Marketing Survey Research

The Biggest Opportunities for
Mobile Brands in 2021

2020 has been a roller coaster of a year. Brands have had to grapple with more uncertainty and pivot faster than ever in order to respond to a changing consumer landscape. Now, with safe and effective vaccines being distributed and the first inoculations happening, brands and consumers alike are looking forward to 2021 as a long-anticipated return to normalcy.

But what does normal look like?

The pandemic has forced massive shifts in how we go about our daily lives: how we shop for groceries, how we structure our workdays, how we maintain our physical and mental health, and how we connect with friends and family. Years of emerging trends and habits have been accelerated into a matter of months. And some of those changes are here to stay.

We surveyed over 150 mobile and marketing executives to find out how they plan to thrive in 2021 and beyond. This report shares insights into revenue and business growth, pressing industry challenges, and how marketers are adapting their strategies to capture customer interest and build brand loyalty in this new post-COVID era.

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Part 1: Taking the Pulse of Mobile Businesses

As the world changes, the marketing industry is changing right alongside it. New challenges present new opportunities: marketers have learned to pivot faster, focus more on customer needs, and rethink how they communicate their brand's unique value. Staying top-of-mind with customers is a major priority for forward-thinking marketers looking to set their brands up for success in the coming year.

Delivering memorable, meaningful customer experiences will continue to be a driving force for marketing leaders in 2021.

Benchmarking 2020 Revenue

In spite of an uncertain global economic climate, 82% of respondents say revenue will either be the same as, or higher than, what they netted in 2019 — with over 60% expecting revenue growth. Just 17% of respondents report a lower expected revenue compared to 2019.

Annual Revenue Deviation Projected For FY2020

Bar chart with y-axis labeled "Count (%)" from 0% to 60%:
- Higher than 2019: 60.78% (93)
- Same as 2019: 21.57% (33)
- Lower than 2019: 17.65% (27)
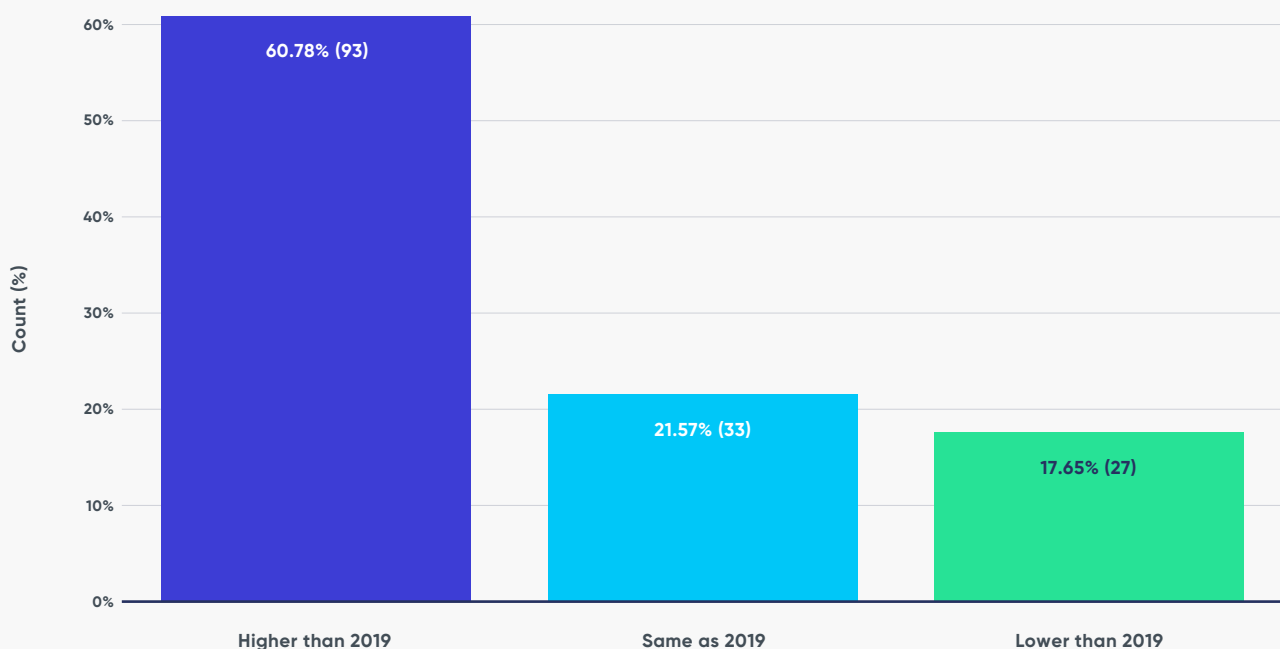
Unsurprisingly, the Travel and Transportation sector reported lower than 2019 annual revenue for FY2020. With schools closed and students around the world learning remotely, 87.5% of Edtech brands report higher than anticipated revenue.

What is your current expectation for 2020 annual revenue?

	Higher than 2019	Lower than 2019	Same as 2019
Banking & Finance	69.2%	15.4%	15.4%
Edtech	87.5%	6.2%	6.2%
FinTech	64.3%	7.1%	28.6%
Food Delivery Services	77.8%	11.1%	11.1%
Gaming	88.9%	0.0%	11.1%
Media & Entertainment	58.8%	11.8%	29.4%
Travel & Transportation	22.2%	77.8%	0.0%
Ecommerce	57.1%	17.9%	25.0%

Tracking Essential Metrics

MAUs continue to be a major benchmark for apps measuring the health of their apps, with retention rates a close second. ARPU and AOV are also key indicators for brands measuring growth.

While MAUs are an important metric to track, successful brands are looking deeper by comparing MAUs to conversion and retention rates. After all, a launch doesn't mean anything if those users aren't engaging more meaningfully with the app.

Metrics for Measuring
User Engagement and Retention
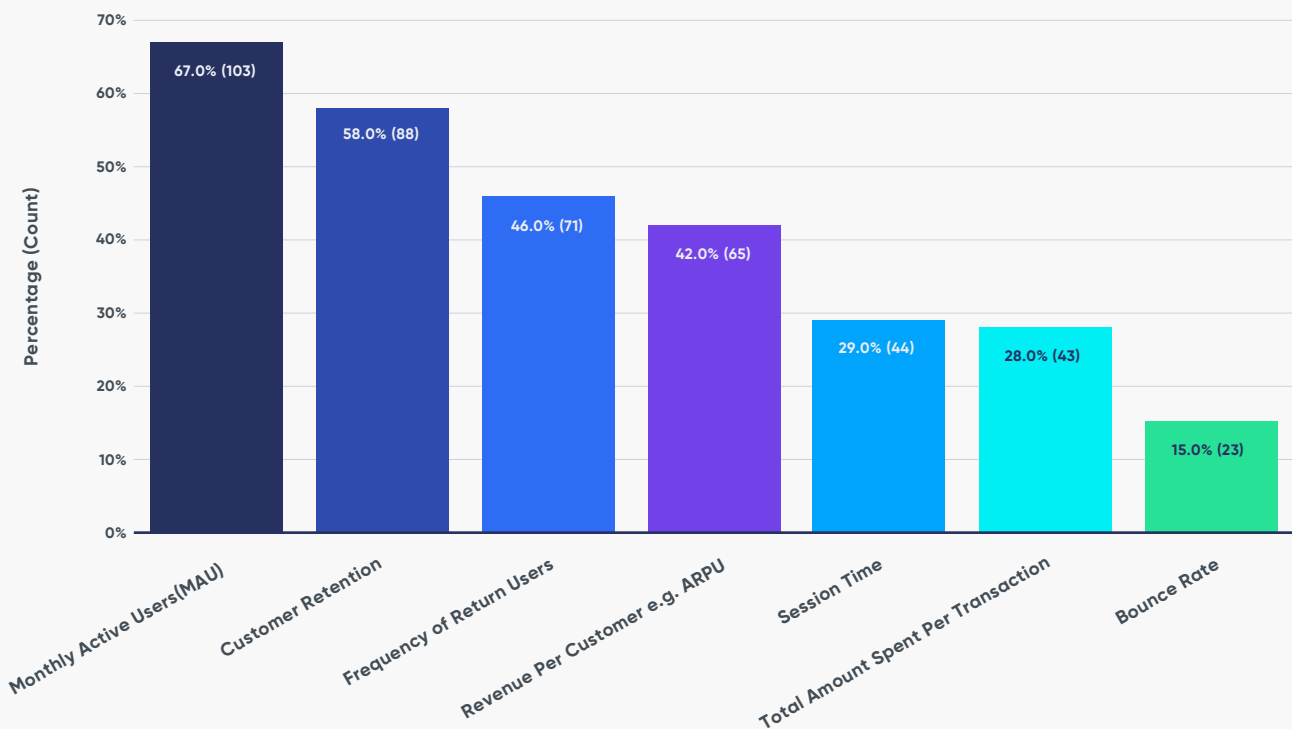
How do apps at different growth stages measure success? Bounce rate matters the most for apps with less than 10,000 MAUs, while Frequency of Return Users is the most important metric for apps with 10 million+ MAUs.

Key Metrics by Number of MAUs

	Less than 10,000	10,001 – 50,000	50,001 – 1,00,000	1,00,001 – 5,00,000	5,00,001 – 10,00,000	10,00,001 – 50,00,000	50,00,001 – 1,00,00,000	1,00,00,000*
Bounce rate	7.5%	6.0%	4.1%	3.4%	6.7%	3.6%	0.0%	0.0%
Customer Retention	20.4%	19.4%	20.4%	18.6%	20.0%	21.8%	21.7%	16.0%
Frequency of return users	14.0%	16.4%	20.4%	15.3%	15.6%	16.4%	17.4%	24.0%
Monthly active users (MAU)	23.7%	23.9%	22.4%	25.4%	22.2%	18.2%	21.7%	24.0%
Others	4.3%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Revenue per customer e.g. ARPU	10.8%	17.9%	12.2%	13.6%	13.3%	20.0%	17.4%	12.0%
Session time	10.8%	7.5%	8.2%	13.6%	11.1%	7.3%	8.7%	16.0%
Total amount spent per transaction	8.6%	9.0%	8.2%	10.2%	11.1%	12.7%	13.0%	8.0%

App MAUs

Different metrics also hold varying importance across industries. Revenue indicators like ARPU matter most for Food & Delivery apps, while bounce rate and session time matter least. Engagement metrics like session time and MAUs hold high importance for FinTech, Edtech, Media & Entertainment, and Gaming.
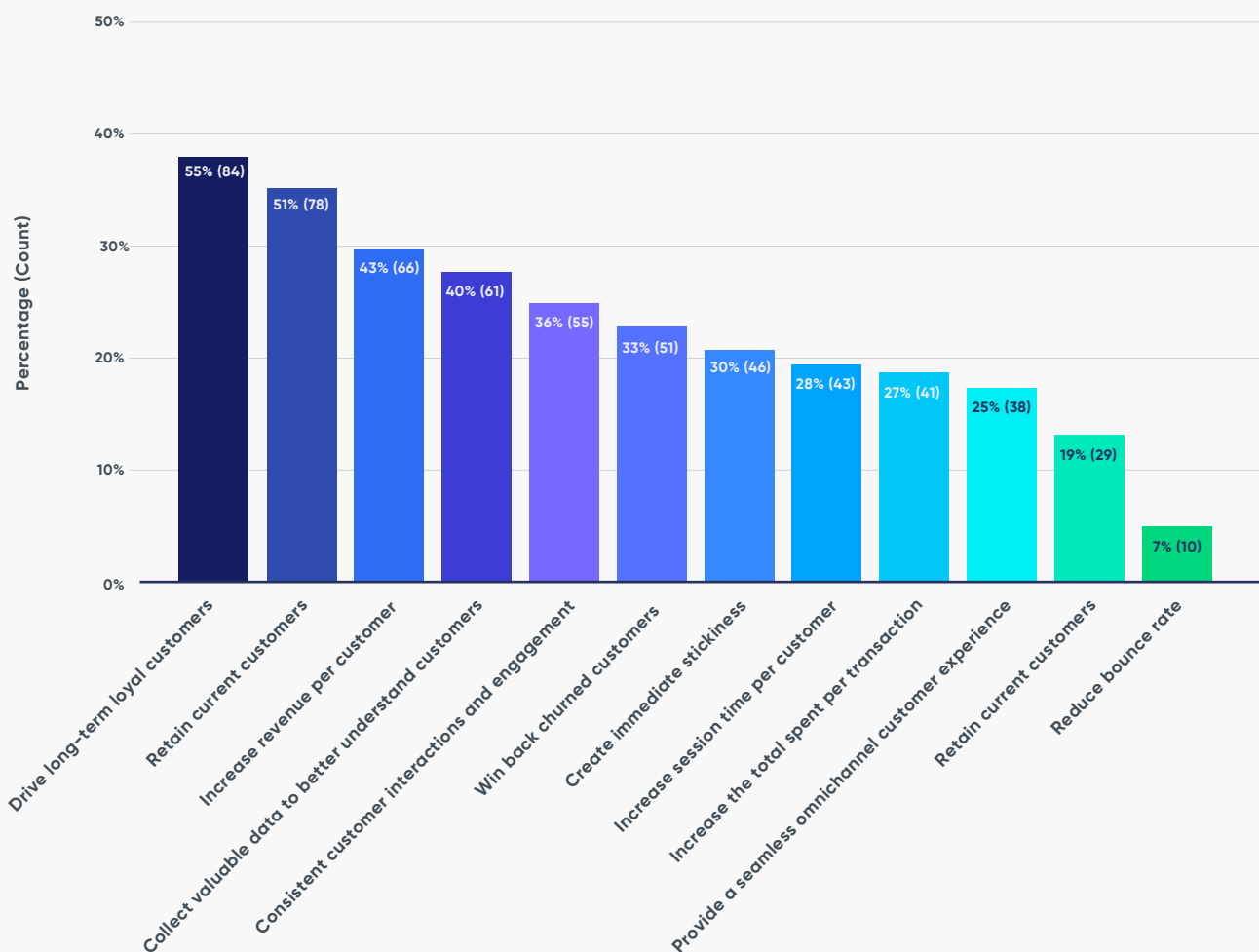
Key Metrics by Industry

	Banking & Finance	Edtech	FinTech	Food Delivery Services	Gaming	Media & Entertainment	Other	Travel & Transportation	Ecommerce
Bounce rate	5.9%	8.3%	0.0%	0.0%	7.7%	4.3%	6.8%	3.6%	6.0%
Customer Retention	20.6%	16.7%	20.4%	11.5%	23.1%	21.3%	21.4%	21.4%	19.3%
Frequency of return users	17.6%	14.6%	18.4%	15.4%	19.2%	12.8%	14.6%	17.9%	16.9%
Monthly active users (MAU)	20.6%	27.1%	22.4%	23.1%	15.4%	27.7%	24.3%	21.4%	21.7%
Others	2.9%	4.2%	0.0%	3.8%	3.8%	2.1%	1.0%	0.0%	0.0%
Revenue per customer e.g. ARPU	17.6%	10.4%	14.3%	23.1%	11.5%	6.4%	15.5%	17.9%	16.9%
Session time	8.8%	14.6%	8.2%	3.8%	15.4%	17.0%	7.8%	3.6%	9.6%
Total amount spent per transaction	5.9%	4.2%	16.3%	19.2%	3.8%	8.5%	8.7%	14.3%	9.6%

Perfecting the Customer Experience

Marketing leaders know that a deep understanding of their customers is essential to building long-term loyalty, and it remains a top priority for 2021. Along with increasing revenue from repeat customers, other goals include winning back churned customers and creating immediate stickiness.

What are the top objectives for your company's customer engagement strategy? Select all that apply.

| Objective	Percentage (Count)
Drive long-term loyal customers	55% (84)
Retain current customers	51% (78)
Increase revenue per customer	43% (66)
Collect valuable data to better understand customers	40% (61)
Consistent customer interactions and engagement	36% (55)
Win back churned customers	33% (51)
Create immediate stickiness	30% (46)
Increase session time per customer	28% (43)
Increase the total spent per transaction	27% (41)
Provide a seamless omnichannel customer experience	25% (38)
Retain current customers	19% (29)
Reduce bounce rate	7% (10)

Improving Analytics & Agility

Nearly half of marketing leaders (47.7%) cannot execute same-day insights from their customer data. But customers expect the brands they follow to respond to their needs and behaviors instantaneously — not tomorrow. 59% of customers say tailored engagement based on past interactions is "very important" to winning their business.[1]

In 2021, marketers will need real-time analytics that make user data immediately actionable in order to deliver the experience users demand.

**How quickly can your company implement
real-time customer insights to improve engagement?**
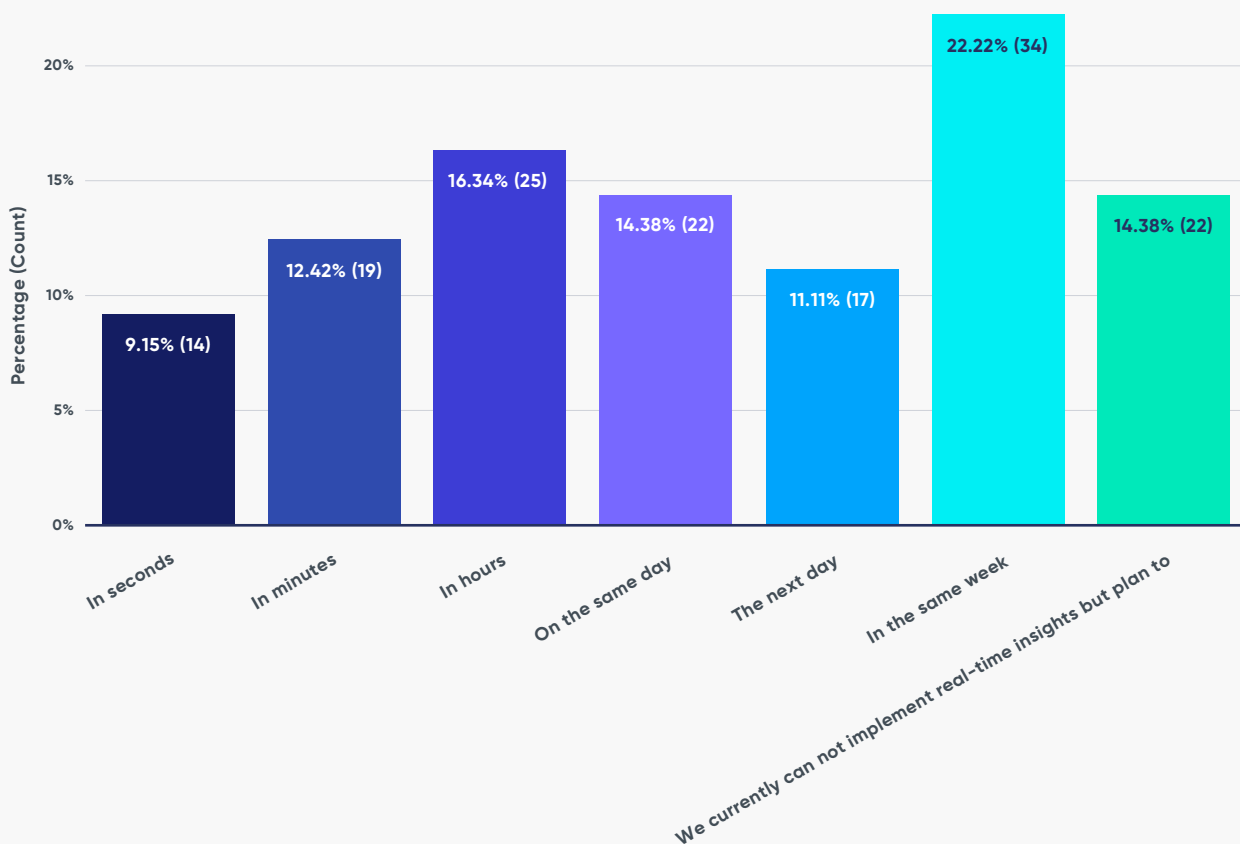
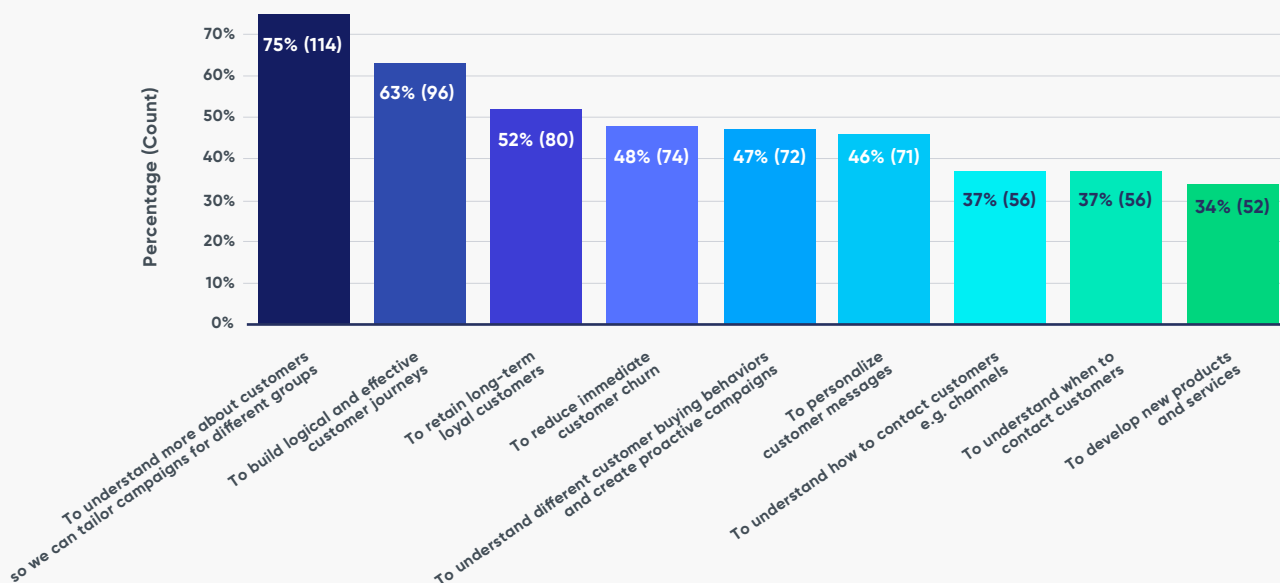# Part 2: Overcoming Internal & External Challenges

Dramatic change often brings major challenges with it, and even the world's largest brands have had to scramble and adjust their strategies to maintain a strong customer experience throughout 2020.

Consumers have been forced to move so much of their lives and habits online, leaving marketers to find innovative ways to recreate human connection through digital channels. As a result, marketers are leaning even more heavily on user data to understand and forge relationships with their customers — trends that will continue into 2021 and beyond.

Making Customer Data Useful

Using customer data to segment and personalize campaigns is a major goal for marketers, with 75% of respondents saying it's a priority. And it's all in an effort to improve long-term retention. 52% of marketing leaders say they want to use customer data to build customer loyalty and 48% say they want to reduce churn.

What is your company looking to achieve through customer data? Select all that apply.

Percentage (Count)

- 75% (114) — To understand more about customers so we can tailor campaigns for different groups
- 63% (96) — To build logical and effective customer journeys
- 52% (80) — To retain long-term loyal customers
- 48% (74) — To reduce immediate customer churn
- 47% (72) — To understand different customer buying behaviors and create proactive campaigns
- 46% (71) — To personalize customer messages
- 37% (56) — To understand how to contact customers e.g. channels
- 37% (56) — To understand when to contact customers
- 34% (52) — To develop new products and services

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Dueling Priorities: Acquisition vs. Retention

Yet marketing budgets tell a very different story. 58% of budgets are skewed 70/30 or higher in favor of acquisition over retention. Just 15% of marketing leaders dedicate more budget to retention than acquisition.

It's no secret that acquisition costs are skyrocketing, which is no doubt why so many budgets lean so heavily toward attracting new customers.

But by giving retention the proper focus and resources, high-growth apps are able to better understand what makes their most valuable customers successful and learn which channels/campaigns are attracting them — essential insights for building acquisition strategies that yield higher ROI and **CLTV.**

**Marketing budget split between
Customer Acquisition and Customer Retention**
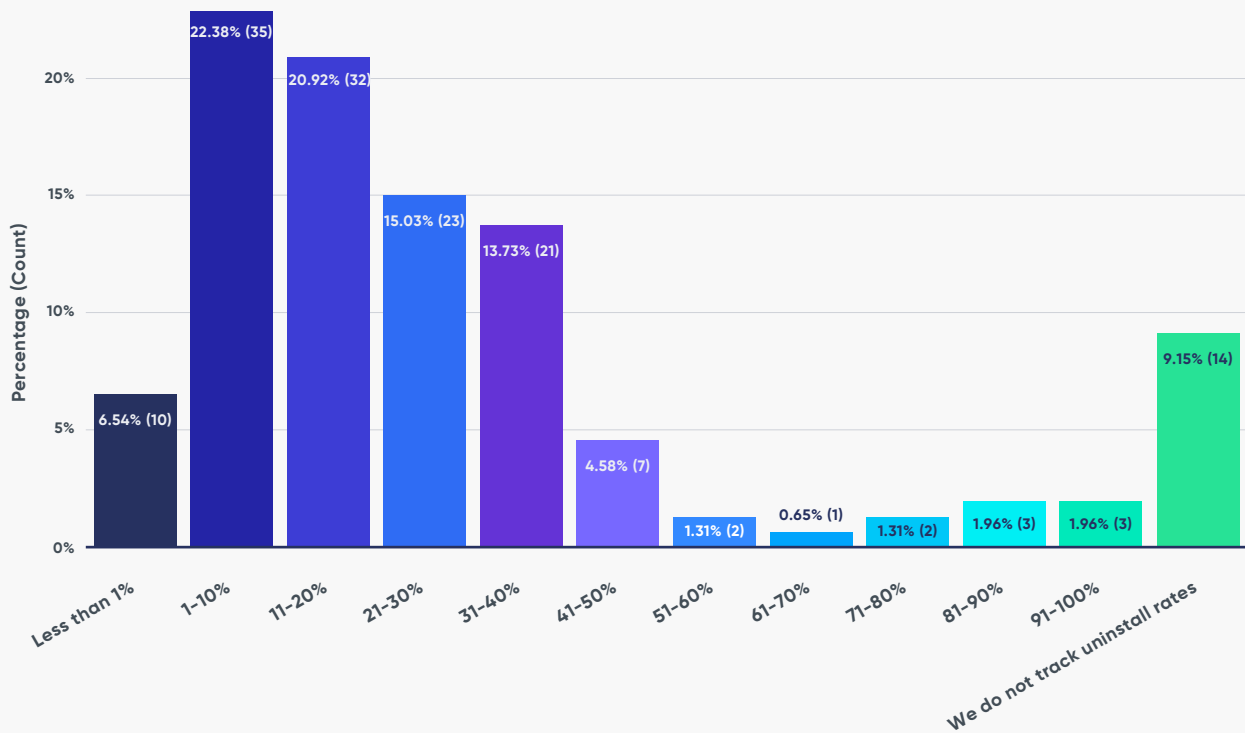
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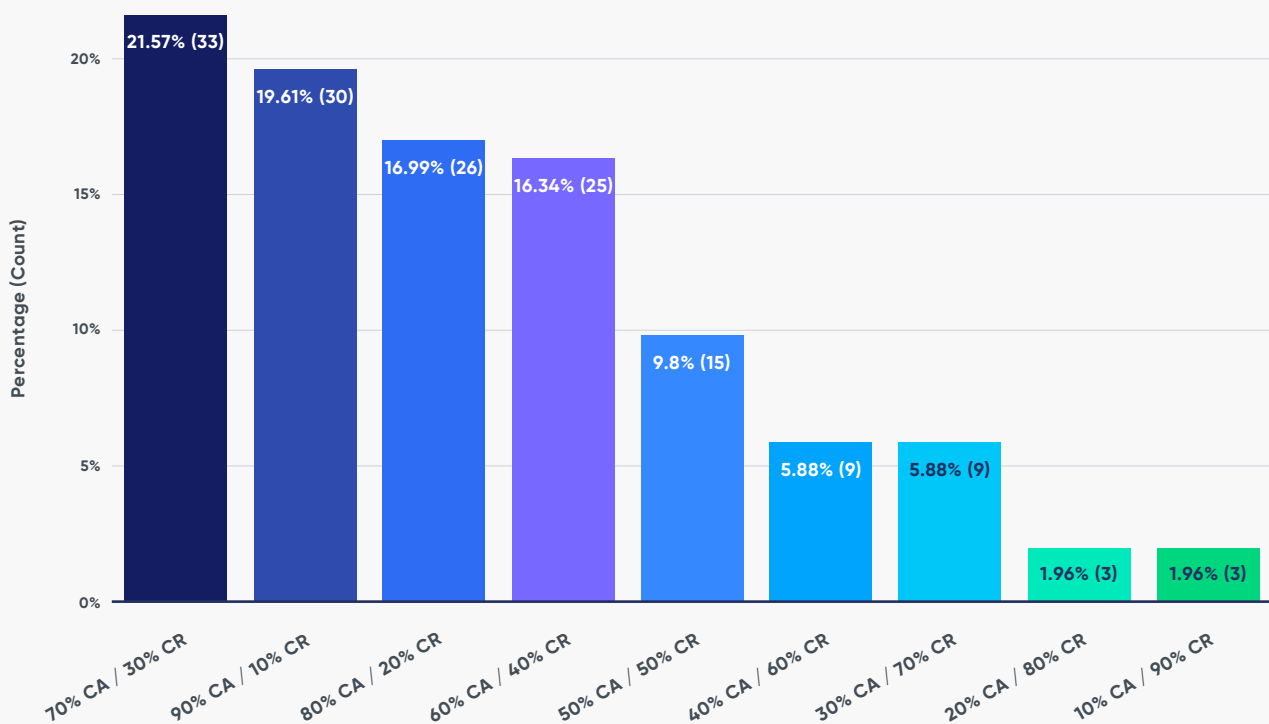
Benchmark: Average Monthly Uninstall Rates

With the pandemic sending more consumers to their mobile devices, over 40% of apps are reporting low monthly uninstall rates: 20% or less monthly churn.

What is the monthly average uninstall rate for your app?

Percentage (Count)

Category	Value
Less than 1%	6.54% (10)
1–10%	22.38% (35)
11–20%	20.92% (32)
21–30%	15.03% (23)
31–40%	13.73% (21)
41–50%	4.58% (7)
51–60%	1.31% (2)
61–70%	0.65% (1)
71–80%	1.31% (2)
81–90%	1.96% (3)
91–100%	1.96% (3)
We do not track uninstall rates	9.15% (14)

Entertainment apps have the best average uninstall rates: over 35% are reporting 10% or less monthly churn. 69.3% of Banking and 52.9% of media apps have a 20% or less monthly churn rate.

Monthly Average Uninstall Rates by Industry

	Banking & Finance	Edtech	FinTech	Food Delivery Services	Gaming	Media & Entertainment	Travel & Transportation	Ecommerce
1-10%	30.8%	25.0%	21.4%	22.2%	11.1%	35.3%	11.1%	28.6%
11-20%	38.5%	25.0%	21.4%	11.1%	22.2%	17.6%	11.1%	17.9%
21-30%	15.4%	12.5%	28.6%	22.2%	0.0%	5.9%	33.3%	10.7%
31-40%	15.4%	12.5%	7.1%	22.2%	0.0%	11.8%	22.2%	21.4%
41-50%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	11.1%	0.0%
91-100%	0.0%	0.0%	7.1%	11.1%	0.0%	0.0%	0.0%	3.6%
Less than 1%	0.0%	12.5%	7.1%	11.1%	11.1%	5.9%	0.0%	0.0%
Others	0.0%	6.2%	0.0%	0.0%	11.1%	17.6%	11.1%	0.0%
We do not track uninstall rates	0.0%	6.2%	7.1%	0.0%	11.1%	5.9%	0.0%	17.9%

Company Sector Simple

Which metrics are the most successful companies prioritizing? Customer Retention, MAUs, and Session Time are the most important metrics for companies with less than 1% monthly uninstalls.
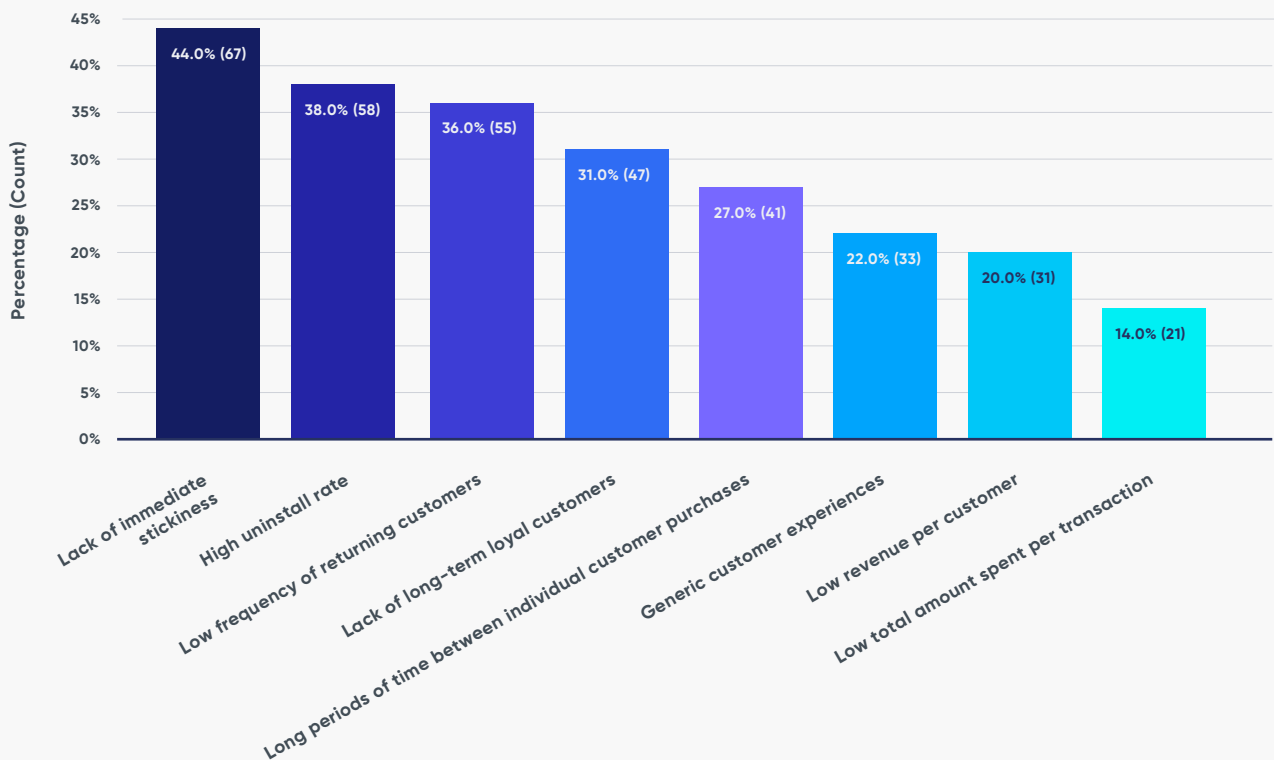
Creating Immediate Stickiness

44% of marketing leaders struggle to create immediate stickiness for new users. And with 42% also saying they don't have enough high-quality customer data, it's no surprise.

How do you create immersive first-time user experiences when you don't have sufficient understanding of who your new users are and how they engage with your app?
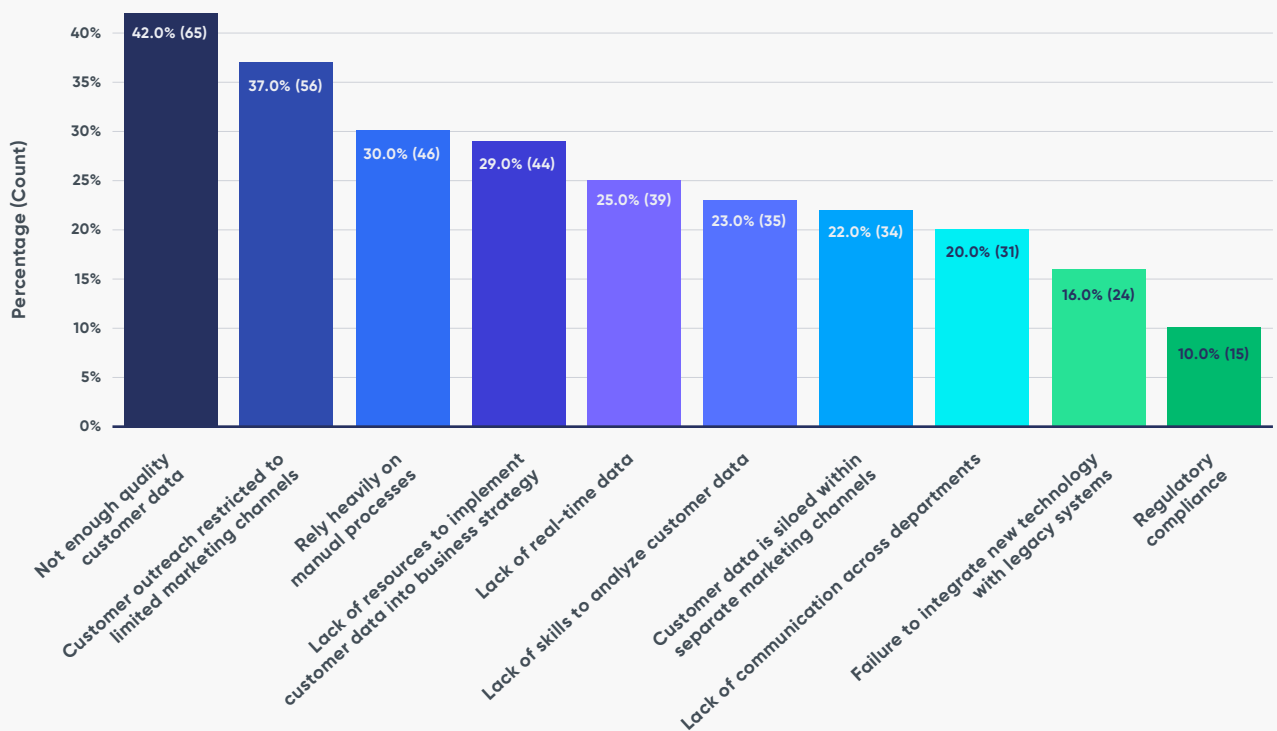
It's yet another indication that marketing leaders need better ways to gain a complete view of each user across channels and touch-points, understand the entire customer journey, and turn all of that data into insights that can help create a personalized app experience from the very first launch.

What are the main customer engagement and retention pain points your company faces? Select all that apply.

Category	Percentage (Count)
Lack of immediate stickiness	44.0% (67)
High uninstall rate	38.0% (58)
Low frequency of returning customers	36.0% (55)
Lack of long-term loyal customers	31.0% (47)
Long periods of time between individual customer purchases	27.0% (41)
Generic customer experiences	22.0% (33)
Low revenue per customer	20.0% (31)
Low total amount spent per transaction	14.0% (21)

What are the internal process pain points your company faces? Select all that apply.

Percentage (Count) (y-axis)

- Not enough quality customer data: 42.0% (65)
- Customer outreach restricted to limited marketing channels: 37.0% (56)
- Rely heavily on manual processes: 30.0% (46)
- Lack of resources to implement customer data into business strategy: 29.0% (44)
- Lack of real-time data: 25.0% (39)
- Lack of skills to analyze customer data: 23.0% (35)
- Customer data is siloed within separate marketing channels: 22.0% (34)
- Lack of communication across departments: 20.0% (31)
- Failure to integrate new technology with legacy systems: 16.0% (24)
- Regulatory compliance: 10.0% (15)

Part 3: Adapting Marketing Strategies to a Shifting Landscape

Extraordinary challenges have a way of inspiring extraordinary innovation. And it has a way of crystallizing our priorities: a renewed sense of community, a deeper appreciation for frontline/essential workers and teachers, gratitude for local small businesses, and much more.

Brands have risen to the challenge with innovations like exposure tracking, offers for free or discounted services for healthcare professionals, and entirely new products and services. But they're also feeling the pressure to anticipate how consumer behavior will change next. The need to stay nimble and monitor customer data closely will continue to be essential for success.
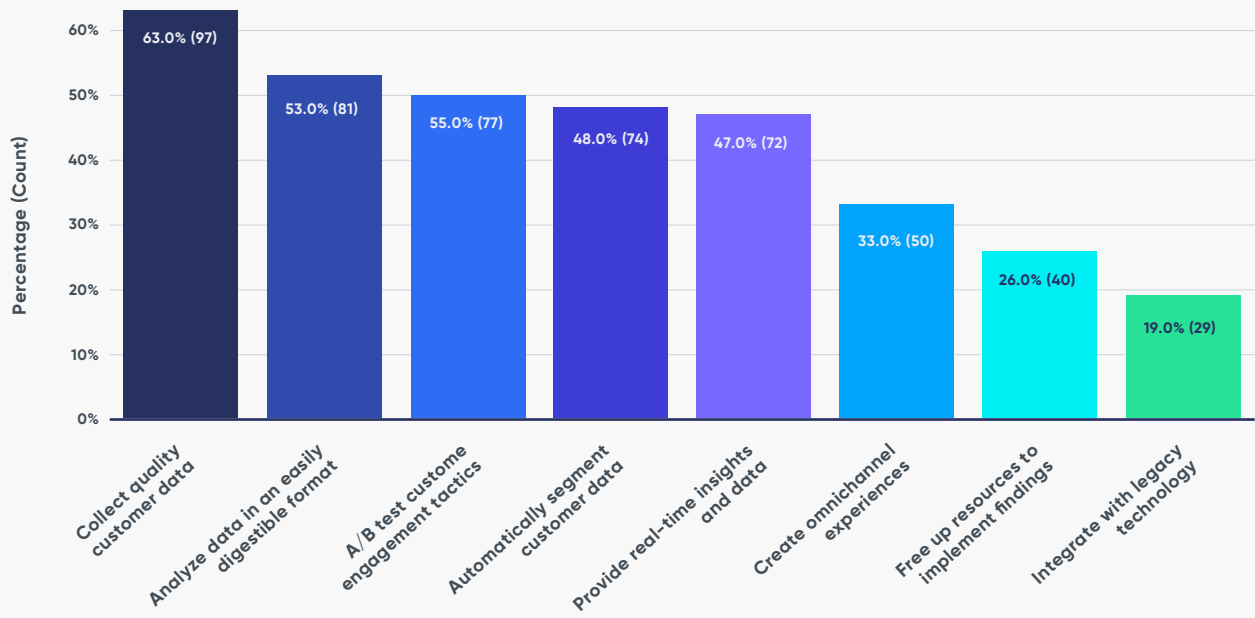
Embracing Experimentation & Analytics

Great marketing is part art and part science. In order to improve customer engagement, marketing leaders are prioritizing analytics: gathering and analyzing high-quality customer data, A/B testing campaigns, and using automated segmentation to tailor campaigns for specific, high-value audiences.
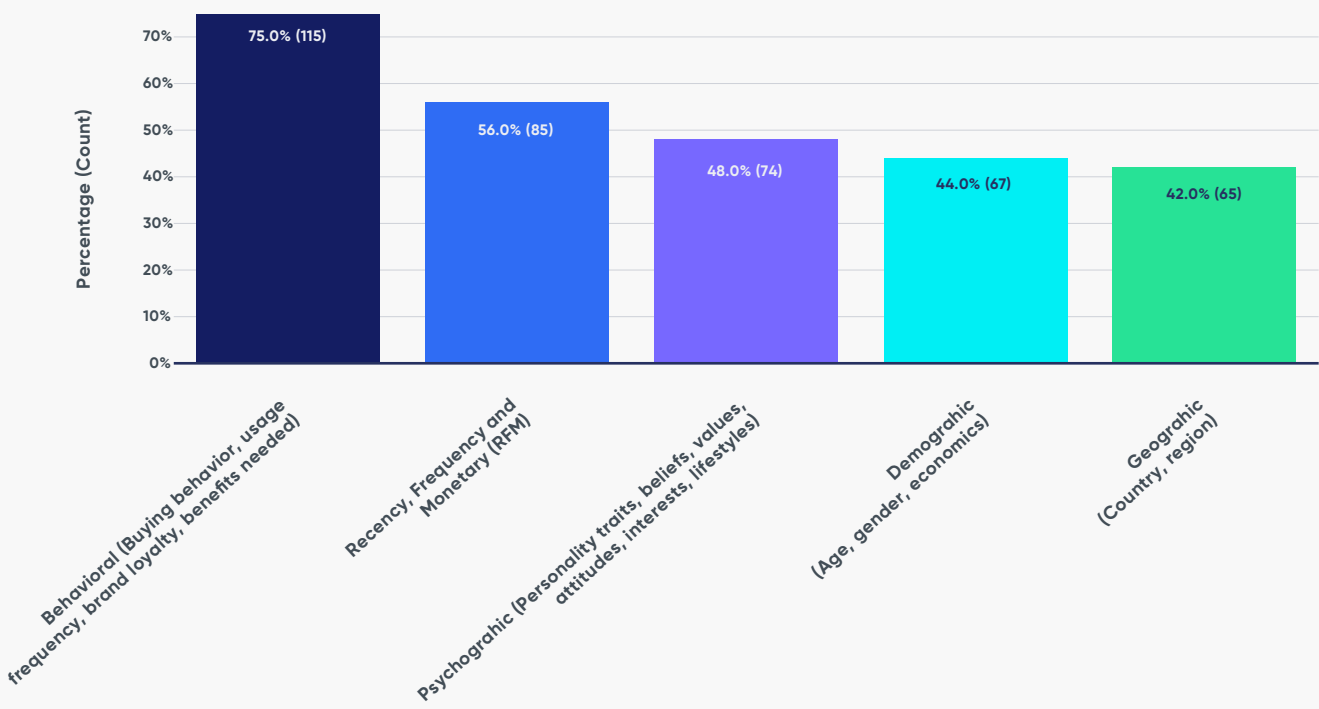
Behavioral segmentation is of particular interest, with 75% of respondents saying they want to use this type of segmentation to improve campaign performance.

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Which tactics would your company ideally like to implement to improve customer engagement strategies? Select all that apply.


Percentage (Count)

- 63.0% (97) — Collect quality customer data
- 53.0% (81) — Analyze data in an easily digestible format
- 55.0% (77) — A/B test custome engagement tactics
- 48.0% (74) — Automatically segment customer data
- 47.0% (72) — Provide real-time insights and data
- 33.0% (50) — Create omnichannel experiences
- 26.0% (40) — Free up resources to implement findings
- 19.0% (29) — Integrate with legacy technology

What type of segmentation would your company ideally like to implement to improve customer engagement strategies? Select all that apply.

Percentage (Count)

- 75.0% (115) — Behavioral (Buying behavior, usage frequency, brand loyalty, benefits needed)
- 56.0% (85) — Recency, Frequency and Monetary (RFM)
- 48.0% (74) — Psychograhic (Personality traits, beliefs, values, attitudes, interests, lifestyles)
- 44.0% (67) — Demograhic (Age, gender, economics)
- 42.0% (65) — Geograhic (Country, region)

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Most Popular Engagement Channels

Across all industries, push notifications are the most-used channel, with 77.8% of companies using push to keep customers engaged with their app. Emails and in-app messages are the next most popular channels.
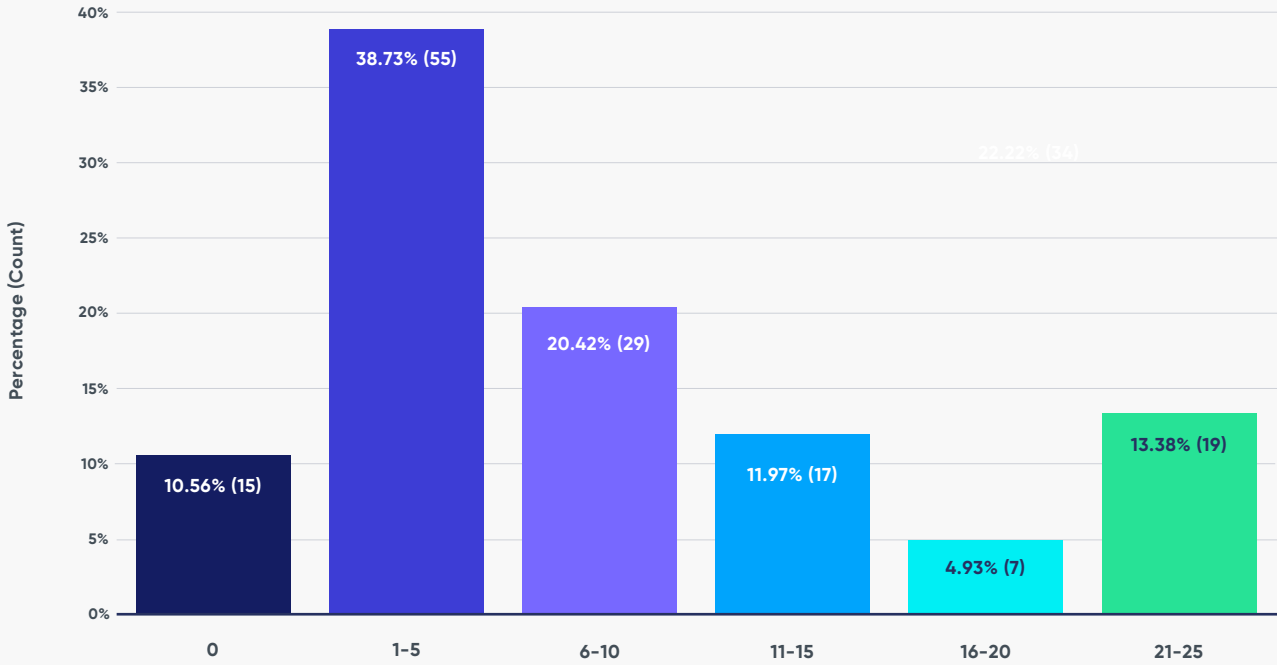
What marketing channels or activities does your company use to drive customer engagement? Select all that apply.
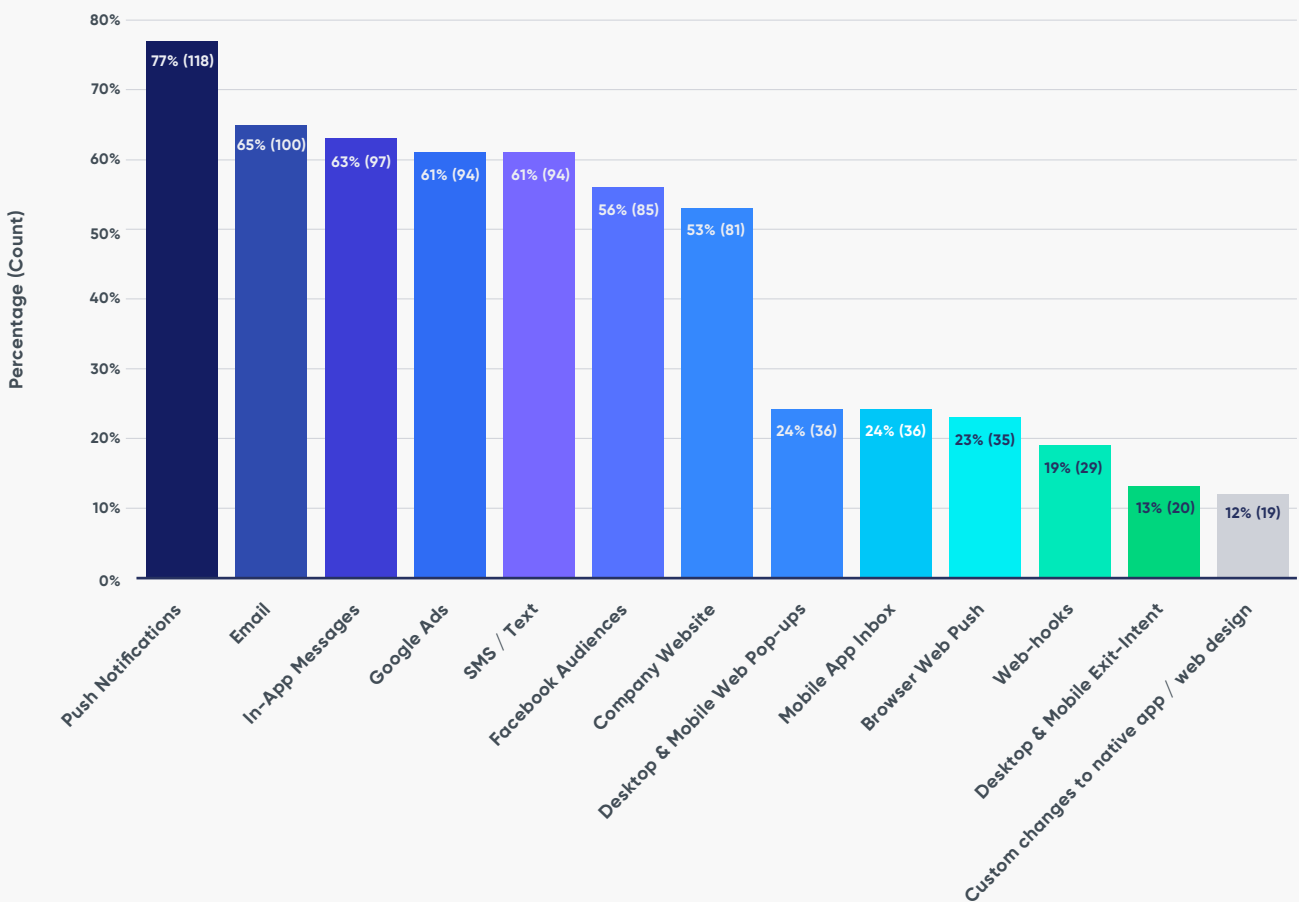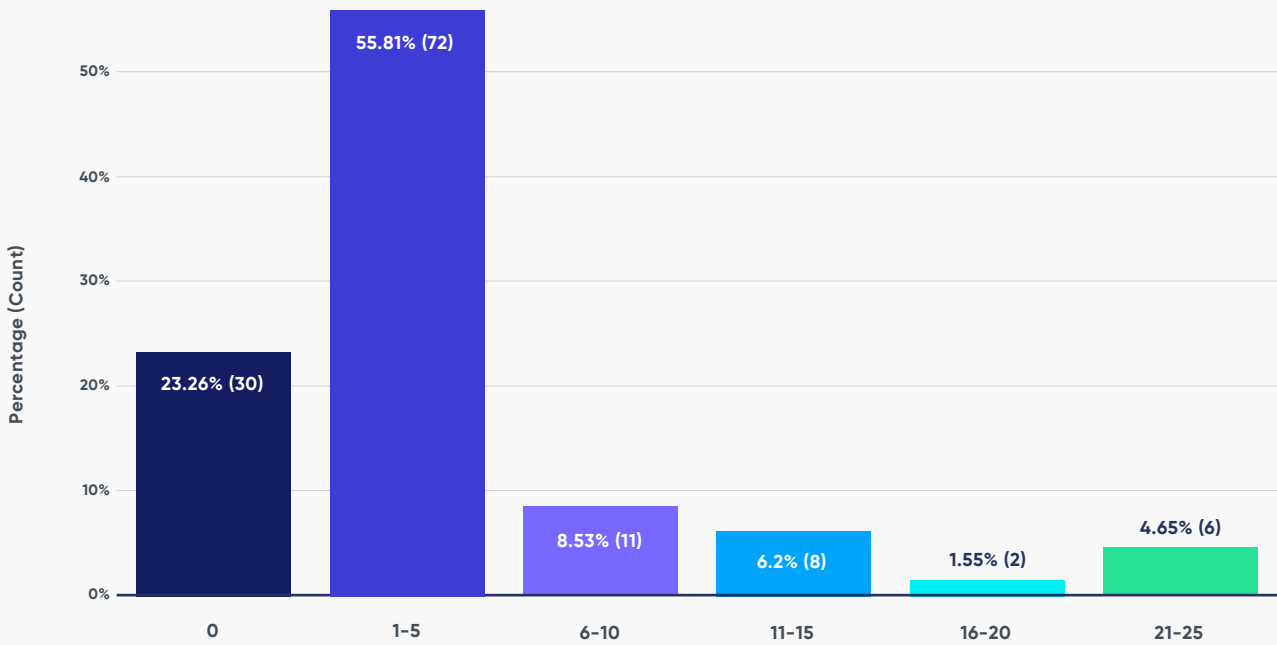

Across every engagement channel, the vast majority of marketers are sending between 1-5 messages per week. The channels seeing higher message volume on average are push notifications, web push, and email.
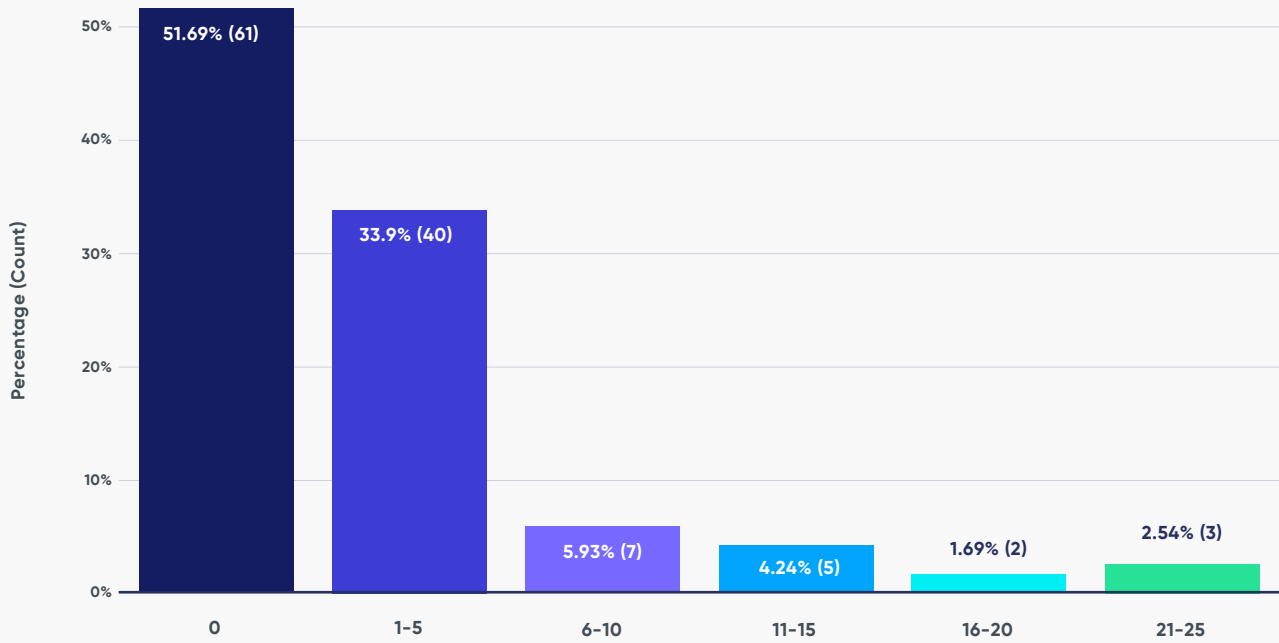
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Number of Push Notifications Sent Per Week

Percentage (Count)

0	10.56% (15)
1-5	38.73% (55)
6-10	20.42% (29)
11-15	11.97% (17)
16-20	4.93% (7)
21-25	13.38% (19)

22.22% (34)

Number of In-App Messages Sent Per Week

Percentage (Count)

0	23.26% (30)
1-5	55.81% (72)
6-10	8.53% (11)
11-15	6.2% (8)
16-20	1.55% (2)
21-25	4.65% (6)

Number of App Inbox Messages Sent Per Week

Bar chart with Y-axis labeled "Percentage (Count)" ranging 0% to 50%, and X-axis categories 0, 1-5, 6-10, 11-15, 16-20, 21-25.

- 0: 51.69% (61)
- 1-5: 33.9% (40)
- 6-10: 5.93% (7)
- 11-15: 4.24% (5)
- 16-20: 1.69% (2)
- 21-25: 2.54% (3)

Number of SMS Sent Per Week

Bar chart with Y-axis labeled "Percentage (Count)" ranging 0% to 50%, and X-axis categories 0, 1-5, 6-10, 11-15, 16-20, 21-25. X-axis title "SMS_Per Week".

- 0: 19.23% (25)
- 1-5: 49.23% (64)
- 6-10: 18.46% (24)
- 11-15: 6.15% (8)
- 16-20: 2.31% (3)
- 21-25: 4.62% (6)
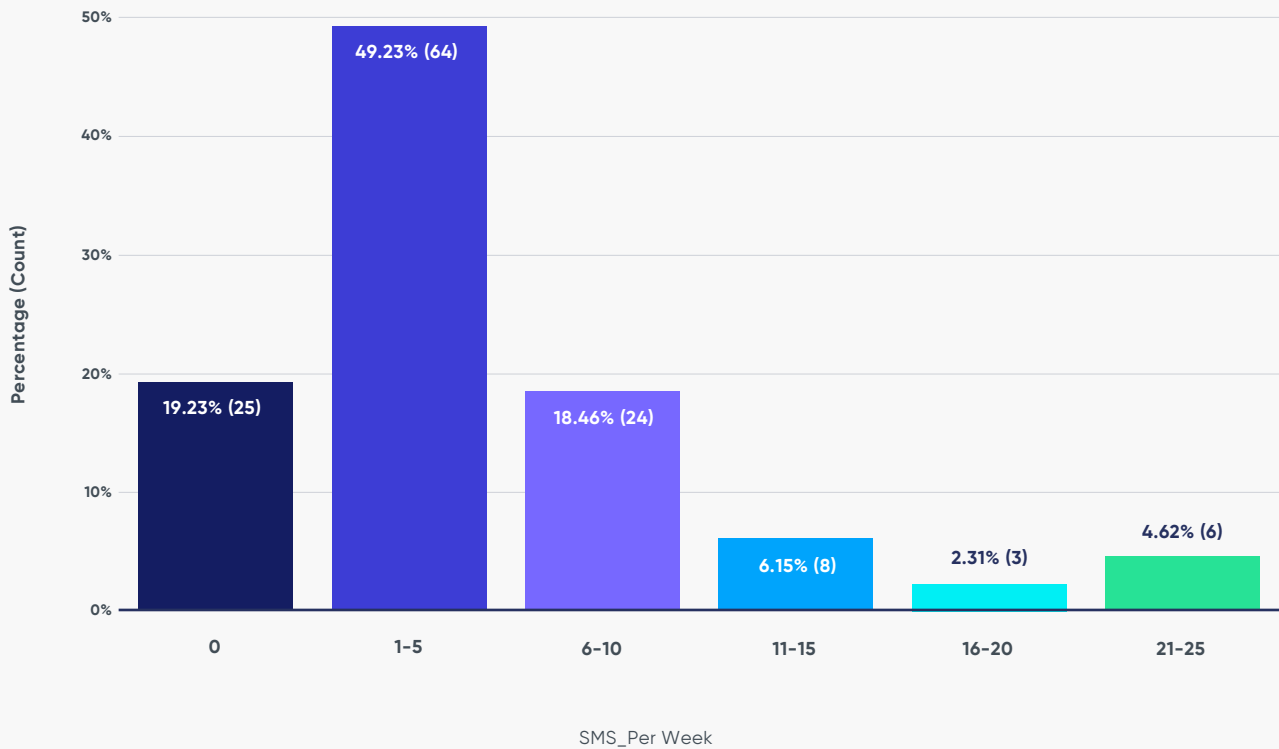
Number of Web Push Sent Per Week

Percentage (Count)

Category	Value
0	42.74% (50)
1-5	29.06% (34)
6-10	13.68% (16)
11-15	10.26% (12)
16-20	1.71% (2)
21-25	2.56% (3)
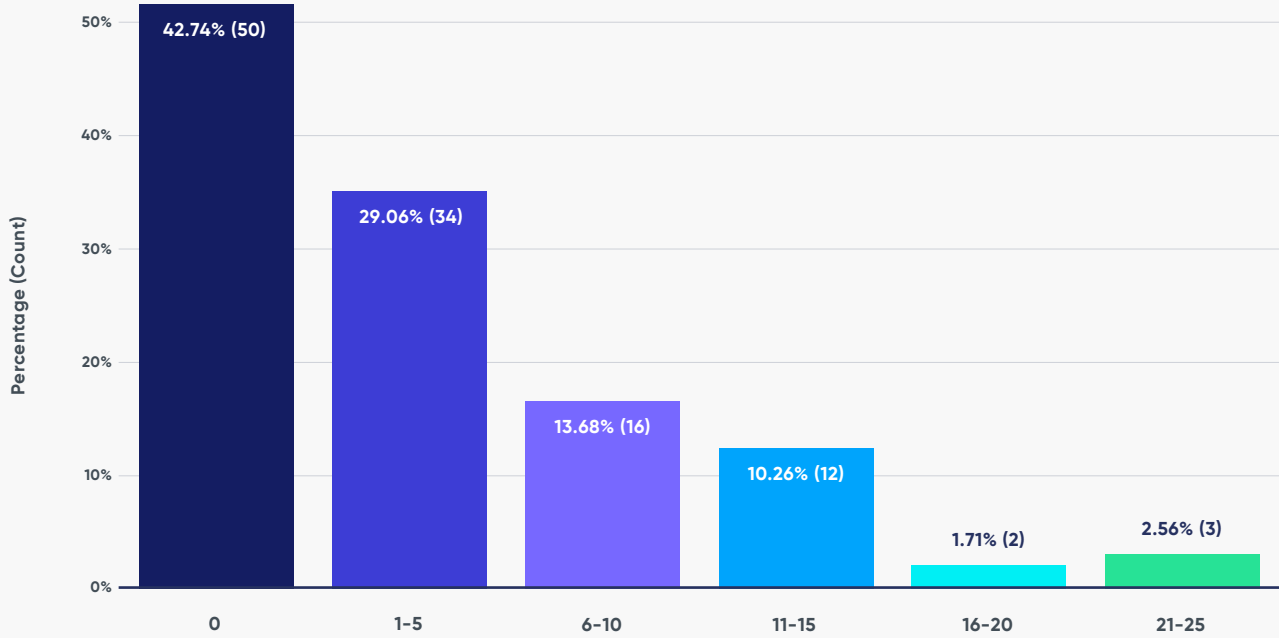
Number of Emails Sent Per Week

Percentage (Count)

Category	Value
0	12.03% (16)
1-5	55.64% (74)
6-10	18.05% (24)
11-15	3.76% (5)
16-20	5.26% (7)
21-25	5.26% (7)
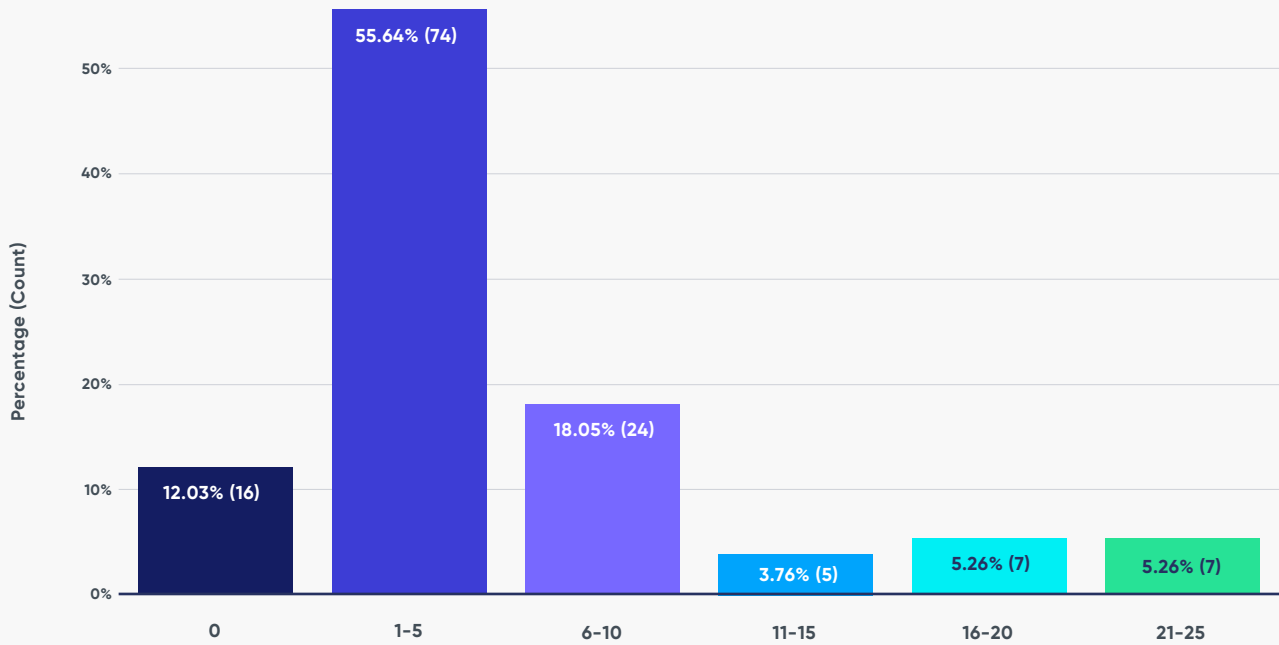
Benchmark: Marketing Spend vs. 2019

In spite of global economic uncertainty triggered by the pandemic, over 65% say their marketing budget will be higher or stay the same compared to 2019 — suggesting brands are placing a heavy emphasis on maintaining brand awareness and retaining customers during this time.

It's a promising picture for marketers, especially as consumers signal a return to their usual spending: 58% of consumers say they will spend either the same amount or more during the 2020 holiday season, and more than a third already say they plan to spend more in 2021 than in 2020.[2]

With many mobile industries booming, including FinTech, Ecommerce, and Edtech, there are rich opportunities for marketers who can act on user data and deliver a memorable experience for every customer.

How is the current economic uncertainty going to impact your company's digital marketing spend compared to 2019?

	Lower than 2019	Higher than 2019	Same as 2019
Percentage (Count)	35.95% (55)	34.64% (53)	29.41% (45)

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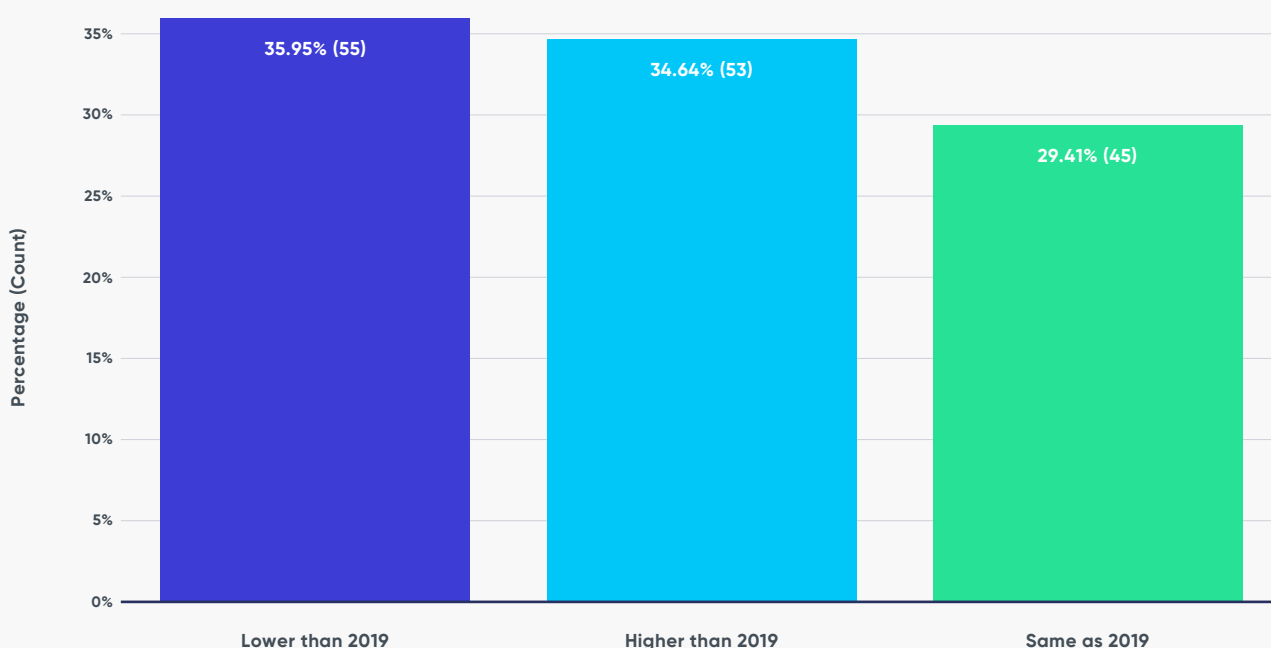
Part 4: Industry Insights

Banking & Finance

Expected Revenue for 2020 Compared to 2019

- Higher than 2019- 69.2%
- Lower than 2019- 15.4%
- Same as 2019- 15.4%

Metrics for Measuring Customer Engagement & Retention

- Customer Retention - 20.6%
- Monthly Active Users/MAU - 20.6%
- Frequency of Return Users - 17.6%
- Revenue per customer/ARPU - 17.6%
- Session time - 8.8%
- Total amount spent per transaction/AOV - 5.9%
- Bounce Rate - 5.9%
- Other - 2.9%

Average Re-engagement/Repurchase Rate

- 0-15% - 7.7%
- 15-30% - 46.2%
- 30-60% - 38.5%
- Greater than 60% - 7.7%

Average Monthly Uninstall Rates

- Less than 1% - 0
- 1-10% - 30.8%
- 11-20% - 38.5%
- 21-30% - 15.4%
- 31-40% - 15.4%
- 41-50% - 0.0%
- 51-60% - 0.0%
- 61-70% - 0.0%
- 71-80% - 0.0%
- 81-90% - 0.0%
- 91-100% - 0.0%
- Other - 0
- We don't track uninstalls - 0

Main Customer Engagement & Retention Pain Points

- Generic customer experiences- 4.0%
- High uninstall rate - 12.0%
- Lack of immediate stickiness - 20.%
- Lack of long-term loyal customers - 16.0%
- Long periods of time between individual customer purchases - 20.0%
- Low frequency of returning customers - 4.0%
- Low revenue per customer - 16.0%
- Low total amount spent per transaction - 8.0%
- Other - 0%

Current Marketing Activities & Channels to Drive Customer Engagement

- Push Notifications - 17%

- In-App Messages- 17.0%

- Email- 14.9%

- Company website- 10.6%

- Google Ads- 10.6%

- SMS/Text- 10.6%

- Facebook Audiences- 8.5%

- Web-hooks - 4.3%

- Desktop & mobile web pop-ups- 2.1%

- Mobile App Inbox- 2.1%

- Other - 2.1%

- Browser web push - 0%

- Custom changes to native app/web design- 0%

- Desktop & mobile web exit intent- 0%

Ecommerce

Expected Revenue for 2020 Compared to 2019

- Higher than 2019- 57.1%
- Lower than 2019- 17.9%
- Same as 2019- 25%

Metrics for Measuring Customer Engagement & Retention

- Monthly active users/MAU - 21.7%
- Customer retention - 19.3%
- Frequency of return users - 16.9%
- Revenue per customer/ARPU - 16.9%
- Session time - 9.6%
- Total amount spent per transaction/AOV - 9.6%
- Bounce rate - 6.0%
- Other - 0%

Average Re-engagement/Repurchase Rate

- 0-15% - 25%
- 15-30% - 39.3%
- 30-60% - 28.6%
- Greater than 60% - 7.1%

Average Monthly Uninstall Rates

- Less than 1% - 0%
- 1-10% - 28.6%
- 11-20% - 17.9%
- 21-30% - 10.7%
- 31-40% - 21.4%
- 41-50% - 0%
- 51-60% - 3.6%
- 61-70% - 0%
- 71-80% - 0%
- 81-90% - 0%
- 91-100% - 0%
- Other - 0%
- We don't track uninstalls - 17.9%

Main Customer Engagement & Retention Pain Points

- Generic customer experiences-11.4%
- High uninstall rate-12.9%
- Lack of immediate stickiness-20%
- Lack of long-term loyal customers-12.9%
- Long periods of time between individual customer purchases-14.3%
- Low frequency of returning customers-17.1%
- Low revenue per customer-8.6%
- Low total amount spent per transaction-2.9%
- Other-0%

Current Marketing Activities & Channels to Drive Customer Engagement

- Push Notifications- 12.7%

- Email- 12.1%

- Facebook Audiences - 12.1%

- Google Ads- 12.1%

- SMS/Text- 11.5%

- Company website- 8.9%

- In-App Messages- 8.9%

- Browser web push- 6.4%

- Desktop & mobile web pop-ups- 5.7%

- Mobile App Inbox- 3.2%

- Desktop & mobile web exit intent- 2.5%

- Custom changes to native app/web design- 1.9%

- Web-hooks 1.9%

- Other- 0%

Edtech

Expected Revenue for 2020 Compared to 2019

- Higher than 2019- 87.5%
- Lower than 2019- 6.2%
- Same as 2019- 6.2%

Average Re-engagement/Repurchase Rate

- 0-15% - 43.8%
- 15-30% - 43.8%
- 30-60% - 12.5%
- Greater than 60% - 0

Average Monthly Uninstall Rates

- Less than 1% - 12.5%
- 1-10% - 25.0%
- 11-20% - 25.0%
- 21-30% - 12.5%
- 31-40% - 12.5%
- 41-50% - 0
- 51-60% - 0
- 61-70% - 0
- 71-80% - 0
- 81-90% - 0
- 91-100% - 0
- Other - 6.2%
- We don't track uninstalls - 6.2%

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Metrics for measuring Customer Engagement & Retention

- Monthly active users/MAU -27.1%
- Customer retention - 16.7%
- Frequency of return users - 14.6%
- Session time - 14.6%
- Revenue per customer/ARPU - 10.4%
- Bounce rate - 8.3%
- Total amount spent per transaction/AOV - 4.2%
- Other - 4.2%

Main Customer Engagement & Retention Pain Points

- Generic customer experiences-7.9%
- High uninstall rate- 13.2%
- Lack of immediate stickiness- 23.7%
- Lack of long-term loyal customers- 13.2%
- Long periods of time between individual customer purchases- 7.9%
- Low frequency of returning customers-10.5%
- Low revenue per customer-13.2%
- Low total amount spent per transaction-5.3%
- Other-5.3%

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Current Marketing Activities & Channels to Drive Customer Engagement

- Push Notifications- 13.2%

- Google Ads- 11.4%

- Email- 10.5%

- In-App Messages - 10.5%

- Company website- 9.6%

- Facebook Audiences- 9.6%

- SMS/Text- 7.9%

- Web-hooks 6.1%

- Browser web push- 5.3%

- Custom changes to native app/web design- 5.3%

- Desktop & mobile web pop-ups- 4.4%

- Desktop & mobile web exit intent- 3.5%

- Mobile App Inbox- 2.6%

- Other- 0%

FinTech

Expected Revenue for 2020 Compared to 2019

- Higher than 2019- 64.3%
- Lower than 2019- 7.1%
- Same as 2019- 28.6%

Metrics for Measuring Customer Engagement & Retention

- Monthly active users/MAU - 22.4%
- Customer retention - 20.4%
- Frequency of return users - 18.4%
- Total amount spent per transaction/AOV - 16.3%
- Revenue per customer/ARPU - 14.3%
- Session time - 8.2%
- Bounce rate - 0%
- Other - 0%

Average Re-engagement/Repurchase Rate

- 0-15% - 21.4%
- 15-30% - 50%
- 30-60% - 28.6%
- Greater than 60% - 0

Average Monthly Uninstall Rates

- Less than 1% - 7.1%

- 1-10% - 21.4%

- 11-20% - 21.4%

- 21-30% - 26.6%

- 31-40% - 7.1%

- 41-50% - 0

- 51-60% - 0

- 61-70% - 0

- 71-80% - 0

- 81-90% - 0

- 91-100% - 7.1%

- Other - 0

- We don't track uninstalls - 7.1%

Main Customer Engagement & Retention Pain Points

- Generic customer experiences-11.4%

- High uninstall rate-22.9%

- Lack of immediate stickiness-22.9%

- Lack of long-term loyal customers-17.1%

- Long periods of time between individual customer purchases-2.9%

- Low frequency of returning customers-8.6%

- Low revenue per customer-2.9%

- Low total amount spent per transaction-11.4%

- Other-0%

Current Marketing Activities & Channels to Drive Customer Engagement

- Push Notifications- 15.9%

- SMS/Text- 12.5%

- Email- 11.4%

- In-App Messages- 9.1%

- Company website- 9.1%

- Google Ads- 9.1%

- Facebook Audiences- 8.0%

- Mobile App Inbox- 5.7%

- Web-hooks 5.7%

- Browser web push- 4.5%

- Desktop & mobile web pop-ups- 4.5%

- Desktop & mobile web exit intent- 2.3%

- Custom changes to native app/web design- 1.1%

- Other- 1.1%

Food & Delivery

Expected Revenue for 2020 Compared to 2019

- Higher than 2019- 77.8%
- Lower than 2019- 11.1%
- Same as 2019- 11.1%

Metrics for Measuring Customer Engagement & Retention

- Revenue per customer/ARPU - 23.1%
- Monthly active users/MAU - 23.1%
- Total amount spent per transaction/AOV - 19.2%
- Frequency of return users - 15.4%
- Customer retention - 11.5%
- Session time - 3.8%
- Other - 3.8%
- Bounce rate - 0%

Average Re-engagement/Repurchase Rate

- 0-15% - 33.3%
- 15-30% - 0
- 30-60% - 33.3%
- Greater than 60% - 33.3%

Average Monthly Uninstall Rates

- Less than 1% - 11.1%
- 1-10% - 22.2%
- 11-20% - 11.1%
- 21-30% - 22.2%
- 31-40% - 22.2%
- 41-50% - 0
- 51-60% - 0
- 61-70% - 0
- 71-80% - 0
- 81-90% - 0
- 91-100% - 11.1%
- Other - 0
- We don't track uninstalls - 0

Main Customer Engagement & Retention Pain Points

- Generic customer experiences-10%
- High uninstall rate-25%
- Lack of immediate stickiness-15%
- Lack of long-term loyal customers-5%
- Long periods of time between individual customer purchases-10%
- Low frequency of returning customers-20%
- Low revenue per customer-10%
- Low total amount spent per transaction-0%
- Other-5%

Current Marketing Activities & Channels to Drive Customer Engagement

- Push Notifications- 12%

- In-App Messages- 12%

- Email- 12%

- SMS/Text- 12%

- Company website- 10%

- Google Ads- 10%

- Facebook Audiences- 10 %

- Mobile App Inbox- 6%

- Browser web push- 4%

- Custom changes to native app/web design- 4%

- Desktop & mobile web exit intent- 4%

- Desktop & mobile web popups- 2%

- Web-hooks 2%

- Other- 0%

Gaming

Expected Revenue for 2020 Compared to 2019

- Higher than 2019- 88.9%
- Lower than 2019- 0.0%
- Same as 2019- 11.1%

Metrics for Measuring Customer Engagement & Retention

- Customer retention - 23.1%
- Frequency of return users - 19.2%
- Monthly active users/MAU - 15.4%
- Session time - 15.4%
- Revenue per customer/ARPU - 11.5%
- Bounce rate - 7.7%
- Total amount spent per transaction/AOV - 3.8%
- Other - 3.8%

Average Re-engagement/Repurchase Rate

- 0-15% - 22.2%
- 15-30% - 33.3%
- 30-60% - 33.3%
- Greater than 60% - 11.1%

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Average Monthly Uninstall Rates

- Less than 1% - 11.1%
- 1-10% - 11.1%
- 11-20% - 22.2%
- 21-30% - 0
- 31-40% - 0
- 41-50% - 33.3%
- 51-60% - 0
- 61-70% - 0
- 71-80% - 0
- 81-90% - 0
- 91-100% - 0
- Other - 11.1%
- We don't track uninstalls - 11.1%

Main Customer Engagement & Retention Pain Points

- Generic customer experiences-12.5%
- High uninstall rate-6.2%
- Lack of immediate stickiness-25.0%
- Lack of long-term loyal customers-6.2%
- Long periods of time between individual customer purchases-6.2%
- Low frequency of returning customers-18.8%
- Low revenue per customer-6.2%
- Low total amount spent per transaction-6.2%
- Other-12.5%

Current Marketing Activities & Channels to Drive Customer Engagement

- Push Notifications- 15.9%

- In-App Messages- 13.6%

- Google Ads- 13.6%

- SMS/Text- 13.6%

- Facebook Audiences- 11.4%

- Email- 9.1%

- Browser web push- 6.8%

- Company website- 6.8%

- Desktop & mobile web pop-ups- 4.5%

- Web-hooks 4.5%

- Custom changes to native app/web design- 0%

- Desktop & mobile web exit intent- 0%

- Mobile App Inbox- 0%

- Other- 0%

Media & Entertainment

Expected Revenue for 2020 Compared to 2019

- Higher than 2019- 58.8%
- Lower than 2019- 11.8%
- Same as 2019- 29.4%

Metrics for Measuring Customer Engagement & Retention

- Monthly active users/MAU - 27.7%
- Customer retention - 21.3%
- Session time - 17.0%
- Frequency of return users - 12.8%
- Total amount spent per transaction/AOV - 8.5%
- Revenue per customer/ARPU - 6.4%
- Bounce rate - 4.3%
- Other - 2.1%

Average Re-engagement/Repurchase Rate

- 0-15% - 23.5%
- 15-30% - 52.9%
- 30-60% - 17.6%
- Greater than 60% - 5.9%

Average Monthly Uninstall Rates

- Less than 1% - 5.9%
- 1-10% - 35.3%
- 11-20% - 17.6%
- 21-30% - 5.9%
- 31-40% - 11.8%
- 41-50% - 0
- 51-60% - 0
- 61-70% - 0
- 71-80% - 0
- 81-90% - 0
- 91-100% - 0
- Other - 17.6%
- We don't track uninstalls - 5.9%

Main Customer Engagement & Retention Pain Points

- Generic customer experiences-12.8%
- High uninstall rate-20.5%
- Lack of immediate stickiness-17.9%
- Lack of long-term loyal customers-12.8%
- Long periods of time between individual customer purchases-7.7%
- Low frequency of returning customers-20.5%
- Low revenue per customer-2.6%
- Low total amount spent per transaction-5.1%
- Other-0%

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Current Marketing Activities & Channels to Drive Customer Engagement

- Push Notifications- 16.3%

- In-App Messages- 12.8%

- Email- 11.6%

- Google Ads- 10.5%

- SMS/Text- 10.5%

- Company website- 8.1%

- Facebook Audiences - 7%

- Desktop & mobile web pop-ups- 7.0%

- Mobile App Inbox- 4.7%

- Desktop & mobile web exit intent- 3.5%

- Browser web push- 3.5%

- Custom changes to native app/web design- 2.3%

- Web-hooks 1.2%

- Other- 1.2%

Travel & Transportation

Expected Revenue for 2020 Compared to 2019

- Higher than 2019- - 22.2%
- Lower than 2019- 77.8%
- Same as 2019- 0%

Metrics for Measuring Customer Engagement & Retention

- Monthly active users/MAU - 21.4%
- Customer retention - 21.4%
- Revenue per customer/ARPU - 17.9%
- Frequency of return users - 17.9%
- Total amount spent per transaction/AOV - 14.3%
- Bounce rate - 3.6%
- Session time - 3.6%
- Other - 0%

Average Re-engagement/Repurchase Rate

- 0-15% - 22.2%
- 15-30% - 33.3%
- 30-60% - 44.4%
- Greater than 60% - 0%

Average Monthly Uninstall Rates

- Less than 1% - 0%
- 1-10% - 11.1%
- 11-20% - 11.1%
- 21-30% - 33.3%
- 31-40% - 22.2%
- 41-50% - 11.1%
- 51-60% - 0%
- 61-70% - 0%
- 71-80% - 0%
- 81-90% - 0%
- 91-100% - 0%
- Other - 11.1%
- We don't track uninstalls - 0%

Main Customer Engagement & Retention Pain Points

- Generic customer experiences-5.6%
- High uninstall rate-19.4%
- Lack of immediate stickiness-11.1%
- Lack of long-term loyal customers-8.3%
- Long periods of time between individual customer purchases-16.7%
- Low frequency of returning customers-16.7%
- Low revenue per customer-11.1%
- Low total amount spent per transaction-8.3%
- Other-2.8%

Current Marketing Activities & Channels to Drive Customer Engagement

- Email- 11.6%

- Push Notifications- 11.6%

- In-App Messages- 11.6%

- Facebook Audiences- 11.6%

- Google Ads- 11.6%

- Company website- 10.1%

- SMS/Text- 10.1%

- Desktop & mobile web pop-ups- 5.8%

- Desktop & mobile web exit intent- 4.3%

- Mobile App Inbox- 4.3%

- Browser web push- 2.9%

- Web-hooks 2.9%

- Custom changes to native app/web design- 1.4%

- Other- 0%

About CleverTap

Trusted by 8,000+ Leading Mobile Brands

Do you know who your users are? What motivates them to buy? What will make them uninstall your app? Growing your user base requires having the tools to answer these questions. That's where we come in.

CleverTap helps you build valuable, long-term relationships with your customers by giving you two things: first, access to real-time behavioral analytics so you know who they are and what they want. And second, the ability to engage users on the right channels, at the right time, with the right message.

Visit **clevertap.com** to learn more.

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