



How to Give Your Mobile App **Business Resilience**



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Why Read This Ebook?

We're in a truly volatile and unique period in history. Words like unprecedented, uncertain, and unpredictable are in every article and every social media post. But what does that mean for your mobile brand?

Any brand trying to market their services and their app during times like these is faced with a critical need to try new strategies in order to make things work. And we're not talking about the "acquire users quick" growth hacks from the pre-pandemic era, but time-tested growth strategies to help a brand achieve business resilience that will make your app last longer than a temporary crisis.

That's the reason for this ebook. We want you to be wary of the tremendous glut of pandemic-themed marketing advice out there and instead focus on areas that will benefit your business no matter the economic climate.

As a mobile marketing platform that continues to serve over 8,000 global mobile brands, we've seen our share of success stories and have found that business resilience in mobile apps boils down to 3 main areas:



Focusing on
retention



Optimizing the
customer experience



Maximizing
ROI

Read on to find out how to make it work.

PART 1: Focus on Retention

Customer retention has always been an essential ingredient to a sustainable business. But during times of volatility, It becomes even more crucial that brands have an effective strategy to help them hold on to every hard-earned customer.

Why Bother With Retention?

Retention marketing becomes the foundation of every mobile organization serious about building a lasting legacy. Because in building a loyal user base that keeps coming back, you are boosting your business' bottom line.

Even small improvements in retention can make a significant impact. For example, a 5% increase in retention correlates with at least a 25% increase in profit.^[1] And a 7% jump can boost customer lifetime value by as much as 85%.^[2]

The biggest motivating factor should be this however: highly-engaged customers buy 90% more often and spend 60% more per transaction.^[3]



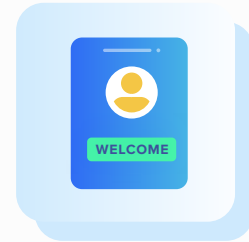
Customer retention increases business profitability in three big ways:



1. You gain an understanding of your customers' journey and friction points



2. You are able to deter drop-offs by engaging key user segments



3. You perfect your app's onboarding experience so you win users ASAP

Let's examine each of these in turn.

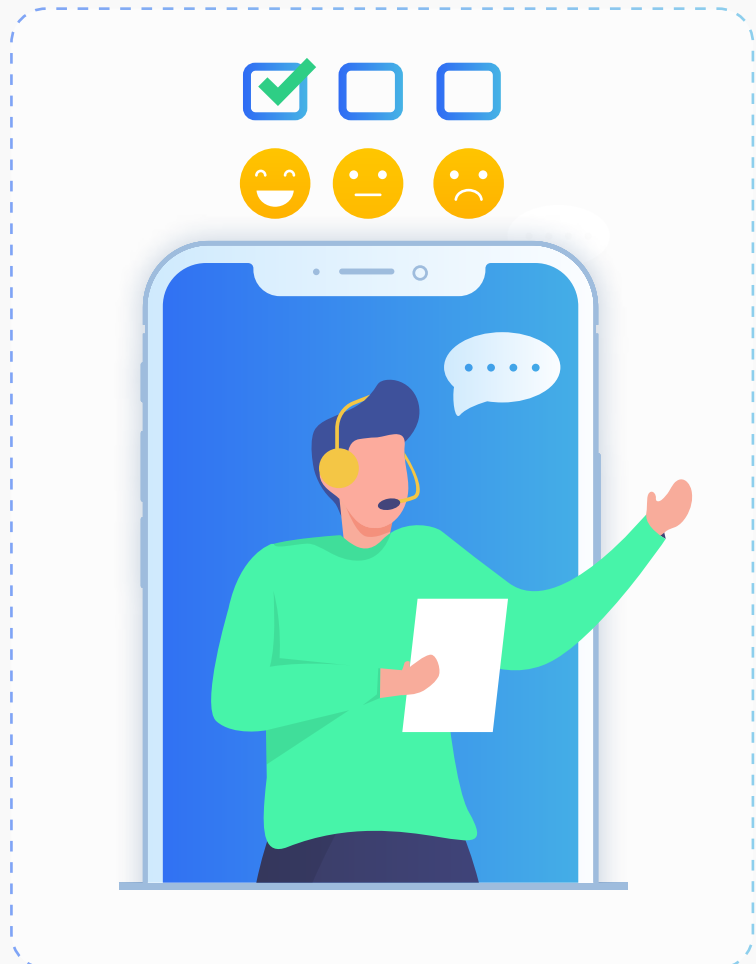
A. Understand Your Users' Journey and Friction Points

Each one of your app users goes through a specific journey as they transition from prospect to paying customer to loyal advocate.

Do You Know What Your Users Need?

A key to providing users with an experience that they want to keep returning to is to understand their expectations for your app. What are they looking to solve by using your service and your mobile app?

To unravel this mystery, you will have to learn who your customers are in the first place. Get the right information during the signup process when they register. Talk with your users and ask for their feedback on your app. Update buyer personas with the info you've gleaned. And check that the information you have in your customer data platform is accurate.



Do You Know Every Touch Point?

Your job as a mobile marketer is to understand every interaction that your brand has with that person. [A user journey map](#) is one way to visualize every place that your brand communicates with a user. You are able to see the different ways you can influence a user toward a conversion. It can also show you the areas that are problematic — places in your app that need to be improved to keep people from uninstalling.

By understanding each customer interaction and every possible flow that a user can take once inside your app, you will learn at which steps you can be encouraging users to keep using the app. Furthermore, it will show you the friction points where users typically uninstall — giving you the opportunity to streamline the experience and improve the journey for them.

How Many Users Need a Nudge Toward Conversion?

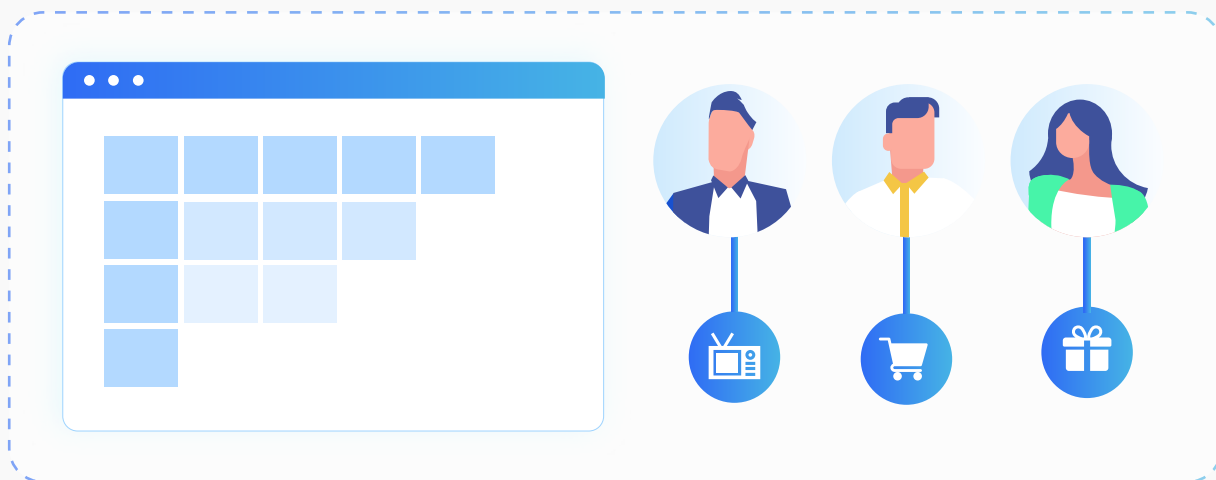
An alternative way to look at a user's progress through the customer lifecycle is via our [Acknowledgment-Interest-Conversion \(AIC\) Framework](#). The goal is to move a mobile app user from mere acknowledgment of your brand, to genuine interest in your brand, to actually converting them into a paying user. By measuring the number of users in each layer, you have a way to track true engagement with your app.

What Are Cohorts Doing Before Uninstalling?

To discover why people are uninstalling, use [cohort analysis](#). This reveals how many customers churn, when they churn, and the factors leading up to that uninstall.

Cohorts are, quite simply, a group of users who share a characteristic. This could be the day they installed your app, a certain product they've purchased, or the content genres they stream. And when you track these cohorts over time, you can see how different factors impact retention.

For example, you track a cohort of users who abandoned a cart within the first 7 days of usage and see that 90% of them uninstall your app within the first 30 days. In which case, you can build a campaign to get those who abandon carts to return and make a purchase. You should also use this data to examine the checkout process: is there some roadblock there that deters people from clicking the buy button?



B. Deter Drop-offs By Engaging Key User Segments

One of the many important tasks you have to own as a mobile marketer is finding out how many customers are leaving, when they leave, who your loyal users are, and why those people are so happy to use your app while others just uninstall without worry.

The answers to these questions will help you formulate campaigns that resonate with your customers instead of annoy them. Because whether there's a global health crisis or not, you have to deliver value with every communication.

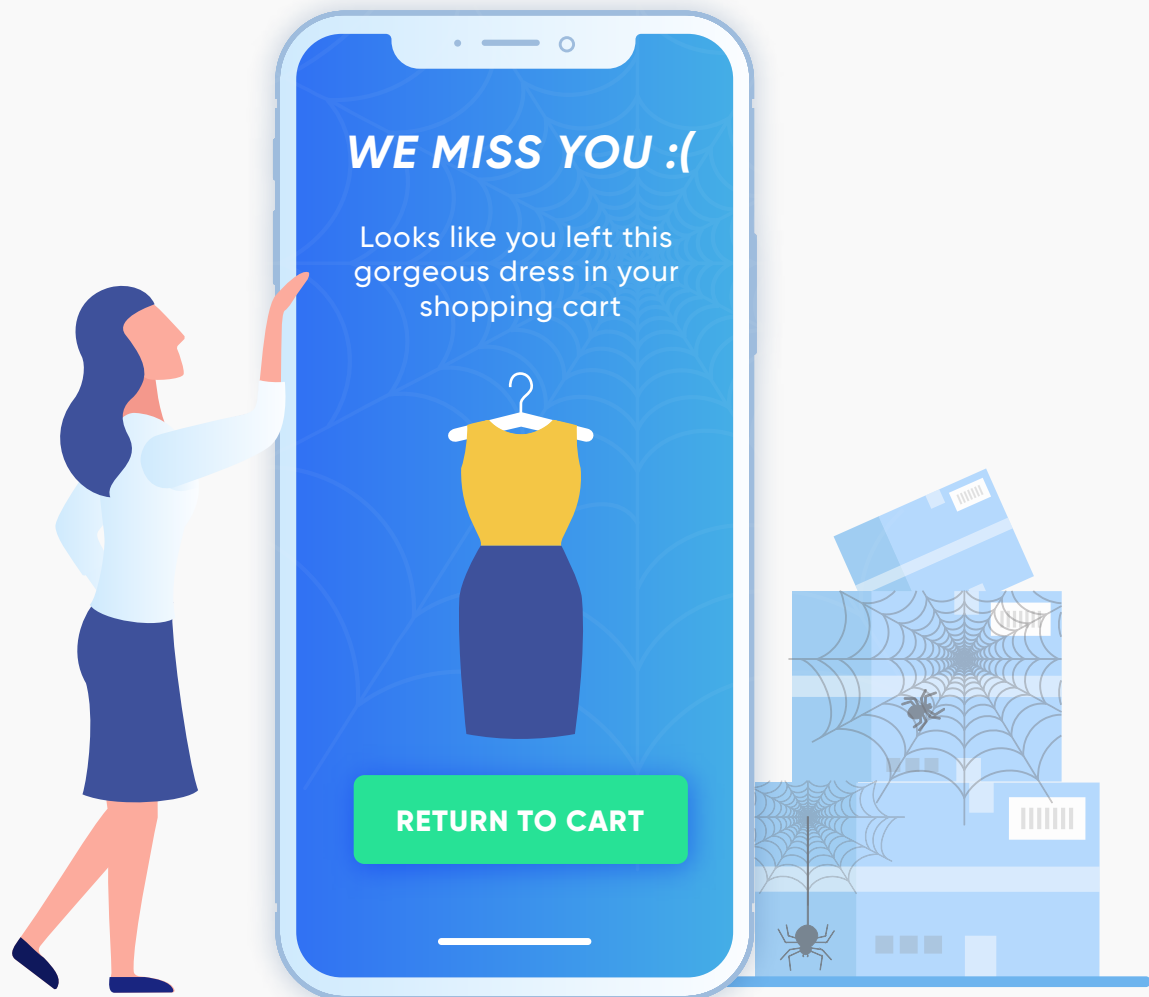
But how do you know which users to engage?

Use RFM Auto Segmentation

One of the easiest ways to group your user base into audiences you can target is to use [RFM analysis](#). RFM — which stands for Recency, Frequency, and Monetary Value — automatically looks at which users have most recently or frequently used your app, or who have purchased the most from your app, so you can target the ones with the highest potential to convert.

For example, using RFM, you could find those users who may have once been active users but are now hardly using the app. Your marketing campaign could combine a reward with a discount for getting them back into the app.

By engaging key user segments and encouraging them to build habits around using the app, you can work to reverse churn. And by tracking campaign performance, you can see if this engagement is moving the needle on your conversion and retention rates.



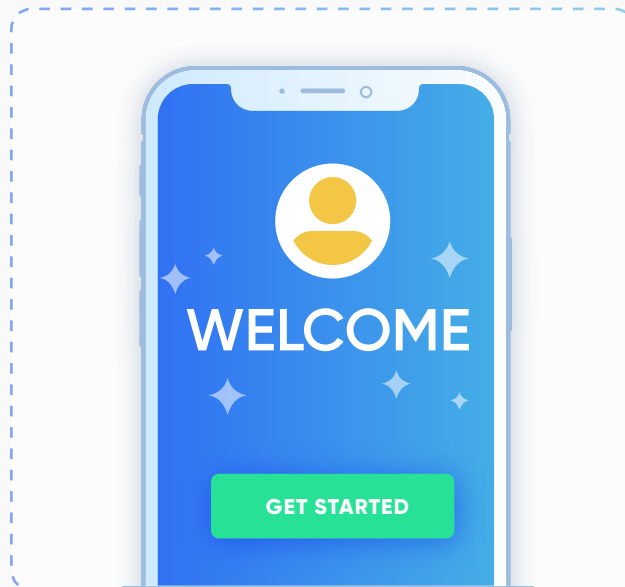
C. Perfect your onboarding to win them over from the start

Hands down, the best way to keep users from churning is to ensure that they experience the value of your app as soon as possible. And to do this you need a bulletproof onboarding experience.

Because at the end of the day, the initial retention phase is the most critical to your app's continued success. If users don't have a good [first-time user experience](#), the chances of them coming back are almost nil.

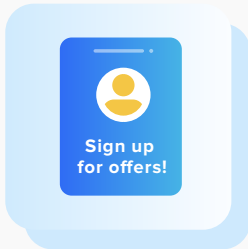
One out of every four mobile apps are abandoned after first launch.^[4]

So how do you onboard them effectively?

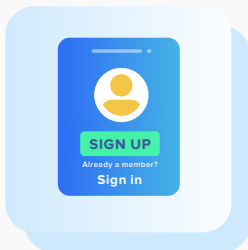




1. Show 3 benefits. Those initial screens a user sees when they've just installed the app? Use them to showcase the top 3 benefits of using your app. Doing this up front underscores why they need your app in their lives.



2. Why register? Tell them what they can expect when they sign up for your service and give up some personal information. 82% of users say they want apps to provide a clear reason for requesting personal information.^[5] Be clear how you'll use their data, and what they should look forward to.



3. Keep registration simple. If it's not idiot-proof, you'll likely lose potential paying customers. A messy sign-up process is as inviting to visitors as a cluttered entryway is to a home.

Find more onboarding tips in our pocket guide:

[Onboarding Secrets of Today's Top Mobile Apps.](#)

PART 2: Optimize the Customer Experience

The second key to your app achieving business resilience is really quite simple: make it so good users won't want to leave.

Truly that's an oversimplification. But the essence remains true: if your customer experience (CX) is so welcoming that it delights users, then they will keep coming back — pandemic or no pandemic. And they will eventually keep converting with your upsells and marketing campaigns.

Remember that “customer experience” refers to every interaction between a customer and your brand. This means optimizing everything from a well-designed user interface to your well-oiled customer support team. It also includes a website that won't crash, and emails or push notifications that don't annoy.

What type of process is involved in improving CX... and in effect, your ROI?

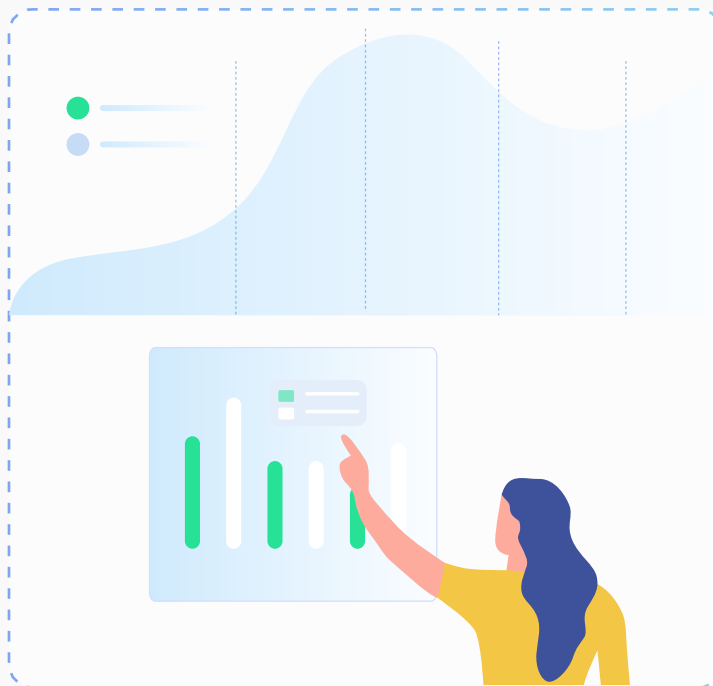
A. Get data using feedback + analytics

It all starts with data. To know whether your CX is performing well, you must be monitoring how your users behave within your app — specifically what they're doing, how long they're staying, and which features they're frequently using.

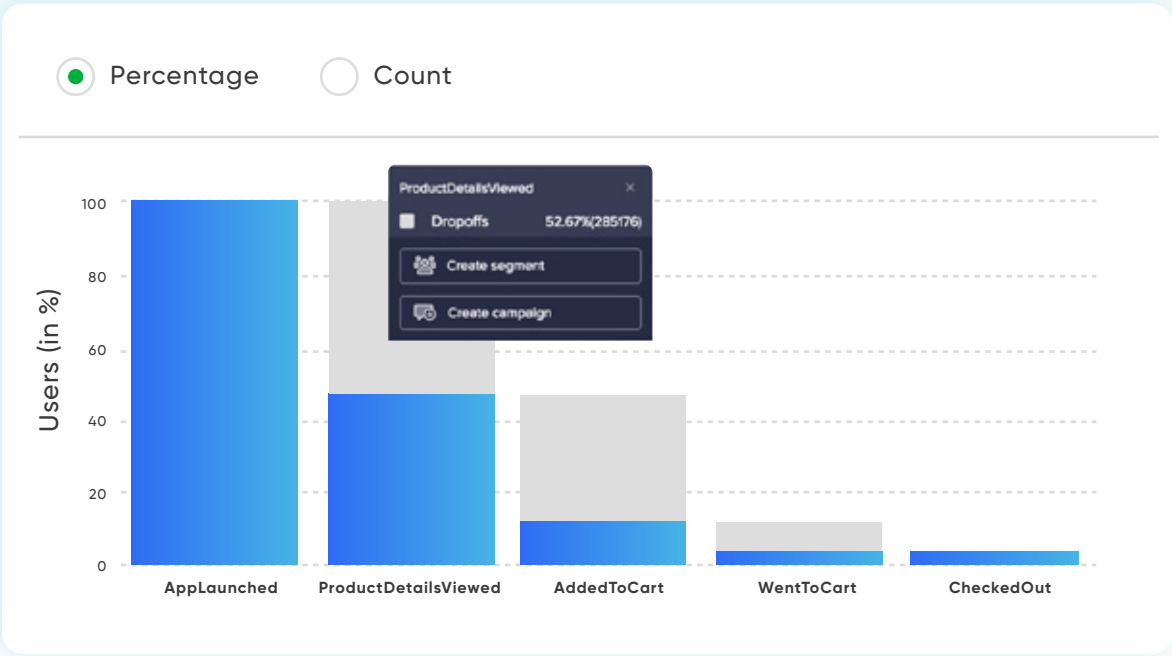
Your audience analytics provider should be able to show you where your users are dropping off, what specific friction points are leading to their uninstalls, and how much each churned user is costing you.

But alongside this, you need an easy way to gather feedback from your customers themselves. After all, who better to say if your CX is lackluster than your own users?

Use focus group discussions or [in-app surveys](#) to ask how your app is doing. And not just when they look like they're about to churn, but also when they're at the peak of your app usage. Give them multiple ways to communicate with you and monitor each of those channels.



Within CleverTap, you can use [Funnels](#) to identify how users navigate your app and where they drop off before reaching a conversion step.



B. Segment users properly

One of the easiest ways to destroy the customer experience is to send users the same offers regardless of where they are in the customer journey. That one-size-fits-all approach won't win you any new customers, that's for sure.

Which is why proper segmentation is critical to your success.

As mentioned in a previous section, you can segment users efficiently using CleverTap's AI-enhanced RFM analysis. This means bidding goodbye to rule-based grouping of users in favor of letting AI manage the process of grouping similar users automatically.

The result: you can market to those at risk of churn, or to new users with the potential to become repeat purchasers.

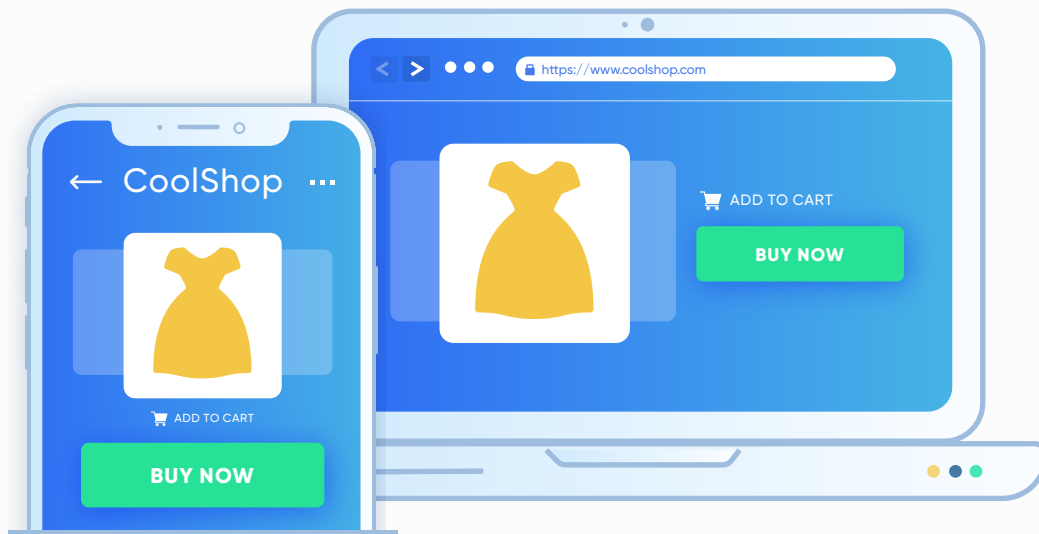
But you can also segment users by intent. [Intent Based Segmentation](#) groups users based on the actions they are likely to perform in the future. This CleverTap feature predicts a user's propensity toward achieving a specified goal (e.g., will uninstall by end of the month, or will likely purchase in the next 15 days). This allows you to send the appropriate campaign that gets those users back into the app or entices them to spend more.

C. Deliver customized, consistent experiences

If a user lands on your website, loves your marketing hoopla, then heads to the app store to actually install your app, but suddenly scratches their head wondering if they're looking at the right app, then you have a huge problem. That inconsistency in the customer experience might drive away more potential customers than a mediocre app.

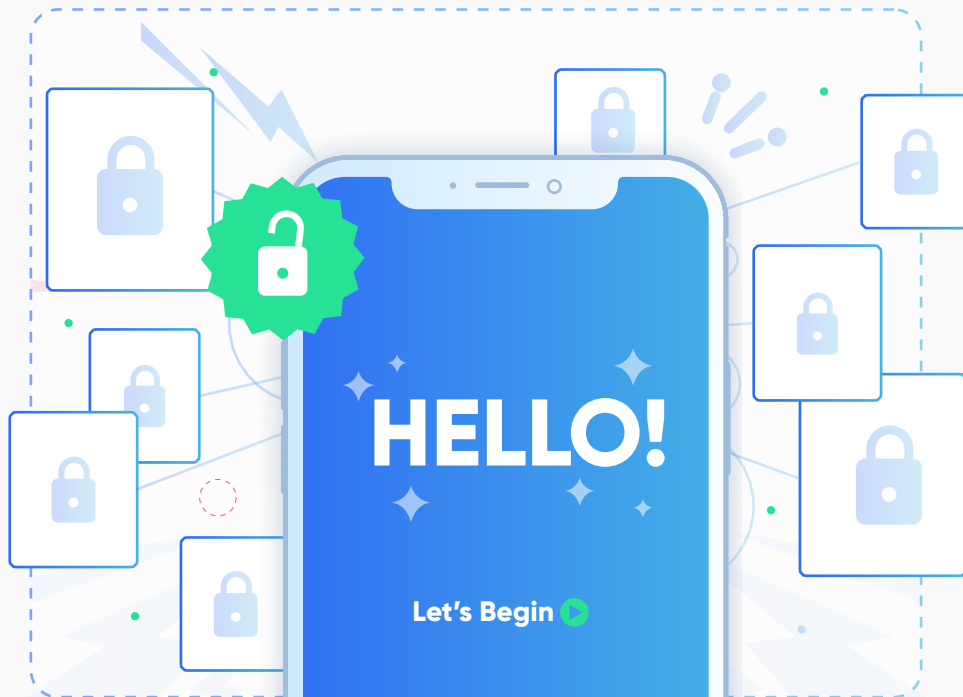
Because customers expect to be able to trust that what you say matches what you deliver.

Your job as a mobile marketer is to coordinate all the moving parts of your campaigns and martech stack so that there is consistency in all your communications and on all channels used by your brand.



This means you will need a martech stack that lets you engage customers on multiple channels as well as orchestrate omnichannel campaigns.

But the other half of it is being able to test and deploy the latest UX changes as efficiently as possible. CleverTap's [Screen A/B Testing](#) makes it easy to run, analyze, and scale product experiments. You can test new UI, features, and workflows to see if any one version improves key metrics such as revenue and retention.

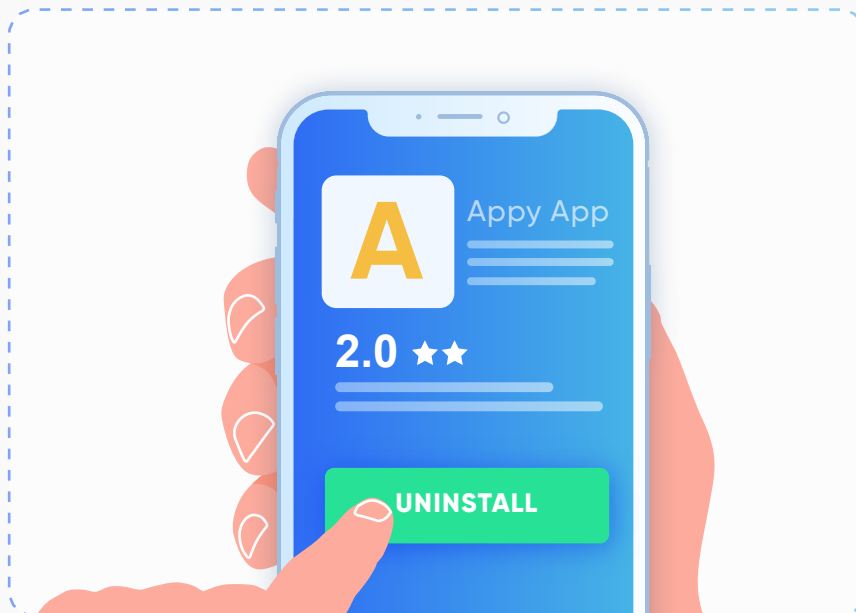


Why CX matters

Why spend all this effort on improving the customer experience? Because CX optimization will improve your customer retention efforts.

57% of surveyed customers have stopped buying from a brand due to a competitor providing a better experience. And 76% of customers say it's easier than ever to take their business to a competitor.^[6]

The trick is to continually test your hypotheses on what could impact CX. Monitor the results. Implement the winners of your tests. And then take into consideration all feedback from users. Because, after all, it's their experience you're trying to enhance.



PART 3: Maximizing ROI

This last section is about tightening belts. Because when a crisis hits, you will always have to make do with less. In fact, more often than not, you will be asked to do more with less of everything — budget, manpower, and vendors.

So how do you maximize ROI in such a situation? How do you make every dollar work efficiently?

A. Make every tool count

When your business hits a volatile period, you may find your discretionary spending cut off. The first things to go will typically be the external vendors/consultants and the non-essential tools.

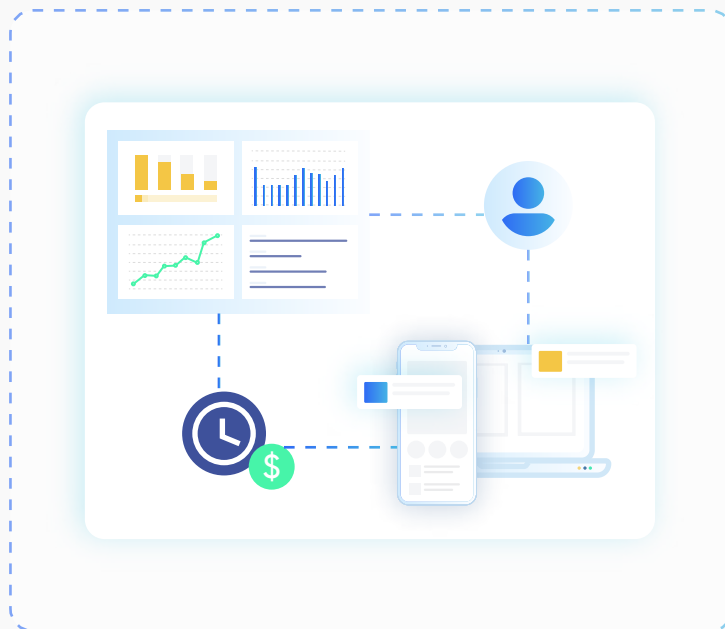
Which means, your martech stack better be packed with only the most essential tools. Make sure you're accounting for the [Total Cost of Ownership](#) of your platform so your organization gets the most out of it. Look for all-in-one tools that offer both customer analytics and engagement, and have strong partnerships that eliminate hidden costs such as the retail cost for each push notification or email sent to your users.

B. Drive up CLV

The other thing about crisis periods is that acquisition may suddenly take a lower priority than retention. So every dollar spent on marketing must help drive up the [Customer Lifetime Value \(CLV\)](#) of every person already in your user base.

CLV is the amount of profit you expect to earn over the span of your relationship with an average customer. And it's a critical element for a resilient mobile business because as you work to engage and retain that customer, you hopefully drive up the frequency and amount that each user spends with your app. This increases the revenue that each user contributes to your business overall.

Aside from helping you understand how much your brand and your app are worth, knowing your CLTV can help you determine how much you can afford to spend on acquiring new users without losing money. And it gives you a data-driven way to decide whether you should be focusing on attracting new audiences or shift your efforts to upsell and encourage repeat purchases with your current customers.



C. Know the real cost of your marketing efforts

The final piece of the puzzle lies in understanding how each of your campaigns is performing in real time. Being able to view how a push or email campaign is doing in real time is now not only beneficial, it's necessary. Especially as you try to do more with less.

This is where a dashboard such as [Real Impact](#) can come in handy. This CleverTap feature displays a consolidated view of how your marketing is impacting the larger business KPIs that you're being measured against.

Now you can easily see how users are responding to your tactics. Or how much revenue campaigns are generating. Furthermore, you can look at anything from average revenue per user to churn statistics to number of conversions — any KPI that matters to your organization and over any duration of time. This allows you to see what impact your marketing has on your KPIs in a single glance.

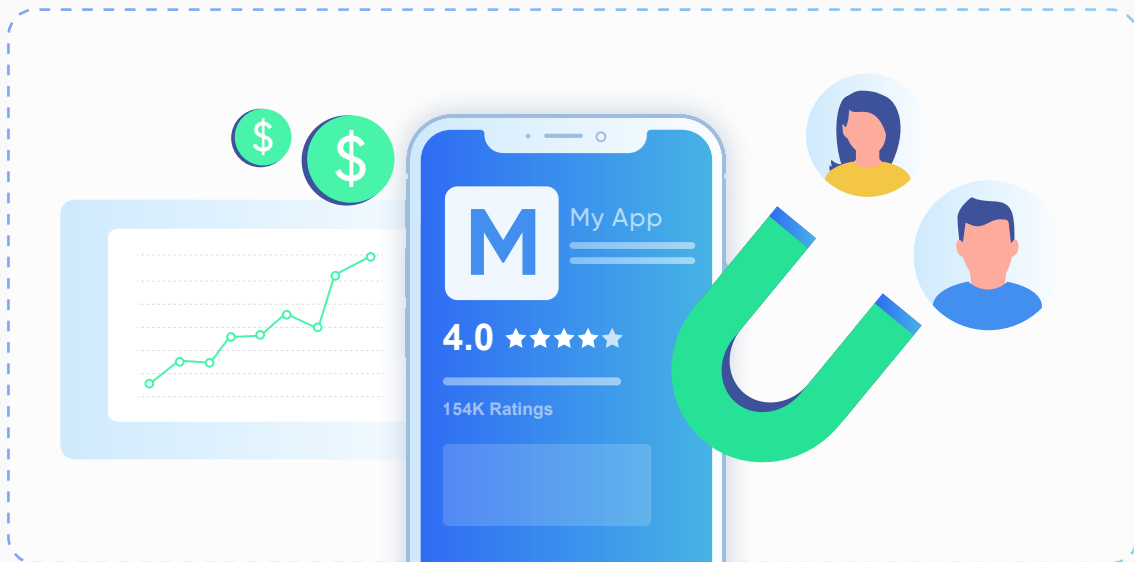
Real Impact on Conversion App Launched > Charged



Business Resilience: A Marathon, Not a Sprint

Every business in every vertical is affected by this global health crisis. But [while some are luckier than others](#), there's no better time than now to begin fortifying your mobile business with long-term growth strategies that make it bulletproof to external circumstances.

And this is done by focusing on the customer experience, relentlessly pursuing customer retention, and maximizing every marketing dollar spent. By utilizing a data-driven approach to these efforts, and building stronger relationships with customers, you can deliver value at every step, and by doing so, turn mere app users into lifelong brand advocates.



CleverTap

CleverTap is the leading customer engagement and retention platform that helps brands maximize user lifetime value. We move beyond outdated marketing automation tools to provide organizations of all sizes with deep insights into user behavior and usage trends across web and mobile. The result is a custom user experience based on real-time product and app usage — not a static user profile — that dramatically increases engagement and conversions while reducing customer churn. Over 8,000 consumer brands around the world, including Vodafone, Star, Sony, Discovery, Fandango LATAM, Carousell, and Gojek trust us to help improve user engagement and retention thereby growing long term revenue. We're backed by leading venture capital firms including Sequoia India, Tiger Global Management, Accel, and Recruit Holdings, and we operate globally with regional offices around the world.

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Transform Your Customer Engagement with CleverTap

1 Billion

Devices Reached

\$2 Billion

Incremental Revenue Delivered

20 Million

Campaigns Sent

Trusted by over 8000 brands

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