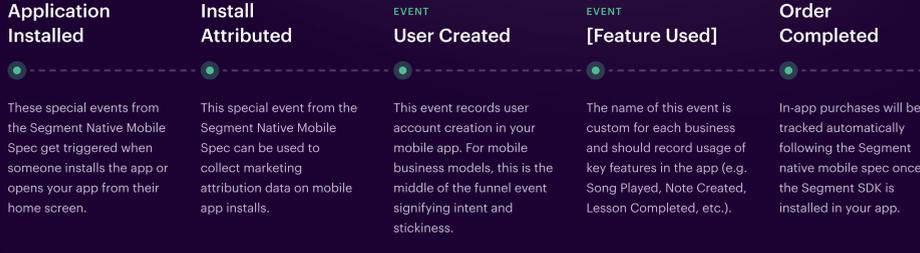


Mobile Solutions

What to track and put in your stack

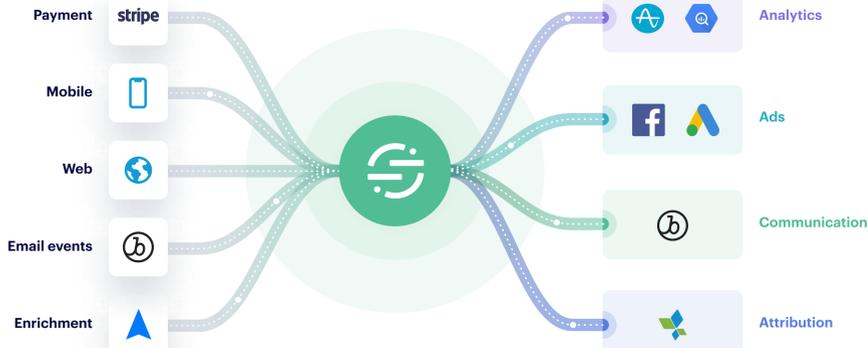
The Journey

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



Segment for Product Team

Empowering every team with good data



Metrics we measure

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 →](#)

Convertion

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 →](#)

Convertion

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.

[Read more →](#)

Convertion

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.

App usage with marketing channels

Marketing attribution in Amplitude using Install Attributed event, powered by AppsFlyer, to link app usage with marketing channels in funnels and retention charts.



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

Best in class startup stacks like this are now free to build and use through Segment's Startup Program credits and partner deals

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