MOBILE APPS

NEED-TO-KNOW INFO



How people use apps <</p>

Reasons for downloading an app:

36 apps installed on his or her smartphone

The average app user has











smartphone usage minutes





Shopping apps



Email

(non-native)





18% of the UK's top 50% of the US's top 500 retailers 500 retailers, and over

EVOLVING

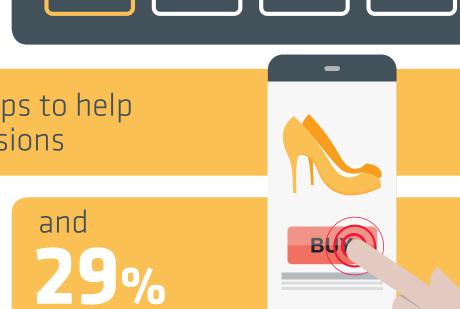




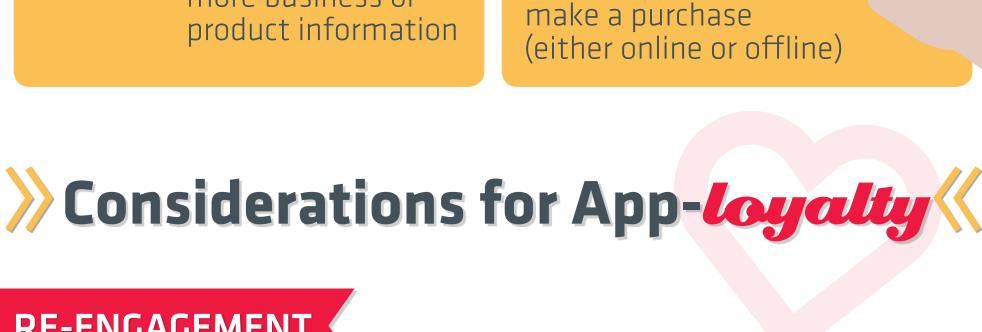
4 in 5 mobile users have used a retailer's mobile app







45% use apps to look for use apps to more business or product information



24%

content

would reuse an

exclusive or bonus

app if offered

using/uninstall apps because they lost interest

TRANSPARENCY

of app users stop

1/3

RE-ENGAGEMENT





of Millennials globally say that a poor

would use

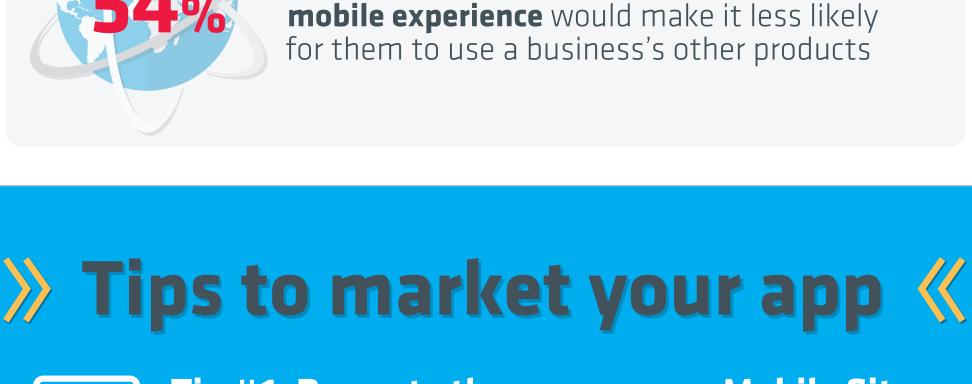
if offered a

discount

an app again



USER EXPERIENCE



Tip #1: Promote the app on your Mobile Site. Many brands, including Yelp, invite you to download their mobile app when you visit their mobile site.



Facebook and Twitter both offer app-install ads. Furthermore, create Twitter and Facebook update features within your app, so users can easily post comments on their social network about how great your app is.

Tip #2: Promote the app to current customers.

Touch points such as email, websites or billing statements can be

easily enabled for promotion, or use a script on your homepage to

Tip #4: Target loyal users with your apprelated ads. They usually take actions that lead to ROI, such as downloading a coupon, making in-app purchases, placing orders, registering for newsletters, using app repeatedly.

alert mobile browsers to the availability of your app.

Tip #3: Create buzz on Social Media.



information about your app is relevant and well structured. Usablenet helps leading companies in multiple industries to create mobile

Tip #5: Work on App Store Optimization.

your position within the app store, make sure that the

App Store Optimization is a new subset of SEO. To improving

sites and apps for their customers on smartphones, tablets and on kiosks.

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- 1. Google Mobile App Marketing Insights 2. Forrester - US Consumer Tecnographics Behavioral Study
- 3. Internet Retailing 4. UPS - Comscore 5. Internet Retailer Mobile 500

6. Global Consumer Trust Report 2015 by On Device Media 7. Localytics

8. Adage 9. Fiksu