



Maximizing App Insights with Google Analytics for Firebase and GA4

Delivering a robust analytics framework and real-time dashboards to track training video performance, user stickiness, and conversion funnels for a global sports leader.

Overview

QBurst implemented a comprehensive analytics solution for the client's web and mobile (iOS and Android) applications by integrating Google Analytics for Firebase with Google Analytics 4 (GA4). The solution features custom-engineered tracking for training videos and robot hardware, visualized through real-time Google Data Studio (Looker Studio) dashboards. This framework enables the client to make data-driven decisions that improve app engagement and the overall user experience.

- **Optimized Conversion Funnels:** Achieved deeper visibility into the subscription journey by tracking pre-subscription actions like "click-to-subscribe" and checkout events.
- **Enhanced Content Strategy:** Identified high-performing coaches and video categories, allowing the client to prioritize content that drives the highest user stickiness.



Client Profile

A global powerhouse in the sports industry, the client is renowned for cutting-edge equipment and apparel. Their digital ecosystem includes mobile training apps designed to complement their physical products, providing users with professional coaching and performance tracking.

Challenges: Data Gaps and Optimization Hurdles

Without a centralized and granular analytics strategy, the client was unable to identify why certain app features were underperforming.

- **Hardware Usage Blind Spots:** Tracking the usage of the client's specialized training robots was non-existent, preventing a true understanding of product-app synergy.

- **Fragmented Conversion Tracking:** The client could not effectively track sign-ups across various mediums or understand the friction points leading to subscription.
- **Hardware Usage Blind Spots:** Tracking the usage of the client's specialized training robots was non-existent, preventing a true understanding of product-app synergy.
- **Manual Reporting Lags:** The lack of real-time dashboards meant that performance optimization was a slow, reactive process rather than a proactive one.

Solution: Integrated GA4 and Data Studio Ecosystem

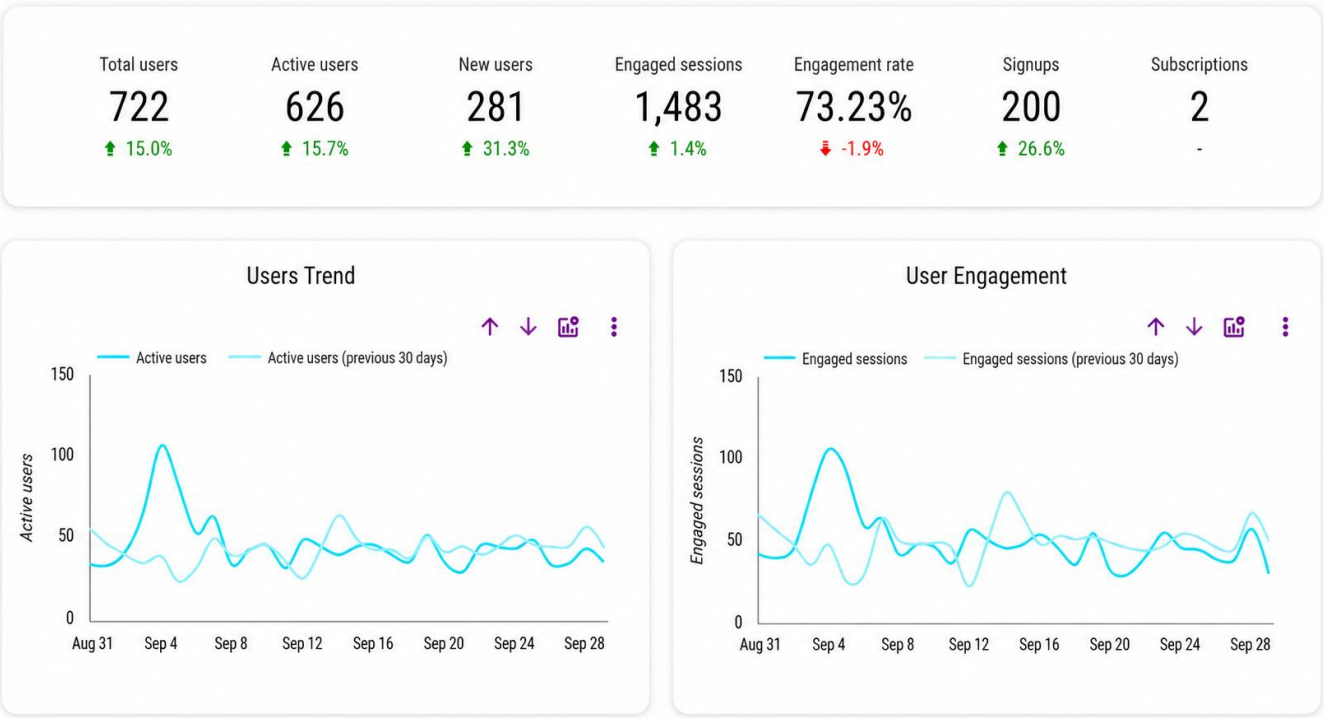
We engineered a data pipeline that captures real-time user behavior on mobile and web, funneling it into GA4 for advanced analysis. We then built custom visualization layers to transform this data into "decision-ready" insights.

- **Full-Stack Event Tracking:** Implemented Google Analytics for Firebase to capture playback events, including video title, duration, category, and author/coach metrics.
- **Custom Hardware Dimensions:** Developed a unique tracking module for the training robot; when users sync their hardware, a custom dimension is triggered to analyze robot-specific usage patterns.
- **Conversion Funnel Mapping:** Established tracking for the entire user lifecycle, from initial signup via various mediums to the final "subscription confirmed" event.
- **Advanced Dashboarding:** Created interactive Google Data Studio reports with:
 - **Date and Data Controls:** Allowing stakeholders to filter by region, time period, and user segment.
 - **Calculated Fields:** Computing complex metrics like "Average Watch Percentage" and "Completion Ratio" directly within the reporting tool.
 - **Contextual Annotations:** Adding notes to key metric spikes to help business users interpret video view trends and lesson completion rates.

Key Reports and Technical Highlights

The solution provides two primary dashboard views tailored to different business needs:

- **Users Dashboard:** Tracks active and new users, engagement rates, and "User Stickiness" (DAU/MAU). It highlights sign-up breakdowns by medium (Social, Email, Direct) to optimize marketing spend.
- **Video Dashboard:** Monitors the "Training Content" economy, ranking coaches and categories by watch time. It provides a granular breakdown of individual lessons to identify which content formats resonate most with the audience.



Analytics Reports

Impact

- **Data-Driven UX Optimization:** Stickiness analysis helped the client identify and revisit specific lessons with low engagement, improving content retention.
- **Reduced Effort for Decision Making:** Performance dashboards have eliminated the time-intensive process of manual data aggregation.
- **Increased Conversions:** By understanding the "click-to-subscribe" behavior, the client optimized the app interface to reduce friction, resulting in improved conversion rates.
- **Coach Performance Insights:** Ranking top-performing coaches allowed the client to curate their coaching roster based on actual user preferences and watch-time data.

