

KEY METRICS TO TRACK

Player engagement

This is a mobile game performance metric that basically shows how much your target audience likes your title. To track this, you need to focus on:

- Retention rate
- Session length
- Daily Active Users (DAU) and Monthly Active Users (MAU)

User acquisition

To grow and scale, you need to acquire new players as long as your game functions. To do this efficiently, you'll need to track the following mobile game performance metrics:

- Cost per install (CPI)
- Number of organic installs
- K-factor

Player behavior

These types of metrics allow you to understand player actions and experiences better and tailor the game experience accordingly.

- Heat maps
- Progression metrics
- Feature usage

Game performance

Your game needs to run smoothly to keep players engaged and satisfied. You, in turn, can use the following metrics to track its performance:

- Crash reports
- Load times
- Frame rate

Game monetization

Analyzing the effectiveness of a title's monetization helps you understand its profitability and figure out if it is worth the investment.

- Average Revenue Per User (ARPU)
- Lifetime Value (LTV)