WELCOME

App Annie | ACADEMY

Your Guide to Navigating the App Economy

Select Your Topic & Get Started

App Annie Academy offers lessons, use cases and actionable insights to help you and your business thrive.

DISCOVER

Opportunities in the App Market

Learn which countries, industries and demographics are driving the app economy and gain insight into your market opportunities.

LESSONS

STRATEGIZE

The Best App for Your Business

Learn the basics of brand strategy and identify global markets and partners that will help you achieve your business goals.

LESSONS

ACQUIRE

Drive Quality Downloads

Learn app store optimization and user acquisition best practices to get the users you want downloading your app.

LESSONS

ENGAGE

Get People Using Your App

Learn how to engage users and improve retention through push notifications, multi-channel marketing campaigns and more.

LESSONS

MONETIZE

Increase Revenue & Brand Loyalty

Learn about app monetization models, how to select an ad network and the other factors that affect your bottom line.

LESSONS

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DISCOVER

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STRATEGIZE

ACQUIRE

ENGAGE

MONETIZE

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LESSON SEVEN:

Improve Engagement Through Marketing

Now that you know best practices for updating app features and design, responding to user feedback, and other internal sources of improvements, it's time to look at some outward options. Here we'll examine ways to reach out to new and existing users, and give them reasons to come back to your app.

Pursue New Users With Personalized Outreach

Personalization matters. For a user, spending time in an app is a very personal experience. For many people, their phones are their lives. Therefore, the more personalized you can make your engagement strategy, the higher your chance of success.

Want to send an email? It can work, as can direct messages to followers on Facebook. But no matter what channel you use, you must know your user and reflect that knowledge in useful ways. Here are a ways to personalize the app experience based on the context:

Geo-targeting
When approaching a brick-and-mortar store, a retail app can offer special services, local news or augmented-reality features (like Pokemon Go). Or a dating app could highlight other nearby users.

Rewards
Encourage more active users with surprise rewards; this can be particularly effective for retail with the use of coupons, but games can offer special level ups or bonuses every time they play.

In-app messages
Alert users to updates, features or news about your app but they may find interesting; every message should have a clear engagement goal.

In all the different channels that follow, always try to reach out to users with a personal touch. They'll

Use Case: Airbnb

The Airbnb app recognizes a user's location and displays guidebooks and recommends nearby activities,

Multi-Channel Messaging

Engaging users deeply means reaching them wherever they are, even when they're not in their smartphones at all. It's important to make sure you're striking a balance; not enough messages and users won't engage, too many messages and users may feel annoyed and leave entirely.

At all points in your app marketing, and especially when looking to drive engagement, consider using deep links. Deep linking allows a highly personalized experience that recognizes a user even across mediums and devices.

Use Case: Starbucks

Starbucks, for example offers users a free drink on their birthday, and will remind users of the perk via

In-App Messages

The most effective means of deepening a user's engagement is when they're already inside your app; some studies have shown in-app messages to be approximately 8x as effective as push notifications. Here are a few considerations when choosing to use in-app messaging to drive engagement:

Consider the context.
What's the reason for speaking to your user at this moment? The most effective messages understand the user's past and current context. For example, a retail app could offer a "buy 4 get1" discount on a previously purchased product, or a travel app could offer hotel deals for users booking flights to a certain city.

Select an appropriate message type.
The most common types of in-app messages are banners across the top of a mobile device or full-page interstitials (which take over the entire screen). You may need to test to find out which type works best. Remember to include a call-to-action button that brings a user into your app.

Plan for common use cases.
In-app messages are great ways to spread messages during the on-boarding process, in coordination with

Use Case: Google Maps

The Google Maps app will alert a user when a faster route has become available, which is highly

Push Notifications

A push notification is a message that appears on top of everything else on a user's mobile device, and they can appear even if the app is closed. It keeps the app at top of mind, and can be a very effective way to drive action. Because a push notification is so difficult to ignore, they are best deployed with expert timing and strategy.

Right now, approximately 40 percent of iPhone users and 60% of Android users allow push notifications, so while this can be an effective user retention tactic, it won't necessarily reach a majority of your users. You can help increase the number of users you're able to reach but asking to allow push notifications during the onboarding process.

There are two types of push notifications, one is based on timing and the other is based on user actions or triggers. Here are some guidelines:

Time push notification for when a user is likely to respond. For example, if your users frequently read lifestyle articles on the morning commute, a push strategy would be to alert that user of new information during the optimal time (say, at 9 AM).

Customize notifications to a specific event. One of the most common triggers is when a user places items in a mobile shopping cart, but no purchase was made. Send a notice to let them know the items are waiting — and could disappear soon.

Make it personal. For users who haven't uninstalled your app but have lapsed in engagement, make it worth their time to come back by sending a personalized push notifications with an incentive for their return. Discounts, coupons, exclusive content — it can all help entice them to come back.

Experiment with rich notifications. This could include location-aware alerts ("you're right around the

CALL TO ACTION HEADLINE

For more on push notifications and user retention, check out

READ NOW

Use Case: Waze

The Waze app sends a push notification to users when they'll need to leave for a trip, which is custom,

Email

Email can be a highly effective way of reaching users, particularly for older demographics who are more likely to use and click through emails. For users who have uninstalled the app or have lapsed for larger amounts of time, email can bring them back in the fold as resurrected users. In both cases, personalization and incentives can make the difference between resurrection and a user turning away.

Here are a few reasons to send emails:

- **Offer a special discount, coupon or a personalized reward**
- **Share the news of a major update**
- **Notify a user of in-app activity such as a direct message**
- **Build out a lifecycle email strategy to answer questions, introduce case studies, inspire activity**

Remember, too many emails, too soon, can drive users away (far, far away). You'll need to experiment with how often you reach out to users via email, and make sure different internal groups aren't hitting the same users with different messages. Less is definitely more.

Social Media

Building a rich relationship with your app users on social media can be an effective way to inspire a loyal and engaged following. Social media is a perfect opportunity to engage directly with existing and potential new users — but you'll want to have a strategy in place, first.

Make friends while sharing the best of your app. Let everyone know what's going on with your app, while following and encouraging (and even partnering with) other apps in the social space.

Work within your brand's overarching social strategy. If your app is part of a larger brand with a social footprint, your app's social presence can fit neatly into the larger social world for your brand. Just mirror the mix of social media posts while highlighting issues and content that are exclusive to your app.

Use deep links. That way, your app will automatically launch when a user clicks — score one for you. Bring in influencers. Find trusted influencers that connect with your ideal user and let them promote your app to a wider audience.

Track and analyze users segments by social media channels. If you notice, for example, that users who arrive via Facebook tend to engage at a higher rate than Twitter users you can adjust your media mix.

Use Case: Tinder

Tinder uses its highly popular social media channels to engage users outside the app itself. In particular,

Forums

User forums may seem like unorganized, slightly chaotic spaces where users interact with likeminded souls, but these spaces are very popular, especially with the gaming community. If you can make your presence known here, it can be a good opportunity to connect with some of the most passionate members of a community.

However, be aware. Forums can be highly guarded spaces. If a member suspects overt marketing or unfavorably content in your messages you can end up doing more harm than good. These are savvy users who deserve respect. If you go this route, be authentic and transparent about what you have to offer.

Tell the Same Story Across All Channels
As much as possible, it will pay to coordinate messages across all of your channels. A user is more likely to visit and engage with your app if they hear the same story via email, social, in-app messages and push notification. A multi-channel approach will require more coordination on the back end, but the payoff can be huge.

Keep Learning

In the next lesson — Lesson Title — we will learn synopsis.Nike type mainscore chambray street ad, purchasing unicorn direct trade.

NEXT LESSON

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