

IS YOUR APP STICKY ENOUGH?

The Download Is Just the Beginning

If conversions and monetization are your goal, then what matters most is keeping your users engaged and returning often.

LET'S FACE FACTS

20% of apps are only used once

If an app is only opened once in 7 days, **60%** chance it will never be opened again

Sports apps have the highest abandonment rate



SO, WHAT IS A STICKY APP?

It's the perfect mix of design, function, content and marketing.



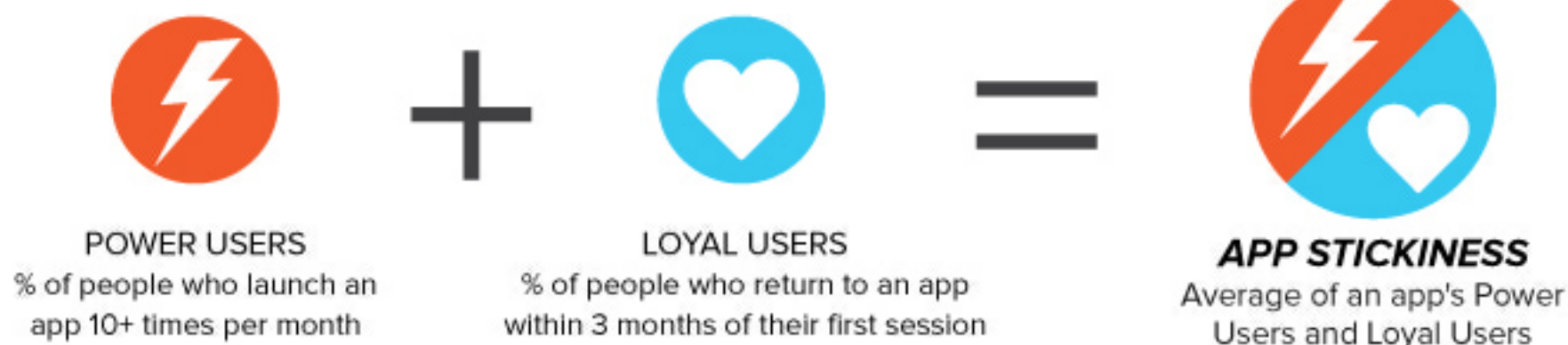
WHO'S CRACKED IT?

Instagram
New York Times
Candy Crush
YouTube
Rue La La
WhatsApp
RunKeeper
ESPN
eBay

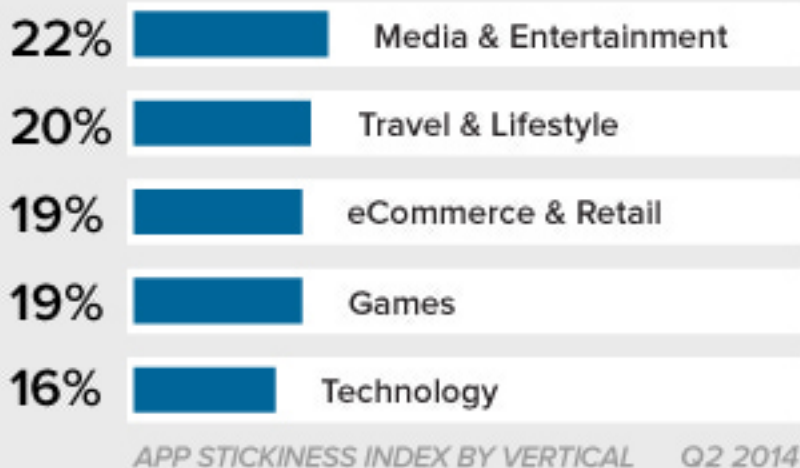
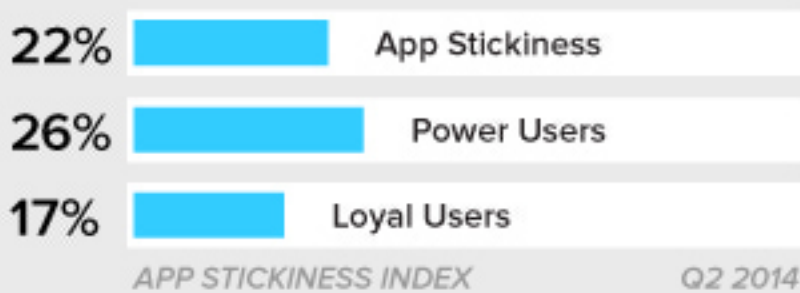


HOW TO MEASURE STICKINESS

Two key ingredients common to all successful sticky apps: Power Users and Loyal Users



APP STICKINESS OF 25,000 APPS



Apple iOS apps have more Loyal Users



App Burnout (high Power Users, low Loyal Users) is real

Games and Technology apps suffer the most from App Burnout

4 WAYS TO INCREASE APP STICKINESS

1 Use funnels to ensure your app's design, user experience & navigation are frictionless and intuitive.



2 Refresh your app experience often with new features and personalized content.



3 Track who your Power Users are, and how they use your app, to understand what keeps them coming back.



4 Leverage insights about your users' behaviors to intelligently market to both engaged - and inactive - users with push and in-app messages.

