

MOBILE APPS

NEED-TO-KNOW INFO



» How people use apps «

Reasons for downloading an app:

The average app user has **36 apps** installed on his or her smartphone



33% recommended by others

31% sounded interesting/fun

24% familiarity with company/brand

18% access exclusive discounts/rewards

Time spent on apps in the US:

smartphone usage minutes

14% Social media apps

9% Streaming video apps

6% Maps/Navigation, Games and Music apps

5% Shopping apps

4% Email (non-native)

3% Weather/News/Sports apps

» How app commerce is EVOLVING «

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

50% of the US's top 500 retailers

offer a transactional app

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

1 in 4 mobile users shop on a retailer's mobile app on a weekly basis

1 in 2 app users turn to apps to help make purchase decisions

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

and **29%** use apps to make a purchase (either online or offline)

» Considerations for App-loyalty «

RE-ENGAGEMENT

1/3 of app users stop using/uninstall apps because they **lost interest**

30% would use an app again if offered a **discount**

24% would reuse an app if offered exclusive or **bonus content**

TRANSPARENCY

2/3 of mobile media users worldwide consider transparency **very important**

... and say that it is important to know that a mobile app is **collecting or sharing their personal information**

USER EXPERIENCE

54% of Millennials globally say that a **poor mobile experience** would make it less likely for them to use a business's other products

» Tips to market your app «

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.

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 alert mobile browsers to the availability of your app.

Tip #3: Create buzz on Social Media. 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 #4: Target loyal users with your app-related 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.

Tip #5: Work on App Store Optimization. App Store Optimization is a new subset of SEO. To improving your position within the app store, make sure that the information about your app is relevant and well structured.

Usablenet helps leading companies in multiple industries to create mobile sites and apps for their customers on smartphones, tablets and on kiosks.

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Sources

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