

CleverTap

app 
promo

Mobile Growth Series
How to Increase App Engagement
and User Retention

May 12th, 2016
11am PST- 2pm EST

Panel Introduction

Moderator: Arkady Fridman

- Gary Yentin, CEO for App Promo
- Paul Brody, Chief Product Officer for CleverTap
- Shawnee Swarengin, VP Content Marketing CleverTap

Mobile App Marketplace

Today's app economy is ultra competitive.
Currently, there are over **800MM * user star ratings**, and over **30MM mobile applications** worldwide in the iOS and Google Play App Stores

Mobile App Discovery

Getting your app discovered and downloaded is even harder. **Over 80% of apps downloaded are only used once!** Keeping people coming back to your app is the key to your business success and driving retention for your app.

What best practices and tips do you recommend for building a successful mobile app?

How to Build a Successful App

Six Key Development Tips

1. Have a clear vision of your product
2. Identify a qualified developer to build your app
3. A/B Test your app prior to launch
4. Beta launch your app first in a few test countries
5. Use social media to drive engagement for your app
6. Track user data and continue to tweak mobile app over time

Mobile Engagement Facts

Only 25% of digital business professionals feel they update their apps frequently enough to keep up with user expectations. **Operating system (OS) and device upgrades break apps if they're not updated.**

Forrester Feb 2016

Why Do Users Uninstall Apps

Seven Key Factors

1. Immediate dissatisfaction
2. Doesn't like the sound or design
3. Sluggish performance and bugs
4. Doesn't provide enough engagement
5. App takes up too much space
6. Too many push notifications
7. Not intuitive or personalized

Q&A Mobile Engagement

How should Marketers and Developers define success metrics for promoting their app?

How to Define Success Metrics

Seven Key Questions

1. How many installs have I generated?
2. How much have these downloads cost?
3. How viral is my mobile app?
4. How many purchases have users made?
5. What is my user retention rate?
6. What is the most popular features in my app?
7. What is my churn rate?

Q&A Mobile Engagement

What strategies should a Marketer and Developer use to track mobile engagement for their apps?

How to Drive Engagement

Six Key Factors

1. Track event based interactions
2. Choose your engagement channel
3. Ask for opt in for Push Notifications
4. Create mobile moments to personalize the user's experience
5. Make social sharing easy to use
6. Use rewards to build brand loyalty
7. Monitor App Store reviews and communicate with your users

Mobile Engagement Facts

More iOS users receive push notifications, but more Android users open them. **89% of iOS app users** receive push notifications, while only **83% of Android app** users do. The average open rate is **60% and 40% CTR.**

Forrester Report: Feb 2016

Q&A Mobile Engagement

What best practices do you recommend for push notifications?

Best Practices for Push Notifications

Seven Key Factors

1. Offer real value, every single time
2. Know your target audience
3. Allow your customer the ability to set preferences
4. Respect the power of real-time notifications
5. Offer easy opt in and opt out features
6. Don't over communicate
7. Personalize your message with mobile moments

TIP: Choose Your Engagement Strategy

BROADCAST	SEGMENTATION		PERSONALIZED
	BASIC	CONTEXTUAL	
Broad Reach	Targeted Reach	Situation	Self Triggered
2-5% conversion rates	5-12% conversion rates	19-24% conversion rates	> 25% conversion rates
“Check out our Sunday sale. Use coupon USD40 for 40% off”	“Check out our Ladies special Sale this Sunday. Use USD40 for and additional 40% off	“We noticed you were checking out our Sarees collection . Get an Additional 40% off this Sunday with coupon code USD40”	“Hey! Geeta!! The Pink Saree in your shopping cart would be perfect for the wedding season. Click this message to get an additional 40% off” 🧑‍🤝‍🧑

Mobile Engagement Facts

Consumers want simplicity . . . Consumers are beginning to consolidate their mobile moments into a handful of mobile apps and platforms to accomplish tasks more easily. **They want to get in, get something done, and get out.**

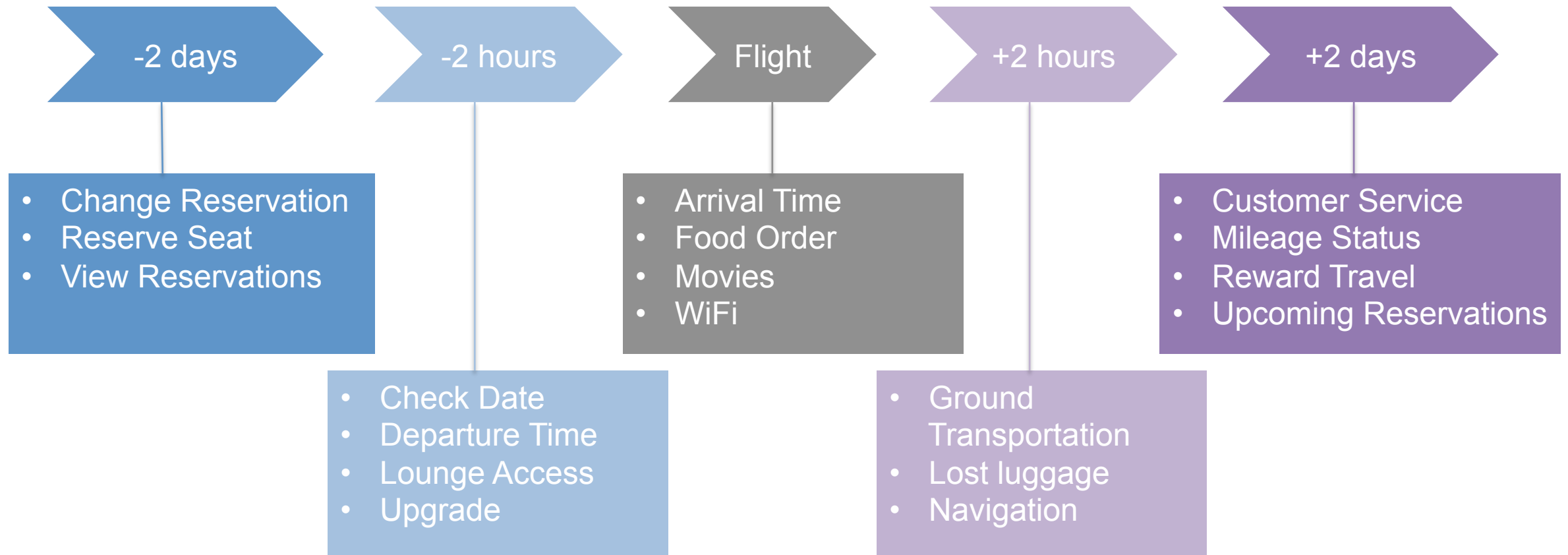
Forrester Aug 2016

Q&A Mobile Engagement

How should Marketers and Developers identify mobile moments in their app to increase engagement and retention?

TIP: Serve Customers in their Mobile Moments

Airline example based on user time



Q&A Mobile Engagement

What mobile engagement tips do you recommend for Marketers and Developers?

Top Metrics Everyone Should Track

Acquisition (Top of Funnel)

- # of Downloads
- Attribution – from where

Activations

- Are users Launching the app after Install?
- % of Downloads that App Launched

Retention

- Are users coming back?
- Ex: Day 1, 3, 7 after 1st Launch

Engagement

- Are users performing key activities? How frequently?
 - App Launch → View Item → Exit
 - AL → Search → View Items (5x) → Purchase

*Time spent not necessarily important

Top Metrics Everyone Should Track

Uninstalls

- Are users keeping my app?
- 3 of 4 apps uninstalled after 1st Launch

Drop Offs

- Are users completing key activities

Reachability

- Can I contact my users? By what channel?

Mobile Engagement Facts

Forty-one percent of adult smartphone owners (ages 16+) first learn about an app by speaking to friends and family, **and 16% of them learned of a new app via social networking websites such as Facebook.**

Forrester April 2015

Q&A Mobile Engagement

How important is social media for Marketers and Developers to drive downloads of their mobile app?

Social Media Engagement

Promoting your app across social channels is essential to gain traction and to drive downloads of your app. **Facebook is the obvious first pick for any app** and defined targeting is critical to any successful advertising campaign.

Cost per transaction



10X

Flyrobe is a fashion rental service, your On-Demand Wardrobe for every occasion; from brunches to official lunches, from club nights to weddings.

Challenge

Decrease CPT on FB ads and increase sell through

Solution

Using CT segmentation, they targeted users by shopping habits – most engagement customers, added to cart, uninstalled app and they were able to use this information to decrease cost of Facebook Advertising

With CleverTap, their Cost Per Transaction for Retargeting campaigns was reduced by 10X.

Q&A Mobile Engagement

10 minute Q&A from attendees