

# Using Google Analytics

Google Analytics is a free service offered by Google that generates detailed statistics about a website or app's traffic and traffic sources. It is the most widely used website statistics service in the world and can track the number of app downloads.

Access Google Analytics here: <https://www.google.com/analytics/web/>

## Why use Google Analytics?

Google Analytics benefits your national society in a variety of ways.

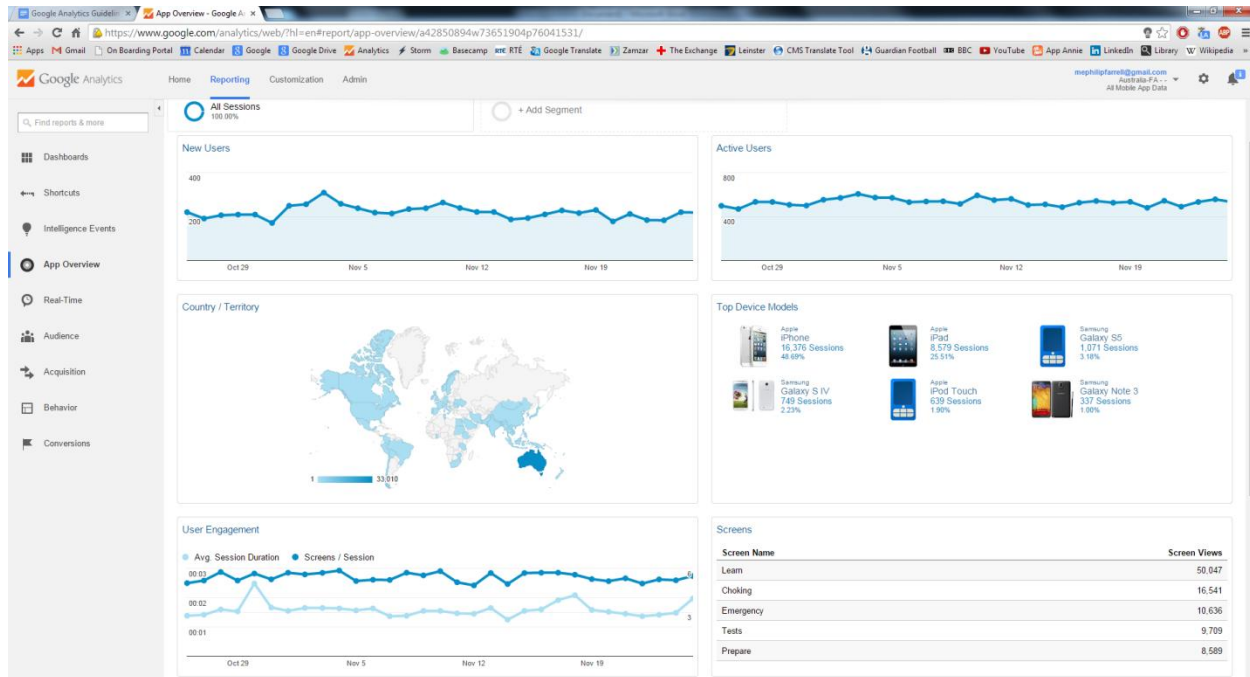
- It allows you to assess trends in your country/region regarding users' interaction with the app.
- It helps you to note most commonly used first aid terms on the app, which can give insight into the most prevalent First Aid needs of your users.
- You can monitor and track use of the app, the number of users, downloads and the areas/cities where the app is being used most.
- It's free!

After your app has launched, the GDPC will provide your National Society access to a Google Analytics page, which includes information about the app's performance that can be used for reporting purposes. To view a report of the most important analytics, access the private dashboard created by the GDPC under: **'Dashboard' / 'Shared' / 'YourCountry RC Dashboard'**.

The GDPC has designed this National Society-specific dashboard page to highlight the most important metrics. This customized dashboard can also be sent as an email report, which the GDPC can set to send to any Red Cross/Red Crescent employees or stakeholders you designate. You can elect to send this report daily, weekly, monthly or quarterly. Furthermore, the GDPC can change the settings so that the report will be sent in your home language.

You can also choose to create your own new dashboard in order to easily track the metrics you find most important. You can do so by adding new widgets to the new dashboard, and then by clicking the pencil in the right corner of each widget box to change the metric or format of the data. When viewing reports, use the following terms to better understand the metrics analyzed.

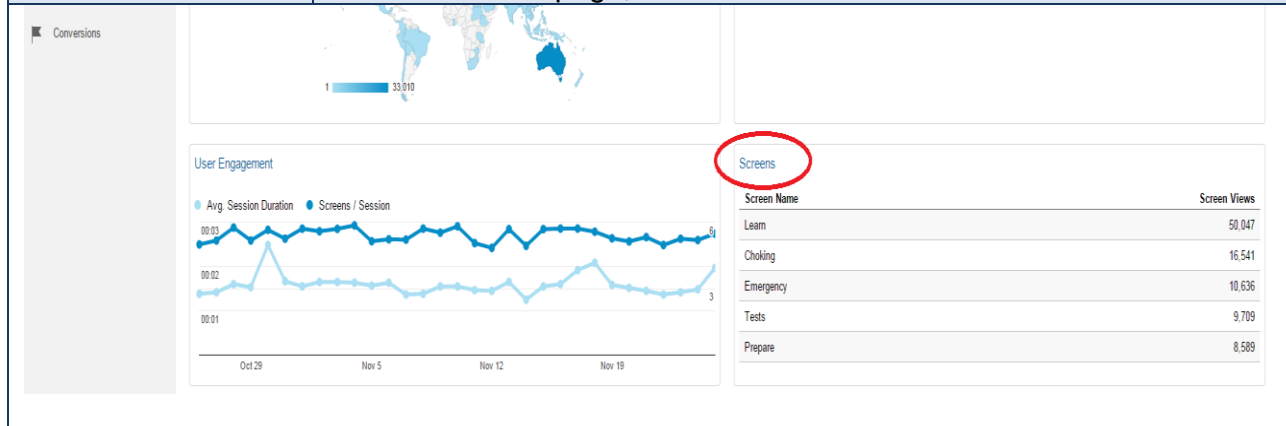
## Screenshot of a typical Analytics dashboard:



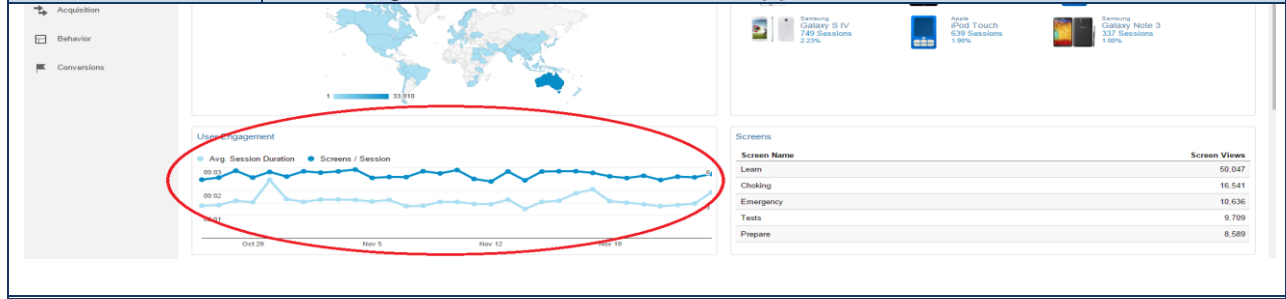
## List of terms, meanings and screenshots from Google Analytics pages.

<p><b>New user</b></p>	<p>This is the number of people who launched the app for the first time. That could be people who downloaded your app today and launched it, or people who downloaded your app yesterday but only launched it today for the first time.</p> <p><b>*Remember, this number may <i>not</i> correspond directly with the <i>download numbers</i> on the Stats page in the CMS, although it will be close. This is because the vendor uses another site to track the total downloads which appear in the CMS.</b></p>
<p><b>User (Active user)</b></p>	<p>This number includes all users, both new users and returning users, that have opened your app at least once during a selected time period.</p>
<p>The screenshot shows the same Google Analytics dashboard as above, but with the 'New Users' and 'Active Users' line charts circled in red to highlight them.</p>	

**Screen View** Whenever someone views a page on your site, such as the home screen (e.g., 'Emergency') or one menu item (e.g., 'Learn'/'Bleeding'), it counts as one screen view. If the person then looks at another page, that will count as an additional screen view.



**Session** How long a user interacts with the app each time he/she launches it.



**Real-time** This reporting monitors visitor activity as it happens. In Real-Time, a user is active if he or she has triggered an event or screen view within the past 5 minutes. Note that this is different from standard reports in which a session is defined by a 30 minute window.

**Audience** Get to know your app users – where they are, how often and long they use the app, and what devices are popularly used.

**Acquisition** Find out how often your app is being launched by various users.

**Behaviors** Track in detail ways users interact with your app. Find out which screens are viewed in a typical visit, or follow Event Tracking to analyze custom actions like video plays. Technical exceptions like crashes are also included in this report.

