

AIR SHIP

45 Ways to Boost App Engagement & Retention

Small Changes You Can Make Today to Drive Big Results

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Introduction

In 2019, consumers downloaded a record 204 billion apps,¹ and even during the COVID-19 pandemic, 2020 has seen continued growth in downloads and in-app spending.² But with millions of apps vying for attention, your success depends on experimenting, testing and continually improving the app experience. That means taking steps today to optimize your mobile app for your brand and customers.

In this eBook, we'll share 45 ways to help optimize your mobile app for every stage of the customer lifecycle. Whether you're looking for a few fresh ideas or hoping to brush up on some tried and true tactics, this eBook is for you!



Key Stats & Trends



STATS

Mobile App Use, Spending & Downloads Hit All-Time Highs In Q2 2020



growth in year-over-year mobile app usage⁽¹⁾ \$27B

overall spending in apps in mobile apps⁽²⁾ 35B

total app downloads in Q2 2020⁽³⁾



(1), (2) & (3) "Mobile App Usage Surged 40% During COVID-19 Pandemic," App Annie



STATS

But It's an Increasingly Crowded & Competitive Marketplace



apps available on the Play Store as of May 2020, and 1.85M on the App Store⁽¹⁾ 9

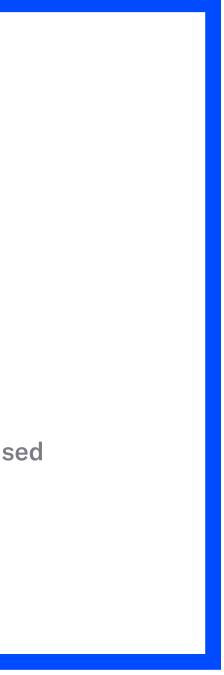
number of apps used per day by the average user⁽²⁾

24%

of all apps are used only once⁽³⁾



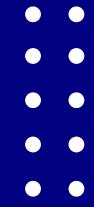
(1) "Number of apps available in leading app stores as of 1st quarter 2020, Statista," (2) "60+ Fascinating Smartphone Apps Usage Statistics For 2019, Social Media Today," (3) "The Mobile Growth Statistics You Need to Know, Clevertap"



Welcome & Onboarding

No matter your industry or competitive advantages, attracting new customers to your mobile app is expensive and time consuming. What's worse, even after downloading your app, they're more than likely to delete it after just one use.

The key to overcoming these hurdles? Give your customers a warm welcome with a seamless experience that drives action and adoption. Try the following strategies to set a course for a long and valuable relationship.





Go Omnichannel

Use all of your channels to promote app engagement and downloads.

- E-mail
- Mobile App
- SMS
- Website

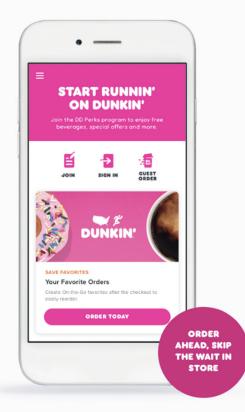
≡	
MENU	
	_
DUNKI	
DONE EASY Find a store, place your ord and get on your way with th Dunkin' App	er ie
 Order ahead and pay from your phone Join DD Perks and earn points towards free b Earn exclusive offers and rewards 	oeverages
Download on the App Store	e play



JNKIN'

DELIVERY

DD PERKS



Let Customers Skip the Login

Allow customers to try the app before creating an account.

CASESTUDY: HotelTonight

15% Increase in conversions by eliminating mandatory account creation.

Sign Up			Sign U	p
Cancel		AC Hotel	Boston Cambri	dge
Log in with Fac	ebook	Credit Car	rd or PayPal	Apple Pay
OR		First Name		
		Last Name		
First Name		Email		
Last Name		Check-in		Thu, Nov 1
Email		Check-out		Fri, Nov
Password		Room type		Selected by hote
Promo code	Optional	Room (1 Nig		\$18
		Taxes & Fee Promo code		\$3
Sign Up		Total		\$22
Have an account?	⁹ Sign In		CONTIN	ue
			CONTIN	UE

Account Creation



In-line Checkout

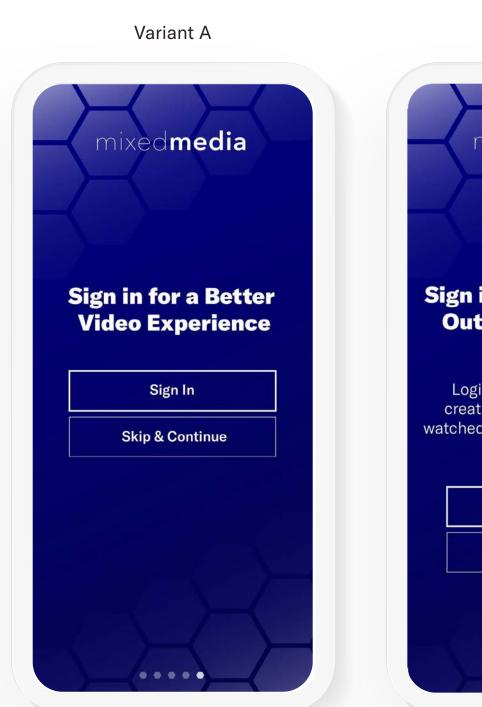
Make Onboarding Easier

Increase app registrations by removing long onboarding tutorials.

CASESTUDY:



10% Increase in conversion ups for Increase in conversions and a financial services brand.



4 step onboarding flow



Variant B

mixedmedia

Sign in to Get the Most **Out of Mixed Media**

Login to get the benefits of creating playlists that can be watched on any of our web, mobile and TV apps.

Sign In

Skip & Continue

No onboarding tutorial

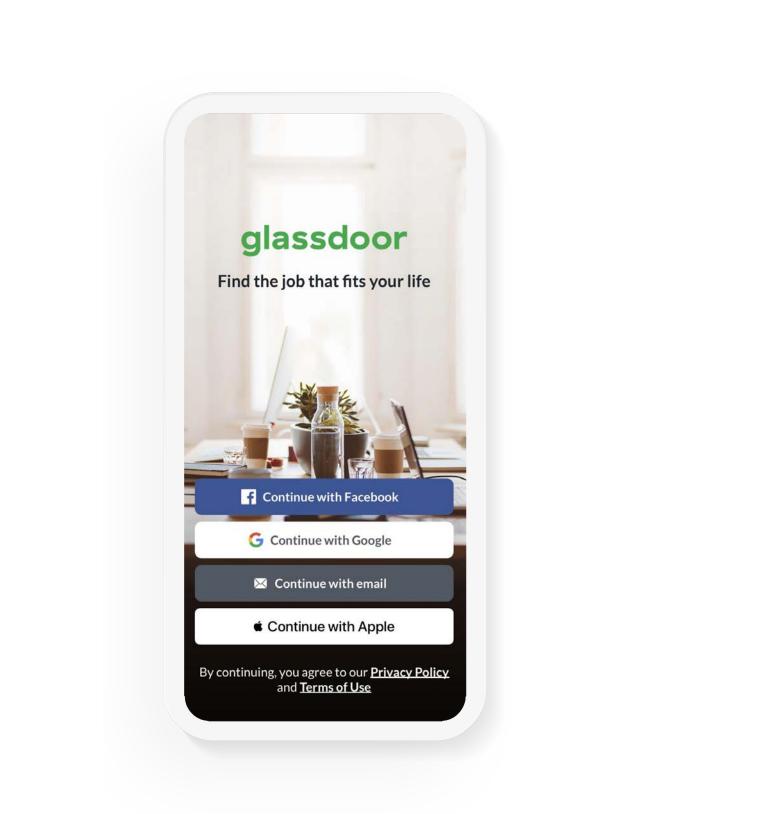
Simplify Sign Ups

Decrease friction with simple sign up options.

- Apple
- Gmail
- Google
- Facebook
- LinkedIn

88%

Of U.S. consumers say they have used social logins, with the number one reason being to avoid filling out online registration forms.¹



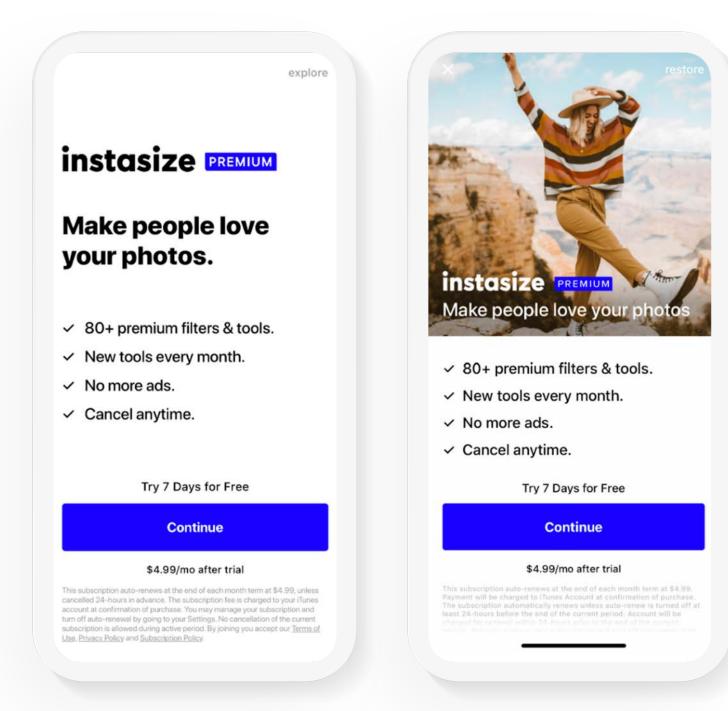


Test for **UX Success**

A/B test content and layout to drive registration and premium upgrades.

CASESTUDY: Instasize

Increase in premium 16% conversions by A/B testing paywall layout and design.





Test Your CTA Copy

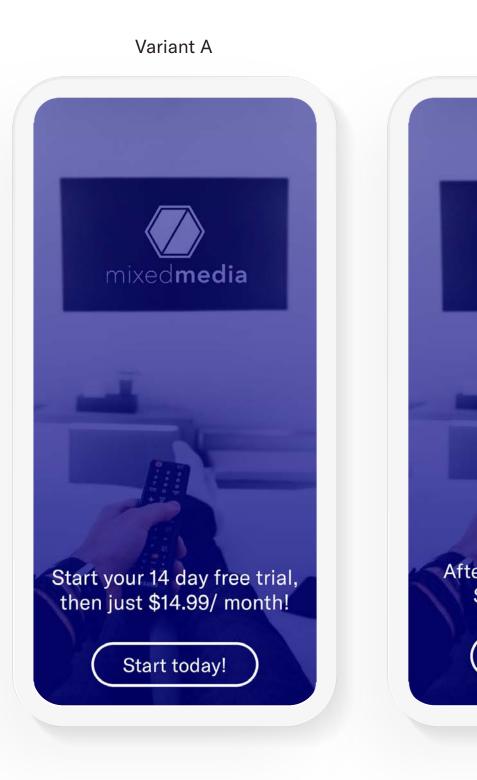
Accelerate conversion by A/B testing for key metrics.

- Start Today Button Clicked
- Email & Password Creation
- Accept Apple Subscription
- Start & Complete Free Trial

CASE STUDY:



Increase in conversions for a media brand that used this approach.





Variant B



Free Trial!

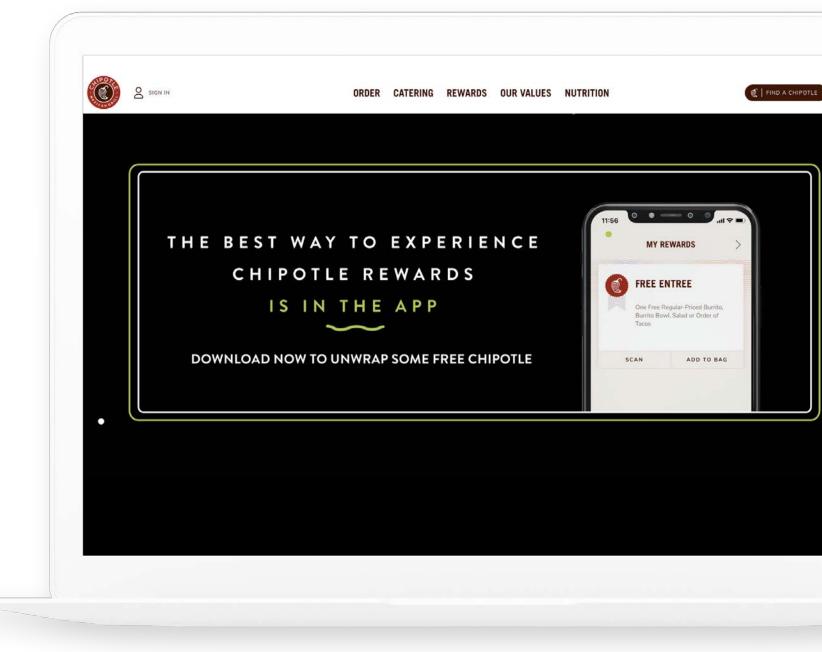
After 2 weeks, less than \$.50 cents a day!

Start today!

Incentivize the Download

Drive app downloads with incentives and rewards.

- **Discounts & Rebates** •
- Free Items or Services
- In-App Rewards •
- Cash Bonus



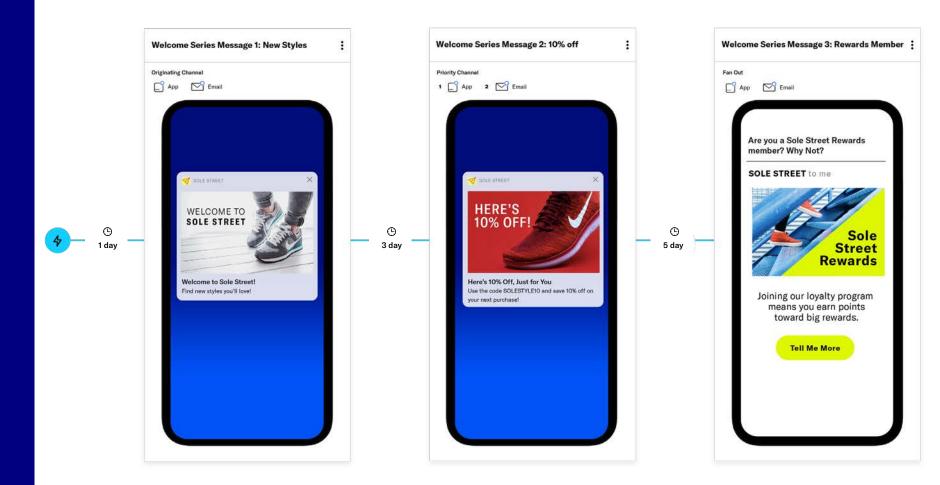




Send a Warm Welcome

Deliver a seamless welcome experience for new customers with a cross-channel welcome series that leads users to action.

95% Of new, opt-in applications churn within the first 90 days if they don't receive any push notifications.¹





(1) "How Push Notifications Impact Mobile App Retention Rates," Airship

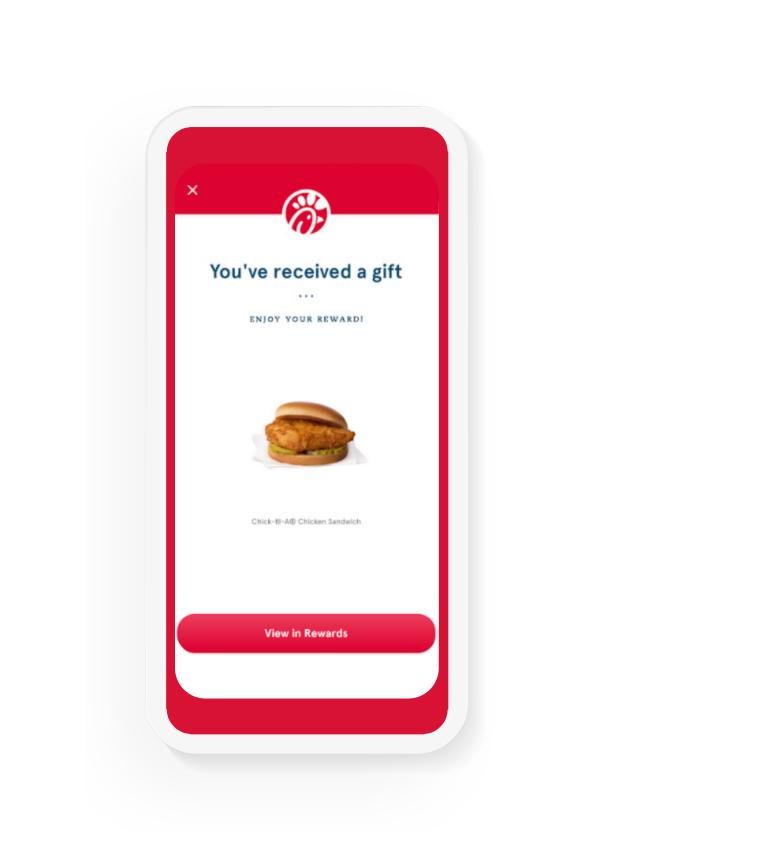
Mobilize Your Loyalty Program

Drive user adoption of your mobile app by leveraging a loyalty program.

CASESTUDY: Chick-fil-A 6.1% Increase in same store sales.

25%

Increase in order sizes.

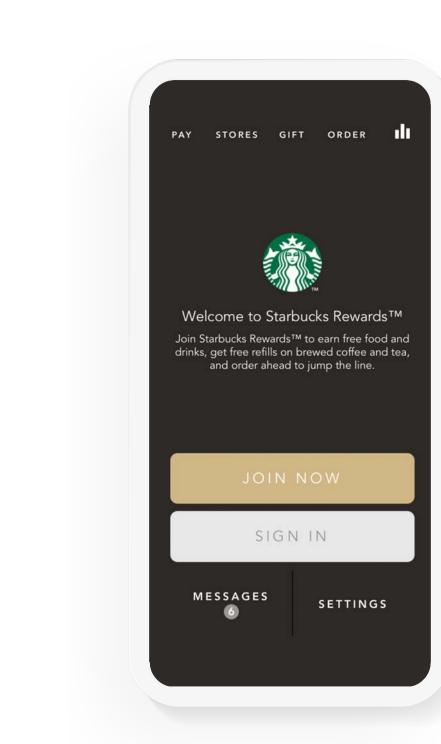




Lead New Customers to Loyalty

Increase app adoption by sending new users loyalty-specific updates.

50% Of American consumers will join the loyalty program of a brand they make frequent purchases from.¹





(1) "The State of Customer Loyalty," Yotpo

Avoid Default Permission Requests

Use in-app notifications for soft asks to give your users more flexibility on when they take actions.

- App Store Rating
- Notification Opt In
- Location Sharing

FONES	
F C T	
"Foxes" would like to	
send you notifications. Notifications may include alerts, sounds, and icon badges. These can be configured in settings.	
Don't Allow Allow	
Don't miss out!	
Opt in to notifications for events, sales, and other activities going on near you.	
Opt In	







Geolocation + Push Notifications

Get the best experience.

Enabling location services is required to view live game video and highlights.

Enabling Push Notifications get you access to real-time news and scores.

Opt In

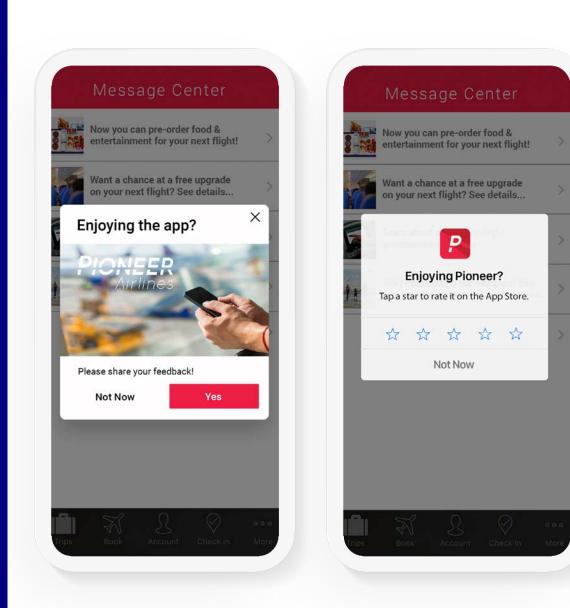
....

Not Now

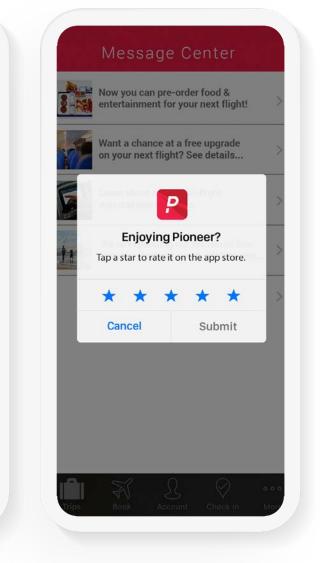
Drive Positive Reviews

Stand out in the crowded app marketplace by using periodic or event-triggered interstitials to encourage positive reviews.

79% Of consumers check ratings or reviews before downloading an app.¹







(1) "How to Improve App Ratings and Reviews," Apptentive

Iterate the CTA

A/B test value-based messaging around the soft prompt to identify language that drives opt-ins to notifications and location services.



Get notifications so you know when your favorite live classes are about to start!

Opt In for Notifications

Not Now





CITY GYM



Want to be notified when your favorite instructor has a new class? Be sure to opt in to notifications!

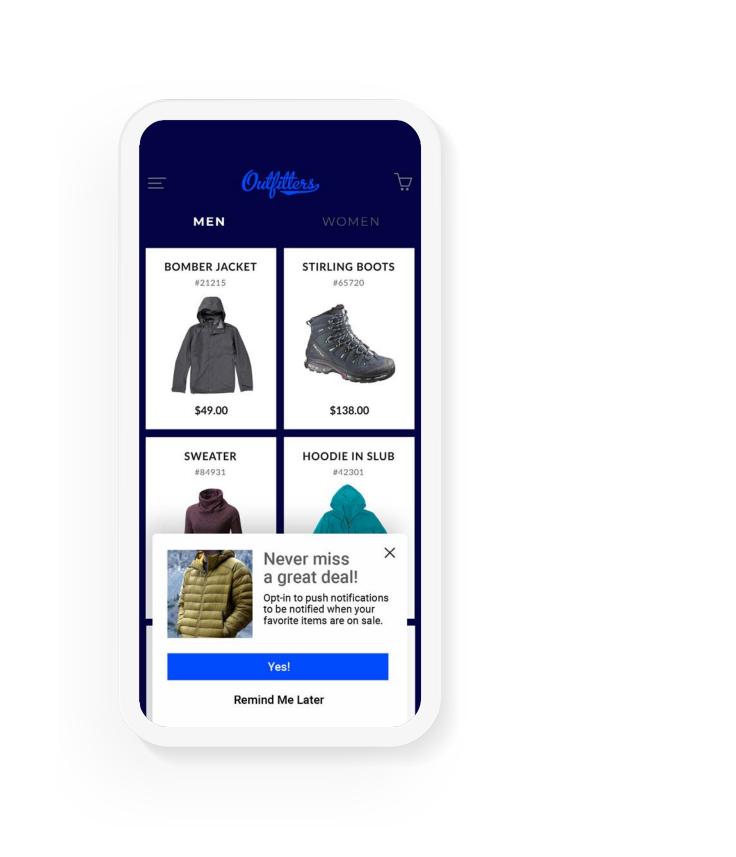
Opt In for Notifications

Not Now

Improve Your Opt-In Ask

If users opt-out of location or notification services, test for optimal times to ask again.

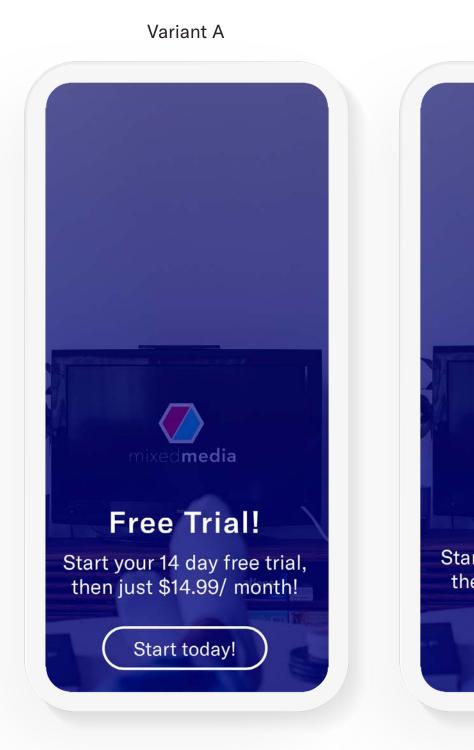
- Retail: After viewing an item
- Media: After reading an article
- Other: After a specific number of sessions





Run Tests With Trials

Test different trial lengths to improve time to paid conversions and decrease subscription opt-outs for segments and users.





Variant B



then just \$14.99/ month!

Start today!

RETENTION

Keep Customers Engaged

No matter how much you invest into acquiring app users, without a strategy for retention, odds are they'll eventually disengage. Plus, customer expectations are high, and rising, which makes every experience with your app even more critical.

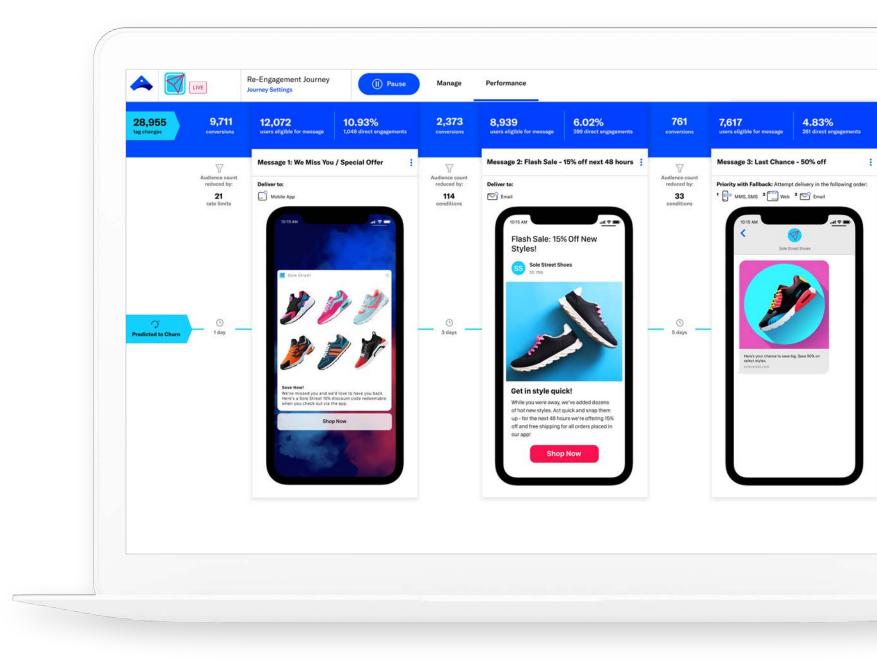
During the retention phase, you need to be there with contextual and relevant content in the moments that matter most to your customers. Try these tactics to build loyalty and keep customers engaged with your app for the long-term.





Communicate Across Channels

Drive users back to your app with cross-channel customer journeys. Simplify the process with Airship's next generation solution, Airship Journeys.



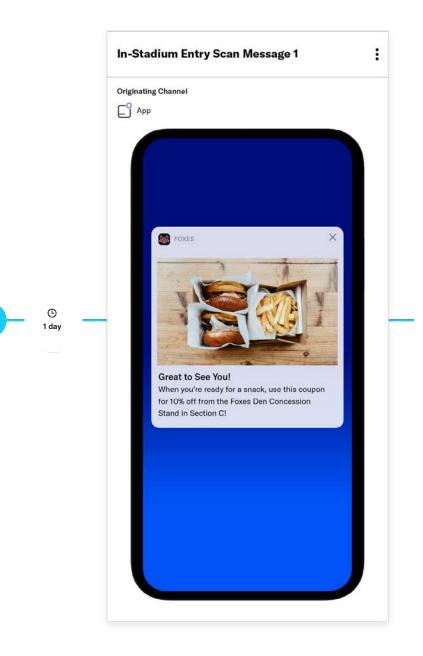


Create Custom Events

Use custom event triggers to make messages more timely and relevant.

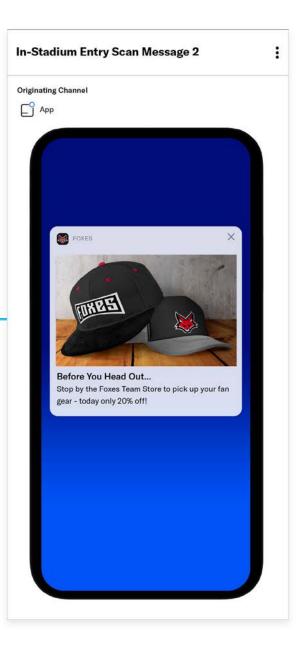


Greater response from event-triggered marketing vs. mass marketing campaigns.¹





Θ 3 day



(1) "5 Event-Triggered Marketing Steps Marketers Aren't Doing," Gartner

Make It Personal

Drive action and engagement with personalized messages across all of your app channels.

- **Push Notifications** •
- Web Notifications •
- Message Center
- In-app Messaging
- Wallet •

Of consumers say they'd 52% switch brands if they didn't feel they were receiving a personalized experience.¹

12:00 Wednesday, September 4
ROSETTA COFFEE 1:30 PM Dont Miss it Taylor, your afternoon pick me up is right around the corner. Stop by for 50% off for the next 2 hours





Segment for Success

Segment your app users to provide better UX with personalized, relevant and relatable content.

- Names
- Users
- Tags
- Attributes

	Mes	sages	Audience	Reports	
			Introducing the new Create and edit audi Looking for a Segme	ence segmentation	n with
	nents				
Create re SORT BY:	Name	udience selec Date Created	tion criteria. <u>Learn</u> Date Last Modified		
NAME				DATE	CRE
Gold Me	mbers			09/08	8/202
	no Event			09/08	8/202
Fall Pron					
Fall Pron	nericas			09/04	/202
				09/04	-
North Ar	S				2/2020
North Ar Fall Sale	s ience			09/02	2/2020 /2020
North Ar Fall Sale Test Aud High Chu	s ience	ntion		09/02	2/2020 /2020 2/2020
North Ar Fall Sale Test Aud High Chu	s ience urn	ntion		09/02 08/17/ 09/02	2020 2020 2/2020 2/2020



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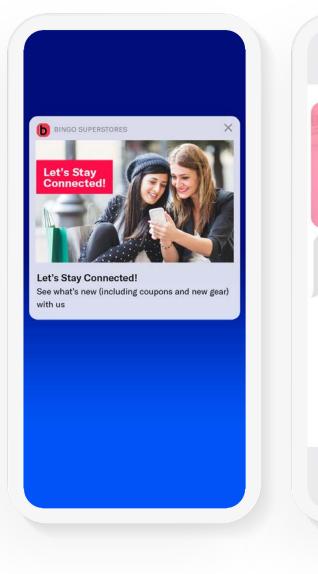
ble in early access. ntuitive experience and new segmentation criteria. ment Builder? <u>View previously created segments.</u>

	DATE LAST MODIFIED
Λ	09/08/2020 1:41 PM
1	09/08/2020 8:24 AM
	09/04/2020 5:11 PM
Ν	09/03/2020 5:24 PM
	09/03/2020 3:03 AM
I.	09/02/2020 9:23 AM
I	09/02/2020 6:49 AM
í.	09/01/2020 9:08 AM
	09/01/2020 8:16 AM

Get Ahead of Churn

Leverage AI to predict which customers are at high risk of churn and re-engage before it's too late.

25% Anticipated increase in profit for an increase in customer retention of just 5%.¹



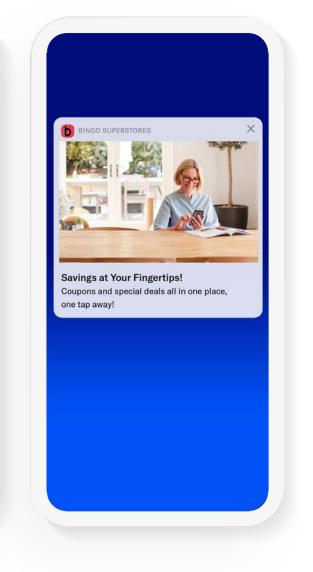




Here Are a Few of Your Favorite Things Keep track of the items you love in the "My Favorites" section of the app. Try it today!

(↑

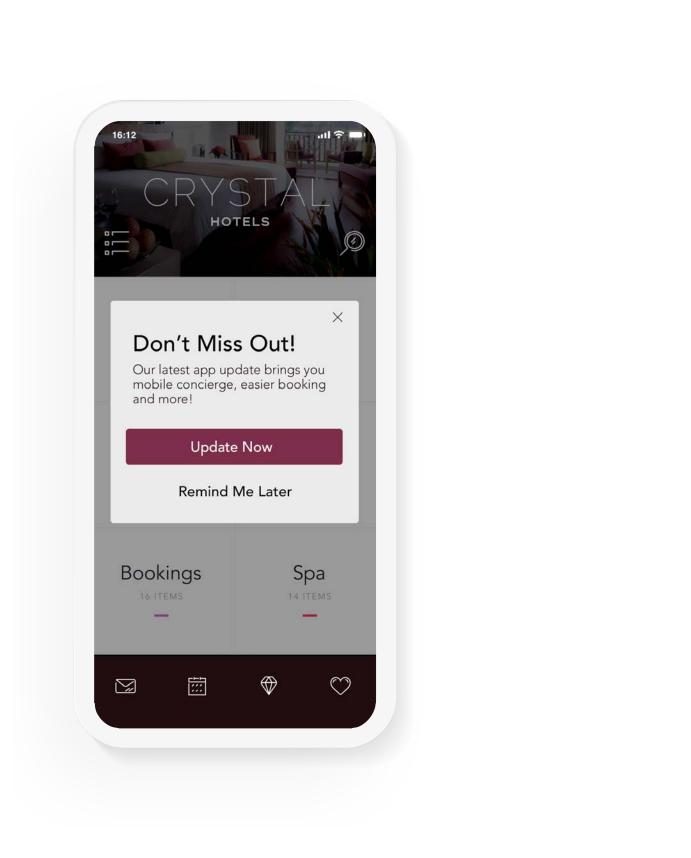




(1) "What is Customer Churn," Hubspot

Announce New Features

Use push notifications or in-app messages to educate users and help them discover new and valuable features.

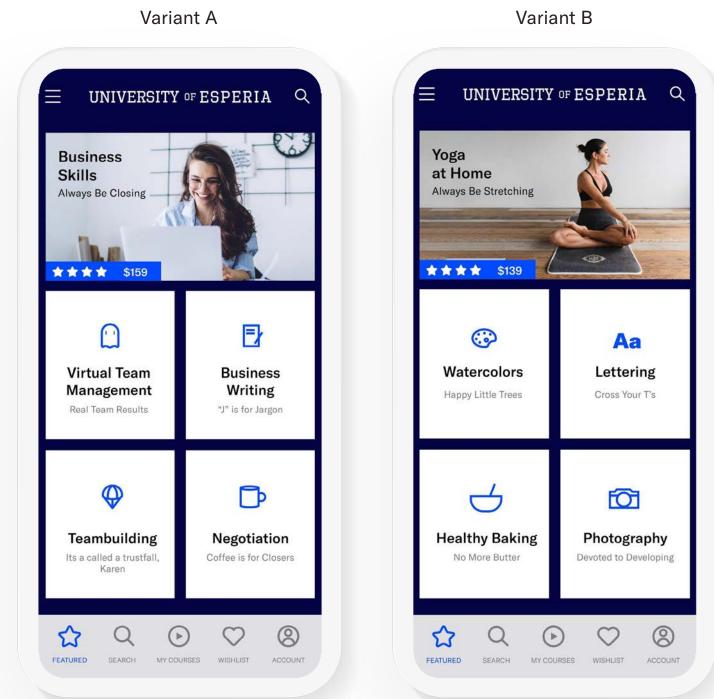




Retest Audience Assumptions

Stay abreast of your users' changing behaviors and goals by retesting old experiments - even the unsuccessful ones.

Organizations that prioritize **2**x testing are twice as likely to outperform their peers.¹





Find the Friction

Regularly analyze user flows within your app.

- Conduct quarterly or biannual analysis
- Identify where users drop out
- Prioritize areas with the most room for improvement

		DASHBOARD MANAGE	INSTALL DOCS SUPPORT
Funnel Breakdown			
Steps in the funnel	Control (original)	5 Categories	8 Ca
click sign in	1595	779	1
click sign in \rightarrow entered user information	335	234	
entered user information → finished signing up	103	92	
Funnel Conversion Rate	6.46% 103 of 1595	11.81% 92 of 779	1
1,595			
1000			
1000		335	
	21.0%		103
0 click sign	21.0%	335 entered user informa	103 finished signing up
0	in 21.0%	30.7%	

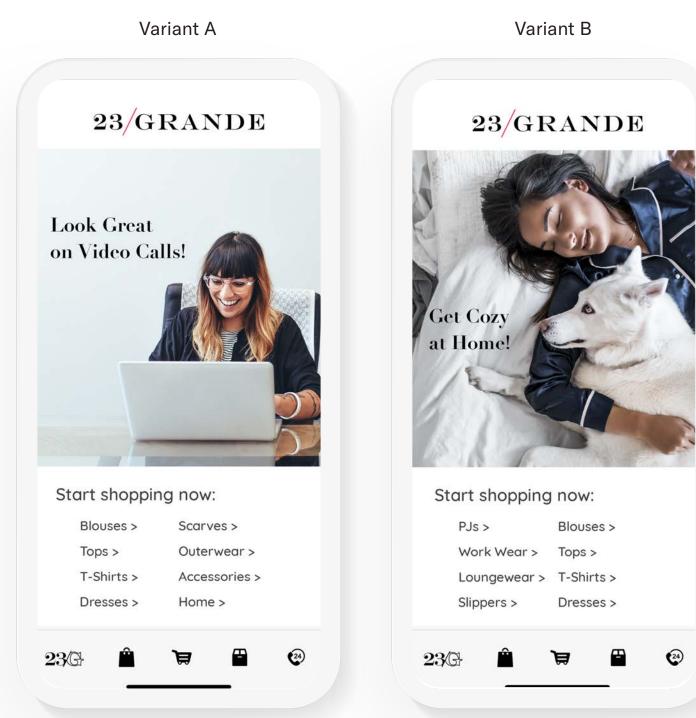


Perfect Your Personalization

Test personalization algorithms based on customer intelligence.

- Location •
- **Current Events**
- **User Behavior** •
- Date & Season •







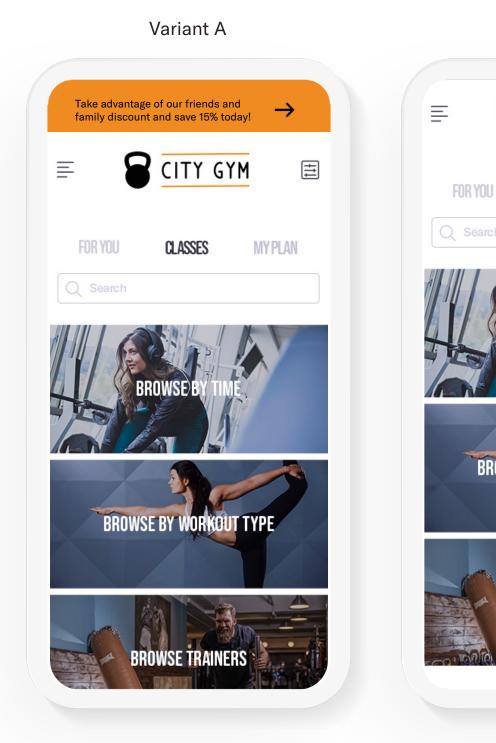
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Dress	es >		
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Tops	>		
Blouse	es >		
	Tops : T-Shir Dress	Blouses > Tops > T-Shirts > Dresses >	Tops > T-Shirts > Dresses >

(1) "Study: Digital-focused experiences drive loyalty," Marketing Drive

Optimize In-App Ads

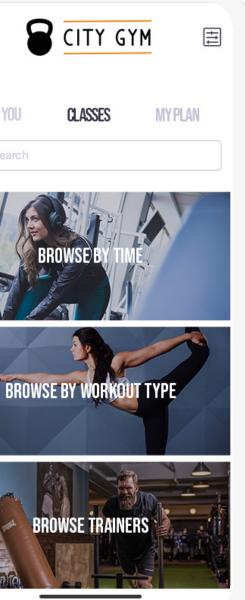
Increase ad revenue by A/B testing and optimizing ads within your app to drive engagement and impressions.

- Placement
- Length
- Ad Type





Variant B



Keep Customers Curious

Build excitement and anticipation with sneak peaks and highlights. Then analyze your messaging data to learn which messages drive the most engagement.

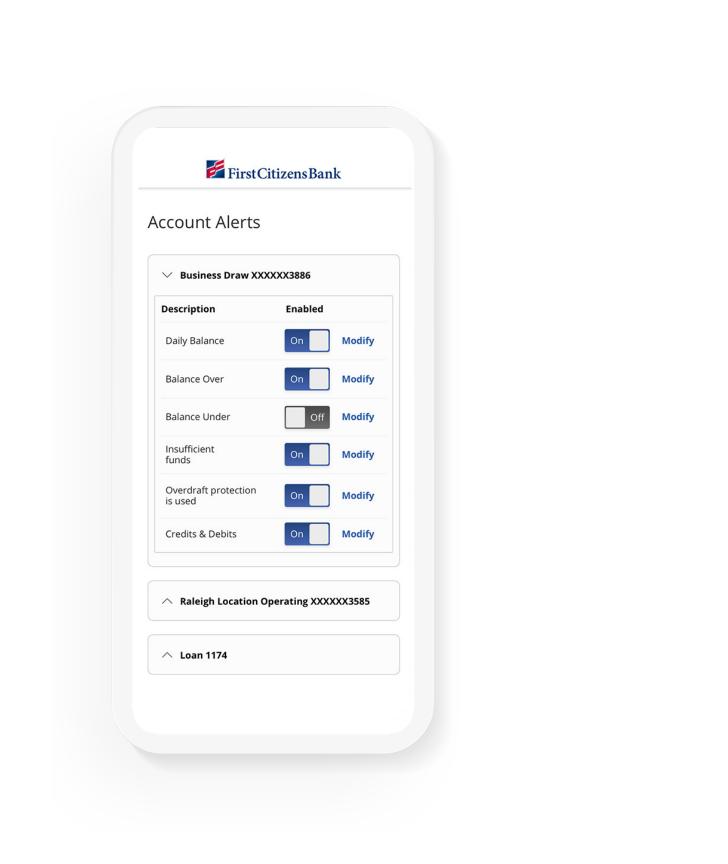
9:00 Wednesday, September 23
ENEY+ 8:30 PM Coming Soon The Mandalorian Season 2 is coming exclusively to Disney+ on October 30th. Tap for the trailer.





Get Personal With Preference Center

Use a mobile preference center to give customers more choices in how they share their preferences and reward them with a more personalized experience.





Make It Visual

Drive significantly more engagement with rich push notifications.



Increase in open rates for push notifications with pictures.¹



Save 10% on orders \$10 or more to pick up at Fridays Gate E17. Use code DFW10. Terms Apply. ORDER NOW.





Make It Actionable

Drive user adoption of your mobile app by leveraging a loyalty program.

CASE STUDY:

Gas Buddy

24% Boost in daily active users on days they send an Airship notification.

	Back Get FREE GAS with Walmart Delet
	GET UP TO 4% GASBACK from Walmart. GET GASBACK
	Start getting free gas
	1 Shop Walmart via the GasBuddy app.
BUDDY s on everyday	now Back with y purchases at Walmart. with free gas.
	GET GASBACK





Walmart Up to 4% GasBack

Details Earn Up to 4% GasBack on your purchase when shopping online at Walmart!

Furniture & DIY more info ...

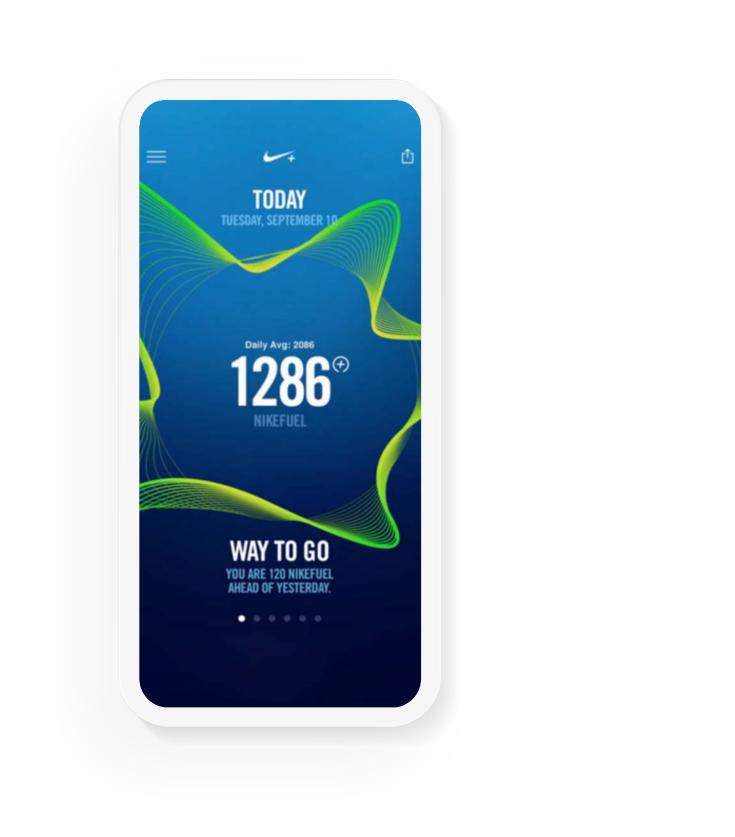


SHOP NOW

Gamify It

Incentivize and reward engagement with gamification.

- Fitness: Remind users to log meals, weight
- Finance: Send updates on savings goals
- **Retail:** Notify when watched items go on sale





Entice With Rewards

Identify users' goals and use notifications to help them get there.

1.6x

Lift in brand satisfaction for customers who redeem incentives, vs. customers who don't redeem.¹



113 Stars until your next Star Reward Stars may take 24 hours to appear

You have enough Stars for a Reward





(1) "The Loyalty Report," Bond

Automate for Action

Stay top of mind and drive action with automated daily or weekly messages.

- **Daily Deals**
- **Transactional Notifications** •
- Reminders •



The Boys are back, badder than ever: The much-anticipated return of The Boys is finally here! The first three episodes are available now, and catch a new one every Friday through October 9. Don't miss a weekly look behind the scenes with Prime Rewind: Inside The Boys, featuring cast and creators. Find these shows and more, included with your Prime membership.







Magazines leaving Prime Reading

10 Mother's Day gift picks from Giada De Laurentiis

May 3, 2019











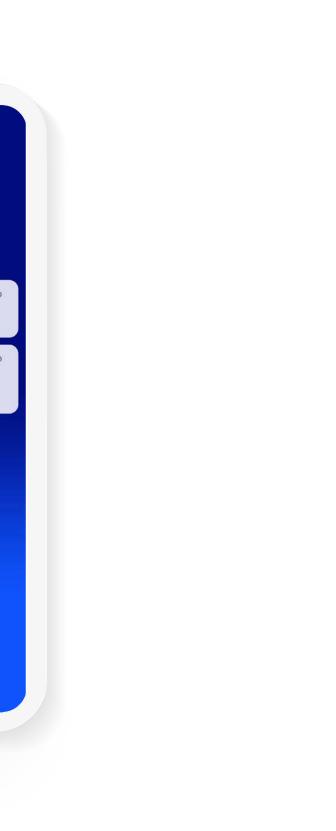
Increase Value With Geofencing

Set geofence triggers to engage customers who are near a physical location.

- Entertainment: Lead them to concessions or merch
- **Transportation:** Entice with last minute upgrades
- **Retail:** Encourage walk-ins with sales or support
- Finance: Offer perks for visiting a branch

9:23 Monday March 1	
SXSW GO Here is your SXXpress Pass for: Clive	13 min ago Bar
SXSW GO Here is your SXXpress Pass for: Insig Actions: Analytics-Powered Marketin	15 min ago hts to ng



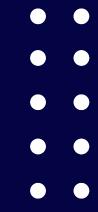


G R O W T H

Keep Customers Growing

Once you've established rapport with your app users, you need to grow those relationships. Get it right and you can create incredible value for both your brand and your customers, making their lives easier while driving toward your KPIs.

To continue growing your customers' lifetime value, you need to show that you "get them" by engaging on the right channel, at the right time with personalized and contextual content that matters. The following strategies will help you get there.

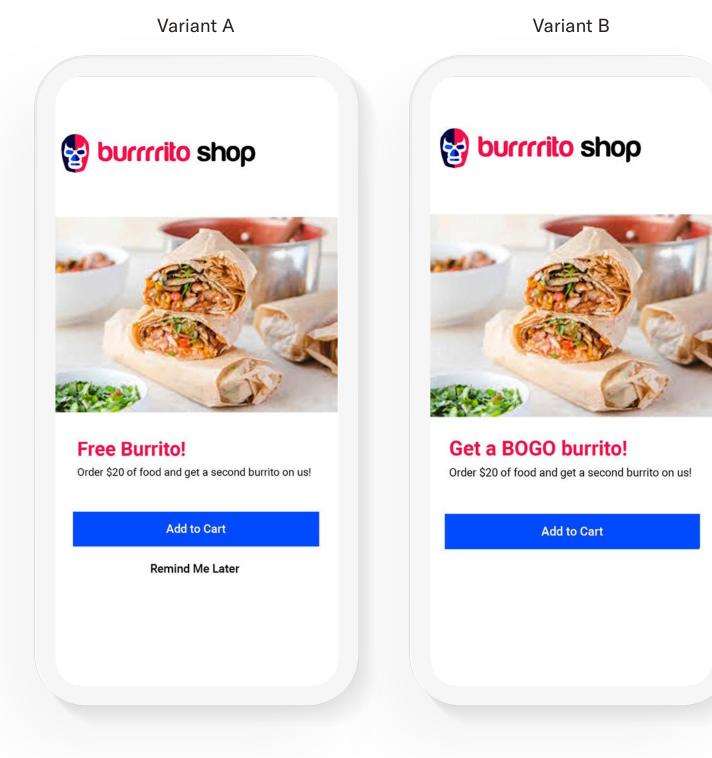




Fine Tune Promotions

Quickly learn which promotions drive the highest conversions and revenue by A/B testing.

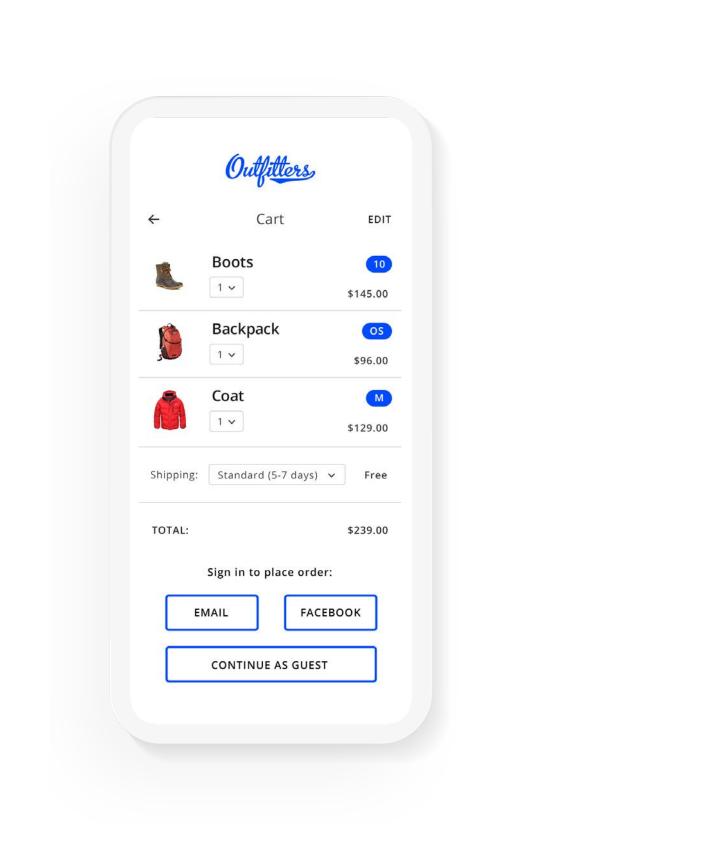
- New Offers •
- Sales •
- Discounts





Simplify Checkout

Improve UX with autofill forms and guest checkout options, making it easier for customers to checkout and complete key actions within the app.





Enhance Search

Optimize search for users by testing your search functionality.

- Autofill Options
- Categories
- Personalization

	12:01					atts	? 🔳	
	Q, Paja					\times	Cano	
	O Scar	n an item	, barco	de, or QI	₹ code			
	paja ma bo	ottoms						
	paja ma sets							
	paja ma to	ps						
	paja mas							
	paja mas for kids paja mas for men							
	paja mas for women							
	pajar							
	naiar boot		1.			io		
	q w	e r	t	У	u	io	2	
	a s	d	f	g h	j	k	1	
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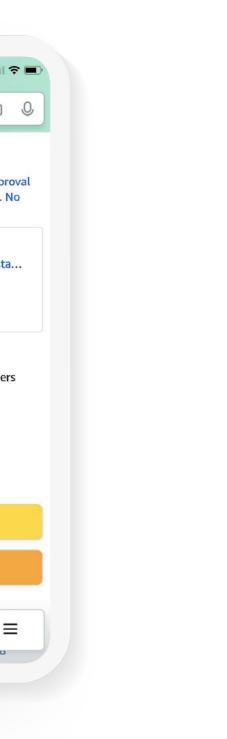
Make Conversion Easier

Add "buy now" options to make life easier for your customers by decreasing the steps in a checkout flow.

- Placement
- Copy
- Flow

12:10			all	? (
← Q	Search Amazor	1	Ó	Ç
Prime FRE	E Delivery & FR	EE Returns		
	off instantly: Pa Amazon Prime R Tee.			
Similar	item to conside	er		
\wedge	AmazonBa \$16.49 vpr		Adjusta	
This item	is returnable			
FREE Deliv	1011 E on 12 17	6 0 1	nombor	-
	/ery Sep 12 - 17	for Prime r	nember	5
Details	on Septembe			2
Details In stock	on Septembe			2
Details In stock Order it ne	on Septembe	r 15, 202(2
Details In stock Order it ne	on Septembe ow.	r 15, 2020 o Cart		2
Details In stock Order it ne Qty: 1	on Septembe ow. ✓ Add to	r 15, 2020 o Cart		>
Details In stock Order it na Qty: 1	on Septembe ow. Add to Buy	r 15, 2020 o Cart		





Offer Flexible Payment

Drive more conversions with flexible payment options.

- **Online Payment Apps** ۲
- **Buy-Now-Pay-Later** ٠
- **POS Installment Loans** •
- Social Media Payment ۲

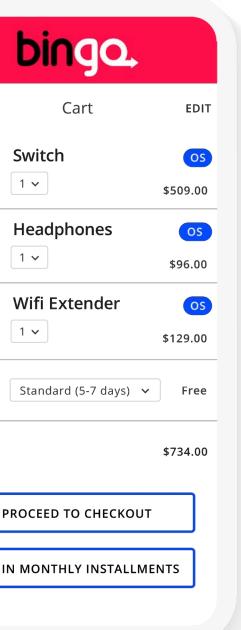
35%

Of consumers say they are more likely to buy if you offer monthly installments.¹

	Variant A		
	bingo.		
÷	Cart	EDIT	÷
	Switch	OS \$509.00	
	Headphones	OS \$96.00	
C	Wifi Extender	OS \$129.00	(L,
Shipping:	Standard (5-7 days)	✓ Free	Sh
TOTAL:		\$734.00	тс
	PROCEED TO CHECKO	ит :воок	



Va	ria	nt	В



Promote Self-Service

Add a chatbot or improve in-app messaging to increase self-service and decrease costs.



Of consumers prefer chatbots for quick communication with brands.¹

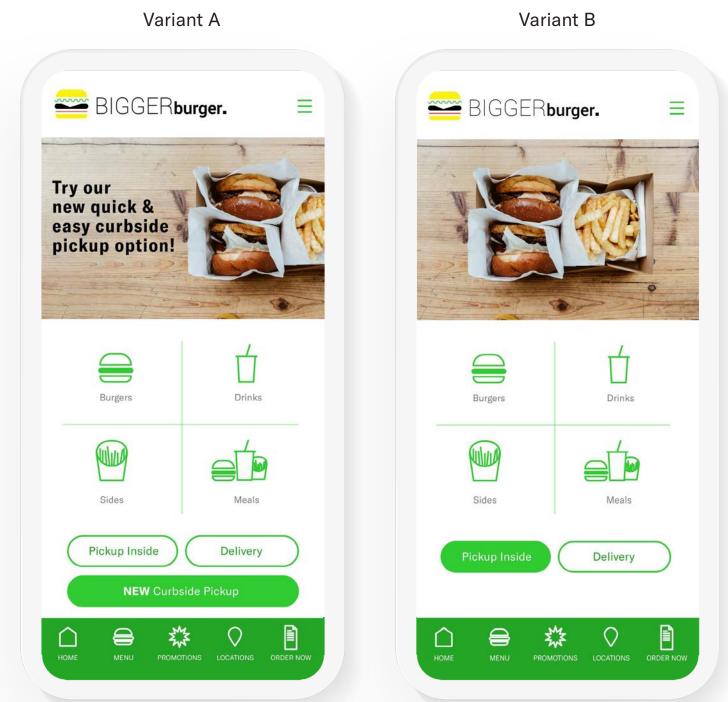
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	Н	IOME TWEAKS	AND ADD-ONS	
		+		+
	ADD INTER		ADD SIGNIFI	CANT
		lf you ever	Hey Jason need help wit cy, let me knov	
	ADD SPOL	ASI	K A QUESTION	
		10% BUIN	DLEDISCOUNT	6





Fly Your Feature Flags

Use feature flags to accelerate growth and mitigate risk by testing new features before rolling them out to your entire app audience.





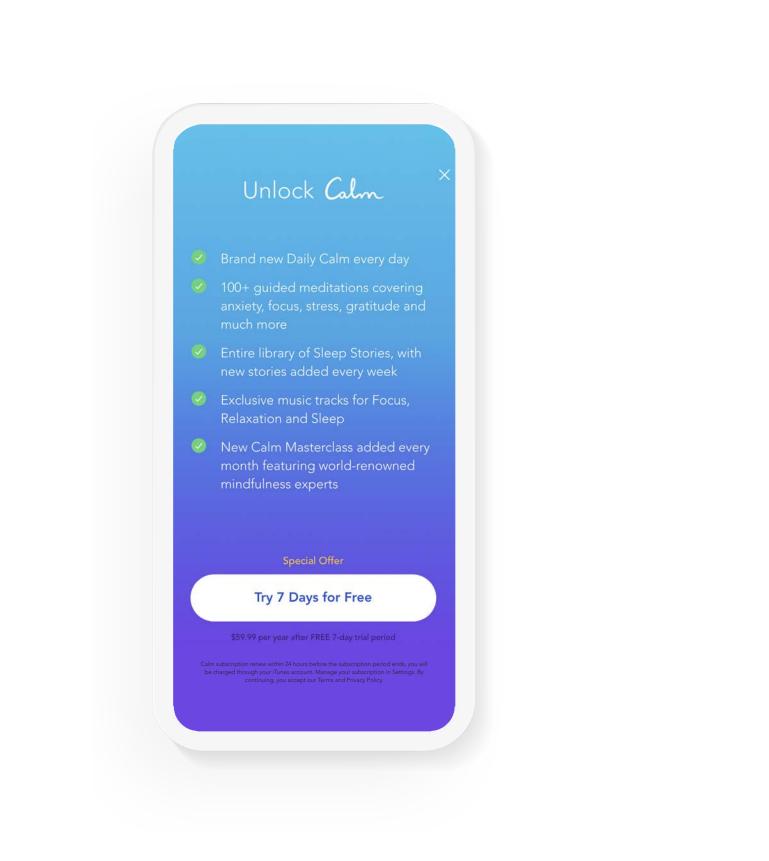


Test Your CTA Copy

For subscription-based apps, give customers flexibility by offering free trials, monthly and annual subscription options.

CASESTUDY:

5.5% Increase in premium transactions resulting from an experiment testing quarterly vs. yearly subscriptions for one sports app.



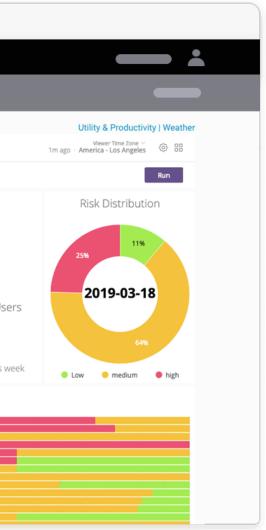


Amp Up Your Analytics

Use BI tools, like Airship Performance Analytics, to monitor and analyze app performance and identify areas for improvement.

📥 A I R S H I P		
Predictive - Utility & Productiv	ity	
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Basketball		
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Amplify the Urgency

Create urgency through your app with limited time offers, exclusive deals and quantity-limited sales.

65%

Of shoppers use mobile e-commerce apps primarily to get deals and offers exclusive to the app.¹

9:0 Wednesday, Sep	otember 4
DISNEY+	8:30 PM
Be the first to watch Mulan The wait is over. Stream Mulan Disney+ with Premier Access. T	exclusively on

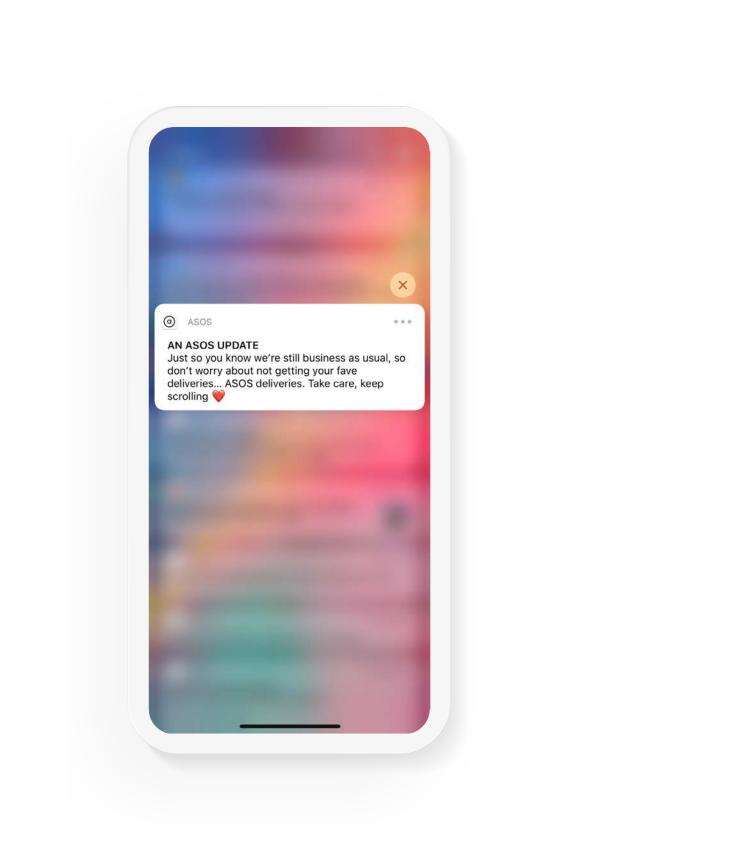




Have a Conversation

Speak directly to customers with contextual and personalized messages.

- Current Events
- Shipping Issues
- Common Concerns
- User Specific Tips

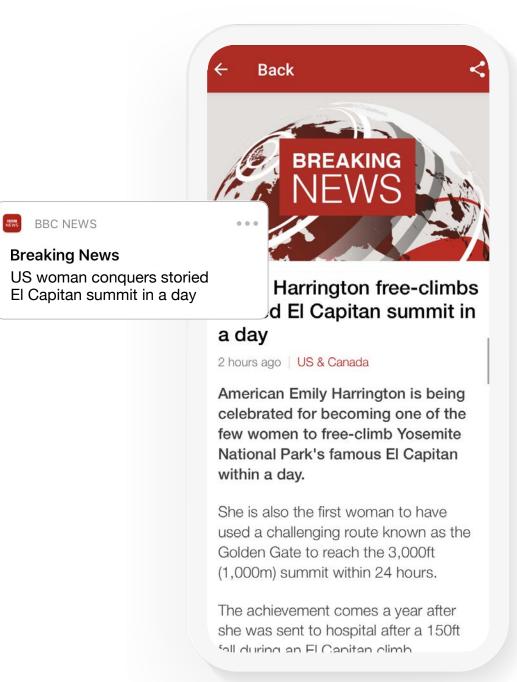




Message With Facts

Show your value to customers with timely, fact-based messaging.

- Breaking News ٠
- **Informational Content** •
- Weather Alerts •





Additional Resources





A D D I T I O N A L R E S O U R C E S

With these 50+ ideas, you're ready to take the next steps toward building incredible value, loyalty and engagement through your mobile app. Not only will a continuous optimization strategy help your app stand apart in the crowd, you'll create stronger and more valuable connections with your customers.

Want to learn more? Check out the following Airship resources:

Blog Posts:

20 Push Notification Strategies for Customer Retention Innovate Faster and Mitigate Risk with Apptimize's Free Feature Flags Solution

Webinars:

50+ Ideas to Optimize Your Mobile App Creating Extraordinary Customer Journeys with a Culture of Experimentation

Other Resources:

eBook: 9 Strategies to Build, Grow and Retain Your Audience with Airship Journeys Report: The Life-Changing Magic Of Simplifying Your Mobile App

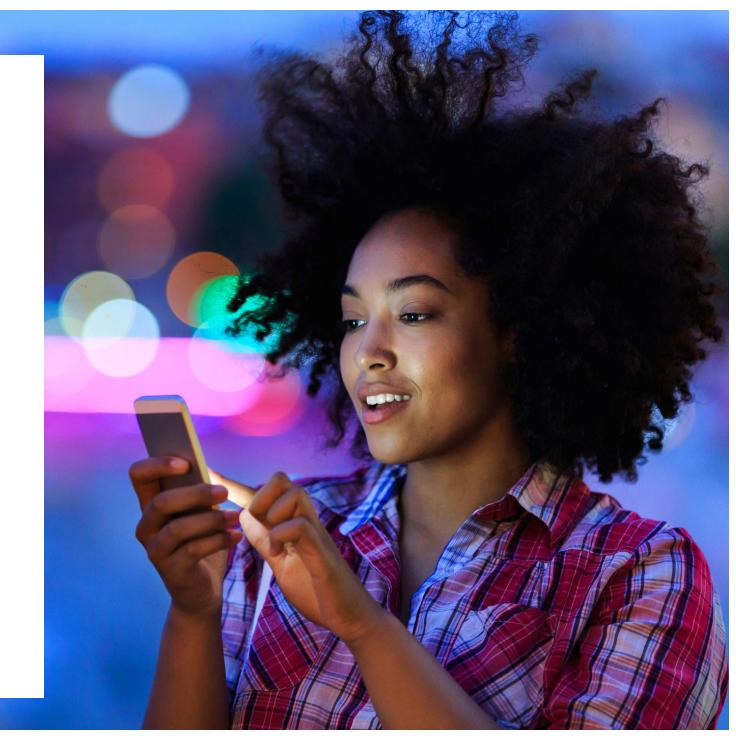


About Airship

Marketing and digital experience teams at thousands of the world's most admired companies rely on Airship's Customer Engagement Platform to create deeper connections with customers by delivering incredibly relevant, orchestrated messages on any channel.

Founded in 2009 as a pioneer in push notifications, Airship now gives brands the user-level data, engagement channels, Al orchestration and services they need to deliver push notifications, emails, SMS, in-app messages, mobile wallet cards and more to exactly the right person in exactly the right moment — building trust, boosting engagement, driving action and growing value.

For more information, visit airship.com, read our blog, and follow us on Twitter and LinkedIn.





We're Here to Help

Whether you want to build a culture of experimentation at your workplace or need help creating an A/B testing strategy, we want to help! Contact us or request a free demo.



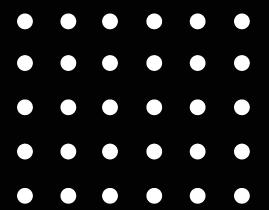




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