

Resource

The ultimate app KPI cheat sheet

50+ KPIs for your mobile app



TABLE OF CONTENTS

- 00 Introduction
- 01 General KPIs
- 02 Engagement KPIs
- 03 User experience KPIs
- 04 Revenue-focused /Financial KPIs
- 05 Marketing KPIs
- 06 App Store KPIs
- 07 About UXCam



[LinkedIn](#)



[Medium](#)



[Twitter](#)

Stay connected to get the latest insights on the mobile app industry.

Introduction

You know that you have to be data-driven. But how do you manage to implement data in your day-to-day work?

Imagine knowing exactly what metrics to track.

That's what this cheat sheet is for.

Enjoy!

 = KPI Formula

01. General KPIs

Measure the general app performance. Every app team should track these metrics.

Mobile Downloads

The number of times that an app is downloaded to a device.

Installations

The actual number of installations (not just downloads).

Registrations

Number of registrations in your app.

Uninstallations

The number of uninstallations of your app. Do they correspond with app updates or changes?

Subscriptions and unsubscribes

Number of both. Additionally: How long does it take for a user to subscribe?

Upgrades

If you offer a paid version: number of upgrades and the time a user needs to switch to the paid version.

Crashes

Number of app crashes and reasons.

User Growth Rate

How fast is your user base growing?

$$\frac{(\text{Present} - \text{Past})}{(\text{Past})} \times 100 = \text{User growth rate}$$

02. Engagement KPIs

Engagement KPIs measure how users engage with the app, including how, when, and where they use it.

Sessions

Engagement KPIs measure how users engage with the app, including how, when, and where they use it.

Average screens per visit

The average number of unique screens that a user hits during each visit.

Session interval

The amount of time between sessions (e.g. does the user visit your app every day or just once a week?)

Session length

Average amount of time that users spend on the app per session.

Session depth

Number of interactions per session. How deep do user go before they leave the app?

Retention rate

Number of returning users after a given period of time.

$$\frac{CE - CN}{CS} \times 100 = \text{Retention rate}$$

CE = customers at the end of the period.

CN = new customers acquired during period.

CS = customers at the start of the period.

Social shares

The number of times your app is recommended or shared on social media and the quality of shares.

Brand awareness

"Reach" of your brand, e.g. number of search engine results, followers on social media etc.

Daily active users (DAU)

Number of users who use your app on a daily basis

Monthly active users (MAU)

Number of users who use your app on a monthly basis.

Churn rate

The rate at which active users unsubscribe or uninstall your app.

Stickiness

$$\frac{DAU}{MAU} = \text{Stickiness}$$

03. User experience KPIs

The experience of the user is one of the most important factors in deciding whether your mobile app succeeds or fails.

Carriers

Which carrier does your user base prefer? This KPI is especially if you are targeting a particular geographic region.

Devices

Which devices are used by your audience?

OS

iOS, Android or both? What does your audience wants? What do you offer?

Screen dimensions / Resolution

This is almost always related to the devices that your customers use to access your app.

Permisson

The amount of access or permissions that your customers opt-in for via your app.

KPI latency

This is the time interval between your API proxies being called or triggered and their response or load time.

Load time

The amount of time it takes an app to load from the initial tap to being ready to use; it also applies to in-app screens and screen transitions.

04. Revenue-focused / Financial KPIs

You want your app to be profitable and financially stable.

Average revenue per user (ARPU)

Cash generated per user via in-app purchases, ad impressions or clicks.

$$\frac{\text{Lifetime revenue}}{\# \text{ Users}} = \text{ARPU}$$

Lifetime value (LTV)

The amount of revenue a user has generated for your app thus far.

$$\begin{aligned} &\text{Avg value of a Conversion} \\ &\quad \times \\ &\text{Avg \# of Conversions} \\ &\quad \text{in a Time Frame} \\ &\quad \times \\ &\text{Avg Customer Lifetime} \end{aligned}$$

Time to first purchase

The amount of time it takes a user to make a first purchase.

Purchases

Number of purchases, e.g. in-app purchases, upgrades, subscriptions, or evcommerce plays.

Customer acquisition costs (CAC)

The cost of acquiring a new customer, e.g. the money spent advertising your app, including the time factored in for marketing costs (time is money, after all).

Paid conversion rate

The rate of conversion via paid advertising, include PPC advertising, display ads etc.

Cost per acquisition (CPA)

The cost per acquisition of a conversion.

$$\frac{\text{Cost}}{\# \text{ of acquisitions}}$$

$$\frac{\text{Cost of acquiring a new customer}}{\# \text{ of new customers}}$$

Effective cost per mille (eCPM)

Actual costs per 1000 impressions.

$$\text{Cost for Advertising} \times \frac{\text{Impressions}}{1000}$$

04. Revenue-focused /Financial KPIs ...

Customer lifetime value (CLV)

The lifetime value of a customer based on the net profit they generate over time.

$$\frac{\text{Annual profit contribution per Customer}}{X} \times \text{Average number of years that they remain a customer less the initial cost of customer acquisition}$$

Organic conversion rate

The rate of conversion via unpaid discovery, such as organic search, word of mouth mentions etc.

Effective customer acquisition cost (eCAC)

Compare the number of new customers and the number of total impressions, factoring in the campaign costs.

Return on investment (ROI)

The return on investment for any marketing tactics or techniques.

$$\frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$

Cost per installation (CPI)

Measures your customer acquisition costs for customers that installed your app in response to seeing an advertisement (tracking paid installs rather than organic installs).

$$\frac{\text{Ad Spend}}{\# \text{ of Installs Directly Tied to Ad Campaign}}$$

05. Marketing KPIs

Naturally, you should also be reporting on any paid advertising and monitor your app store analytics to see what campaigns are driving downloads.

Install source (Attribution)

Where do you offer your app?
What sources are the most and least successful?

Geo-metrics

The geographic location of your users (and subsequently their language) may affect in-app purchases and ad revenue.

Virality and K factor

The viral popularity of your mobile app via word of mouth.

$$\begin{aligned} &\mathbf{K\ factor} \\ &= \\ &\mathbf{number\ of\ mentions} \\ &\mathbf{(organic\ or\ paid)} \\ &\times \\ &\mathbf{corresponding} \\ &\mathbf{conversion\ percentage} \end{aligned}$$

Cohort analysis

Group your users by different aspects and analyze them.

Demographics

The gender, ethnicity, and age of your audience.

Behavioral metrics

Do you use behavior metrics to create user profiles?

Channel breakdown

The range and type of channels that users use to access your application.

06. App Store KPIs

An important part of marketing and promoting your mobile app is the app store experience and how it attracts users – how they discover your app, decide whether to install and/or purchase it, and review it.

Reviews

How many positive reviews does your app have?

How many negatives in contrast?

App store category ranking

Monitoring your rankings over time and study how they affect your app's performance.

Ratings

Like app store reviews, the more positive ratings and the higher the average rating or score, the better.

Views to installs

The number of times that a user viewed your app listing before installing it.

Keywords

Keywords or phrases that caused users to discover and download your app.

About UXCam

In the competitive digital market, data driven decision making decides over a company's success or failure.

Companies often lack the experience and resources to setup and maintain pipelines to gather comprehensive usage data from their applications.

UXCam's auto-capture solution gathers and processes complete user interactions and journeys from multiple sources without the need for code adaptation.

Want to see more of what UXCam can do for your app?

Book a demo with one of our experts, or try UXCam for free.

During our 14-day free trial, you will have access to all UXCam features, including heatmaps. The trial will allow you to capture 100,000 monthly sessions. So you will have plenty of data see how UXCam can help to improve your app.

[Access free trial](#)

[Book free demo](#)

UXcam

team@uxcam.com

814 Mission Street Fl#6,
San Francisco, CA 94103

uxcam.com