

# Aptelligent / Localytics Integration

## How to Implement Sending a Crash Event to Localytics

The Crittercism SDK will create a notification that fires when the SDK knows that a crash occurred. On iOS, when the user loads the app after a crash occurred, this notification will fire. The notification will contain three pieces of information (we may add more later):

- Crash Name: The name of the crash (i.e., NSRangeException)
- Crash Reason: More details on why the crash occurred (i.e., "\*\*\*-[\_\_NSArrayM objectAtIndex:]: index 18446744073709551615 beyond bounds for empty array")
- Crash Date: The date and time at which the crash occurred

To send these crash events to Localytics, add two lines of code:

### 1. Register an Observer

```
[[NSNotificationCenter defaultCenter] addObserver:self
                                     selector:@selector(crashDidOccur:)
                                     name:@"CRCrashNotification" object:nil];
```

### 2. Send an Event Upon Notification

```
- (void) crashDidOccur:(NSNotification*)notification {
    NSDictionary *crashInfo = notification.userInfo;
    NSString *crashName = crashInfo[@"crashName"];
    NSString *crashReason = crashInfo[@"crashReason"];
    NSDate *crashDate = crashInfo[@"crashDate"];
    // Localytics
    [Localytics tagEvent:@"Crittercism Crash" attributes:crashInfo];
}
```

## Use Case Examples

With crashes recorded as Localytics events, mutual customers can create quick retention analyses, funnel reports, etc. The crash report events can also be used to create audiences of app users to engage through in-app and push messages -- eg, to apologize, let them know a fix is on the way.

# Retention

- Users who used the app for the first time, then returned to the app  **Users who did an event, then returned and did another event**

<b>FIRST EVENT</b>	<b>RETURN EVENT</b>
Crash Reported <input type="button" value="+ Add Conditions"/>	App Launch <input type="button" value="+ Add Conditions"/>

Weekly

Week of First Event	Users	% of Users Performing Return Event - Weeks Later								
		+1	+2	+3	+4	+5	+6	+7	+8	+9
Dec 29, 2014	4,521	62%	59%	45%	46%	25%				
Jan 5, 2015	3,348	66%	50%	49%	26%					
Jan 12, 2015	3,093	48%	48%	23%						
Jan 19, 2015	1,746	59%	30%							
Jan 26, 2015	2,157	38%								
Feb 2, 2015	435									

## Example Workflows

- Segment users by users that have experienced a crash
- Send a push notification to users that have experienced a crash
- Analyze how retention is affected by crashes