How to Increase App Retention

1. Source: Criteo data of 15 highly active countries from December 5, 2019-January 8, 2020, n=1,091
2. Source: Criteo data of 15 highly active countries from November 25, 2019-December 29, 2019, n=865
3. Source: Criteo data of 15 highly active countries from December 5, 2019-January 8, 2020, n=1,091
4. Source: Global Criteo data from November 28, 2019-January 1, 2020, 2.2 billion app users from 1,440 partners
5. 49%
6. 50%
7. 8%
8. 18%
9. 11%
10. 20%
11. 17%
12. 12%

How Do You Keep More Users Engaged?

The Commerce App User Journey

Do you have a commerce app? The objective is to have users transact. You may be relying on a loyalty app to drive users to make a purchase. But if you can get them to stick around...

Customer Journey

Consideration
- 73% of users have heard something for your brand
- 36% of users have search something for your brand
- 22% of users have engaged with your brand

Purchase
- 11% of users have added something to their cart
- 6% of users have checked out

The Loyalty App User Journey

on a loyalty app?

- 38% of users have added something to their cart
- 8% of users have checked out
- 3% of users have transacted
- 1% of users have upgraded to your loyalty program

Customer Journey

Consideration
- 38%
- 11%
- 6%
- 3%
- 1%

Purchase
- 49%
- 22%
- 17%
- 12%
- 10%

Frequent Buyer

Frequent User

Customer Journey

Consideration
- 60%
- 36%
- 22%
- 17%
- 10%

Retention
- 49%
- 11%
- 8%
- 6%
- 3%
- 1%

How to Increase Sales with Your App

1. Create a great onboarding experience for your app
2. Segment your app users and personalize their experiences
3. A/B test features to learn what works for longer engagement and keep every app experience to remove common points of frustration

About Criteo

Criteo (NASDAQ: CRTO) is the global technology company powering the world's commerce apps to drive growth. Today, 9,100 partners and 15% of app users are looking for similar products to yours or other incentives. Ads promoting new features win back users that have uninstalled. Ads designed to drive behavioral data to get the most out of your users. By using ads and personalization technology, you can push users to fulfill people's needs to better know and serve their customers.