



**Adobe® Marketing Cloud**  
**appFigures Data Connector for Adobe Analytics**

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# appFigures Data Connector for Adobe Analytics

This Adobe data connectors integration combines the power of the appFigures integrated mobile app store analytics and the direct app tracking of Adobe Analytics to create powerful analytics and optimization opportunities for your organization.

In the world of mobile apps, the most important performance metrics are split between two data sets:

- The user behavior you can track directly
- The activity only visible to the app stores.

By combining these two Analytics data sets, you can have a complete picture of how your apps are creating value for your organization.

## Key Benefits and Features

This integration offers the following key benefits.

- Automated daily syncing of app store dimensions and metrics between appFigures and Adobe Analytics.
- Historic data backfill for up to 13 months prior to integration activation.



**Note:** Please contact appFigures if you had any previous integration with the App Store data provider to avoid overlap.

- Dedicated variables for app store data, so you do not need to use custom commerce variables and events.

# Before You Activate This Integration

Before activating this integration, review the following items against your deployments of Adobe Analytics® and your email software.

Doing so will ensure that the appropriate best practices or pre-requisites are in place prior to activation, which will result in an optimal and successful integration.

## Adobe Analytics Requirements

Review the following information about this data connectors integration as it relates to Adobe Analytics:

- **Report-Suite Specific:** Be advised that this integration is report-suite specific. Ensure that you have selected the desired report suite prior to activating the integration and that the report suite contains data.
- **Available and configured Analytics variables:** This integration requires 10 custom events and 1 custom eVar. See [Analytics Integration Variables](#).
- **Report Suite initialized with Live data:** If you are creating a brand new report suite for this integration it needs to have received some (at least one hit) data via "live" tracking (instructions in ). If "live" data has not been recorded, the report suite will not be ready to receive integrated App Store data.
- **Existing integration with App store:** This integration back fills data for 13 months. In order to avoid any overlap with any previous App store data provider you might have had, please reach out to your appFigures representative. Let them know the last date you received data. appFigures will adjust the back fill period accordingly.

## appFigures Requirements

Review the following information about this data connectors integration as it relates to appFigures:

- **Current Customer of appFigures:** This integration requires you to be a user of both Adobe and appFigures. If you are not currently a user of the appFigures Enterprise Plan, you will not have the information necessary to complete the integration wizard. Please visit appFigures on the web for more information.
- **appFigures Account Key:** An appFigures Account Key is required to activate the appFigures Data Connector. This account key can be generated in the "Add-ons" section. Refer to [Configure the Integration](#) for more information.
- **Data Finalization:** Download, sales, and ranking information is synchronized each day for the previous 7 days. After 7 days data is considered final and is no longer updated.

## Pricing

This data connectors integration includes pricing considerations that you need to be aware of.

The following sections contain more information:

### Adobe Pricing Considerations

There are currently no fees to active this integration. However, you might see a slight server call increase due to the data sources import.

### appFigures Pricing Considerations

There are currently no fees associated with this integration. This integration is currently only available to Enterprise customers. Please [contact appFigures](#) for more information.

## Analytics Integration Variables

The data connectors integration for appFigures uses Analytics variables to track various appFigures metrics.

The following table describes the Analytics variables automatically activated for the appFigures integration.

### Required Variables



**Note:** This integration uses dedicated variables for app store data, so you do not need to assign custom commerce variables and events.

Variable Type	Name	Population Method	Description
eVar	App Store Object ID	Imported from appFigures.	Configure this eVar with Visit expiration, Most recent allocation, and basic subrelations.
event (numeric)	App Store Downloads	Imported from appFigures.	The number of mobile application downloads.
event (numeric)	App Store Purchases (in app)	Imported from appFigures.	The number of in-app purchases and subscriptions.
event (numeric)	App Store Rank	Imported from appFigures.	Used to define the Average appFigures Calculated Metric. Not used directly.
event (numeric)	App Store Rank Divisor	Imported from appFigures.	Used to define the Average appFigures Calculated Metric. Not used directly.
event (numeric)	App Store Rating	Imported from appFigures.	Used to define the Average appFigures Calculated Metric. Not used directly.
event (numeric)	App Store Rating Divisor	Imported from appFigures.	Used to define the Average appFigures Calculated Metric. Not used directly.
event (currency)	App Store Revenue (in app)	Imported from appFigures.	The amount of in-app revenue minus the store fee.
event (currency)	App Store Revenue (one off)	Imported from appFigures.	Total revenue from app purchases minus the store fee.
event (currency)	App Store Royalties (in app)	Imported from appFigures.	Not used
event (currency)	App Store Royalties (one off)	Imported from appFigures.	Not used

# Configure the Integration

The data connectors Integration Wizard steps you through the data connectors integration process.

To configure the integration:

1. *Generate* the Integration Account Key from AppFigures.
2. Go to **Analytics > Data Connectors** as an Admin user and click + **Add New** to *add a new integration*.
3. In the **Show** list, select by name and drag the **appFigures** integration to an empty plug-in slot.
4. On the AppFigures Integration introduction page, review the text, select the check box to accept the fees associated with the integration, then click **Next**.
5. Select the Report Suite that you want to use for this integration.
6. Provide a friendly name to identify this integration, then click **Create and Configure this Integration**.

This page provides an overview of the integration, along with helpful links for more information. There are both Adobe and appFigures fees associated with this integration. Contact your appropriate Sales Representatives for both organizations and make sure you understand the fee structure.

7. On each page of the data connectors Integration Wizard, provide the required information, as described in the following table:

Field	Configuration Section	Description
appFigures Account Key	(1) Integration Settings	Your appFigures Account Key generated in Step 1.

8. Click **Activate Now** on the **Review Summary** page to activate the integration.

# Metrics and Dimensions


The following metrics are synchronized as part of the appFigures integration.

Metric	Description
App Store Downloads	The number of mobile application downloads.
App Store Purchases (in app)	The number of in-app purchases.
App Store Rank	Used to define the Average appFigures Calculated Metric. Not used directly.
App Store Rank Divisor	Used to define the Average appFigures Calculated Metric. Not used directly.
App Store Rating	Used to define the Average appFigures Calculated Metric. Not used directly.
App Store Rating Divisor	Used to define the Average appFigures Calculated Metric. Not used directly.
App Store Revenue (in app)	The amount of in app revenue.
App Store Revenue (one off)	The amount of revenue associated with the purchase of an app.
App Store Royalties (in app)	Deprecated.
App Store Royalties (one off)	Deprecated.

The following reserved classification dimensions are created by the data connectors wizard for the AppFigures Object ID reserved eVar.

Classification Dimension	Description
Country Name	The name of the country related to the app store activity.
Device Name	The name of the mobile device related to the app store activity.
Appstore Name	The name of the appstore that reported the activity.
Application Name	The name of the mobile application.
In-app Name	The item purchased within the application.
Category Name	Primary category of the app in the app store.
Review Title	Title of the review.
Review Comment	Comment of the review
Application Version	Version of the application that was used to generate the review.
App Store User	Author (user name) of the review.

The following calculated metric is created by the data connectors wizard:

Calculated Metric	Description
App Store Average Rank (Numeric)	<p>The average app ranking. This calculated metric is defined using the following formula:</p> $[\text{App Store Rank}] / [\text{App Store Rank Divisor}]$ <p> <b>Note:</b> The number of applications ranked per category and country varies between app stores. If your application is ranked lower than this threshold, application ranks are not available.</p>





	×	×	×	×	✓	✓	×	×	×	✓
App Version	×	×	×	×	✓	✓	×	×	×	✓
App Store User	×	×	×	×	✓	✓	×	×	×	✓

# Segmenting App Data

An appFigures integration is often used to collect data for multiple applications across multiple app stores. You can create segments to isolate report data for a specific app or app store.

Segmentation guidelines for appFigures data:

- Must use page view containers only.
- Must use only *AppFigures dimensions* in filtering rules.
- Can use multiple segment rules as long as only *AppFigures dimensions* are referenced.
- Can use both the Include and Exclude canvas.
- Segments apply only to Adobe Analytics v15.