walkme

WalkMe Mobile

Guide, Engage, and Delight
Your Mobile Users

Mobile users demand spectacular experiences. Anything short results in:

Poor App Ratings

59%

of people usually or always check ratings before downloading a new app.
([Apptentive](#))

Low Feature Adoption

58%

of users are frustrated by interface inconsistencies.
([Perfect Mobile](#))

Churn

69%

of users abandon an app after only one day of use.
([Adjust](#))

WalkMe Mobile is a code-free overlay on mobile applications that empowers agile product management to **keep users engaged and happy, without tapping high-value development resources or needing app store approvals**
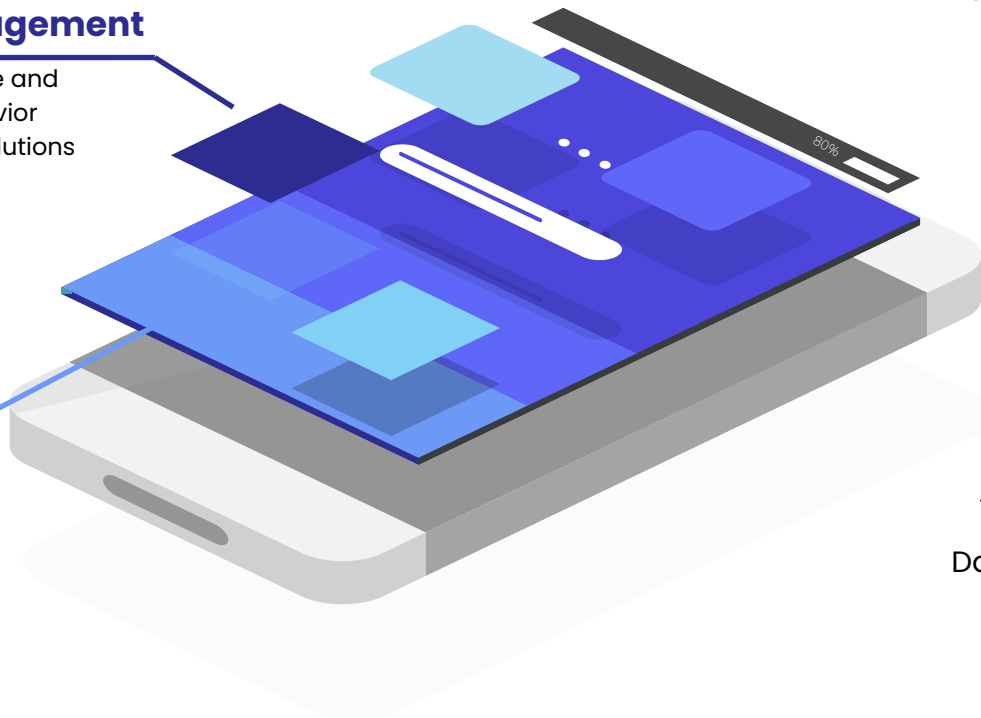
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WalkMe Mobile

Guide, Engage, and Delight Your Mobile Users

Guidance & Engagement

Accelerate time to value and drive desired user behavior with targeted in-app solutions

Actionable Insights

Track and monitor usage to understand your users and make data-driven decisions.

80%

Step-by-Step Guidance

Onboarding Lists

Automation

Pop-Ups

Banners

Notifications

Surveys

Offline Support

Rich Analytics

User Segmentation

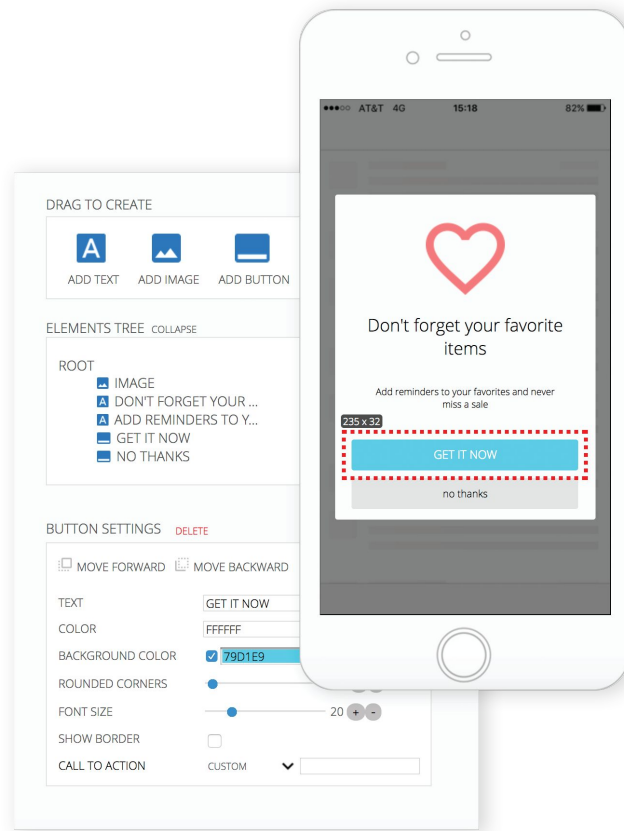Third Party Integrations

Data Point Segmentation

No App Store Approval

Code-Free Building

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Build code-free UI without tapping High-value development resources or needing app store approvals
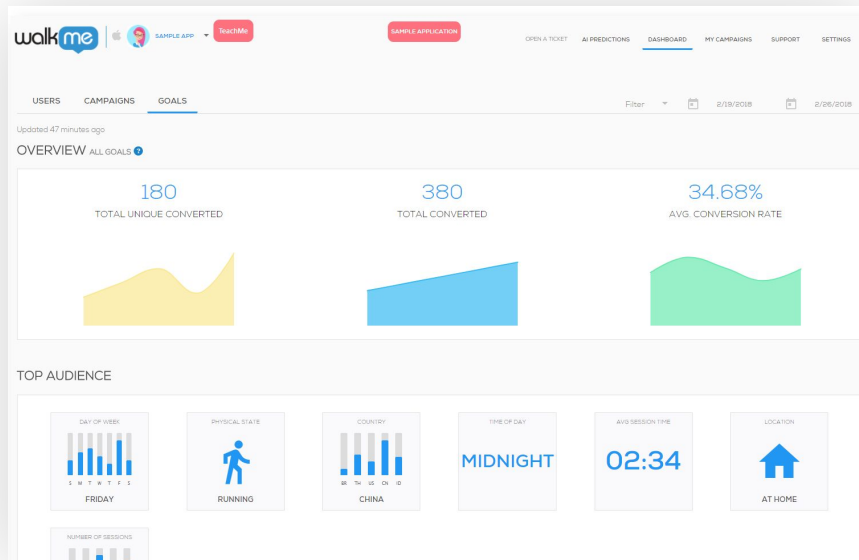
- Accelerate time-to-value with personalized **user onboarding**

- Streamline mobile experience with **automation**

- Encourage **self-service support** and ensure continuous assistance even when your users don't have an internet connection

- Drive action from the right users at the right time using **data triggers and user segmentation**

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WalkMe Mobile Insights

*Understand how your app is being used with **tracking and analytics***

- Track **onboarding** engagement & completion rates

- Monitor **feature adoption**

- **Segment** content and track user engagement

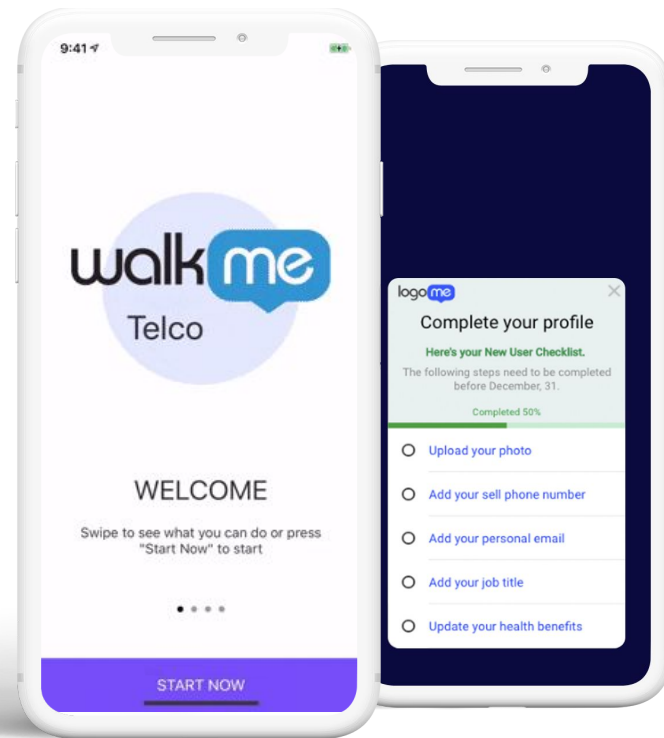- **Integrate** reporting with third party analytics and CRM systems

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Common Mobile Customer Experience
Use Cases

Onboard New Users

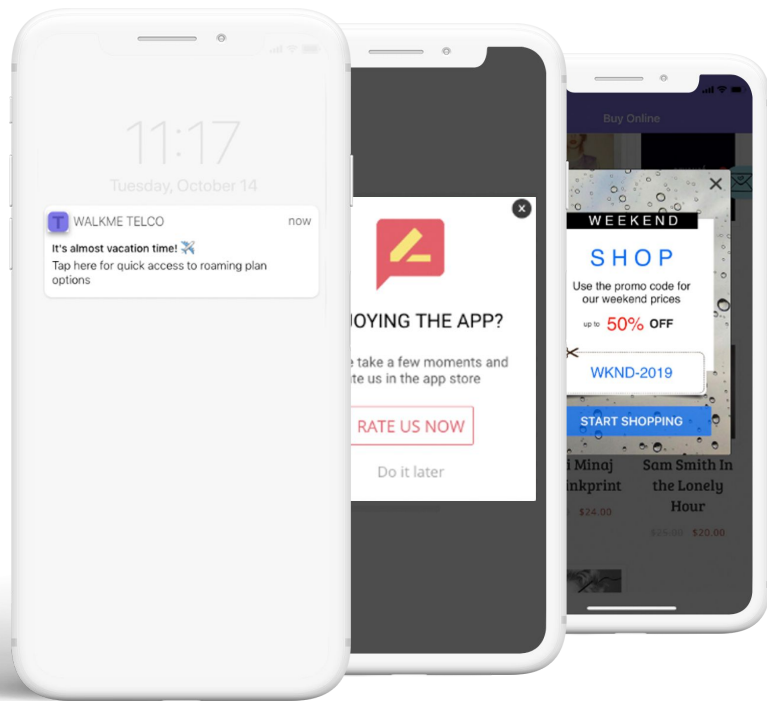Instantly engage new users and accelerate their time-to-value

- Excite and delight users with welcome messages and tours

- Ensure users engagement with top-value features through onboarding task lists

- Prompt users to turn on notifications

- Guide users to customize their settings

Drive Desired User Behavior

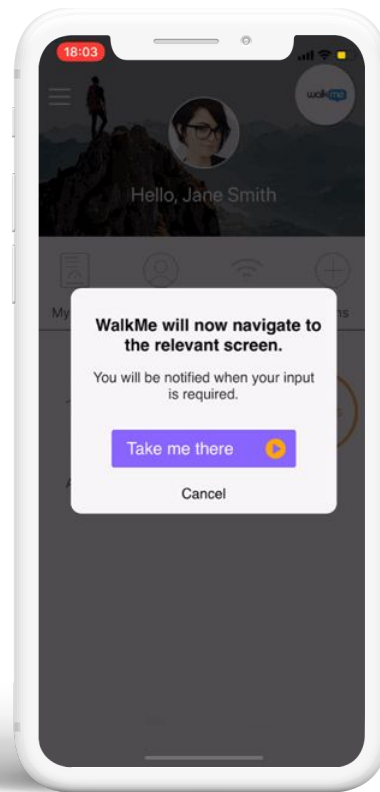Drive action from the right users at the right time with **user segmentation and triggered content.**

- Increase positive app reviews and improve your app's discoverability

- Prompt users to update their app to reduce version fragmentation and maintenance dependencies

- Bring absent users back into your app with direct links that automatically trigger WalkMe guidance.

- Encourage in-app purchases or upgrades when users are most likely.

Create Effortless Experiences with Automation

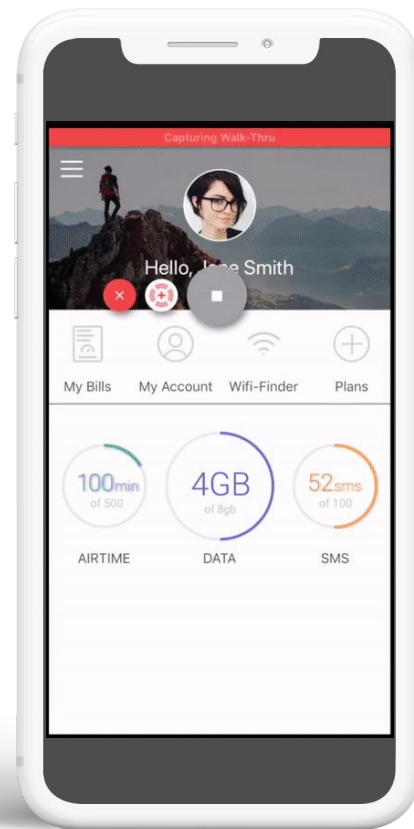Maximize user satisfaction with seamless, **automated experiences**

- Increase engagement with high-value features by automatically taking them there

- Create "shortcuts" for the most common user flows

- Decrease frustration by removing empty navigation clicks

Reduce Development Dependencies

Create code-free mobile engagement on-the-fly and **preserve developer resources** for strategic initiatives

- Build quickly and intuitively through in-app capturing

- Match your brand and customize your solutions with the WalkMe Mobile WYSIWYG Editor

- Deploy outside of sprint cycles and without app-store approvals

The WalkMe Mobile Building Experience