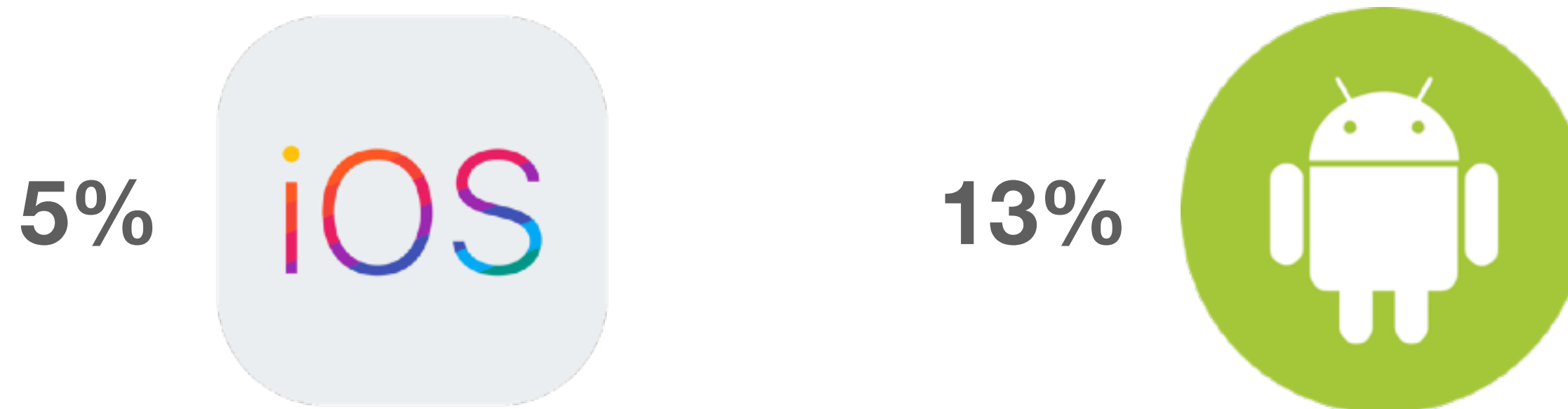


Results

- Customer retention IOS +5%
- Customer retention Android +13%
- Conversion per click in the first session increased by 28%.
- Conversion to buy product increased by 18%.



With a simple five percent increase in retention rates, you can grow profits by 25 to 95 percent.

According to [data curated by Harvard Business Review](#),