

# EMconnect analytics

## Purpose: Navigate through the App Analytics feature

From the dashboard, select App Analytics to open the appfigures home page

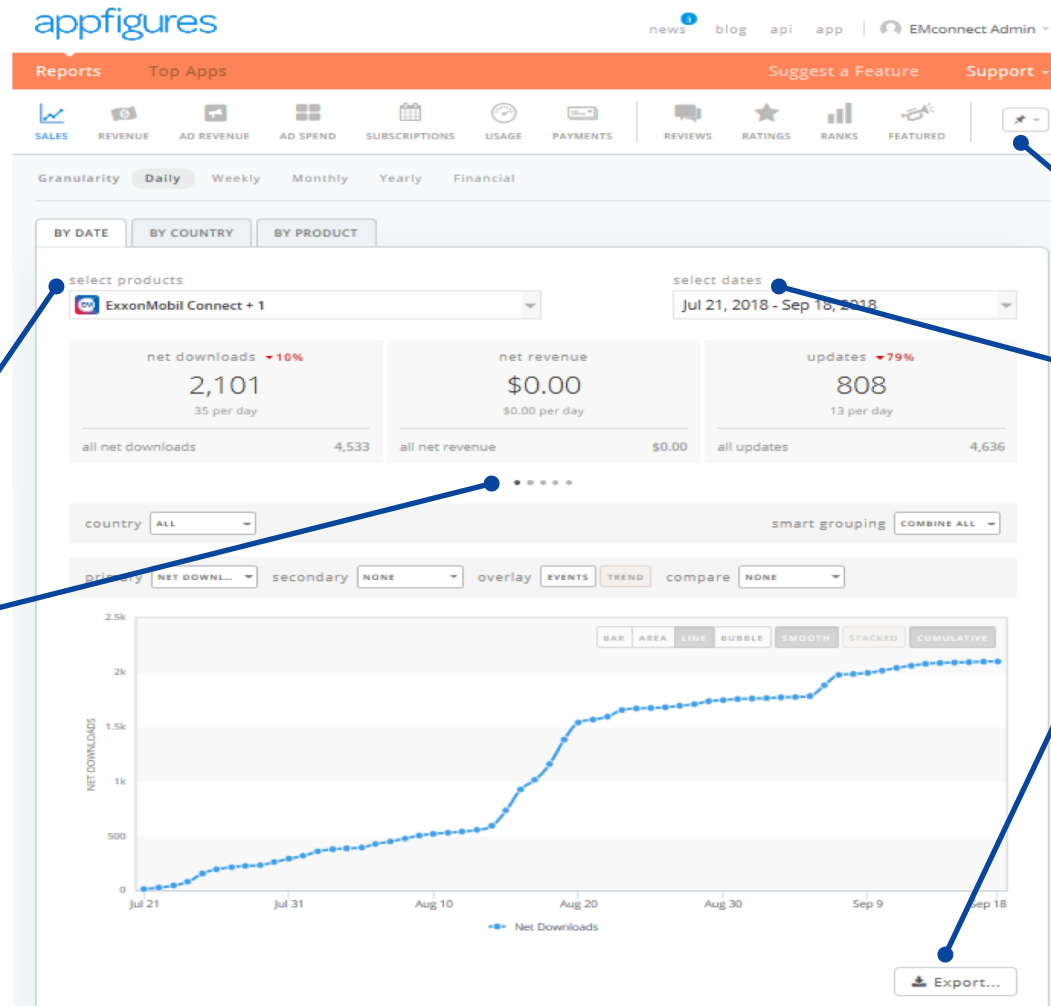
### Main menu:

- Select **Sales** to access download data or **Usage** to access activity data (some options such as revenue will not apply to EMconnect)

### Select products:

- Select iOS for iPhones or Play for Android devices (or both to view data on combined products)

- Key app metrics are featured in the carousel-style view



### Main menu

- **Reviews** and **Ratings** can also be accessed from the main menu
- The **pinned view** feature allows users to save their reports for easy access

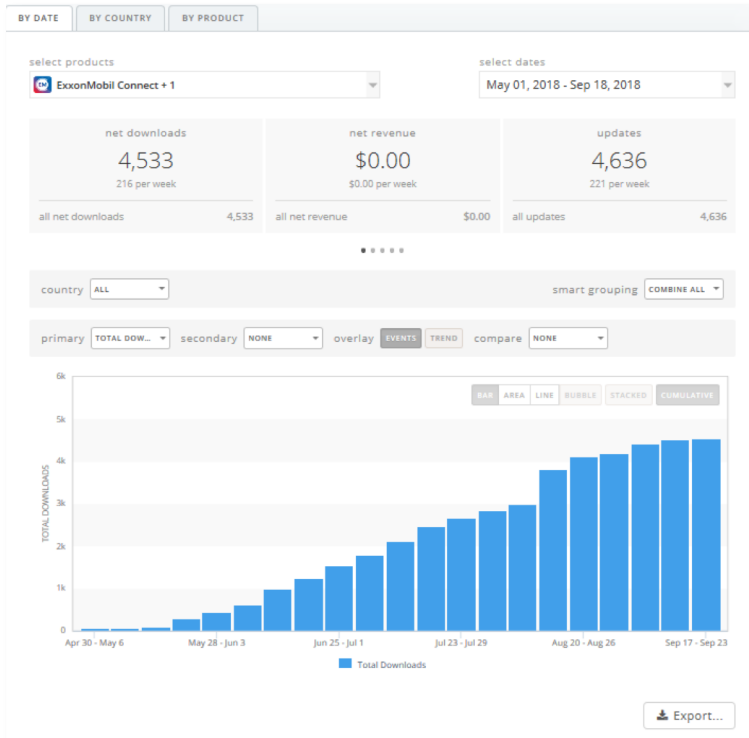
### Select dates:

- Allows users to specify a date range or choose from a preset option
- Selected data is shown here and can be exported by selecting the **Export** tab

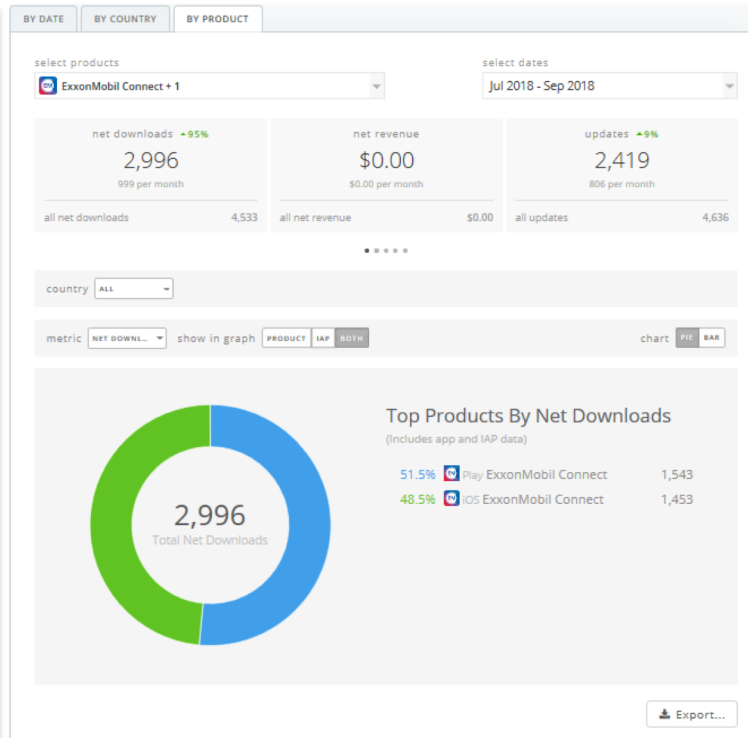
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Purpose: Review some samples of appfigures reports

## Total downloads since inception



## Product split by downloads



## App activity over 2 months

