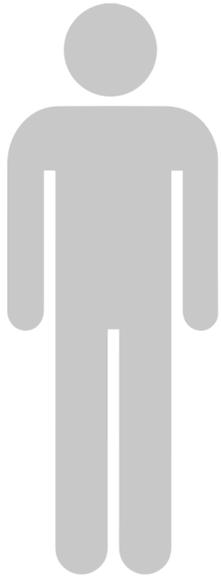


Honey, I Lost My App's Users:

WHY RE-ENGAGEMENT MATTERS

A deep dive into understanding why user re-engagement on mobile matters and how mobile marketers can make the most of various techniques of mobile re-engagement.

MOBILE USAGE TRENDS



ON AN AVERAGE, GLOBALLY, USERS SPEND:



112 MINS
PER DAY ON MOBILE INTERNET



4-5 HOURS
ON MOBILE PER DAY

AVERAGE SHARE OF TIME SPENT IN-APP VS MOBILE WEB PER DAY FOR US ADULTS



85.7%
IN-APP

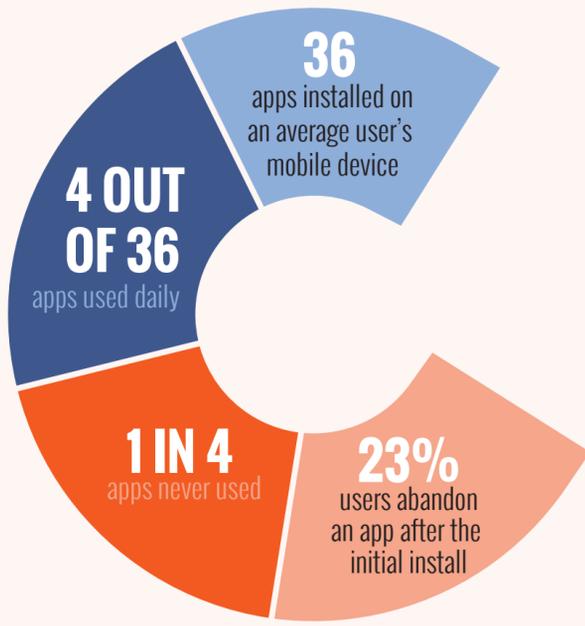


14.3%
MOBILE WEB

GLOBAL MOBILE APP REVENUES



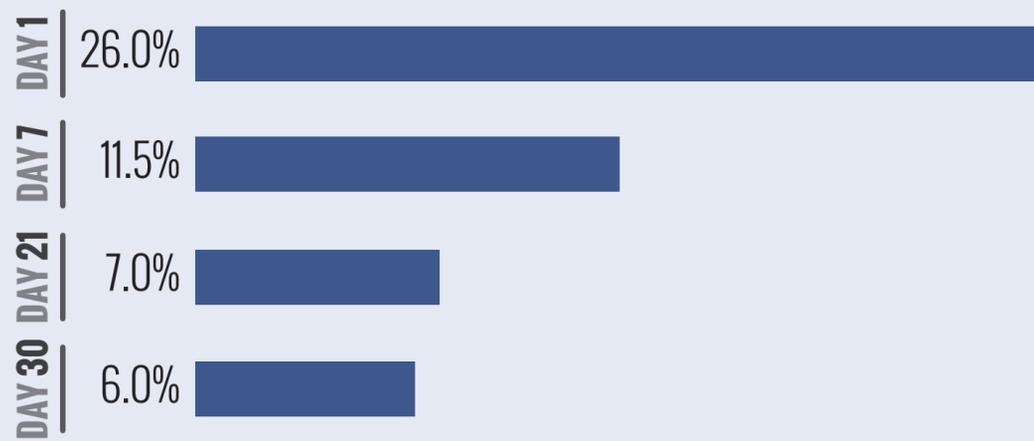
\$ 188.9B*
PROJECTED 2020



MOVING BEYOND THE INSTALL: LAUNCH, GROW, RETAIN

Installs don't necessarily reflect the success of an app nor does it guide user engagement, which is why app marketing efforts are becoming increasingly focused on engaging and retaining customers.

Average Retention Rates for Mobile App Installs Worldwide, iOS and Android



Source: Applift Analysis

RE-ENGAGEMENT TECHNIQUES

Re-engagement campaigns are designed to bring back users who have downloaded an app but aren't interacting with it over long periods of time.



DEEP LINKING

Deep Linking is a way by which app developers can link to specific pages within their app to take the user to a specific profile page or a product listing, similar to the way hyperlinks work in a web scenario.



PUSH NOTIFICATIONS

Push notifications pop up on a user's screen to notify them about new offers, events, or messages when the user has not actively engaged with the app for a set period of time.



RETARGETING

Ads are served to specific users who have previously visited or interacted with the app, but who haven't yet completed a specific action (for example: completing a purchase, or signing up for an account).



EMAIL

Allows precise targeting and better engagement to bring back inactive subscribers.

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