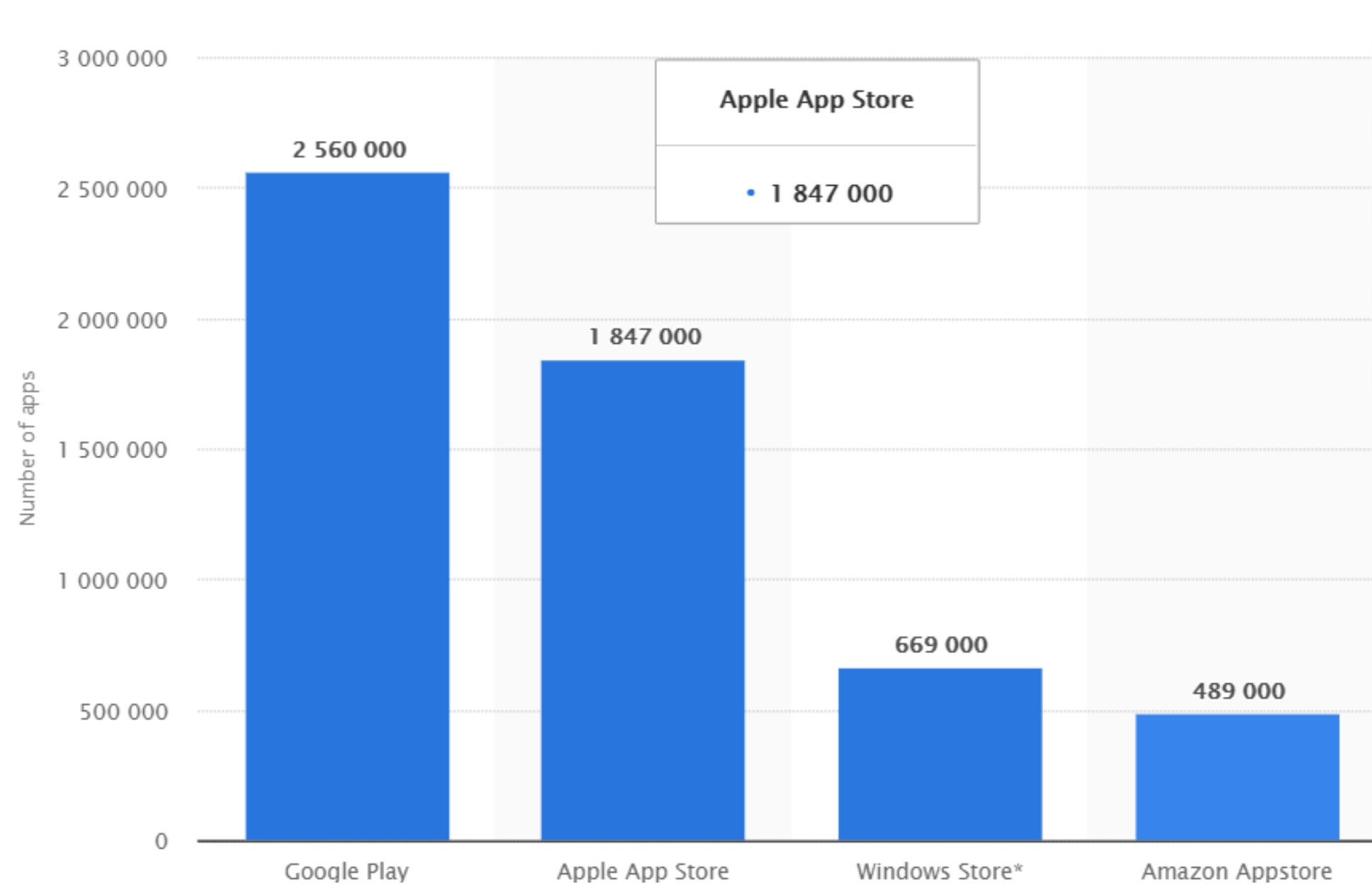# Digital Analytics
The loss of users of mobile app

GROUP C

Why do mobile applications lose users?

Huge number of mobile apps in the market

According to a study published by Statista during the first quarter of 2020, Google Play has 2.56 million applications available on its platform, while the App Store has almost 1.85 million.

Why do mobile applications lose users?

The great offer of applications in the market may be accompanied by another phenomenon: The loss of its users, possible reason listed below.
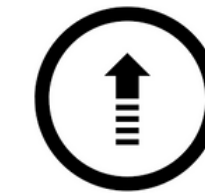
Website = App?

The application does not meet the needs of users and does not provide them with a different value than the one they can obtain on the company's website.

User unfriendly

The application does not provide an onboarding guide or a user friendly environment, which can result in users getting lost while browsing through the app.

No upgrade

The application does not evolve and does not adapt to changes in the needs and preferences of users.

Too many notifications

The application sends too many notifications to users or displays too much advertisement, which can affect users' patience and speed up the abandonment rate.

Too many requests

The application seems suspicious and requests access to too much personal data of users.

App Usage Findings

EXPERIENCING USAGE IS THE MAIN ISSUE

One of the reason is the strong seasonal behaviour of the app's users. As seen in the graph below, traffic is significantly higher during weekdays compared to weekends.

● **User Retention**

| First Launches | Launches | App Users |
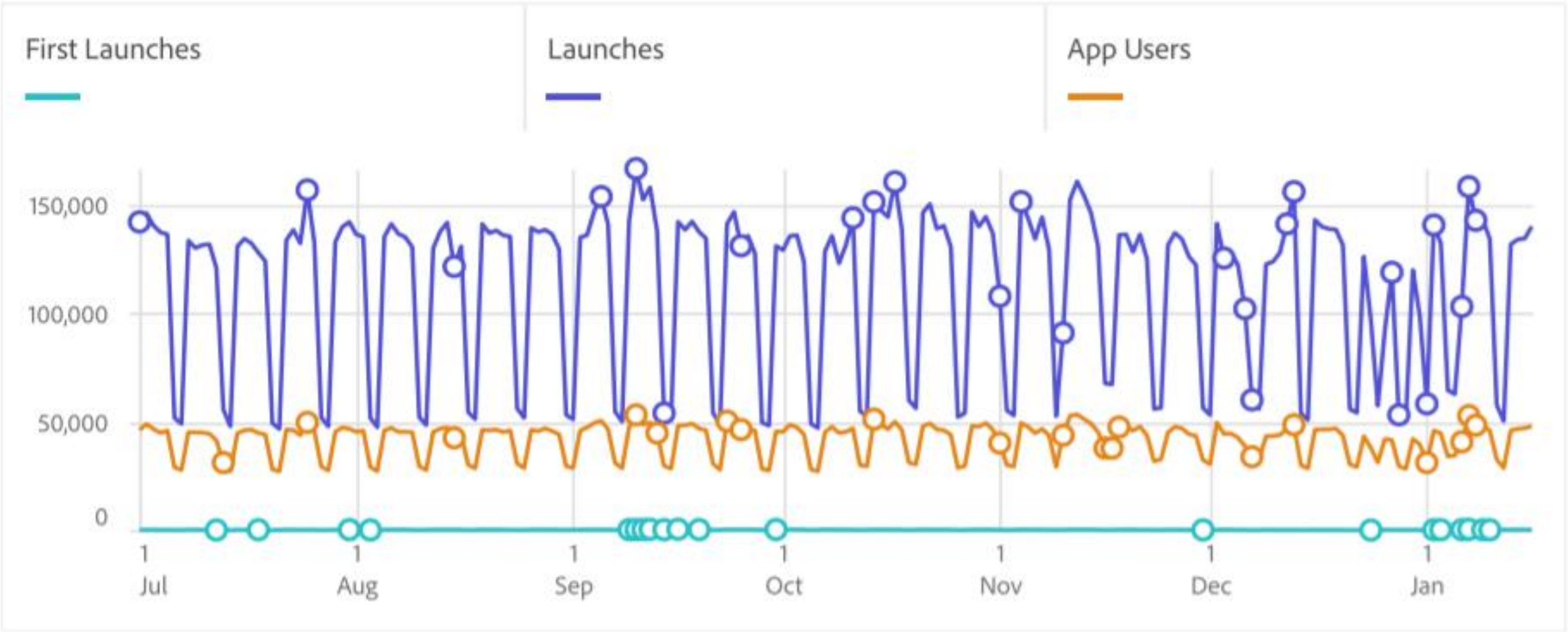
POSSIBLE REASON

- Users are less interested in economic/business news on weekends
- The content on weekends is of lower quality and less appealing

SOLUTION

- Create more content that caters to users on weekends.

Insights - Acquisition

LOST USERS

- On average 50% of users are lost within three months
- Users acquired in December of 2019 have displayed a strong retention rate (60% still using after 3 months)
- Acquisitions done through social networks showcase the highest engagement time.
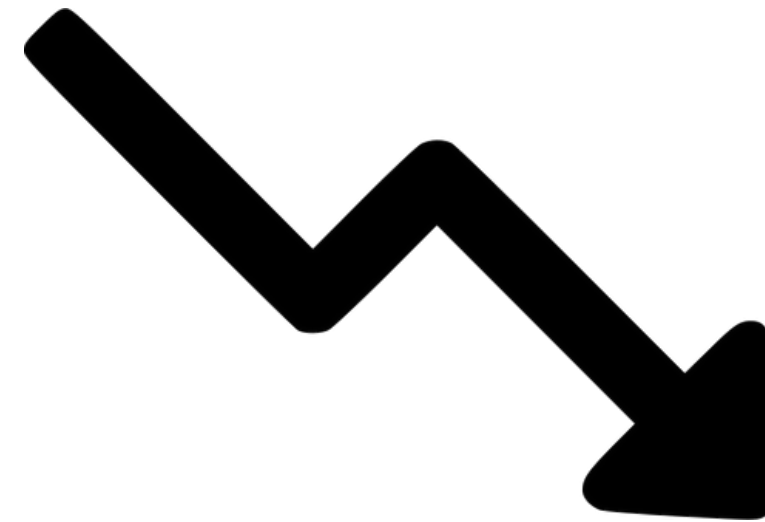
IN MARCH 2020

- Highest launches per user
- Most of March's acquisition were app users, making them more likely to engage with the app more often.

INSIGHTS & SUGGESTOINS

- The acquisition done in March via campaigns was of higher quality and needs to be replicated to address the dipping numbers in recent months.
- Run more app acquisition campaigns.

Insights – Average Session Length

Average Session Length

00:01:54

Average Session Length (Mobile) : Week

LOW AVERAGE SESSION LENGTH

- In average, article should takes 3 to 5 minutes to read depending on the size.
- The content/layout and feed should be improved to hook users' attention for longer.

AFTER INVESTIGATE THE APP, WE FOUND...

INSIGHTS

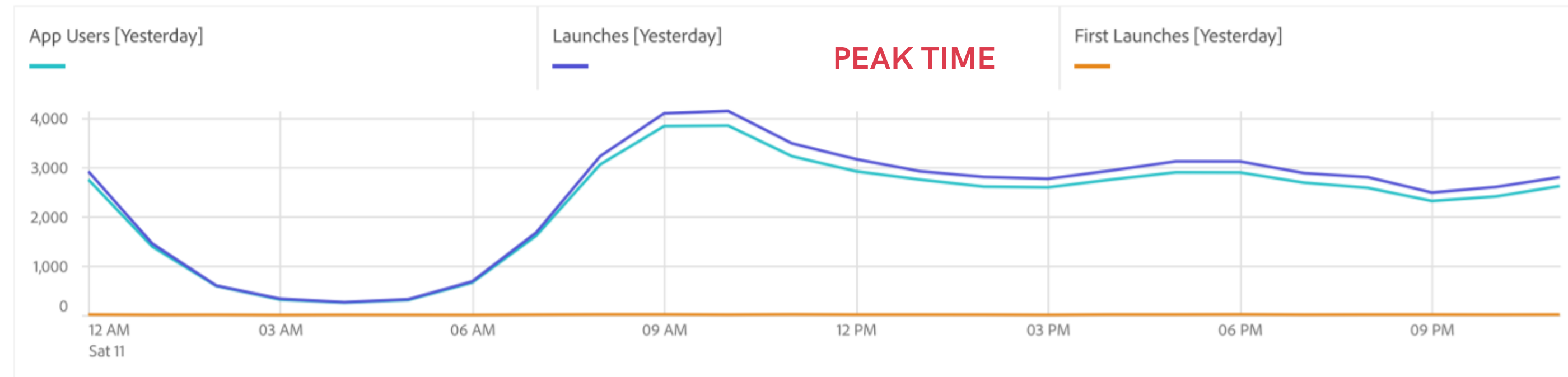- The app takes a while to load.
- Feed looks messy, articles are not well separated, some pictures/graphs (on the feed) are blurry.
- Users need a membership (on the app and website) to view articles, which is too expensive especially for a younger audience (€14.99).

SUGGESTIONS

- Lowering the price to attract more users, or
- Engage in price discrimination to propose different prices for different ages.

Insights – App Activity Time

App Usage

| App Users [Yesterday] | Launches [Yesterday] | **PEAK TIME** | First Launches [Yesterday] |

Chart axis values: 4,000 / 3,000 / 2,000 / 1,000 / 0

X-axis: 12 AM Sat 11 · 03 AM · 06 AM · 09 AM · 12 PM · 03 PM · 06 PM · 09 PM

INSIGHTS

- Peak app activity is recorded between 9am and 11am, after which there is a slow decay up.

SUGGESTIONS

- The content and quality of notifications receive during peak time period has to be optimized.
- The retention campaigns should focus on engaging users at multiple other times exclding peak time during the day - Gamify the user interactions.

Insights - Bounce Rate

● **Fallout**

All Visitors
■ **141,007**

All Visitors 141,007 visitors	100.0%	
Single Page Visits exists 91,394 visitors	64.8%	▼35.2%

INSIGHTS

- Around 65% of users launching the app do not view more than one page (bounce).

SUGGESTIONS

- The pressing need for Expansion to make its users engage with the app for longer and to make them view more pages.

Insights – Operating Systems

Operating Systems		
Page: 1 / 3 > Rows: 50 1-50 of 107	Jun 13 — Jul 12	00:05:53 out of 00:05:53
1. Mobile iOS 8.1		00:31:40 537.3%
2. Mobile iOS 12.1.3		00:12:38 214.3%
3. Mobile iOS 11.4		00:11:08 188.9%
4. Android 8.1		00:11:03 187.5%
5. Mobile iOS 13.0		00:10:39 180.9%
6. Mobile iOS 10.2.1		00:10:25 176.7%
7. Mobile iOS 12.4.4		00:09:57 168.9%
8. Mobile iOS 10.1.1		00:09:51 167.2%
9. Mobile iOS 8.4.1		00:09:49 166.6%
10. Mobile iOS 8.3		00:09:37 163.2%
11. Android 4.4.2		00:08:53 150.9%

INSIGHTS

- 40% of users use an iPhone, while the rest mainly consists of different Android devices.
- The average time iPhone (iOS) users spend on the app is significantly higher than Android.
- Even though time spent by Android users on the app is lower than iOS/iPhone, they engage with the app more often, meaning Android users are more prone to viewing multiple articles and
- sections than iPhone users.

SUGGESTIONS

- A crucial need for optimization of the acquisition and retention campaigns targeted at Android users is required, Android users can be more profitable for the app than their counterparts.

General Suggestions

APP STORE OPTIMIZATION (ASO) - FACILITATE NAVIGATION

- Having a creative and understandable title/ logo will help users remember the name and directly know the objective of application.
- Adding screenshots/ videos will influence the number of downloads and rating that can influence the app's position in search results.

USER FRIENDLY

- Users are able to navigate between different sections of the application in a swift and easy way.

PROMOTE THE APP

- Attract more customers using social media, the app's website, and develop email marketing campaigns.

CREATING IN-APP AND ONLINE ADS

- This method can reach users who do not have social media. About 33% of users discover new applications while using other apps.

General Suggestions -2

DARK MODE OPTION

- Most of the applicationsbackground is white which consumes a lot of battery. This mode uses 43% less power than normal.

CONSISTENCY

- Having a repetitive and simple branding design is the key to facilitate the integration of other applications and advertisements throughout all platforms that are related to the app. This will help building credibility and avoid confusion for the user.

DEVELOP A PUBLIC RELATIONS STRATEGY

- Having media and bloggers write about the application is also a good way to keep on attracting new customers.

Conclusion

Rapid Transformation

Mobile applications is evolving very fast, from Artificial Intelligence (AI) to Internet Of Things (IoT) to cloud-based apps to VR, AR, 5G and much more.

User Experience is the Key

Expansión App can improve its user experience by embracing these advancements and acting on both technical aspects, such as loading speed or optimizing its performance for the different operating systems, as well as visual aspects related to the distribution of information in the application.

Keep up to date

Companies that own and develop applications should stay up to date with the new innovations and competitors in order to keep on advancing and capturing more customers. Moreover, if the companies follow the above recommendations, they will dominate the market.