Facebook releases Analytics apps for iOS and Android

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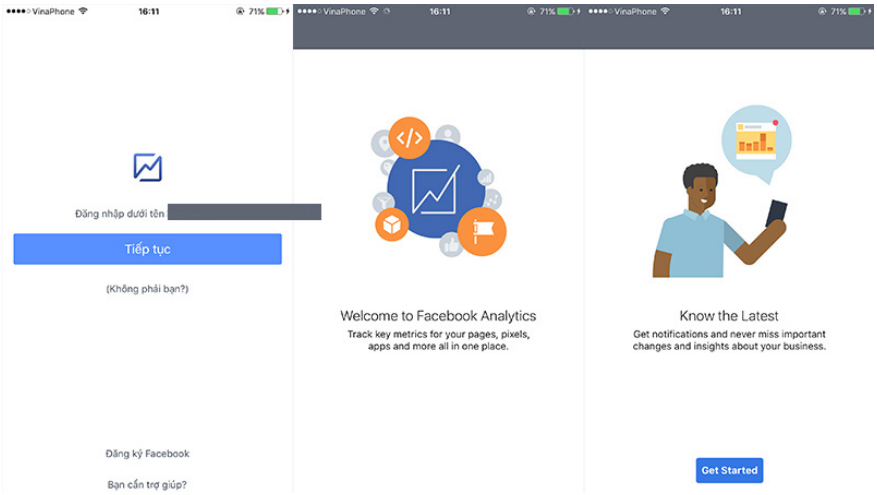
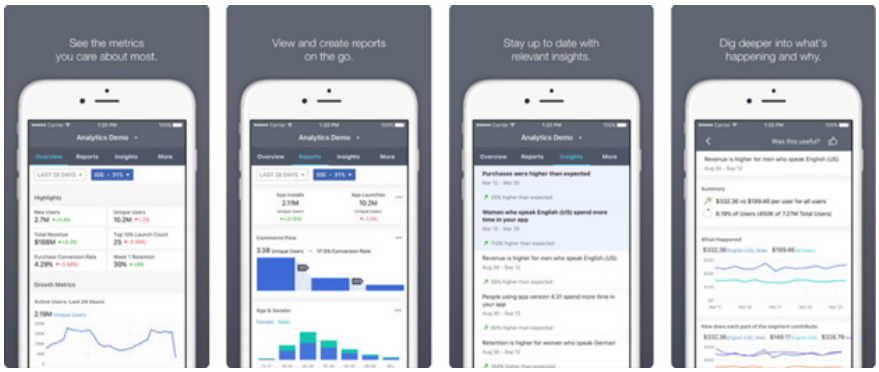
Recently, Facebook has released the Analytics app for iOS and Android to help users more easily manage community pages (Fan Page) more. With just a few simple steps, users can monitor the activity, interaction level and development of Fan Page from the smartphone very conveniently.

To use Analytics on smartphones, users only need to log in to the personal account they want to use on the application or link to the Facebook application on the device. Then proceed to set up some functions to support management (in the form of widgets) corresponding to each category in Facebook Analytics is able to use this great application.



Application features:

1. Statistics of important data related to the Fan Page you are managing: active users, new user activity, revenue, user retention rates, event charts .
2. View overview statistics by optional times (24 hours, 7 days, 28 days, the last 90 days), articles of interest, most expressive posts, shared articles most, share posts .
3. Send a message to the device when the data source and activities on the page you manage appear unstable or have problems



Download link for Facebook Analytics:

1. App Store: Facebook Analytics on the App Store
2. Google Play: Facebook Analytics - Application on Google Play

See more:

1. 20 tips and tricks for mastering Google Analytics data (Part 1)
2. 20 tips and tricks for mastering Google Analytics data (Part 2)
3. Learn AZ from Direct Traffic on Google Analytics

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