
6. Click **Add Segment**, choose a segment from the list, then click **Apply**.
7. In the **Message field**, type a welcome message offering a discount on the first purchase.

If this were a real campaign, you'd want to click **Test** to send a trial message to a test user before sending it to customers. For now, let's finish this task without the test.

8. Click the **Launch** button.

Campaigns help you connect by sending messages to any segment you've saved from user, funnel, and retention reports, or from segments you've created with the Segments category. In addition to launching right away, campaigns can also launch on a schedule so you can regularly stay in contact with your users. We'll dive into these details next.

## Example: Creating a Campaign from the Campaigns Category

When you create a campaign, you'll send messages to user segments you want to target. Be sure you've saved a segment from user, funnel, or retention reports, or created one from the Segments category before working through this example.

Let's take a look at how you might use Campaigns to increase the engagement rate of users of your Easy Shopping app. Suppose you'd like to target non-active users to see if you can interest them with a coupon via a push notification offering 50 percent off any item. With all the new products you've launched, you're sure they'll be back once they've seen the new additions.

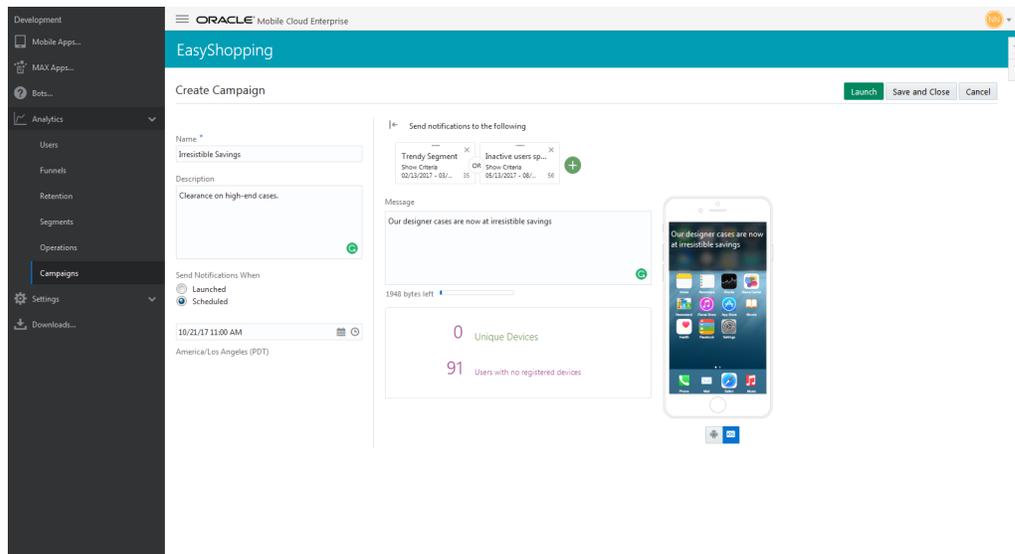
To create the campaign:

1. From the applications menu, choose an application.
2. Click **Campaigns** on the side menu.
3. Click **Create Campaign**.
4. In the **Name** field, give the campaign a name.
5. In the **Description** field, add a description of the campaign.
6. In the **Send Notifications When** field, click **Scheduled**.
7. Choose a date and time from the calendar.
8. Click **Add Segment**, choose a segment from the list, then click **Apply**.
9. In the Message field, type "Come see our latest products. Enjoy 30% off any item!"
10. Click **Launch**. The campaign will launch on the scheduled date and time.

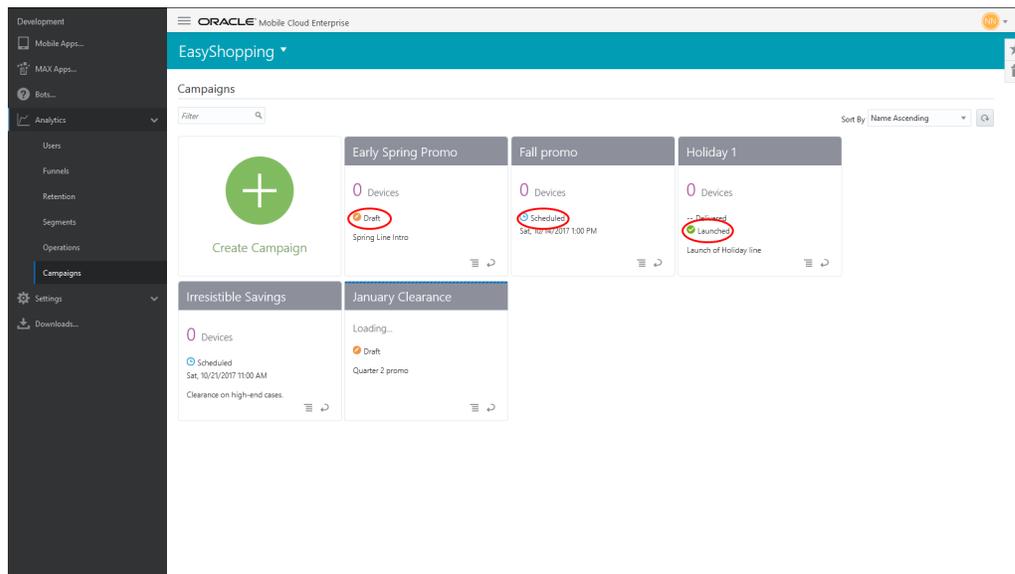
 **Note:**

Usually, you should send a test message before launching a campaign. In order to test push notifications, the device of the person getting the test message must be registered. Your app developer can help with this set up. In order to see the test button for messages, you may need to save your campaign, then choose **edit** from the actions menu on the bottom of the tile to reopen it. The **Test** button should now be visible.

As you create your campaign, it should look something like this:



- Once you've launched or scheduled your campaign, you see the Campaigns landing page and one or more tiles, each representing a created campaign.
- Minimized tiles show a summary of campaign data results, including whether the campaign successfully launched. "Launched" is one of the states a campaign can be in.



Here's what each state means:

State	Meaning
Launched	The campaign has been activated and the notifications have been sent to one or more members of the segment(s).
Scheduled	The campaign is scheduled to launch a single time at a future date and time. A scheduled campaign can be edited or cancelled before it launches.
Launching	The campaign is in the process of launching. A launching campaign cannot be edited or cancelled.
Draft	The campaign was saved and closed. Set-up of the campaign is incomplete. A draft can be edited or cancelled.
Failed	The campaign has failed to launch to any members of the segment(s). The campaign can be relaunched to the original segment, and new members of the segment are included since the first attempted launch. A failed campaign can still be edited, saved as a draft, or relaunched.

- The summary also shows the percentage of the notifications that have been delivered. Because of certain restrictions in device software, this percentage is an estimate and not a precise number. The campaign can also be relaunched to the percentage of the segment who failed to get the notification. See [Relaunching a Campaign That Failed to Launch](#).
- Tiles also show data on message count. This result is gathered from the number of devices registered to the targeted segment members.
- Click the flip icon to see a campaign's latest history, like who created the campaign, and when the campaign last launched.

## Looking at Campaign Details

- To see detailed data about the campaign, click the Report menu, then click **View Report**. Note that View Report is only available for campaigns that have launched.

The screenshot shows the 'Campaigns' interface with a grid of campaign tiles. The tiles include: 'Create Campaign' (with a green plus icon), 'Early Spring Promo' (Draft, Spring Line Intro), 'Fall promo' (Scheduled, Sat, 10/14/2017 1:00 PM), 'Holiday 1' (Delivered and Launched, Launch of Holiday line), 'Irresistible Savings' (Scheduled, Sat, 10/21/2017 11:00 AM), and 'Oct promo' (Scheduled, Sat, 10/14/2017 2:00 PM). A context menu is open over the 'Holiday 1' tile, showing options: Move to Trash, View Report, Relaunch, View Definition, and Add Favorite.

- View Report gives you a closer look at campaign data. An important data point not shown when a report is minimized is the number and percentage of users in the segment who opened the notification. Depending on how you set up your campaign, you might also see the figures for Campaign Results Events, like promos or sign-ups that targeted users took advantage of. Low numbers in either of these two data points could indicate your campaign needs some tweaking to appeal to a larger number of users. However, since this campaign has already launched, you're not able to edit it. Instead, you'll need to create a new campaign.
- If you want to see the criteria used for a launched campaign, click on the Report menu, then click **View Definition**. From here, you can see what segments and events were used for the campaign. Note that this view is also read-only.

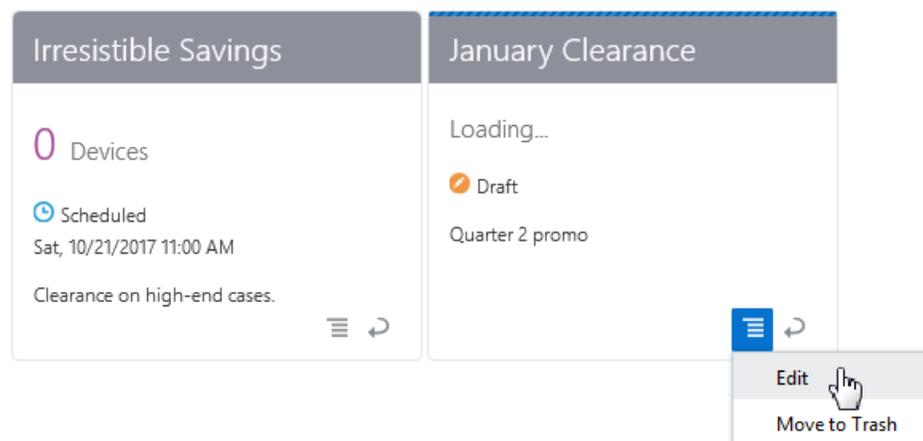
### Moving Launched Campaigns to the Trash

You can move any campaign to the trash but if you do, you'll lose access to the report results. If you've moved a campaign to the trash and you want to recover it, click the trash can icon and the report you want to restore, then click the report icon next to the report and chose **Restore**.

## Editing a Campaign

As new data comes in or other decisions are made, you may decide to edit a campaign that's in the works.

You can easily change any campaign that you saved, a campaign on a schedule that has not yet launched, or a campaign that failed to launch. Look for the Draft or Failed label on the front of the tile to see which campaigns can be edited. Then click the Report menu and **Edit**.



Once you're in Edit mode, you can add or remove segments, set a new launch date, or anything else you'd like to change. Choose **Save and Close** if you want to keep the campaign and work on it later. Or, choose **Launched** to send the campaign immediately, or **Scheduled** to set a future launch date.

## Setting Up Real-time and Scheduled Campaigns

When creating a campaign, you have the option to send push notifications immediately on launch, or to set a schedule for a single launch on a future date and time by using the calendar.

To cancel a scheduled campaign, click the Report menu and choose **Cancel Schedule**. This option puts the campaign in a draft state. Alternatively, you can click **Edit**, then edit the schedule, or delete the campaign entirely. Any segments used in the campaign still exist and can be used in future campaigns.

## Relaunching a Campaign That Failed to Launch

At times, a campaign may fail to launch to any members of the segment. This will be indicated by the Failed label on the front of the tile. Note that if the campaign is sent to even one member of the segment, the campaign tile will show a Launched label.

To re-send a campaign that failed to launch, click the Report menu and choose **Launch**. This will immediately relaunch the campaign to the members of the segment, as well as any new members who are now a part of the segment since the first attempted launch. For example, if you're targeting members who signed up for a loyalty club, all members of that segment are included in the campaign, whether they signed up when you first launched the campaign or at a later date.

You can also choose Edit to relaunch a campaign. Once you're in Edit mode, you can click Launch to send the campaign immediately, schedule it for later, or make any other changes you'd like.

## Relaunching Campaigns to Include New Segment Members

Once a campaign has successfully launched, you may decide you want to include new members of the targeted segment since the campaign first launched. Relaunching always results in a merge of new data with data from the previous launches.

In order to include these new segment members in the campaign, click the Report menu, then click **Relaunch**.

The Relaunch menu is similar to the Edit menu, with a few important differences:

- You can't add, remove, or change the segments used in the campaign.
- You can't save the relaunch once you've begun the process and come back to it later. Saving and closing is disabled because this would put the relaunch back into a draft state. A draft doesn't have data associated with it, but a relaunch does.
- If the campaign was scheduled, you'll need to set a new schedule in order to send the campaign to the new segment members, since the first scheduled date has passed. However, you can choose **Launched** to send the notification immediately.

## Relaunching a Campaign: Understanding Segment Error Messages

Campaigns use references to segments you've saved or created, not copies of them. Because of this, you should take care when editing or deleting segments. If you change or delete a segment that's used in a campaign, you'll get an error message telling you the segment has changed, or it cannot be found. If you've deleted a segment, you must first remove the name of the segment from the campaign in order to continue editing or launching the campaign.

# 8

## Troubleshooting Analytics Reports

Analytics generates reports based on artifacts created on the Oracle Mobile Cloud server, events defined in the mobile app code, and by the mobile client SDK. Depending on these factors, none, or all, of the reports may be available.

<b>Problem</b>	<b>Solution</b>
I don't see any reports	When you first log into Analytics, there aren't any reports because your developer has to create a mobile backend for the mobile app. Alternately, no data has yet been sent from the mobile app.
The events I want to analyze aren't listed in the event menu.	Analytics events are completely customizable. Ask your developer to add the events you need.
When I've added filters to my reports, user counts seem inaccurate.	Filters have precedence, and depending on what filters are applied, you'll see different user counts. See <a href="#">Why User Counts Can Vary</a> .
I deleted a report from Favorites. Now I can't find it on the report landing page.	Favorited reports are bookmarks of reports, not copies of them. If you delete a Favorite report, the report will no longer be shown on the report's landing page.
I set a date range for a retention report, but the report data shows a different date range.	Retention report date ranges always begin on a Monday. So, if you chose a date range that starts on Thursday, your report will gather analytics beginning the previous Monday.