

Cotap Taps into Localytics to Drive 183% Increase in Key Feature Usage



Rapidly-growing workplace mobile messaging service uses Localytics to measure the impact of product changes and optimize user acquisition efforts.

The Company: Cotap

Cotap is a messaging app that improves communication at work by solving a simple problem: allowing people to text message their coworkers, without needing to swap their mobile numbers. Cotap has shown promising growth since its launch in October 2013 thanks to user-driven adoption. The company is currently focusing its efforts on acquiring new users and growing and improving its product.

The Challenge: Iterating Quickly and Measuring the Results

For a new app, the ability to iterate rapidly and measure the success of changes to the product is paramount. Measuring success over time requires a steady stream of new users and a detailed understanding of user behavior. Cotap's primary needs are to identify their highest value acquisition sources based on user retention and to understand how product changes affect user behavior.

The Solution: Localytics



In under a day, Cotap was able to implement and start using [Localytics Analyze](#) to gain a better understanding of user behaviors inside the app and identify their highest value acquisition sources. Localytics enables Cotap to identify and track key user events inside its app, such as sending a message, inviting a contact, or performing a search. By tracking user engagement data, Cotap can identify any changes in user behavior as they grow and modify their app accordingly.



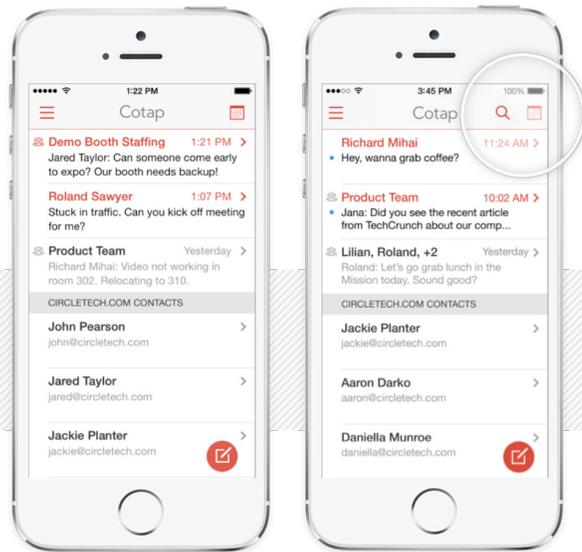
Cotap also uses [Localytics Acquire](#) to track and optimize user acquisition campaigns across ad networks. In the Localytics dashboard, the Cotap team can filter their engagement and retention metrics by acquisition source. This enables them to identify where their highest value customers are coming from so they can continue to invest in the acquisition campaigns with the highest rate of return and gain engaged users.

"We want to seamlessly deliver functionality users love and respond to. Localytics Analyze acts as QA for the frequent changes we make to our app. With real-time app metrics, our developers can tell right away if there's a bug and start working to fix it. It's also great to see the positive impact that our changes can have at the event-level and on overall customer retention."

- James Patterson,
Cotap CEO

Results

With Localytics, Cotap has been able to validate changes to the app as it continues to pursue its product roadmap. In one particular example, the Cotap developers shifted the position of the app’s inbox search tool so that the magnifying glass icon, which opens the search bar, would be near the top of the screen. In the first week after the change was made, Cotap measured **183% month-over-month growth in in-app searches**. Shortly after the update, they recorded their highest search day ever, representing a **225% increase over the highest search day before the interface changes were made**.



Before

After

GROWTH IN IN-APP SEARCHES

After the search tool was added to the upper navigation

183%↑

MONTH-OVER-MONTH SEARCHES

225%↑

HIGHEST SEARCH DAY

On the acquisition side, Cotap has been running campaigns through Facebook, Fiksu, and Google Adwords and tracking them in Localytics Acquire. Cotap measures the success of these campaigns by looking at cohort retention data filtered by acquisition source. For three weeks in a row, week one retention for users acquired through a particular network was at least ten percentage points higher than for users acquired through another network.

Outlook

With Localytics, Cotap has been able to identify its highest value acquisition sources and gain a deep understanding of user behavior inside its app. Cotap plans to expand the use of Localytics to optimize its acquisition efforts at the campaign level, and to continue measuring the impact of interface and feature changes on user behavior and retention.

“Acquiring new users is one of our top priorities, and having the data Localytics provides helps us know where to devote our resources. Localytics helps us quickly understand which ad networks will connect Cotap with the people who will benefit most from using it.”

- James Patterson,
Cotap CEO

About Localytics

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