OPTIMIZE YOUR APP WITH DEMOGRAPHIC DATA

The power of demographic data

Demographic data provides powerful insight into your app audience. This information allows you to better understand your users and more effectively target and monetize them in many ways:

- **Identify important demographic segments**: Learn who your power users are – e.g. 25-34 year old women, 55+ year-old men. Optimize your app accordingly
- **Strategically target new users**: Use knowledge of which demographic segments are most valuable to guide user acquisition campaigns
- **More effectively monetize**: Command higher eCPMs from advertisers looking to target specific audiences

In this paper, we will answer three key questions about working with demographic data in Flurry:

1. What demographic data does Flurry provide?
2. Why should I provide demographic data, whenever possible?
3. What are best practices in using demographic data?

What demographic data does Flurry provide?

Flurry provides info on the age and gender of your users, whether or not you actively request this data from them. Combined with the app engagement data Flurry provides, you will have a powerful understanding of your app audience.

If you collect demographic data about your users, you can send this information to Flurry to view and use in combination with other metrics. The chart below depicts **reported** age information for an app.
If you do not collect age and gender data, Flurry will estimate this for you. The chart below shows the estimated gender breakdown for another app. Flurry provides this information by applying machine learning to data collected from a panel of approximately 35M users that have shared demographic information.

There is a high confidence threshold required to make a Flurry Estimate, and if a user meets this threshold, we'll place them in the “Known” category. If we're not confident enough to make an estimation, we'll place them in the “Unknown” category. You can see this split of “Known” vs. “Unknown” users below.

**Why should I provide demographic data?**

Quite simply, the more information you provide to Flurry, the more precise and powerful your dataset becomes. Many apps collect age and gender data to power a variety of services. For example, a dating app may collect age and gender to match users to an appropriate companion.

Every app that collects age and gender data has the option of sending this data to Flurry. So, why should they? Here are a few key reasons:

- **Get 100% coverage & avoid extrapolation:** By reporting age/gender data, you will be able to view this info for all users. Flurry only provides estimates for a portion of your users (“Known”). You may apply estimates to your entire user base; however, there is no guarantee that this group is a representative sample.
- **Use 100% accurate information:** With reported information, the data you receive is 100% accurate, versus an estimate.
- **More effectively target users and monetize your app:** With precise age and gender information, your margin of error for targeted acquisition and monetization is dramatically reduced.

For info about how to provide age/gender data to Flurry, please see: [Getting Started with Demographics](#).
What are best practices in using demographic data?

You can use demographic information to improve your app in various ways. Here are two “best practice” examples:

**Example #1: Build Segments to Identify Power Users**

To understand how different audience groups behave, build custom segments of users – e.g., Females, Men Over 55 years old, etc. Then apply these segments to various metrics in Flurry to help answer such questions as:

- Are men typically engaged in a session for a longer period of time than women?
- Which age group is most frequently making a purchase?

In the following example, applying Male and Female Segments to engagement data shows that men do in fact have a higher median session length than women. Knowing this, a developer might try to study and replicate areas of the app that drive higher male interest. They might also look further into where women typically lose interest and modify the app to address these areas for this particular segment.

**Females Segment:**

![Females Segment](image)

**Males Segment:**

![Males Segment](image)

You can also apply Segments to Flurry Funnels to understand which demo groups have higher conversion through a sequence of steps that you care about. The following charts shows that Males convert through the article share process at a lower rate than Female users in this News app. Armed with this insight, the app developer might build additional features targeted at the Males demographic segment to improve conversion.

**Females Segment:**

![Females Segment](image)

**Males Segment:**

![Males Segment](image)
For more information and best practices on Segments, please see the following overview: [Know Your App Audience With Flurry Custom Segments](#)

**Example #2: Strategic User Acquisition**

Use the demographic qualities of your users to your advantage when acquiring new users. Achieve a higher ROI by strategically targeting audience groups you care about. For example, you might choose to target:

- Age and gender groups that are historically big in-app purchasers
- Underpenetrated age and gender groups, in order to diversify your user base

In the example below, the data reveals that the age group that makes the most in-app purchases for this app is 35-54 year olds. Armed with this information, the app developer might chose to focus subsequent user acquisition campaigns on this high-value demographic.

In general across Flurry, apps that use precise demographic data to drive user acquisition efforts are the most effective. Real, relevant data powers the smartest spend decisions in mobile.

**Conclusion and How to Get Started**

Demographic data can provide extraordinary insight into your users. It can help you optimize your user experience, better target new users, and more effectively monetize users. Make the most of your own actual data on these topics or leverage the Flurry Estimates; in either case, put this valuable data to use!