Zoho Corporation

Introducing Mobile Analytics in Zoho PageSense

What is Mobile Analytics?

Observing, understanding, and evaluating user behavior within a mobile application is called Mobile Analytics. This includes collecting information on user behavior, such as in-app purchases, software installations, user engagement, and retention.This data is then used to gain insights into user preferences, improve app performance, and optimize marketing strategies.

By monitoring user transactions, product teams and marketers gain insights into the effectiveness of monetization strategies and identify opportunities for optimizing revenue. This helps in understanding user spending patterns, identifying high-value users, and tailoring marketing efforts to maximize revenue.

Mobile Analytics is a crucial process that enables app developers to gain insights into user behavior, enhance the user experience, and optimize marketing strategies. Product teams can take thoughtful and factual decisions to improve their app's performance and ultimately drive business success by tracking user engagement, acquisition, retention, and revenue.

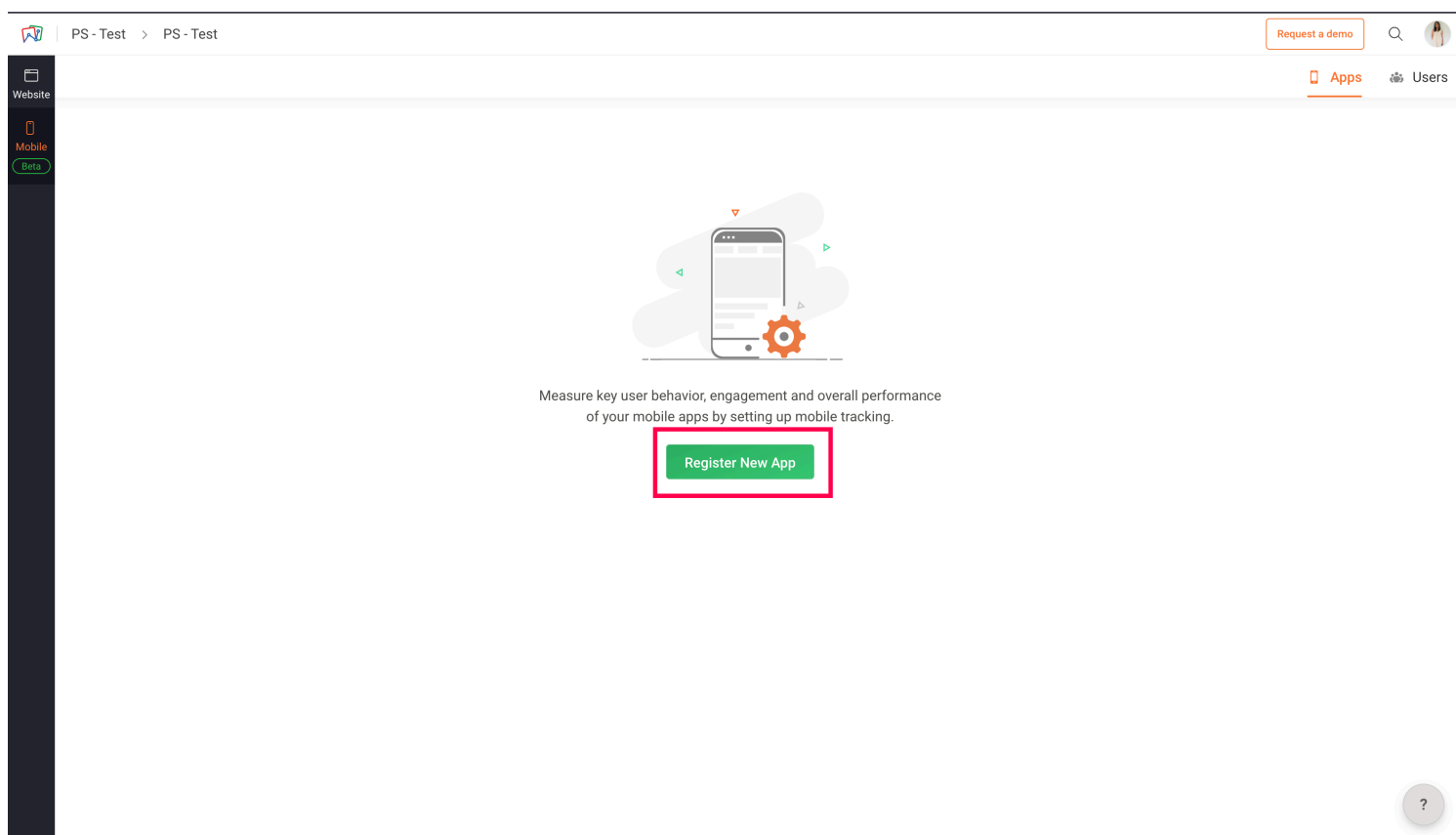Let us now see how to setup tracking for a mobile app inside PageSense.

How to set up a new mobile App to track?

To begin your Mobile Analytics setup:

1. Navigate to **Zoho PageSense** -> **My Spaces** -> **Projects**.
2. Select **Mobile**, followed by **Apps** on the top-bar.
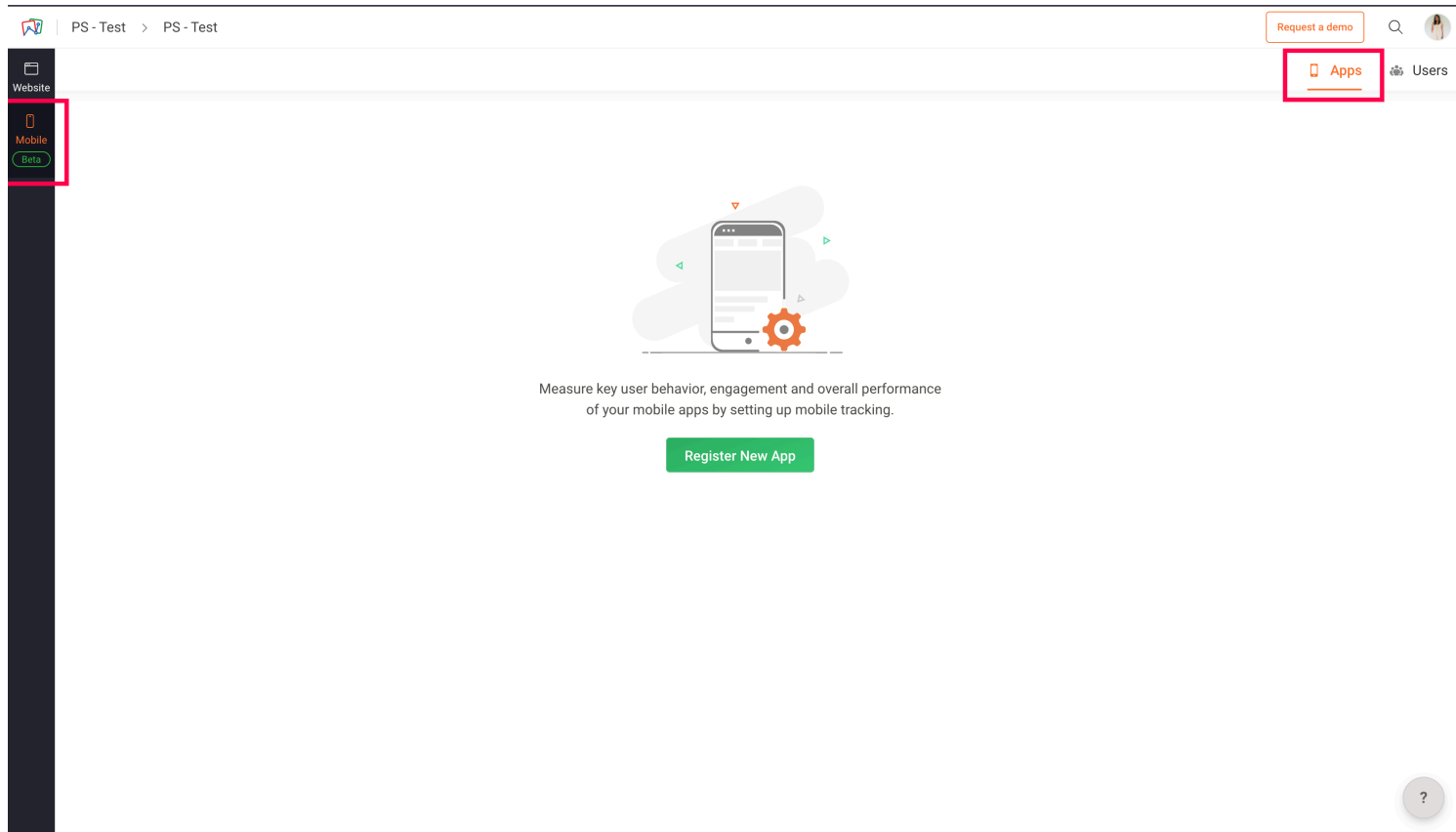
3. Click **Register New App** and label it with the name of the app you intend to track.

To track your visitors, we need to install the Software Development Kit (SDK) on your pages. We offer support for both Android and iOS.

Experiments · **Mobile** · **Apps** · **Users**

Ask Zia

Android | **iOS**

SDK · User Information · Events

To start tracking metrics for your iOS app, make sure you first integrate the Zoho PageSense iOS SDK to all your app pages.

STEP 1

Adding ZohoPageSenseSDK.xcframework to the app directly

Download the PageSense SDK from **here** and drag the ZohoPageSenseSDK.xcframework inside your project.

OR

Using Cocoapods, Add the PageSense SDK to your Pod file as shown below.

```
pod 'ZohoPageSenseSDK'
```
Copy

STEP 2

To use PageSense Tracking API, copy-paste the line of code shown below to your application class.

```
func application(_ application: UIApplication, didFinishLaunchingWithOptions...
    // Override point for customization after application launch.
    PageSense.setAppID(appID: "vijhays:6c1475d435da4d1784abe8de71d5cd4f:2:US")
    return true
```
Copy

4. Under SDK, *Android* users can copy the code that will be displayed. *iOS* can download the same from the *Open Source library*.

Request a demo

Sample App

Android | iOS

→ SDK · User Information · Events

To start tracking metrics for your Android app, make sure you first integrate the Zoho PageSense Android SDK to all your app pages.

STEP 1

To access the PageSense library, copy-paste the maven repository shown below in the root /build.gradle file.

```
allprojects {
  repositories {
    maven {
      url 'https://maven.zohodl.com'}
    }
}
```
Copy

STEP 2

Copy-paste the following dependency in the app/build.gradle file.

```
dependencies {
  implementation 'com.zoho.pagesense:pagesense:1.0'
}
```
Copy

STEP 3

To use the PageSense Tracking API, copy-paste the line of code shown below into your onCreate method of application class.

```
public class CustomApplcation extends Application {
  @Override
  public void onCreate() {
```
Copy

Sample App

Android **iOS**

SDK User Information Events

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  // Override point for customization after application launch.
  PageSense.setAppID(appID: "demobackstagespagesense:a081bedd6bc74c6e9b56ca8baead23ee:1:US")
  return true
}
```

> 📄 Learn **'How to install'** SDK here

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5. To track user information of the visitors, you can use the Application Programming Interface (API) for both Android and iOS.

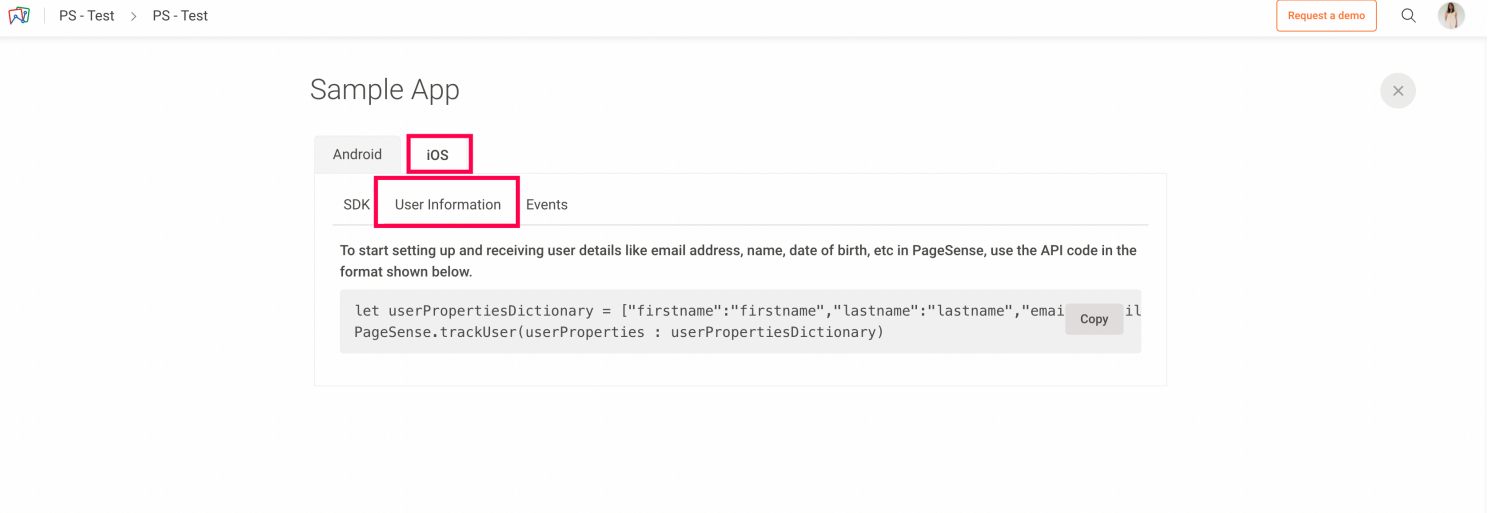
Sample App

Android iOS

SDK **User Information** Events

To start setting up and receiving user details like email address, name, date of birth, etc in PageSense, use the API code in the format shown below.

```
UserInfo userInfo = PageSense.getUserInfoInstance();          Copy
userInfo.setEmail(<emailId>);
userInfo.setFirstname(<first_name>);
userInfo.setPhone(<phone>);
```

6. To track actions like app downloads, downgrades, purchases, installs, and uninstalls, the given *Android* and *iOS API* should be used, respectively.
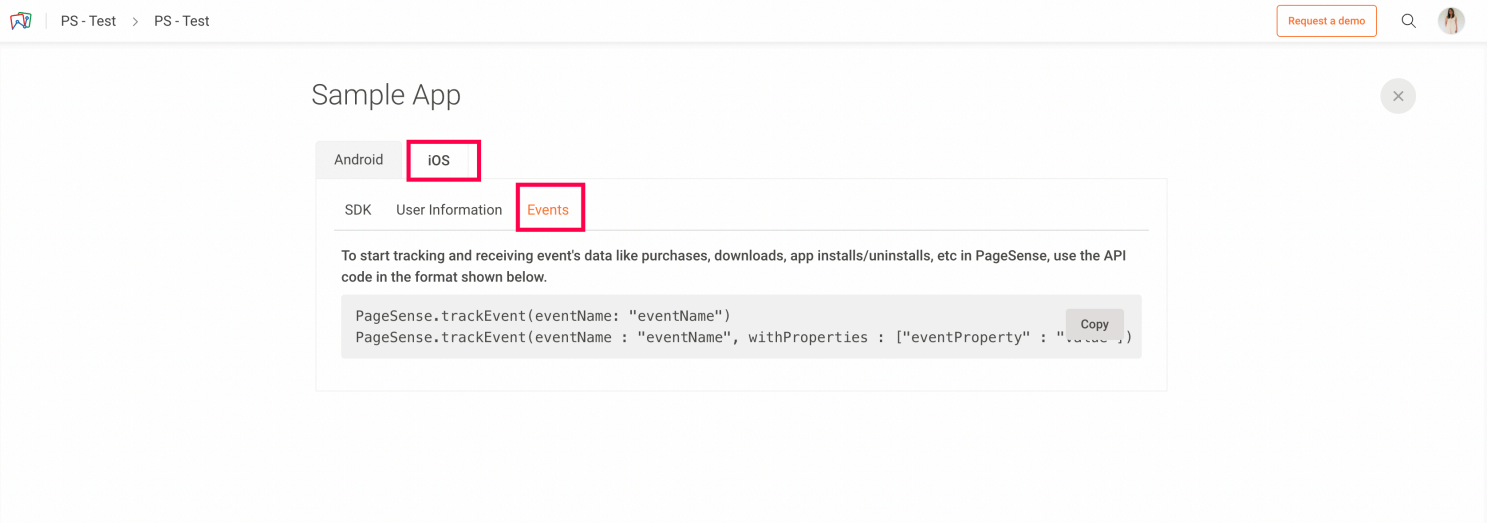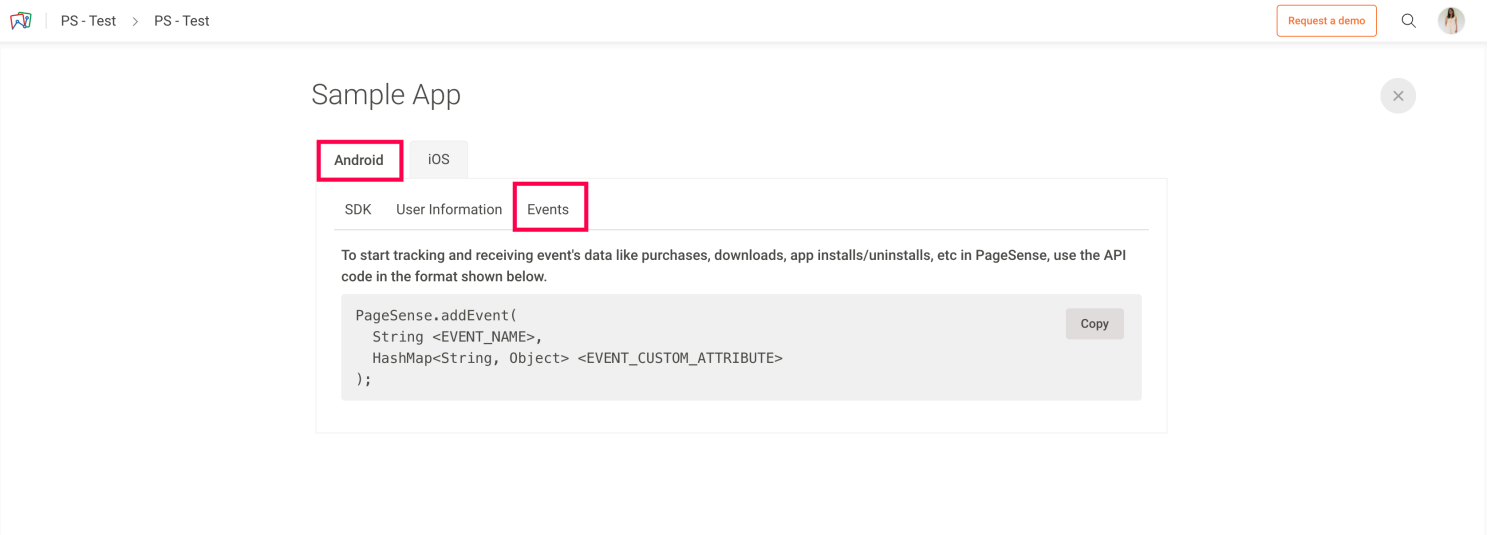
We hope this documentation has helped make the process easy for you. Please feel free to reach out to us any time by dropping a mail to support@zohopagesense.com if you require an added explanation or have any questions

about the process.