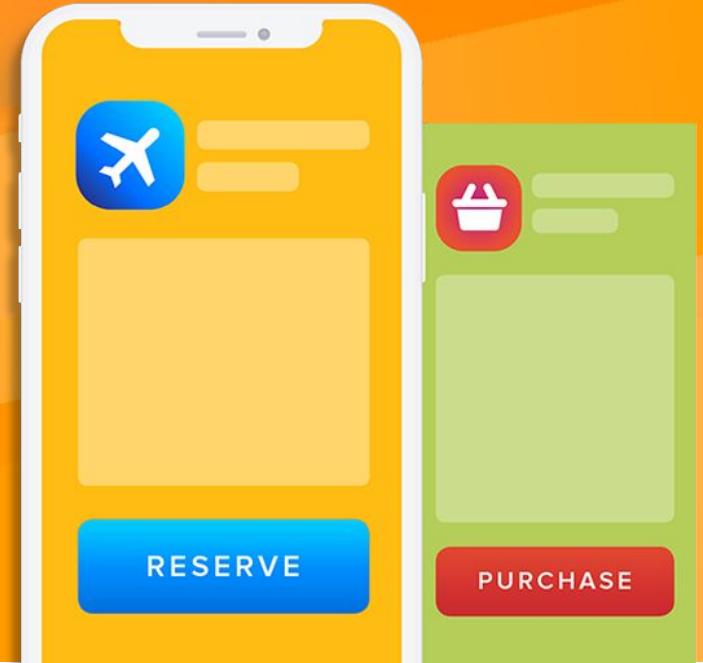


WEBINAR

Mobile App Engagement

2018 UA Trends & Benchmarks



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Agenda

- 1 Introductions
- 2 Benchmarks & Indexes
- 3 Engagement by Gender, Category, Region
- 4 Mobile Retention
- 5 Q&A



Meet the Panelists



Peggy Anne Salz
Lead Analyst / Founder

MOBILEgroove



Brittany Fleit
Sr. Manager, Content
Marketing

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Matt Hawes
Business Intelligence
Manager

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Morgan Friberg
Sr. Marketing Manager

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MOBILEgroove

A top 50 ranked influential technology destination, providing editorial content, in-depth analysis and custom research for the global mobile industry.

Forbes

Harvard
Business
Review

VentureBeat

POCKET
GAMER.biz



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Leanplum is a mobile engagement platform that helps forward-looking brands meet the real-time needs of their customers.





Liftoff is a **performance-based, app marketing** platform helping companies drive adoption and **engagement** in mobile apps.

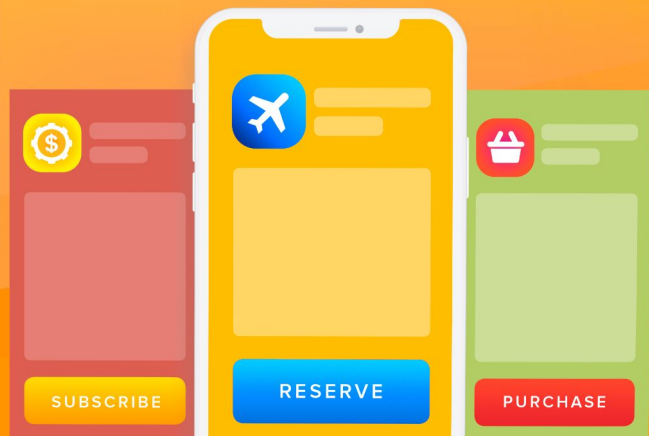




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2018 MOBILE APP ENGAGEMENT INDEX

User Acquisition Trends and Benchmarks



liftoff.io/resources

- Sep 2017 - Aug 2018
- Over 257 billion impressions
- 58.4 million installs
- 19.2 million first-time events
- Leanplum & Liftoff data



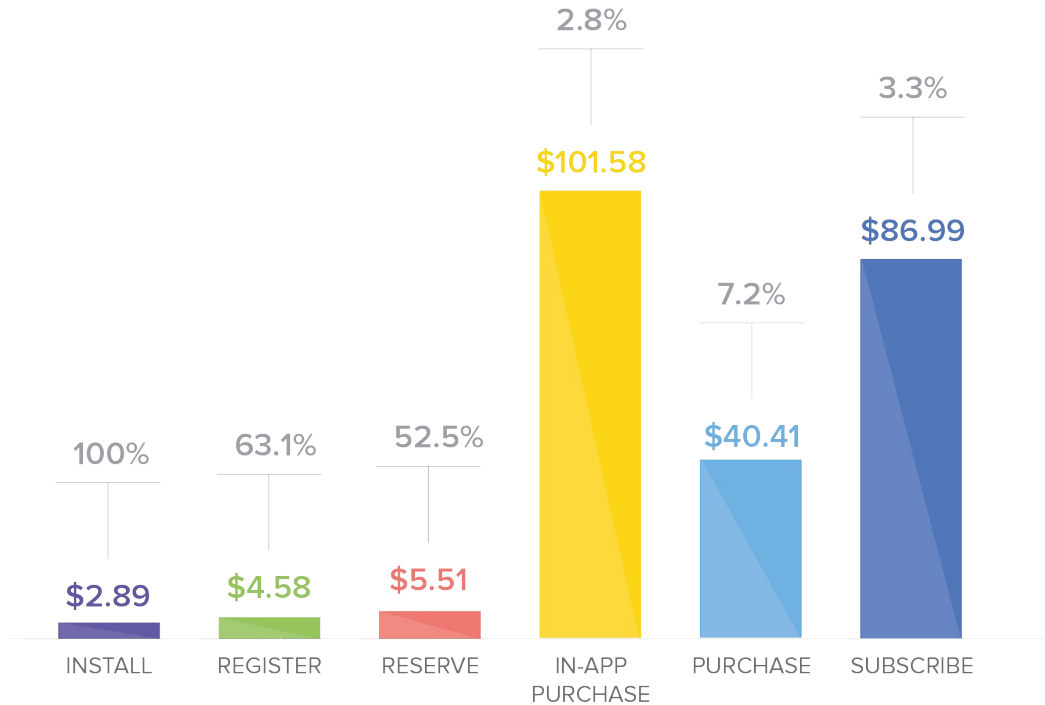
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Benchmarks & Indexes



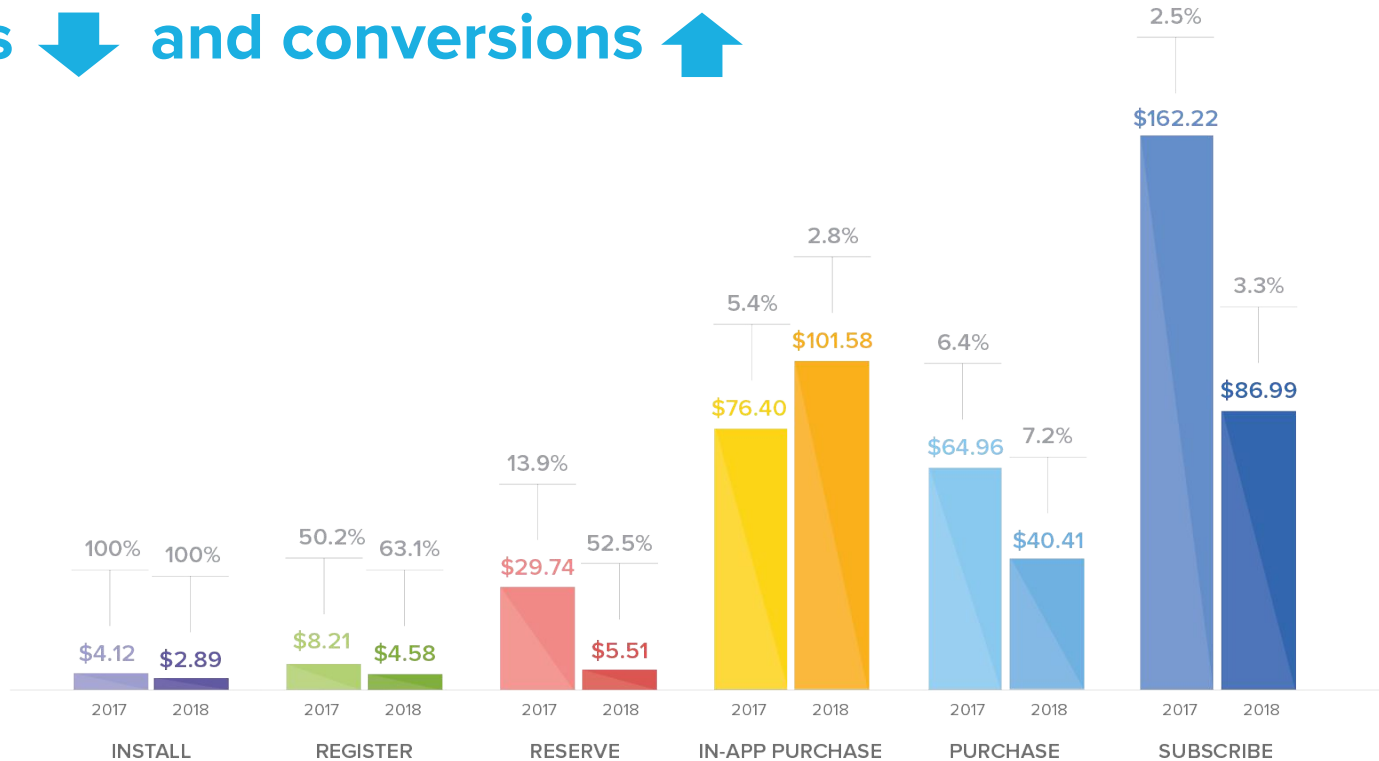
2018 cost & engagement rates per action



Cost & Engagement Rates per Action



Compared to last year, except in-app purchases, costs ↓ and conversions ↑



Cost & Engagement Rates per Action



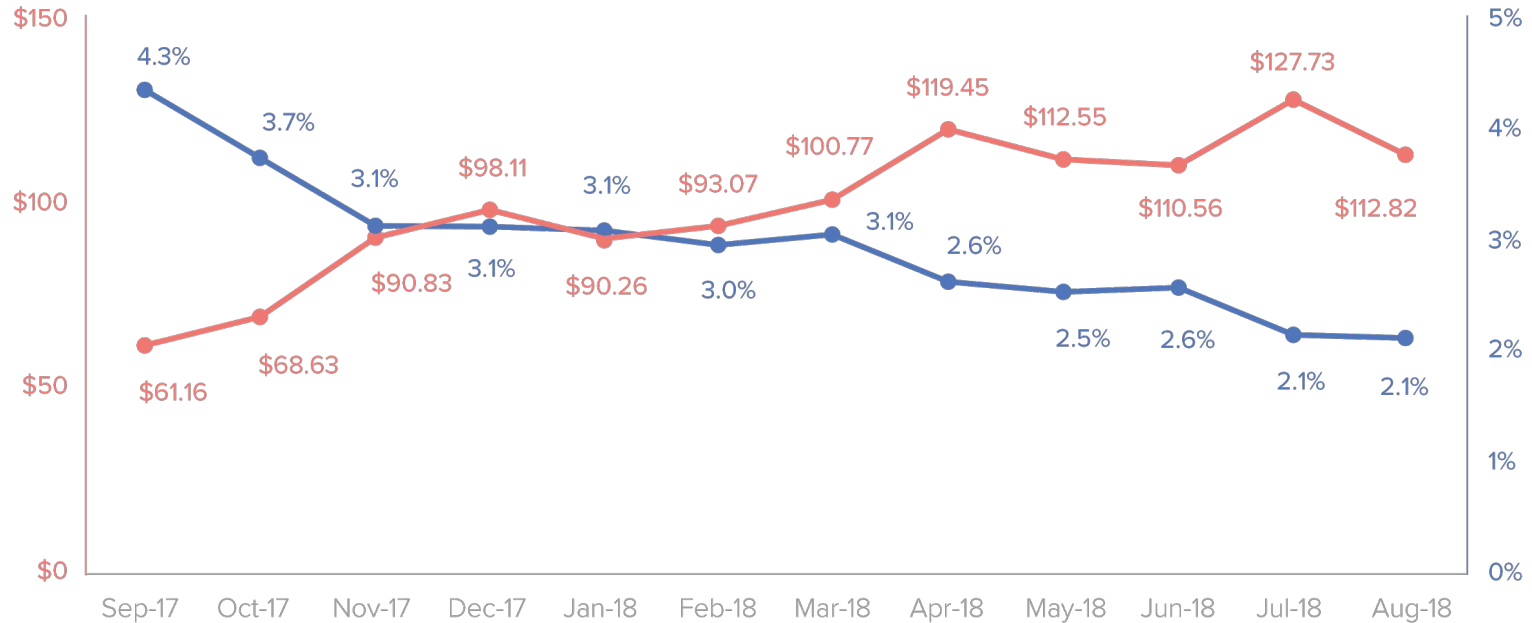
In 2018 CPIs fluctuated 30% between \$2.38 & \$3.14



Average Monthly Cost-per-Install



In-app purchase costs & conversion rates are stable most of the year



In-App Purchase: Monthly Costs & Engagement Rates



“

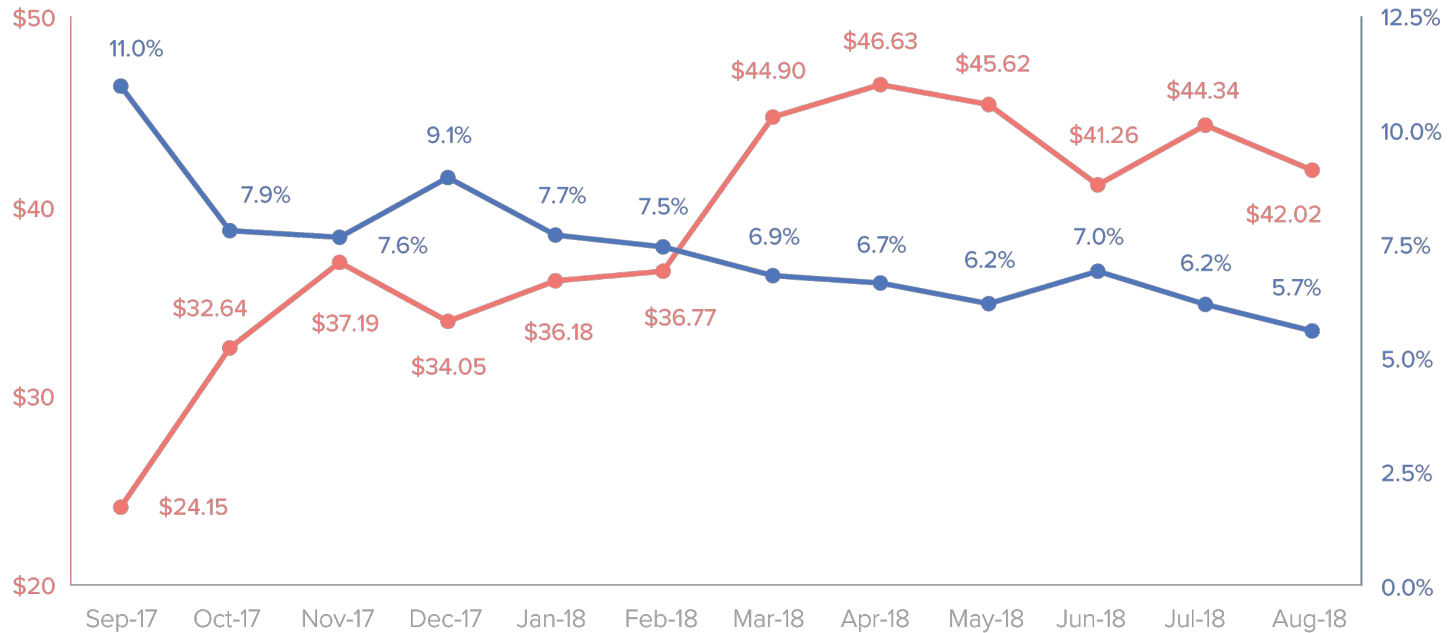
...strike while the iron is hot, take advantage of the months when the costs are low and engagement is high, but... if you want to have a sustainable business **you have to keep acquiring users throughout the other months.** The trick is to keep enough meat on the bone to keep generating users.

”

Harry Bienenstock
Digital Marketing Manager
Playtika



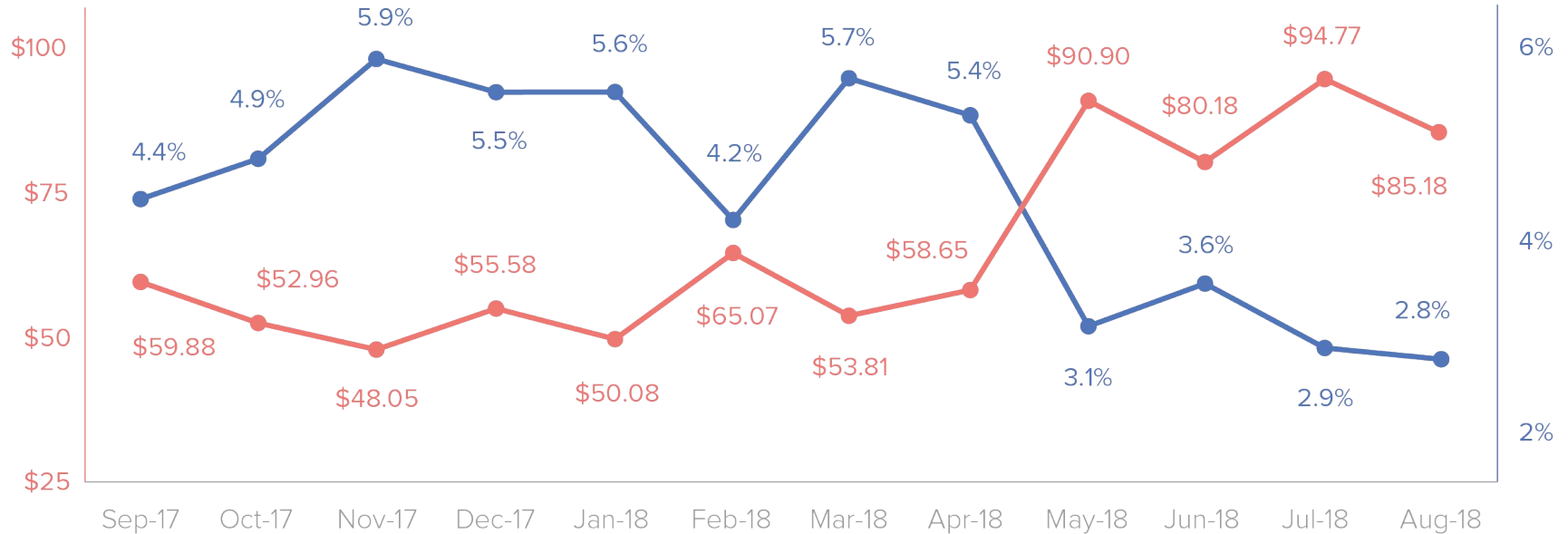
Fall through winter is the most efficient time to acquire mobile shoppers



Purchase: Monthly Costs & Engagement Rates



Subscription app UA performance degrades in summer



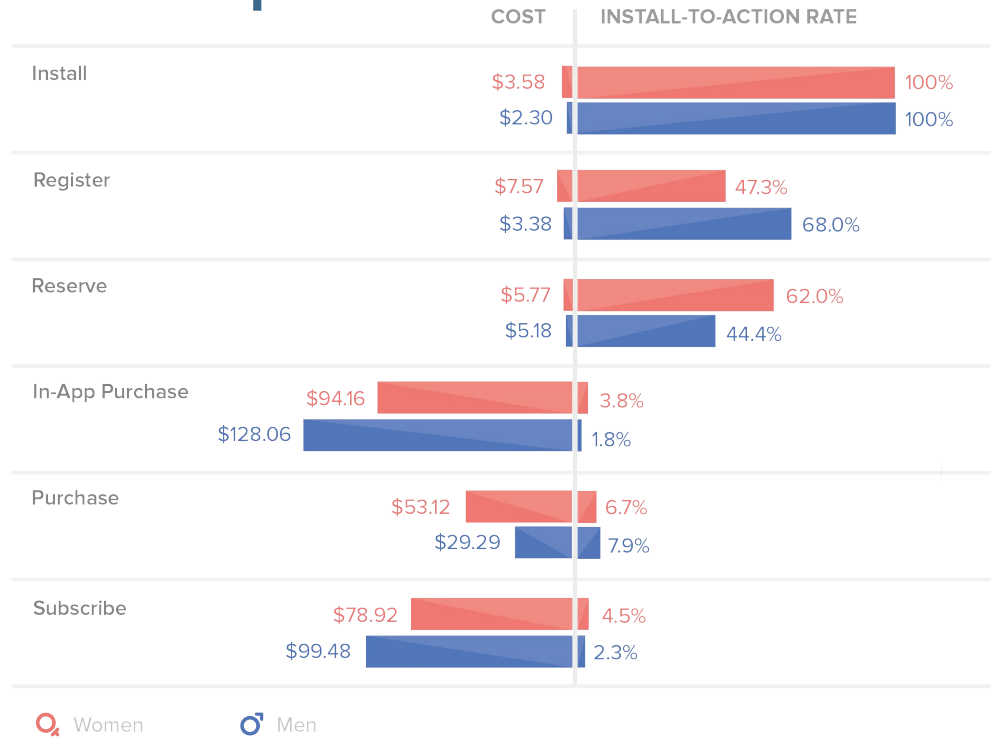
Subscribe: Monthly Costs & Engagement Rates



Engagement by Gender



Females outperform males when it comes to In-App Purchases & Subscriptions

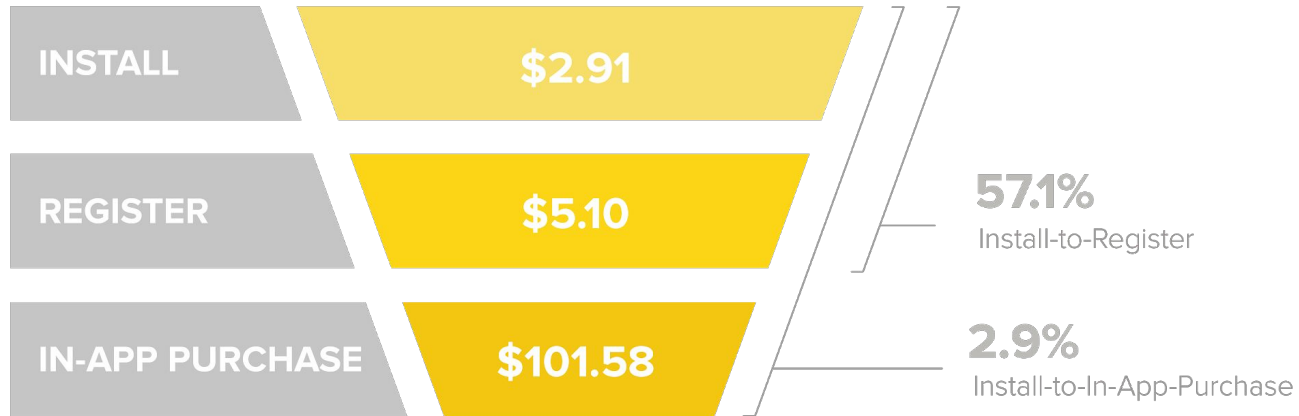


Gender: Costs & Engagement Rates

Engagement by App Category



Cost & engagement rates across 5 app categories: Dating, Finance, Gaming, Shopping, Utility



Gaming Apps: Costs & Engagement Rates

Shopping apps saw the highest growth in install-to-purchase rates, increasing 96% YoY

	2017	2018	% Change
Dating	1.7%	2.4%	+ 41.2%
Finance	7.7%	10.3%	+ 33.8%
Gaming	5.0%	2.9%	- 42.0%
Shopping	4.4%	8.6%	+ 95.5%
Utility	5.6%	9.4%	+ 67.9%

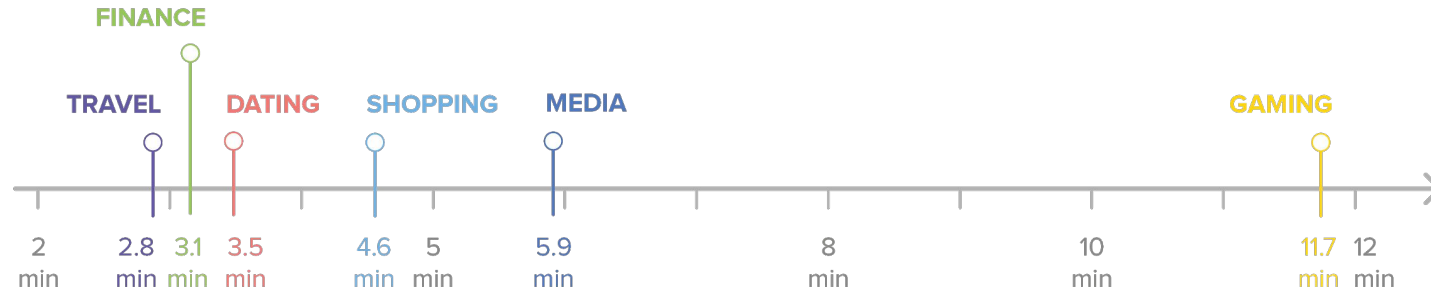
YoY Change in Install to Post-Install Event Conversion Rates by App Category



In-App Engagement



Gaming users spend the most time in-app but finance app users return the most often



Category: Session duration in minutes

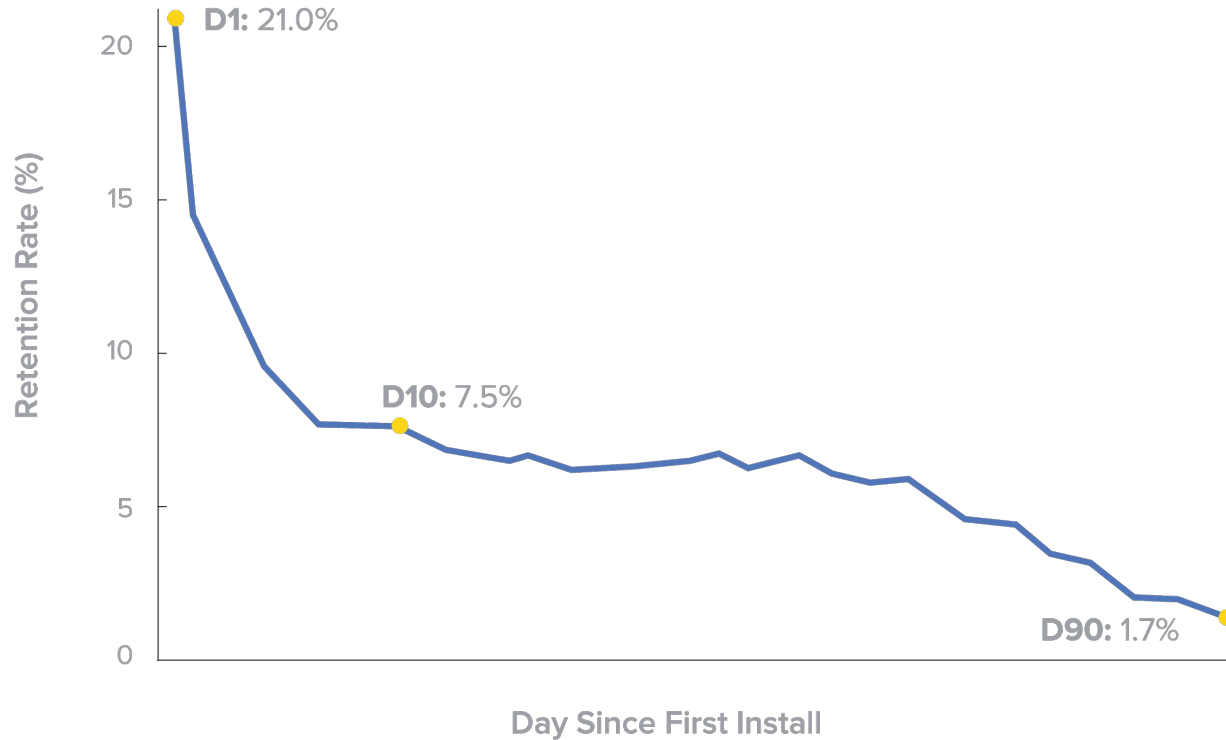


Category: Days since last active

In-App Mobile Retention



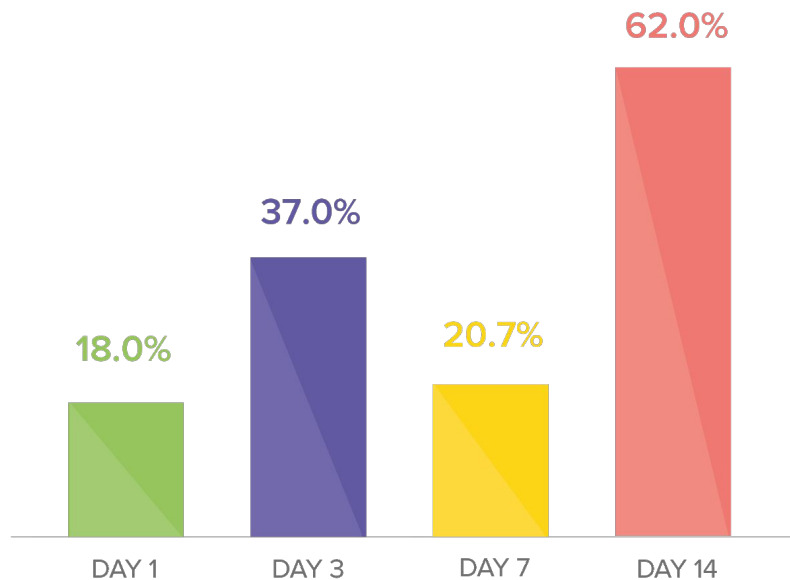
98% of installs will stop using an app within 90 days



Average Retention Rate for Mobile Apps



Sending push notifications results in a **62%** increase in Day 14 retention



Average Retention Increase with Push Notifications

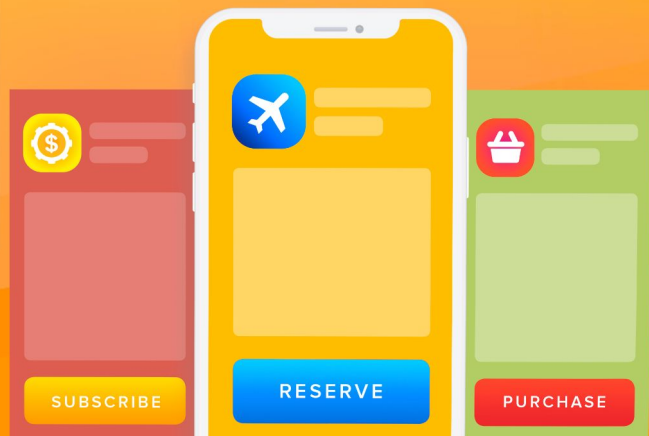




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Questions?



Thank You!

