

ANALYTICS



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Analyzing your app performance

Getting started to analyze your app performance

You are working hard to design your app and to create content for it. So it's logical that you want to know how your app is performing. Twixl Publisher has 3 ways to analyze app performance:

- Twixl Built-in Analytics
- Google Analytics
- Twixl API Analytics

Let's explore these below...

Twixl Built-in Analytics

Via Twixl platform > Menu > Analytics

Twixl Analytics offers all the basic insights you need to explore app usage trends. In just a few clicks, you can check human interaction, technical metrics and advanced features. The export function even allows you to download csv-files you can use in your BI tools. So the Twixl Analytics are a great way to start measuring your efforts or to report to decision makers.

More information about Twixl Built-in Analytics [here](#).

Google Analytics

When you are already using Google Analytics to measure how your web site is doing, you can add the Twixl app performance data to your Google Analytics account to get an overall view of your digital efforts.

More information about how to configure Google Analytics for Twixl can be found [here](#).

Twixl API Analytics

In certain environments, one needs specific reporting to be able to analyze how an app is doing or you need raw data to import in the BI tool your company uses to update the C-level. In that case, you can pull data events via API analytics. That way you can use the data the way you want to or need to have it in the most flexible way possible.

More information about Twixl API Analytics is available [here](#).

- 💡 Keep in mind that most reporting is about interpretation of figures and numbers. Events can be interpreted differently in distinct business environments.

Therefore, we advise to:

- **Focus on trends instead of pure numbers:** Check how your app is doing over time. What are successful events? Are percentages in line with general OS and device type usage?
- **Don't compare numbers via different tools:** As all data events are interpretations, different tools will use different interpretations. Thus comparing results are useless. Trends however should be comparable.

Twixl Analytics

Twixl Analytics

Twixl analytics offer built-in, hassle-free reporting, giving you all the insights you need to explore app's usage trends. Easily track your app's performance across different periods, access detailed data, and export it for use in your favorite BI tools.

Twixl analytics consist of 5 major sections:

- Dashboard
- Behavior
- Insights
- Advanced
- Export

Below we will discover what kind of data is analyzed and what this means.

[Go to Twixl platform](#) > [Menu](#) > [Analytics](#).

Dashboard

The Twixl Analytics Dashboard shows key figures for the past 30 days at a glance:

- **Total views:** total number of views (collection and content item views) via apps and the browser client.
- **Sessions:** total number of sessions via apps and browser client.
- **Most used Twixl version:** shows the Twixl Publisher version that generated most app sessions.
- **Trends:** number of views compared to the number of users per day.

Analytics

Dashboard Behaviour Insights Advanced Export

Over the last 30 days

Total Views ⓘ

23.2k

vs previous 31 days
24.3k

↓ 4.43%

Sessions ⓘ

2.1k

vs previous 31 days
1.8k

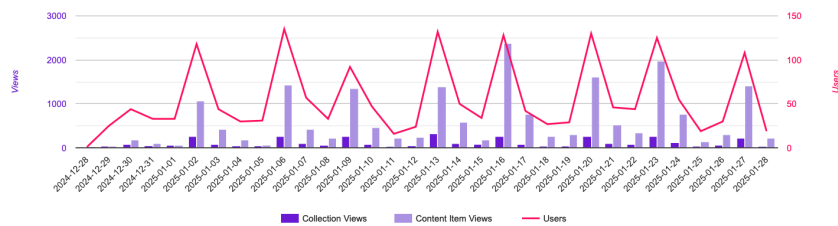
↑ 15.47%

Most used Twixl version ⓘ

22.9

Twixl Publisher 23.1 is available [here](#).

Trends ⓘ



💡 Twixl analytics offer key information about the performance of your app (both via app(s) and via the browser client) over the past 30 days compared to the previous 30 days. Are the views and sessions consistent? Do you have as many visitors that viewed equal amounts of content per session? If you sent a push notification on a certain day, is this reflecting in the chart?

📘 By clicking the 'more' icon (>) on top of each section, you will be directed to a page with more details.

Behavior

The Behavior page provides insight into how your users interact with the app. What content is the most popular? When do users normally check your app? How long do they spend using your app?

Note that you can select your date range by clicking on the date picker on top.

What are the main sections?

- **Views** show both collection and content item views so you can check if these numbers are in line with a previous period.
- The average behavior during an app session is shown in the **app session** sections.
- Finally you can verify which collections and content items were most popular.

For more in-depth information about all sections in Behavior as well as in the detail pages, check [Analytics > Behavior](#).

Insights

While the Behavior page is more about human interaction, Insights depict more technical analytics like the most used OS to check the app, the device type, the Twixl version...

With these basics, you can determine which platform is most used for your app. Is this also what you were expecting? Is your app optimized for this type of platform? Do you want to attract a new market of users? What kind of actions can you plan to try and enter this market?

More information about the sections in Insights as well as the detail pages can be found in [Analytics > Insights](#).

Advanced

In the advanced section, Twixl offers more details for those customers using entitlements, the search feature, the sharing feature and the geographical distribution.

Check [Analytics > Advanced](#) for all the details.

Export

In this section, you can extract reports in a csv-format.

Check [Analytics > Export](#) for more details.



Related content:

- [Analytics Behavior](#)
- [Analytics Insights](#)
- [Analytics Advanced](#)
- [Analytics Export](#)

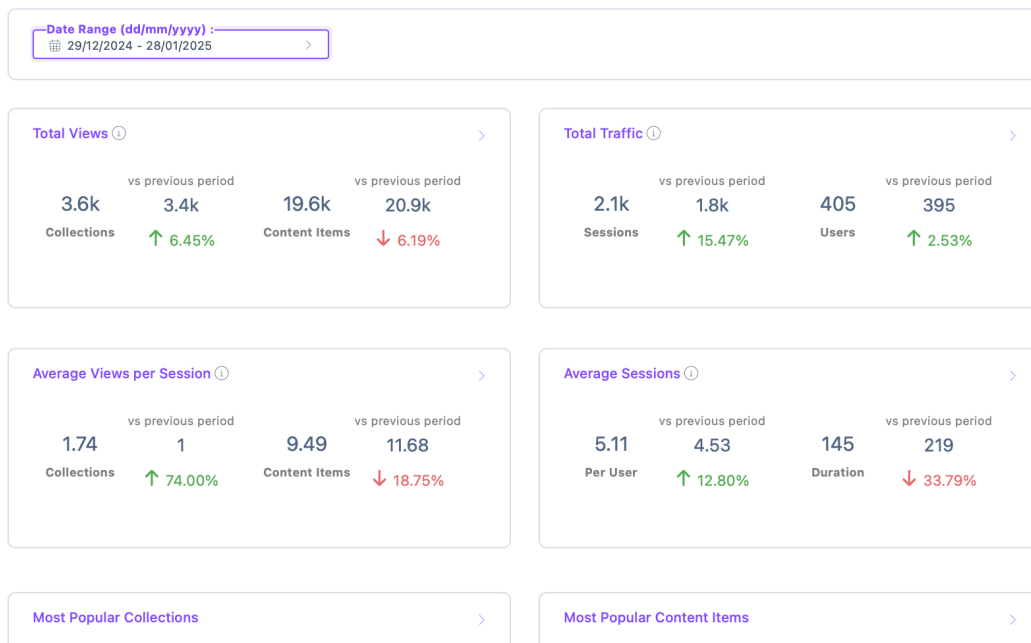
Twixl Analytics: Behavior

The Behavior page provides detailed insight in trends of the app usage over a selected period. You can easily change the period by clicking the date picker and selecting the date range. There are also several pre-defined periods (the last 30 days, 6 months or one year) you can select with just one click.

Go to Twixl platform > Menu > Analytics > Behavior.

Analytics

Dashboard **Behaviour** Insights Advanced Export



The Behavior page highlights how your users interact with your app via these sections:

- **Total views:** total number of collection and content item views via the app in a selected period (compared to a previous period).
- **Total traffic:** Total amount of sessions and unique users in a selected period (compared to a previous period).
- **Average views per session:** Average numbers calculated by dividing the total number of collection and content item views over the total number of app sessions in a selected period (compared to a previous period).
- **Average sessions:** Average numbers calculated by dividing the total number of app sessions over the total number of users and the total number of app sessions over the total number of users in a selected period (compared to a previous period).
- **Most popular collections:** List of most viewed collections in a selected period.
- **Most popular content items:** List of most viewed content items in a selected period.

- 💡 More details about app usage is available by clicking the 'more' icon (>) at the top of the different sections. This way one can go deeper into data variations within the selected period.

💡 Related content:

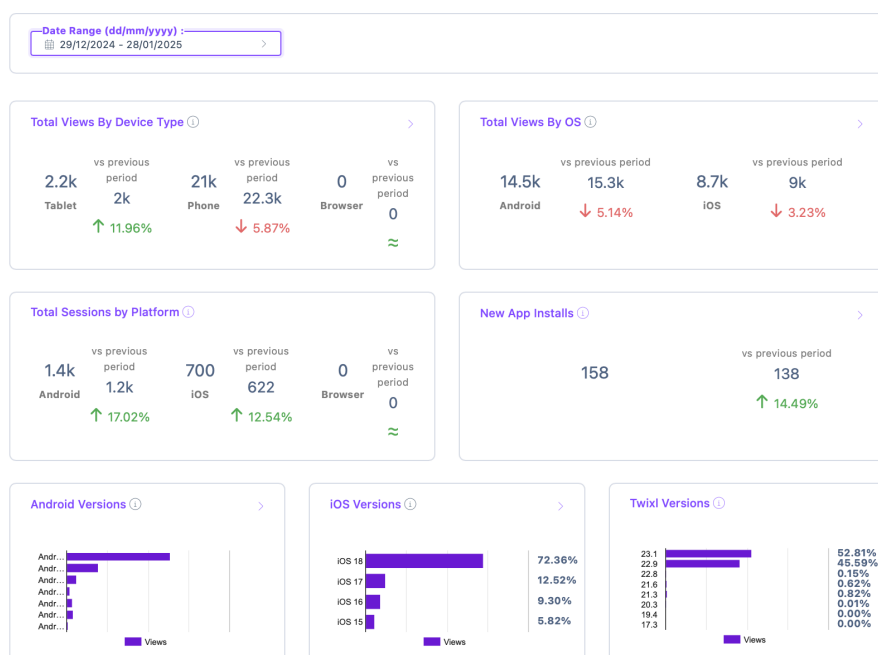
- Go back to [Twixl Analytics](#).
- Go forward to [Analytics > Insights](#).

Twixl Analytics: Insights

More technical details about performance trends of your app are revealed on the Insights page, giving insights in the usage of operating systems, device types and Twixl versions.

Analytics

Dashboard Behaviour **Insights** Advanced Export



By selecting the date range in the date picker on top, you can easily analyze what the most popular operating system and device was in a given period. We also compare it to a previous period so you can see the evolution at a glance.

- **Total views by device type:** Totals all collection and content item views on different device types in a selected period (compared to a previous period).
- **Total views by OS:** Total of all collection and content item views on different OS in a selected period (compared to a previous period).
- **Total sessions by platform:** Total of all sessions on different platforms in a selected period (compared to a previous period).
- **New app installs:** Total of apps newly installed and opened on devices in a selected period (compared to a previous period).
- **Android versions:** List of all Android versions that used the app in a selected period and their percentage of the total usage.
- **iOS versions:** List of all iOS versions that used the app in a selected period and their percentage of the total usage.

- **Twixl versions:** List of all the Twixl versions the app was built with in a selected period and their percentage of the total usage.

💡 When '>' is mentioned on top of a section, this means you can get more details about the app usage on the subject of that section.

💡 **Related content:**

- Go back to [Twixl Analytics](#).
- Go forward to [Analytics > Advanced](#).

Twixl Analytics: Advanced

This analytics section provides information about the performance of some more advanced features like entitlements and keywords. Or maybe it is important for you to know the geographic distribution? All these data elements can be found in the Advanced tab.

[Go to Twixl platform](#) > [Menu](#) > [Analytics](#) > [Advanced](#)

Analytics

[Dashboard](#) [Behaviour](#) [Insights](#) [Advanced](#) [Export](#)

Date Range (dd/mm/yyyy) :
28/12/2024 - 28/01/2025

Opened Push Notifications ⓘ

14.7k

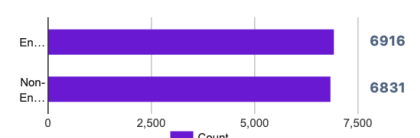
vs previous period
18.3k
↓ 19.56%

Social Shares ⓘ

84

vs previous period
73
↑ 15.07%

Entitlements ⓘ



Most popular searched keywords ⓘ

Search Query	# Total
smart	75
auto	51

Geographical Overview ⓘ



By selecting the date range in the date picker on top, you can easily analyze what the most popular operating system and device was in a given period. We also compare it to a similar previous period so you can see the evolution in a snapshot.

- **Opened Push Notifications:** If you have sent out push notifications, you will find the number of Push Notifications that were opened in a selected period.
- **Social Shares:** If sharing is enabled, this analytics section indicates the number of items that were shared in a selected period.
- **Entitlements:** When you use one of the entitlement scenarios for (parts of) the app, entitlements will show the number of entitled versus unentitled users in a selected period.
- **Most popular searched keywords:** Lists the keywords that were most searched for if you use the search option in your app. This can help you to improve metadata keywords.

- **Geographical overview:** On a world map, where is your app used the most? The darker the color, the more users.



When '>' is mentioned at the top of a section, this means you can get more details about the app usage on the subject of that section.



Related content:

- Go back to [Twixl Analytics](#).
- Go forward to [Analytics > Export](#).

Twixl Analytics: Export

In this section of the Twixl platform, you can easily export predefined analytics as a CSV file. This allows you to analyze key metrics in detail or analyze the data in your preferred BI tool for deeper insights. It's a straightforward way to work with the numbers that matter most to your app's performance.

Go to [Twixl platform > Menu > Analytics > Export](#).

Analytics

[Dashboard](#) [Behaviour](#) [Insights](#) [Advanced](#) [Export](#)

Date Range (dd/mm/yyyy) :
27/12/2024 - 27/01/2025 >

Export All

Activity Overview Report ⓘ

Activity Overview Report.csv

Content Interaction Report ⓘ

Content Interaction Report.csv

System and Device Report ⓘ

System and Device Report.csv

- **Activity Overview Report:** A report indicating the date, total number of collection views, total number of content item views, total number of sessions, total number of users and the average session duration in the selected period.
- **Content Interaction Report:** A report indicating the collections, content items and the total number of views in the selected period.
- **System and Device Report:** A report indicating the date, total number of views, total number of tablet views, total number of phone views, total number of browse views, total number of Android views, total number of iOS views, total number of new app installs, total number of new app installs on Android, total number of new app installs on iOS, total number of new app installs on tablets, total number of new app installs on phones.

 You can export these reports individually by clicking on the download icons or export them all at once by selecting 'Export All'.



Related content:

- Go back to [Twixl Analytics](#).

Other analytics options

Google Analytics

To allow your app to send data to Google Analytics, follow these steps:

In Google Firebase

1. Get started by creating a project

- Go to <https://console.firebase.google.com/> > Sign in with a Google Account
- Create a Project > Enter a Project Name (e.g. the name of your app)
- Choose a Project ID or accept the proposed one.

You can also select an existing Project to setup Firebase for.

2. **For Android apps: Generate your Google Services JSON file**

- In Project Overview > Project Settings > General > Add app > Android icon
- Fill in the Android package name* > optionally specify an App nickname > Click Register
- Download the google-services.json file > Save the file to your device

* An Android package name is a reverse DNS name like com.mycompany.appname.

3. **For iOS apps: Generate your Google Services Info file**

- In Project Overview > Project Settings > General > Add app > iOS icon
- Fill in the Apple Bundle ID** > optionally specify an app nickname > Click Register
- Download the GoogleService-Info.plist file > Save the file to your device

** An Apple Bundle ID corresponds to the Bundle ID in the build settings which is a reverse DNS name like com.mycompany.appname

4. **For the Browser Client: Get the config**

- In Project Overview > Project Settings > General > Add app > code icon
- Fill in a name for the project > Click Register
- Go to Project Overview > Project Settings > General > Select the webapp project > Config > Copy icon

5. **Integrate Google Analytics in Firebase Project**

- Go to Project Overview > Gear icon > Project Settings > Select 'Integrations' > Google Analytics > Select 'Enable'

Project settings

General Cloud Messaging **Integrations** Service accounts Data privacy Users and permissions

Google Analytics Free, unlimited reporting on up to 500 distinct events Learn more Enable →	AdMob Show ads from millions of Google advertisers Learn more Requires Google Analytics ⓘ	Google Ads Drive installs, gain insights, run targeted campaigns Learn more Requires Google Analytics ⓘ	BigQuery Sandbox Test powerful queries, no credit card required Learn more Link →	Display & Video 360 Understand the impact of display and search marketing Learn more Requires Google Analytics ⓘ
Google Play Enable integrations that unlock features in Firebase, Google Analytics, and Google Play Learn more Link →	Slack Send your team important alerts detected by Firebase Install →	Jira Automatically create issues in Jira Install →	PagerDuty Send your team important alerts detected by Firebase Install →	Cloud Logging View, filter, and search logs from your projects in real-time Learn more Link →

On the Twixl platform

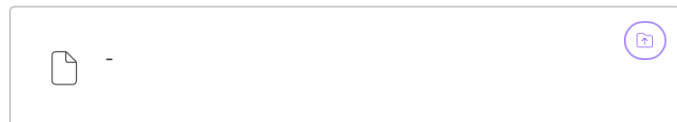
Once you have finished the previous steps, upload the files to the Twixl platform.

1. For analytics about the app usage:

- Go to Build > Build Settings > Select your Build Setting
- In 'Push Notifications and Google Analytics' > Upload the saved google-services.json and/or GoogleService-Info.plist file(s)

Push Notifications and Google Analytics

google-services.json



The instructions for the google-services.json can be found [here](#).

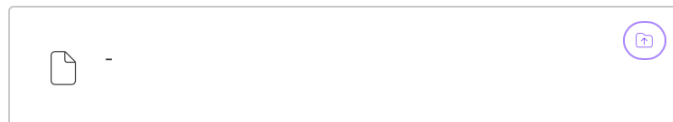
Android Push Notification

NOT CONFIGURED

To enable push notification you need to do extra configuration [here](#).

Make sure you have done the correct [configuration for Google Analytics](#).

GoogleService-Info.plist



The instructions for the GoogleService-Info.plist can be found [here](#).

iOS Push Notification

NOT CONFIGURED

2. For analytics about the browser client usage:

- Go to Advanced > Browser Client > Promotion & Analytics > Paste the Config from Step 5 above

Promotion & Analytics

Apple App ID ⓘ

Google Analytics: Browser Client Firebase Config ⓘ

i After you have setup Google Analytics, you'll need to update your app by creating a new build with the latest Twixl version to start gathering data. Only then the project in Google Analytics will start to collect analytics data.

Click [here](#) for more information about Google Analytics.

Twixl Analytics via API

You can also check your app performance by extracting raw data via our Twixl analytics API.

More on this in [our API documentation](#).

 To be able to export raw data via our API analytics, the API integration must be enabled. Contact Twixl sales if you want to enable this paid option.

Analytics in InDesign content

Adding analytics information to InDesign interactive elements

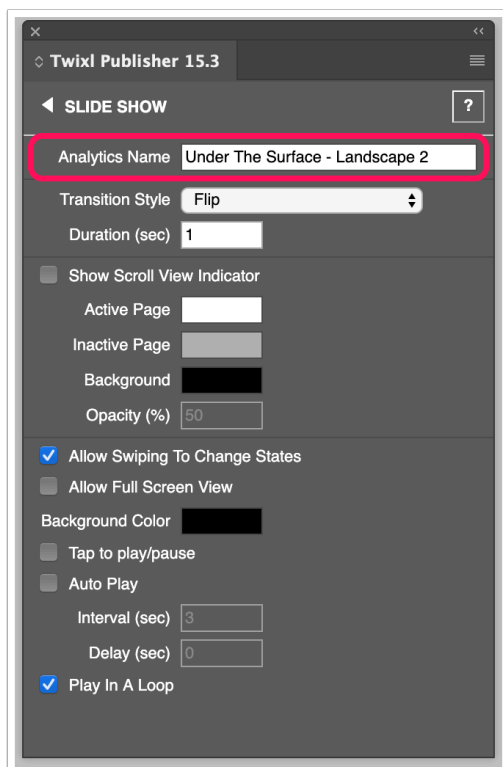
Introduction

Twixl Publisher allows you to gather analytics information in your apps (via Twixl API).

How to add analytics information to InDesign interactive elements?

The Twixl platform offers [built-in support for analytics](#) with zero configuration.

If you want to make your analytics more readable, you can enter an analytics name for your interactive objects, such as slide shows, audio or video clips, and web overlays. If you don't enter your own analytics name, a default value will be used.



Which information gets tracked ?

The following items of your InDesign articles will be tracked:

- Visited articles
- Visited pages inside articles

These items will be logged as "fake URLs" and will use the following structure:

- Pages: `/<publication>/<article>/<orientation>/<page>`