

Mobile Solutions

What to track and put in your stack

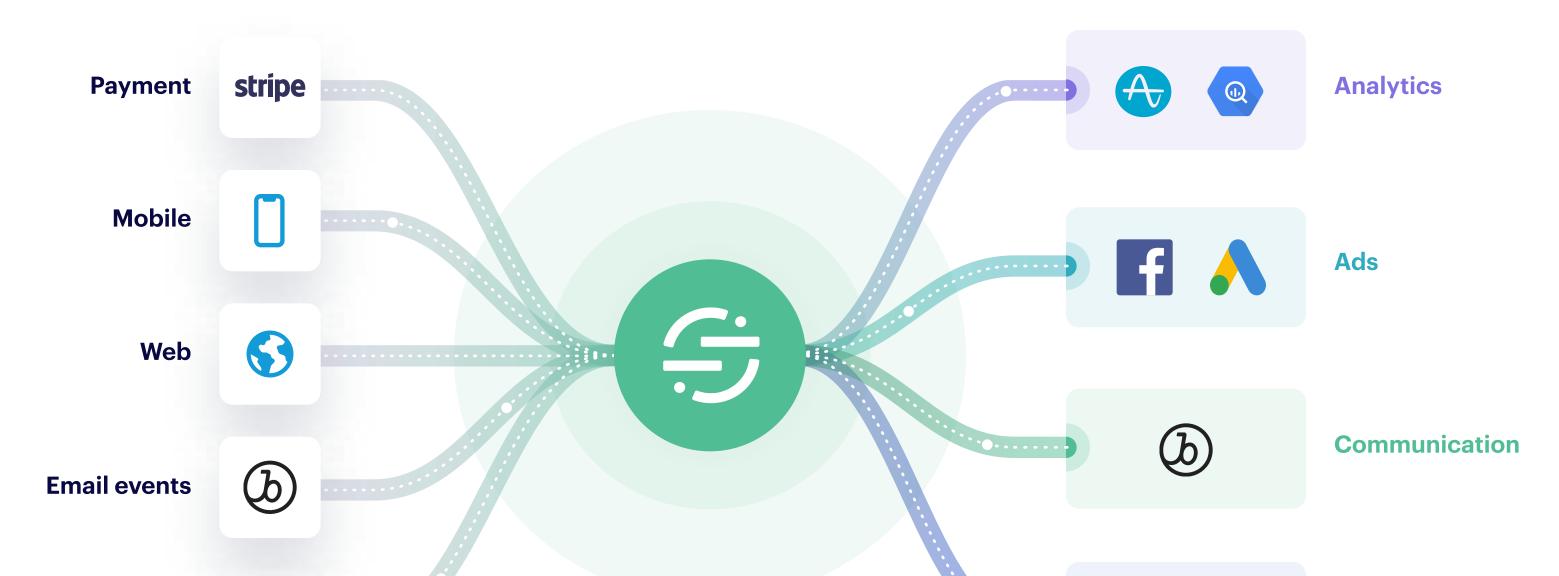
The Journey

Track the events that matter for telling the user's story.

EVENT Application Installed	EVENT Install Attributed	EVENT User Created	EVENT [Feature Used]	EVENT Order Completed
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These special events from the Segment Native Mobile Spec get triggered when someone installs the app or opens your app from their home screen.	This special event from the Segment Native Mobile Spec can be used to collect marketing attribution data on mobile app installs.	This event records user account creation in your mobile app. For mobile business models, this is the middle of the funnel event signifying intent and stickiness.	The name of this event is custom for each business and should record usage of key features in the app (e.g. Song Played, Note Created, Lesson Completed, etc.).	In-app purchases will be tracked automatically following the Segment native mobile spec once the Segment SDK is installed in your app.

Segment for Product Team

Empowering every team with good data



Metrics we measure

Revenue

Revenue

Revenue can be tracked differently for eCommerce or subscription business. Break your revenue down by marketing channel, DAU, MAU, and using it to understand retention will all start with the Order Completed event.

Read more \rightarrow

Conversion

Install to Signup rate

Combine Application Installed with the User Created events to understand how many installs turn into users. This can be broken down by channel, and attribution when combined with your Install Attributed event.

Read more \rightarrow

Conversion

Signup to pay rate

Combine your User Created event with Order Completed event to measure for these metrics. Try to factor in the usage of your app back to the original marketing channel to optimize for the highest conversion rates.

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Read more \rightarrow

Conversion

New, Retained & **Churned Active** Users

Using your Install Attributed event combined with your [Feature Used] events you can understand which feature make your users sticky, and which feature can cause churn. Optimize to retain your users by looking at your features and DAU.

Read more →

Use cases

How we've seen most Mobile startups use their stack

These tools are all now available to you for free or heavy discount through Segment's Startup Program

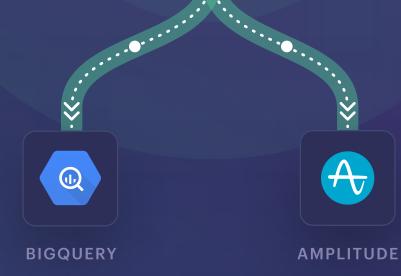


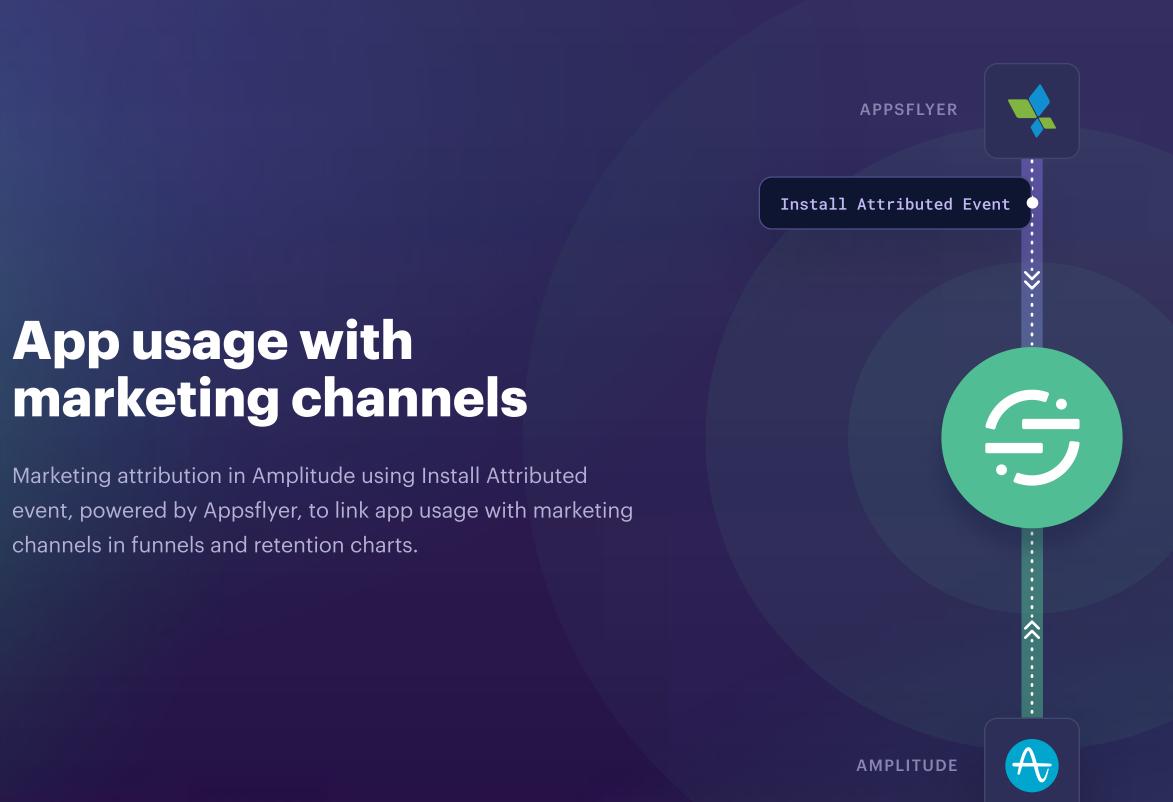
Scroll down for more information



Braze **Email Journey**

Braze email events (Email Delivered / Opened / Clicked / Unsubscribed) can be turned on as a source in Segment and they'll flow through to Amplitude and BigQuery for analysis of full customer journey.







Load ad spend

Load ad spend from Facebook and Google Ads into BigQuery via Segment and combine with app activity tracked by Segment to build a CAC model in Chartio.

Power custom messaging

Push user location and custom location events through Segment into Braze to power custom messaging based on mobile app usage.





Segment Growth Stacks have been created in cooperation with McGaw.io

Startup Program

 \mathbf{A}_{∇} Best in class startup stacks like this are now free to build and use through **Segment's Startup Program** credits and partner deals f Redeem your deals See more Use Cases **S**3



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