

Chapter 7 · Mobile App Marketing Performance

Measuring & Reporting Mobile Marketing Performance End-to-End

KPIs · Data Joins · Dashboards · Cadence · Diagnostics

AppsFlyer · GA4 BigQuery · Looker Studio

Mobile KPI Framework: Four AARRR Tiers

AARRR

- AARRR funnel prevents blended ROAS masking per-stage failures
- Acquisition: CPI + organic install share
 - \$4 CPI = \$14/retained user at 28% D30 vs \$70 at 5.7% (5x efficiency gap)
- Activation: D1 retention + onboarding completion (first 24–48 h signals)
- Monetization: ROAS at D7/D14/D28 windows + LTV
 - Healthy LTV:CAC $\geq 3:1$; below 2:1 acquisition costs consume most revenue
- ASO health: keyword rank + store-page CVR (page-view to install)
 - Rank #1 captures 34% of installs vs 12% at Ranks 8–15 (6.2x non-linearity)

Exporting & Joining AppsFlyer and GA4 Data

- AppsFlyer: Analytics → Cohort, group by install_date + pid (media source)
 - Select D7/D30 retention + D30 revenue; respect 60-day window limit
- GA4 BigQuery: enable daily export — NOT streaming export
 - Streaming excludes user-attribution fields for new users (silent gaps)
 - Use traffic_source (user-level first-touch), not session_traffic_source_last_click
- Join key: install_date + media_source / traffic_source.source
- Compute: $D30 \text{ revenue} \div D30 \text{ retention} = \text{revenue-per-retained-user per channel}$
- This per-channel efficiency metric is invisible in raw blended ROAS

Looker Studio Dashboard Construction

- GA4: native Looker Studio connector from the data-source panel
- AppsFlyer: route cohort exports through BigQuery → use BigQuery connector
 - Or community connectors: Windsor.ai, Catchr, Dataslayer
- Blend Data → Join on shared date/campaign dimension
- Build one report page per metric tier:
 - Acquisition (CPI by channel, organic share)
 - Retention (D1/D7/D30 cohort grid) · Monetization (ROAS by D-window)
 - ASO health (keyword rank heatmap + CVR trend)
- Summary scorecard: RAG status per metric at a glance
- Set thresholds from 4–6 weeks of your own baseline — not industry averages

Weekly Traffic-Light Report Thresholds

WEEKLY

Metric	Green ✓	Amber ■	Red ✗
CPI (paid)	≤\$6.50	\$6.51–\$9.00	>\$9.00
D1 retention	≥30%	20–29%	<20%
ROAS D7 vs target	within ±10%	–10 to –20%	>–20% WoW
Push opt-out rate	<8%	8–15%	>15%
ASO rank primary kw	Top 3	Ranks 4–15	Rank 16+

Every Red row must have a named owner + corrective action — a Red without an owner is decoration.

Diagnosing a 15% Booking Decline: Top-Down Triage

TRIAGE

- 1. App Store Impressions — stable? ASO rank is OK → move down the funnel
 - Drop? Check keyword rank changes (14 days) → initiate metadata refresh
- 2. Store CVR — stable? Installs are healthy → move down
 - Drop? Listing quality issue: screenshots, ratings, competitor CVR gain
- 3. D1 retention by channel — stable? Install quality OK → move down
 - Drop on specific channel? Paid UA quality issue → pause + test new creatives
- 4. In-app funnel (GA4): booking_initiated vs booking_complete drop
 - Cross-check crash rate + checkout errors before adjusting marketing spend
- Document: Dimension | Finding | Confidence | Action | Owner | Timeline

Reporting Cadence: Match Review to Decision Horizon

- Weekly — tactical moves (hours to days horizon):
 - Bid adjustments, creative swaps, budget reallocation on CPI + D1 signals
- Monthly — cohort maturation (4-week horizon):
 - D30 LTV convergence, ROAS D28, ASO trajectory, organic install share trend
 - Informs channel budget allocation for next four weeks
- Quarterly — portfolio reset:
 - LTV:CAC vs prior quarter, payback period vs target, full keyword map refresh
 - Next-quarter channel budget with supporting cohort data
- Rule: Never mix cadences — quarterly LTV in weekly standup displaces tactical bids

Key Takeaways

SUMMARY

- Four KPI tiers (Acquisition · Activation · Monetization · ASO) cover all failure modes
- Join AppsFlyer + GA4 on install_date + media_source to unlock channel-level LTV
- Always use daily BigQuery export — streaming excludes attribution for new users
- Looker Studio: one page per metric tier + summary scorecard with RAG thresholds
- Top-down triage (impressions → CVR → D1 → in-app) finds root cause quickly
- Match each review cadence to its decision horizon; never conflate weekly and monthly
- Every Red row needs a named owner + corrective action to be operationally useful

Try It Next

Build Your Channel-Level LTV Comparison

- Export one month AppsFlyer cohort data (install_date + pid + D30 revenue)
- Enable GA4 BigQuery daily export; query using traffic_source (not streaming)
- Join on install_date + source → compute D30 revenue ÷ D30 retention per channel
- Build Looker Studio dashboard with RAG thresholds for each of the four KPI tiers
- Run the top-down triage on your latest weekly data → document findings + owners