

SPRING 2016 MOBILE CUSTOMER RETENTION REPORT

An Analysis of Retention by Day

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INTRODUCTION

This report shows the average retention by day statistics—also known as Day N, or classic retention numbers— for mobile apps in general, as well as across mobile operating system, and app vertical. Using this metric, brands can determine how many new users return on a particular day following their first session. For instance, if 100 customers first use your app on a certain day and 30 of those original 100 return seven days later, that translates to a 30% Day 7 retention rate; similarly, if 20 of the original customers return 30 days later, that's a 20% Day 30 retention rate. (Keep in mind that some, all, or none of the 30 people who used the app on Day 7 may be among the 20 people who used the app on Day 30.)

By itself, Day N retention can help identify critical dropoffs in activity by day of week or days after first app use, allowing you to identify behaviors and critical windows of time to engage and retain your users. Used in conjunction with other retention metrics, such as a three-month return retention, Day N retention can also provide insight into when customers are most likely to return.

Understanding your app's retention rate and how it stacks up to the benchmark rates seen in your vertical and across the larger mobile ecosystem is an essential part of optimizing your customer engagement and retention strategy. After all, it's hard to get where you have to go if you don't know where you currently are or where you need to be.

METHODOLOGY

Appboy is a global leader in marketing automation and CRM with a portfolio of thousands of apps and billions of user profiles. This retention study looks at over 300 apps with MAU over 5,000 and analyzed more than 300 million user profiles that first used an app in November and December 2015 across more than 1 billion sessions from November 2015 through March 2016.

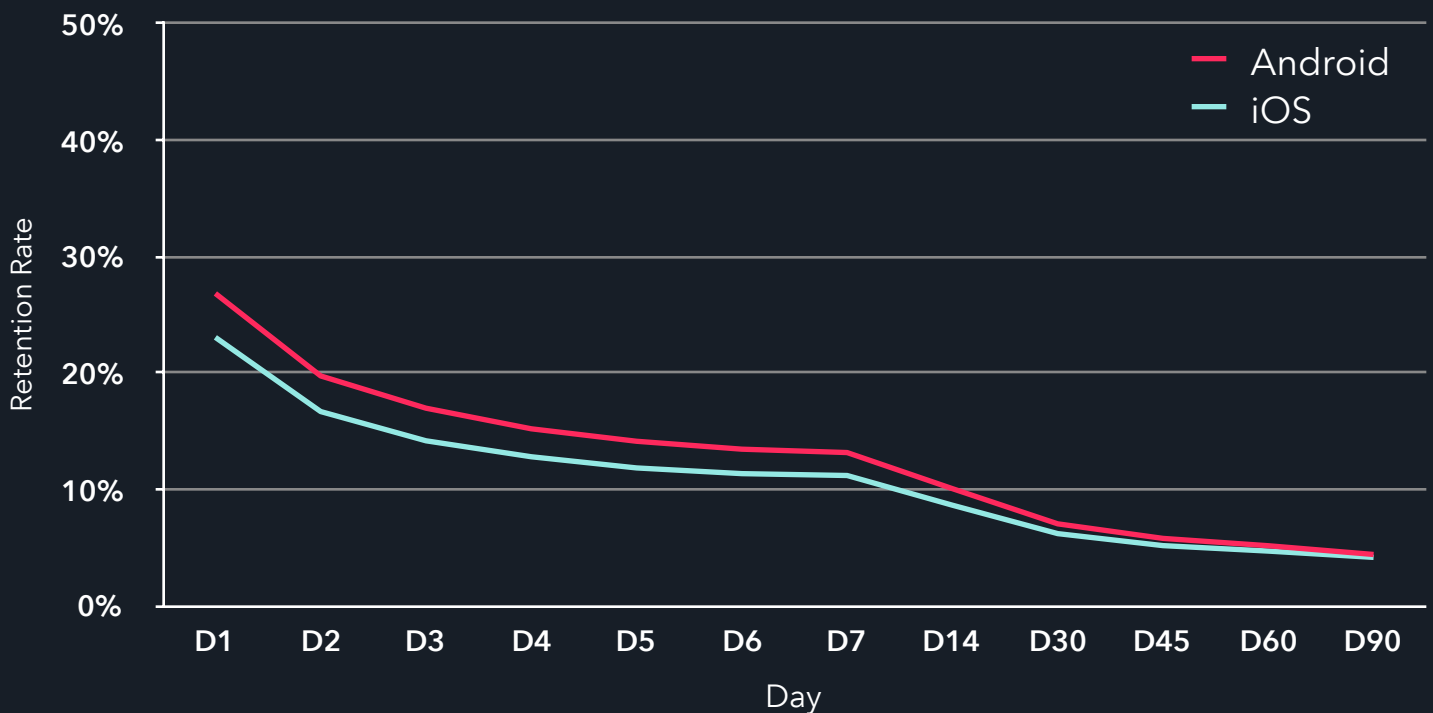
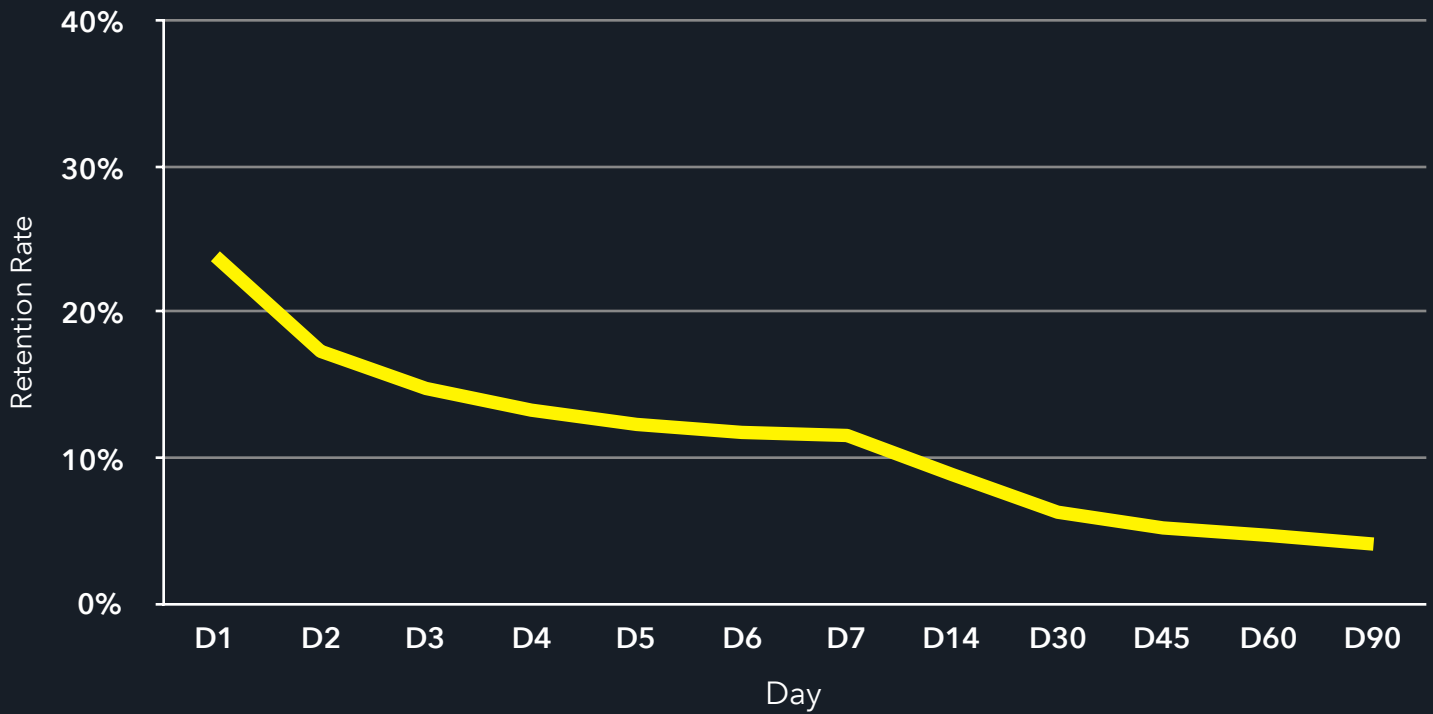
For the purposes of this research, a day is defined as a 24-hour interval of time after the time a user first uses an app and is calculated for each day independent of what has happened on other days. For example, if a user first uses an app at 1:00 PM on January 1, logs into the app at 12:30 PM and 1:30 PM on January 3, the 12:30 PM activity is considered to be on Day 2 and the 1:30PM activity is on Day 3. Accordingly, this user would appear in both the Day 2 and Day 3 retention numbers.

DAY N RETENTION

% of users who use the app N days after first use

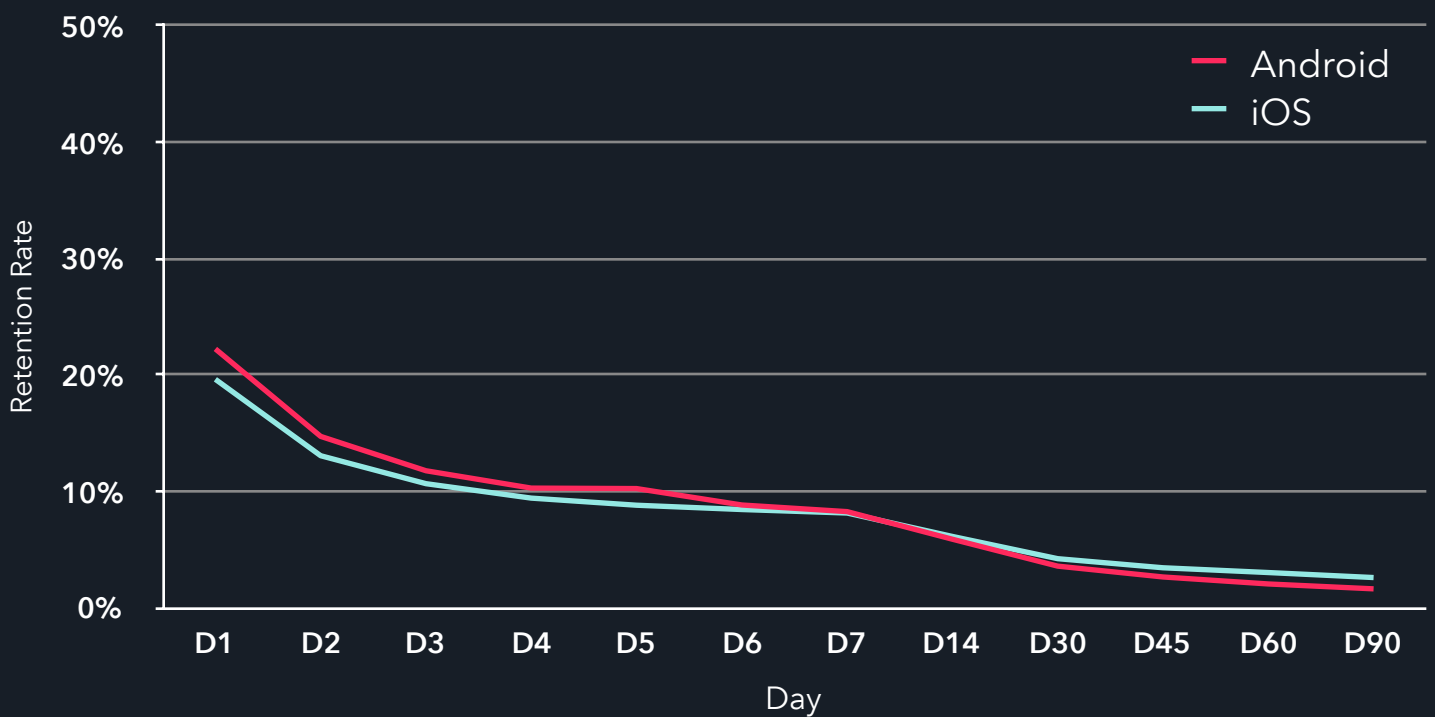
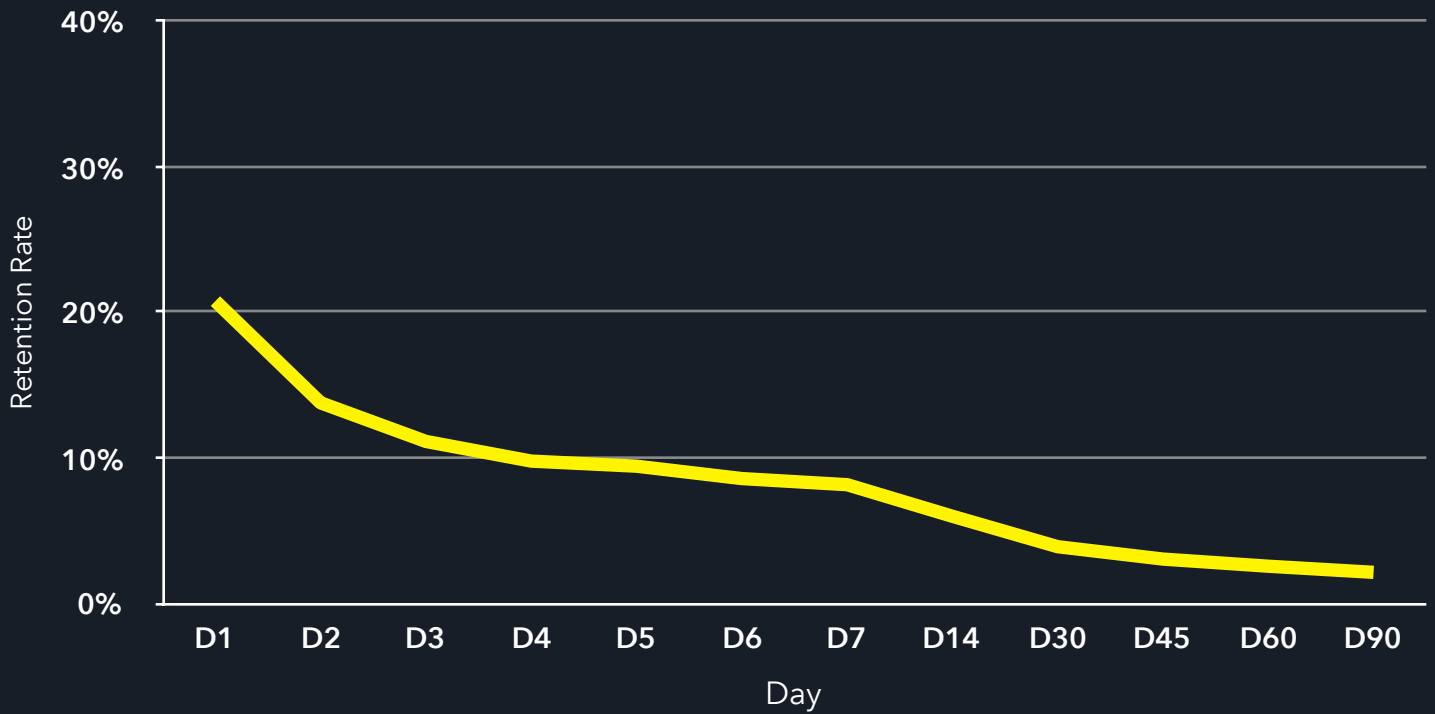


Fewer than 25% of users will return to an app one day after first using it. Retention drops to 11% by the end of the week. Android fares slightly better than iOS initially, but both platforms converge over time.



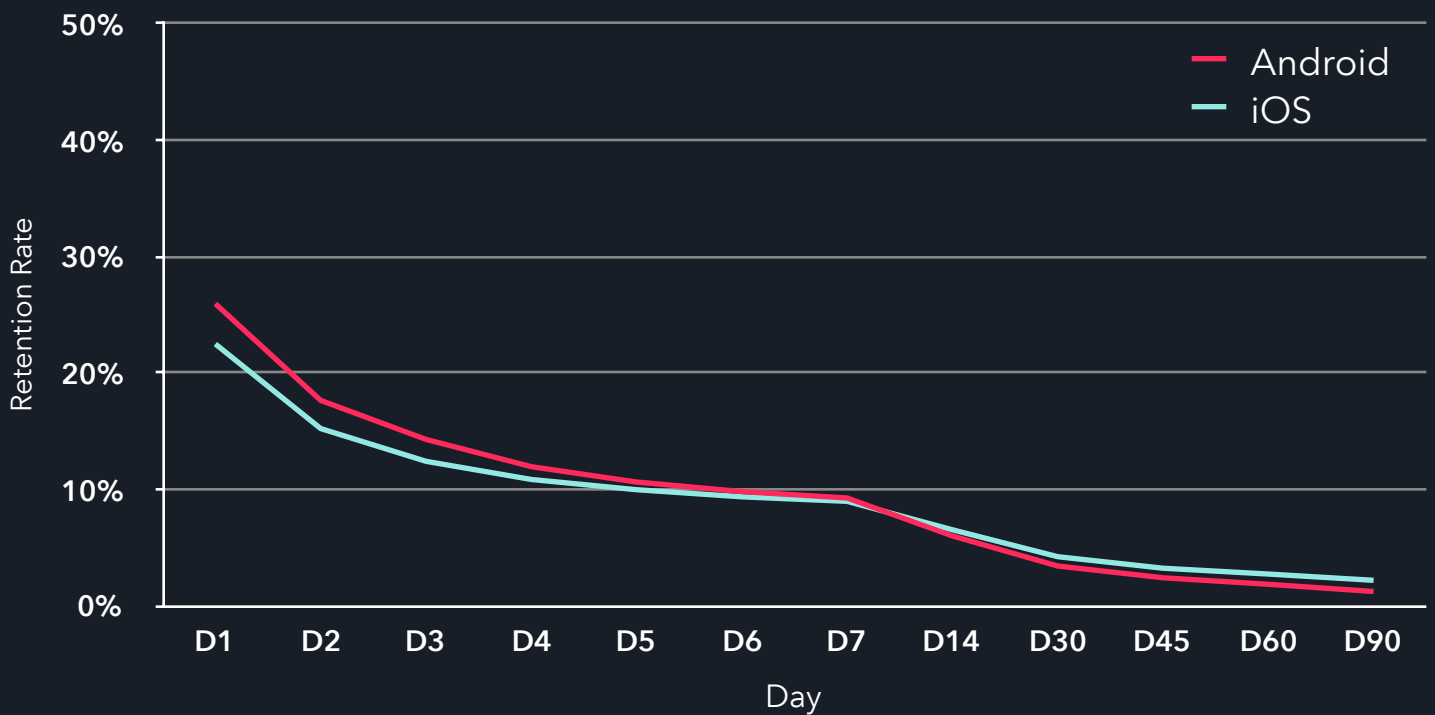
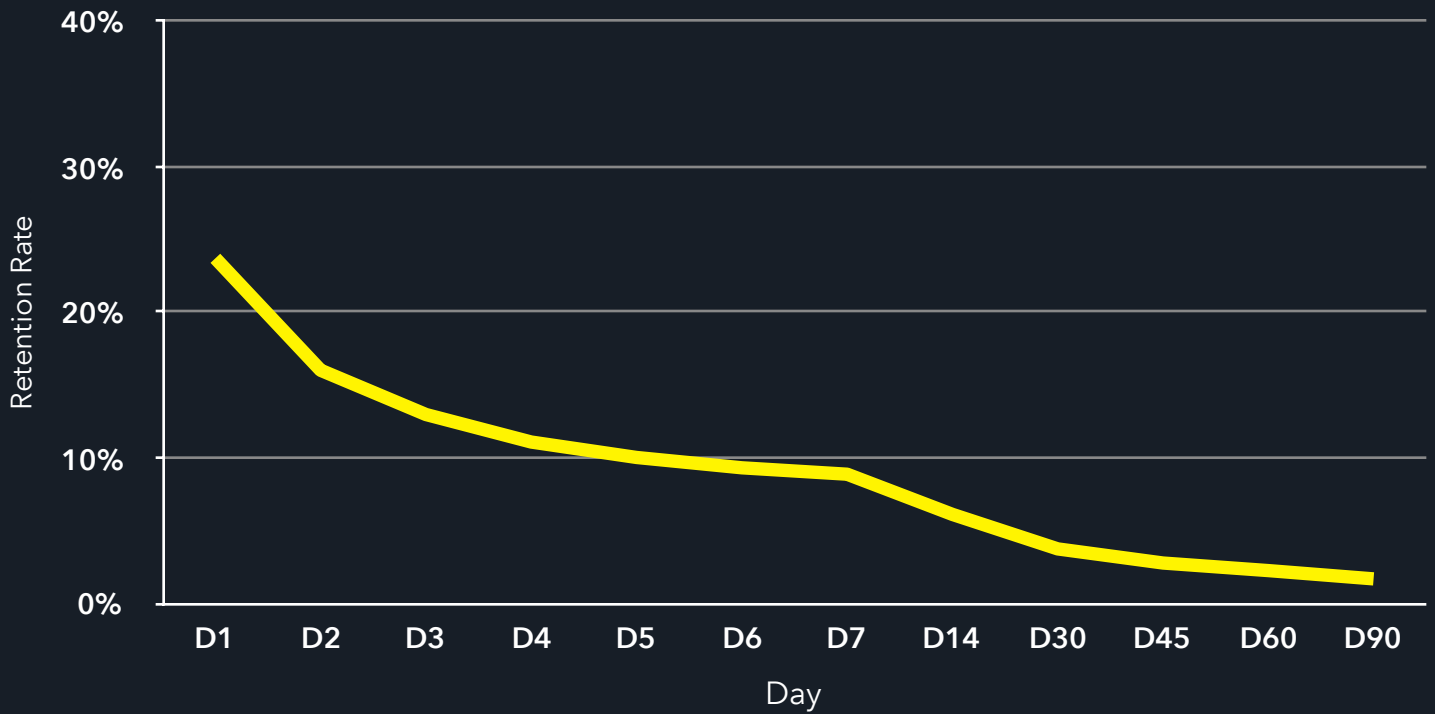
DAY N RETENTION: B2B + FINANCE

% of users who use the app N days after first use



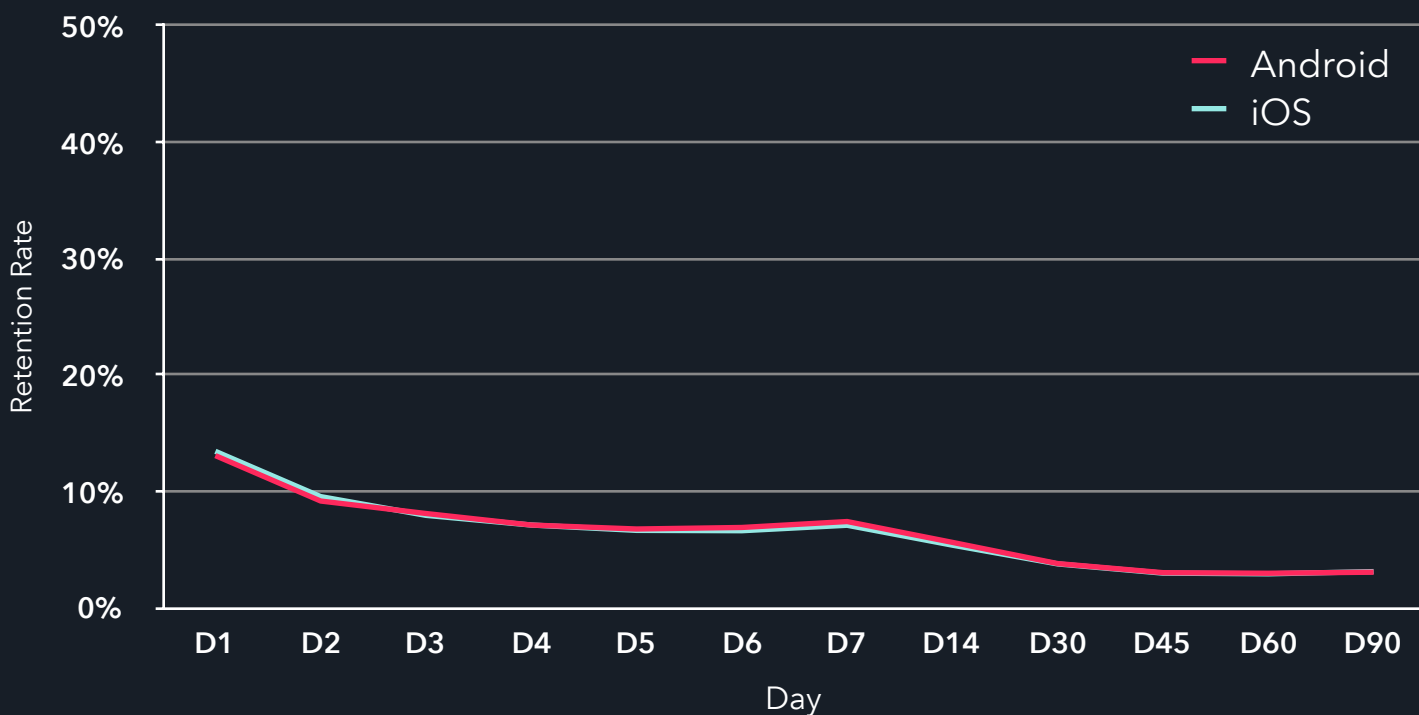
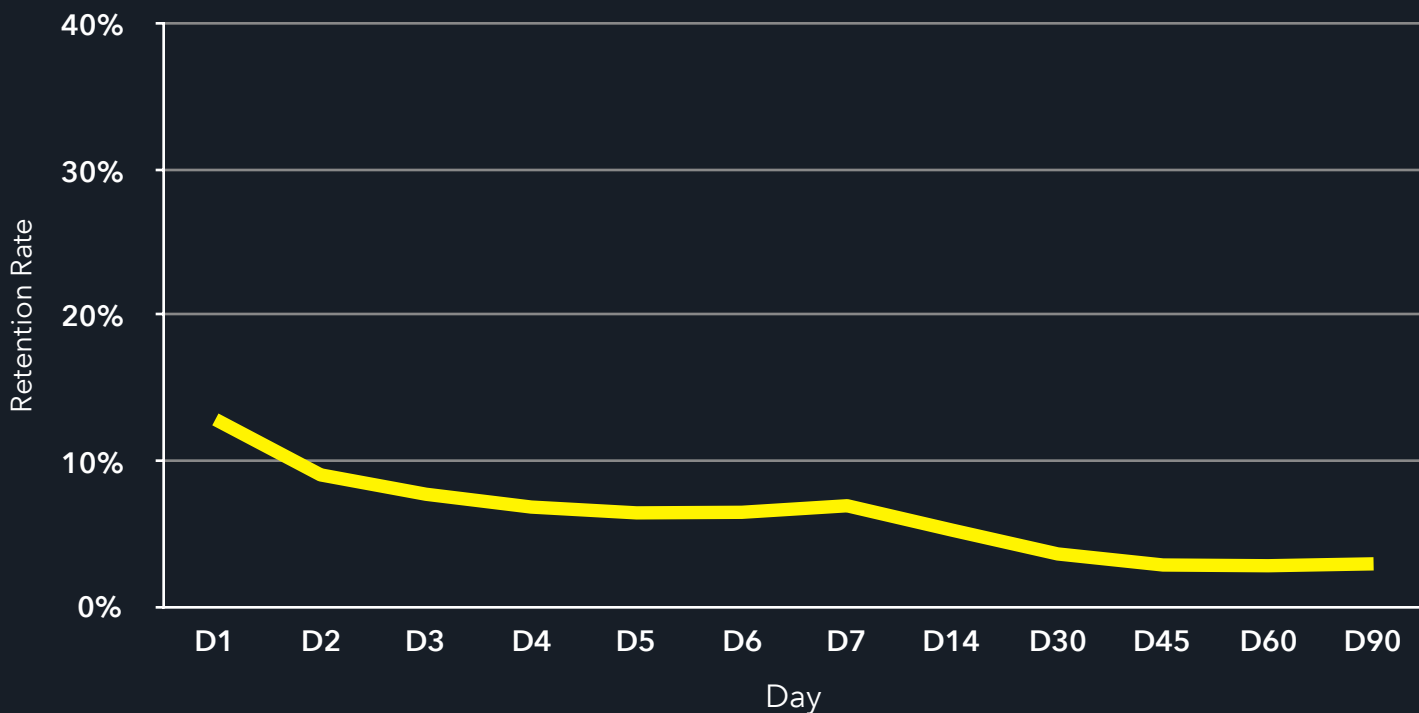
DAY N RETENTION: EDUCATION

% of users who use the app N days after first use



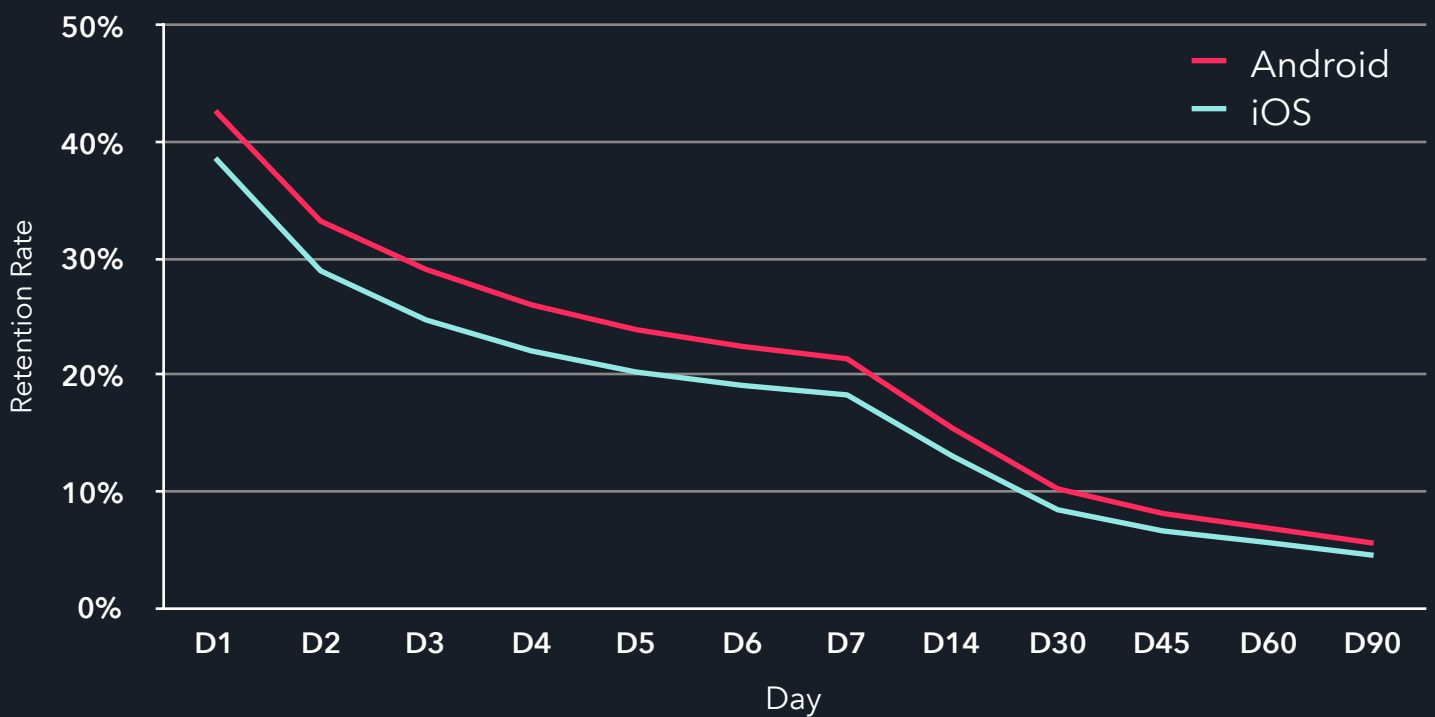
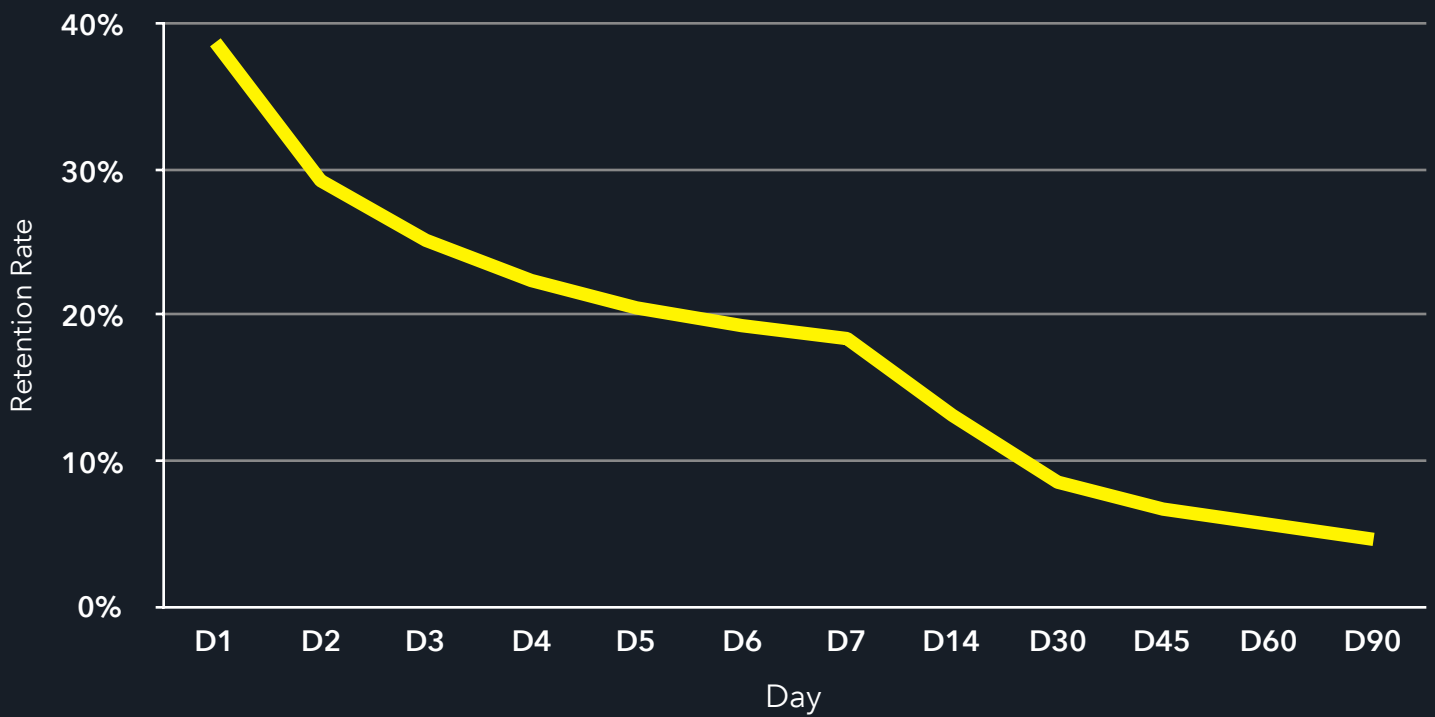
DAY N RETENTION: FOOD + BEVERAGE

% of users who use the app N days after first use



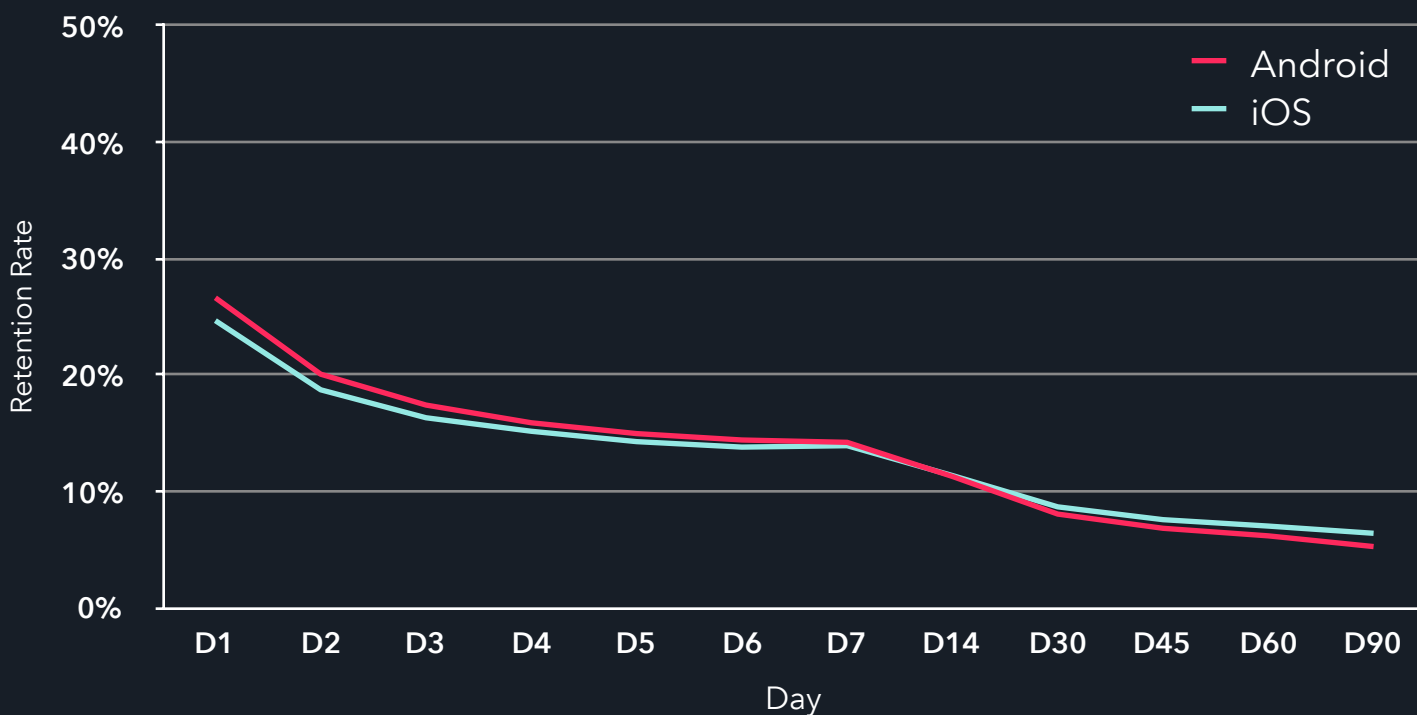
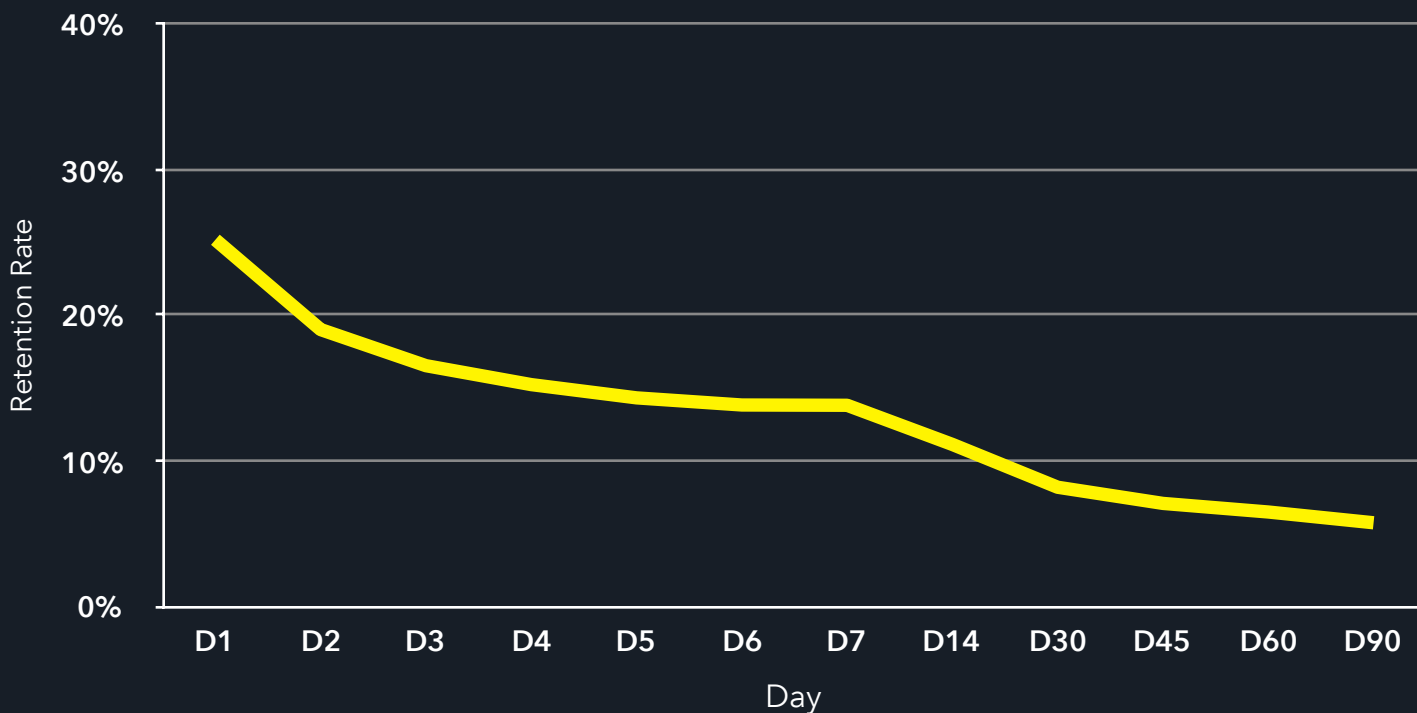
DAY N RETENTION: GAMING

% of users who use the app N days after first use



DAY N RETENTION: MEDIA + ENTERTAINMENT

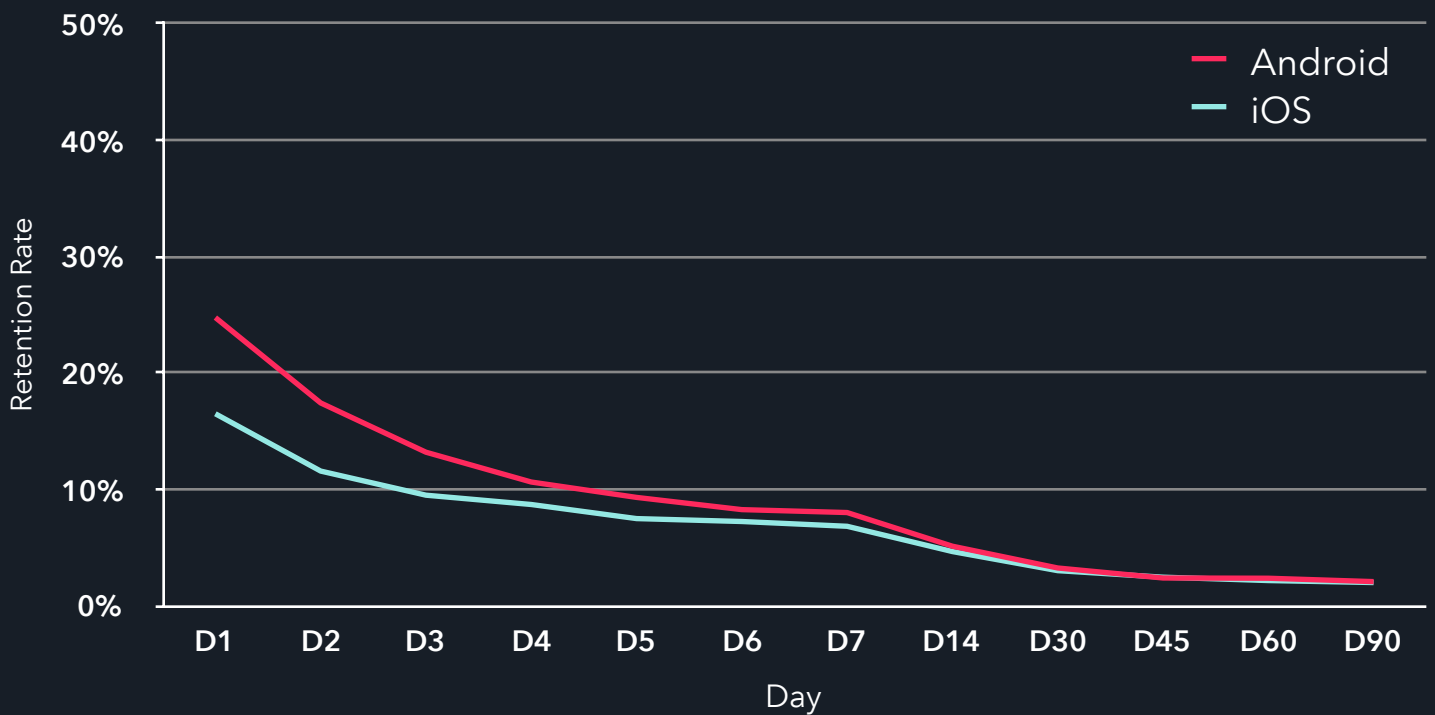
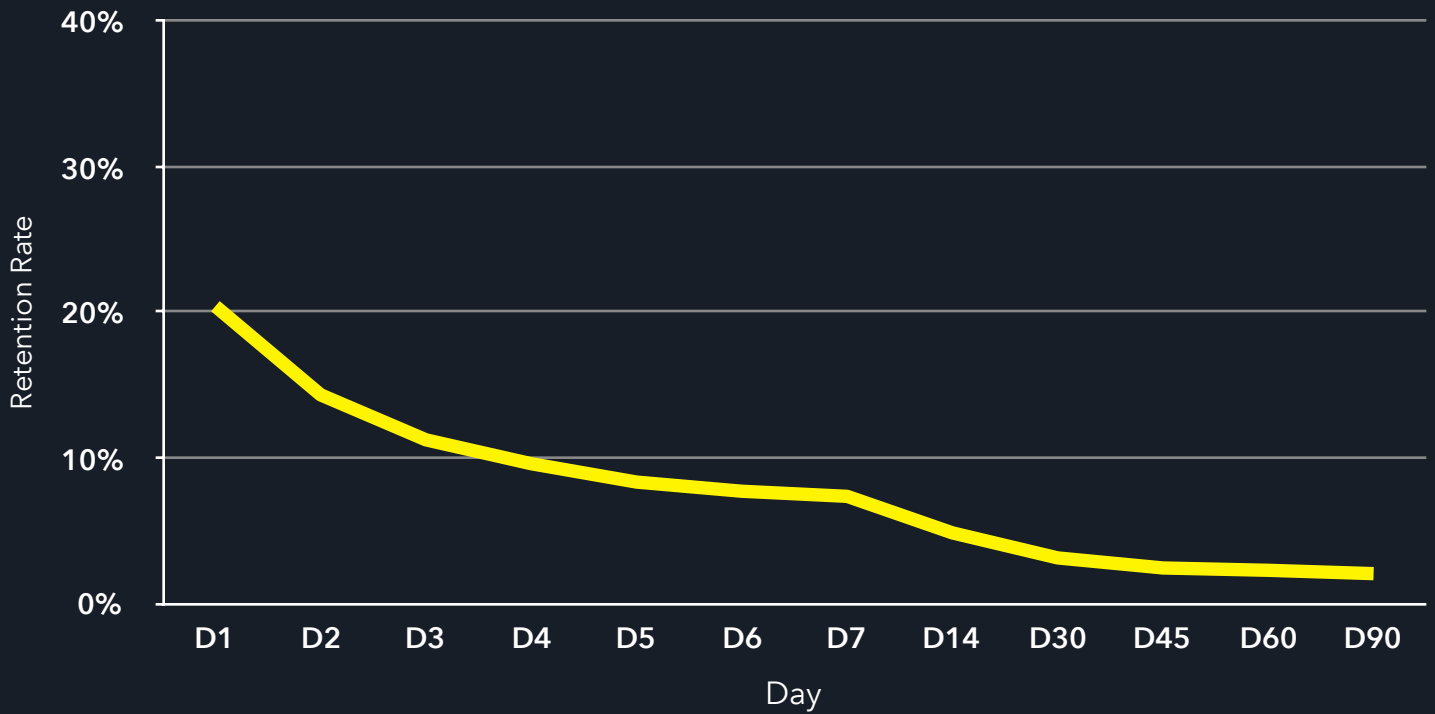
% of users who use the app N days after first use



DAY N RETENTION: MEDICAL + HEALTH + FITNESS

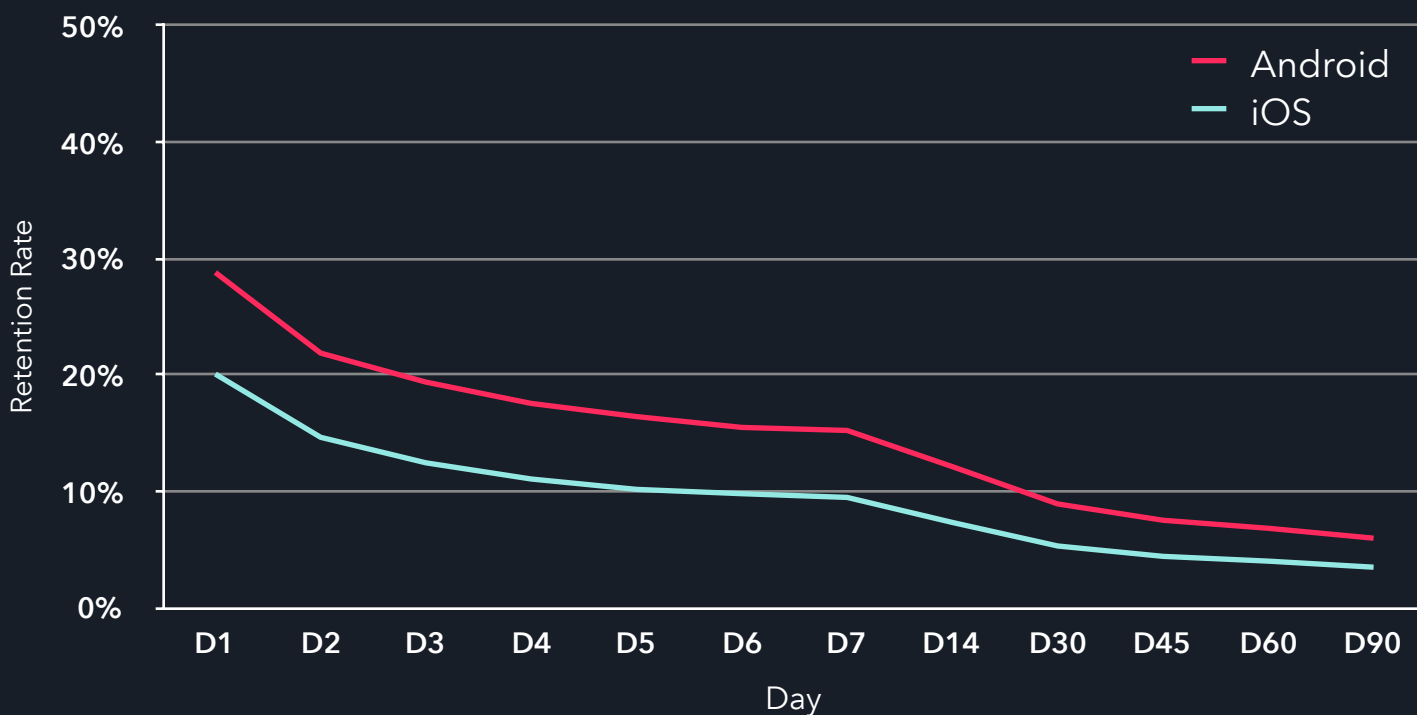
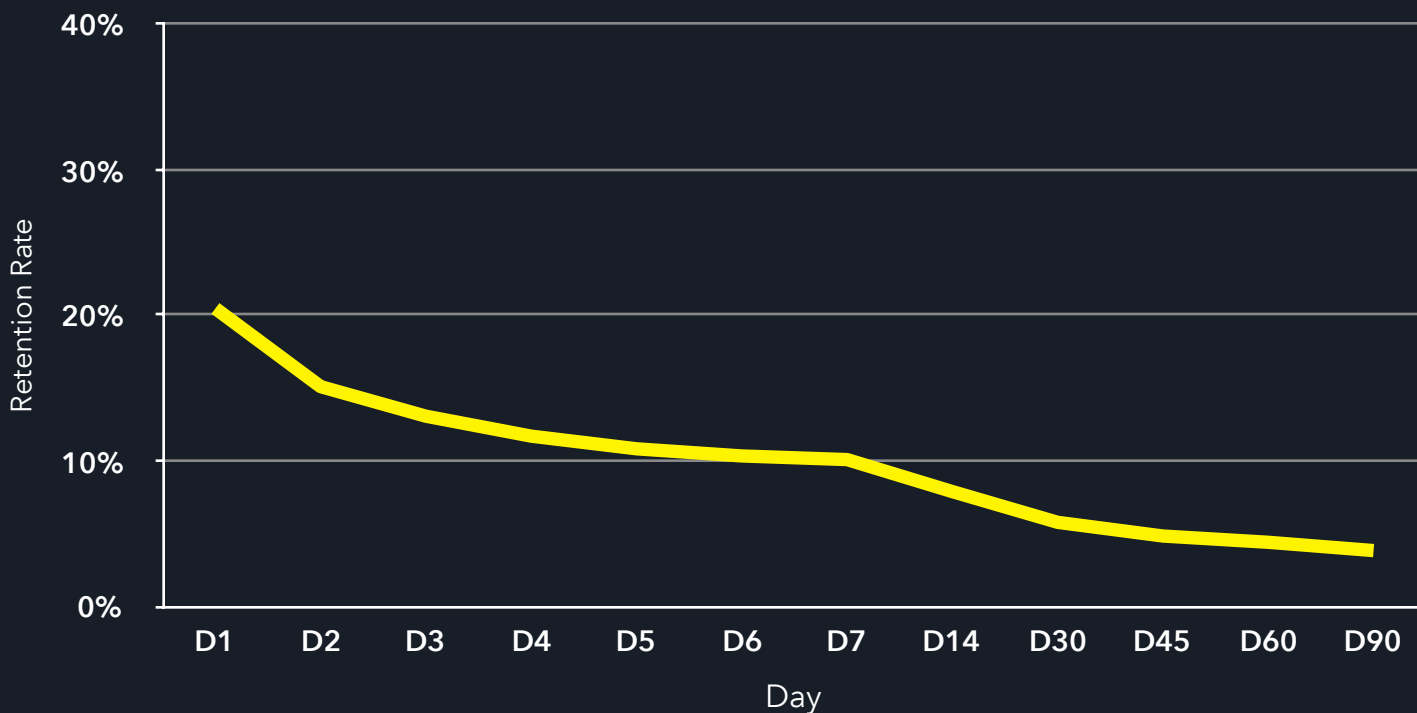


% of users who use the app N days after first use



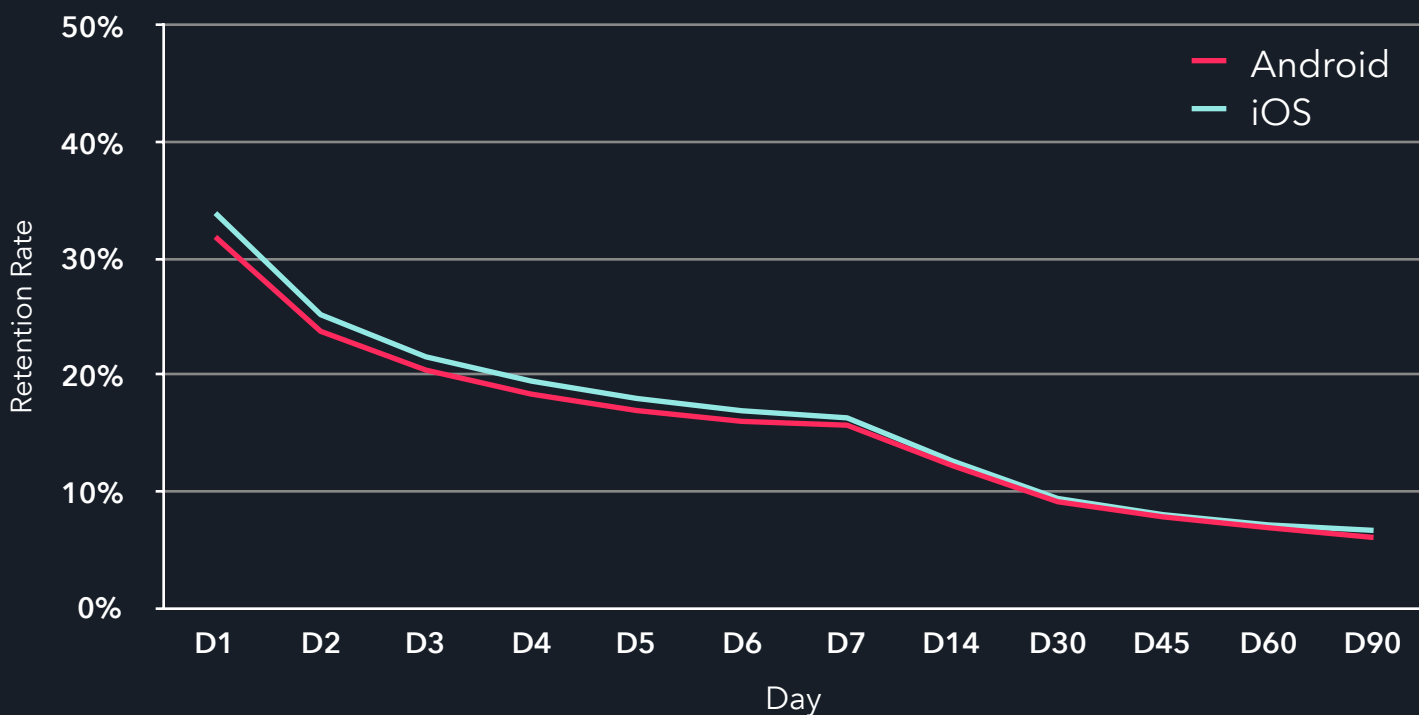
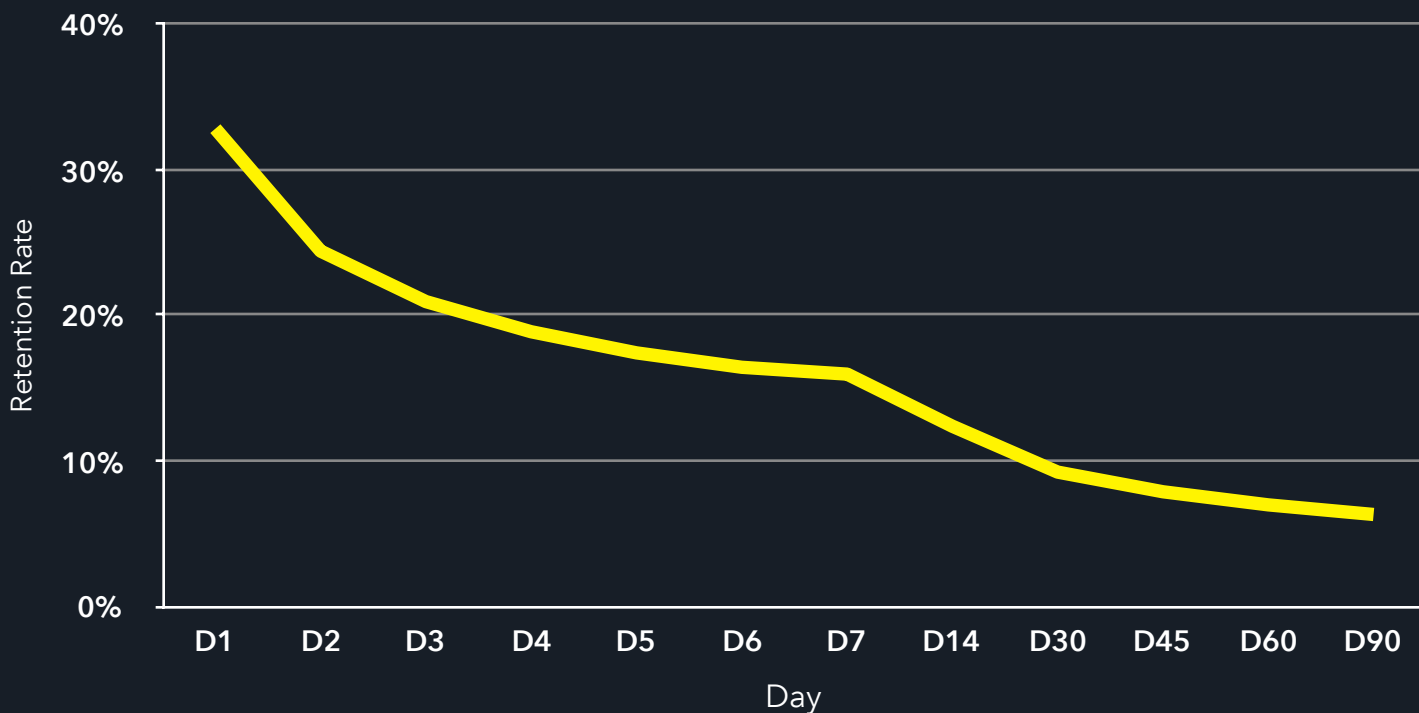
DAY N RETENTION: RETAIL + COMMERCE

% of users who use the app N days after first use



DAY N RETENTION: SOCIAL + MESSAGING

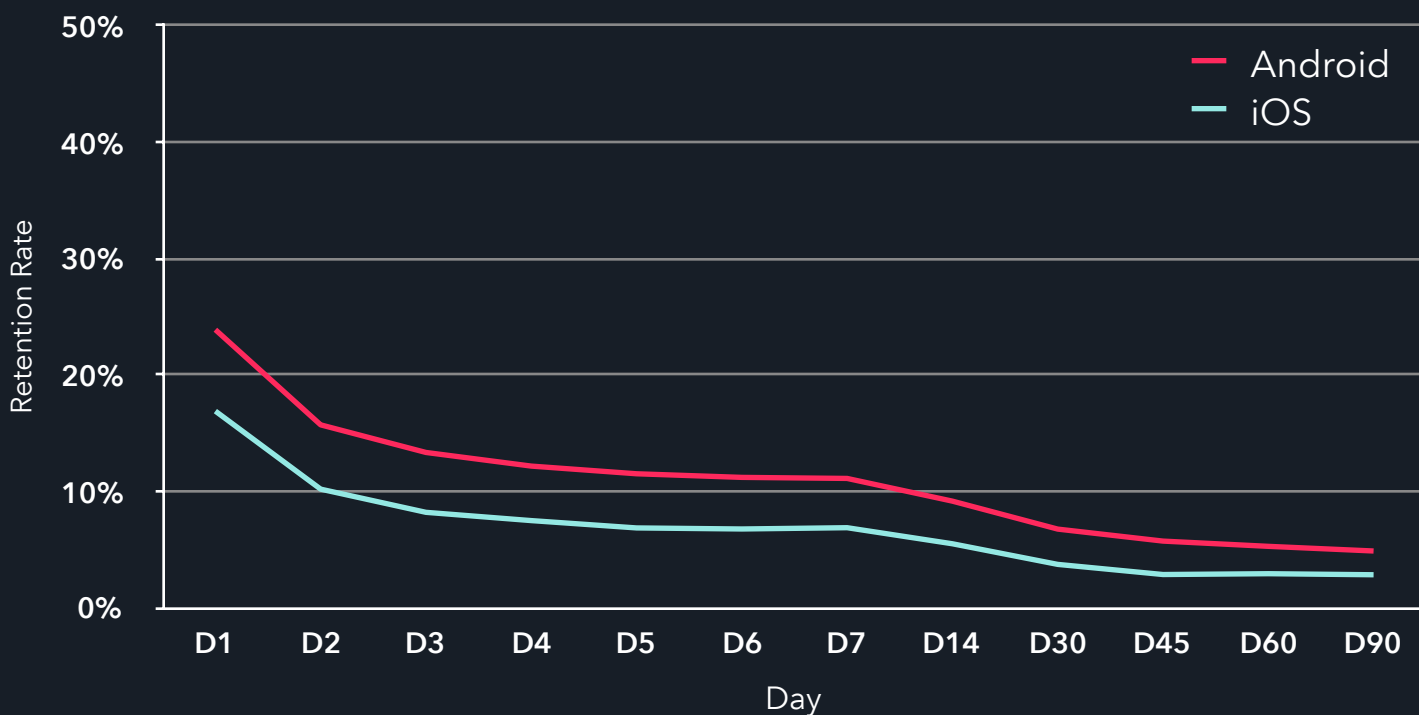
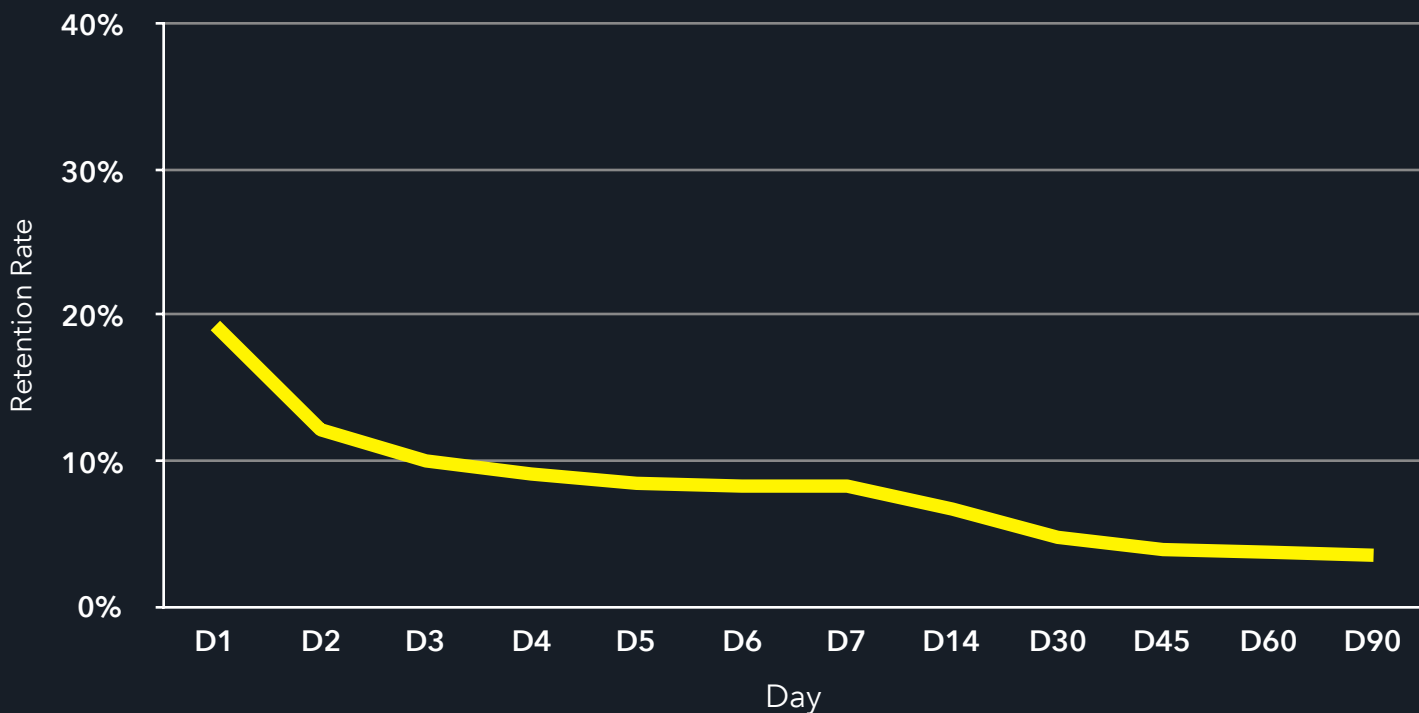
% of users who use the app N days after first use



DAY N RETENTION: TRAVEL + TRANSPORTATION



% of users who use the app N days after first use



DAY N RETENTION: UTILITY

% of users who use the app N days after first use

