

How to Increase App Retention

Retention is an App Marketer's Biggest Challenge



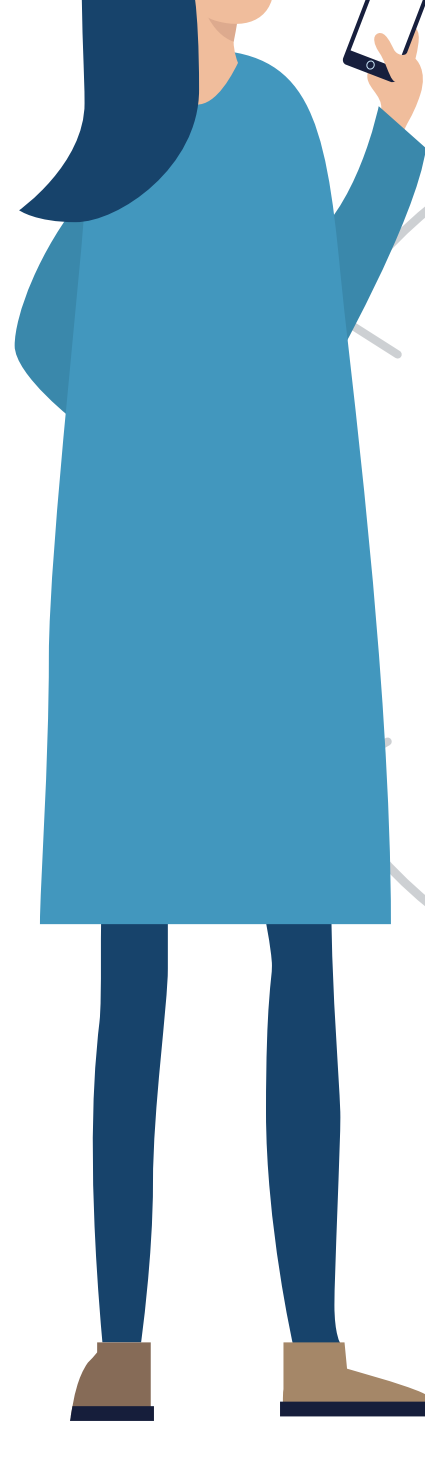
49%¹ of app users abandon an app after 1 day



1/3² of users only have 1 app session

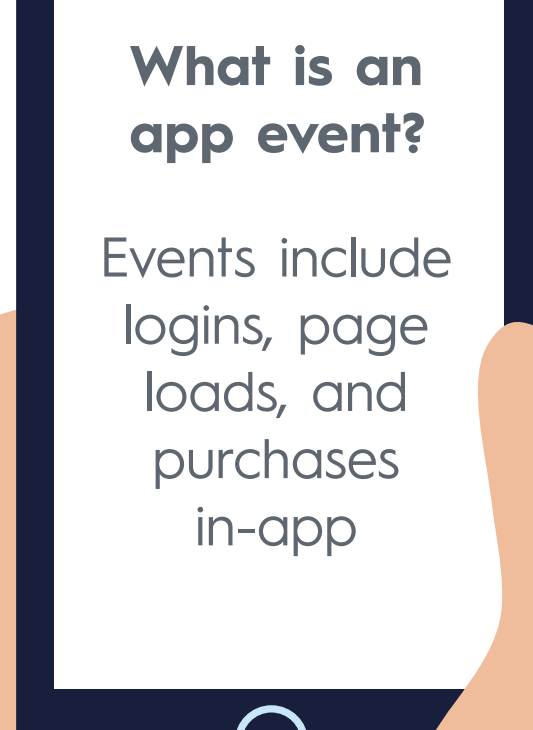
But if you can get them to stick around...

Your App Users Are Some of Your Most Engaged Customers



The average time per app session is **5 minutes 38 seconds**³

An average of **4.5**⁴ events happen per app session



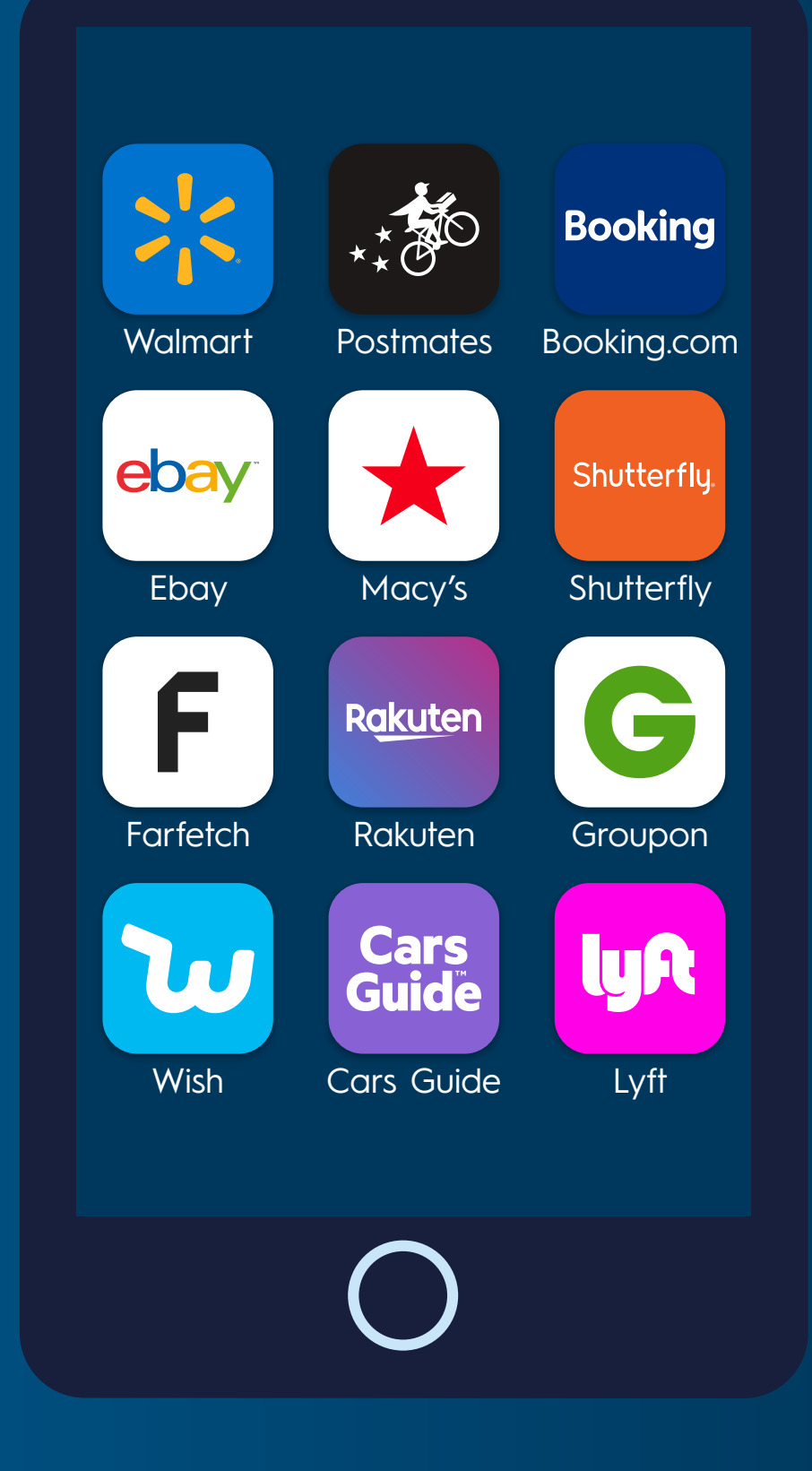
How Do You Keep More App Users Engaged?

First, define the goal of your app.

Do you have a commerce app....

Commerce apps exist primarily to drive users to make a purchase.

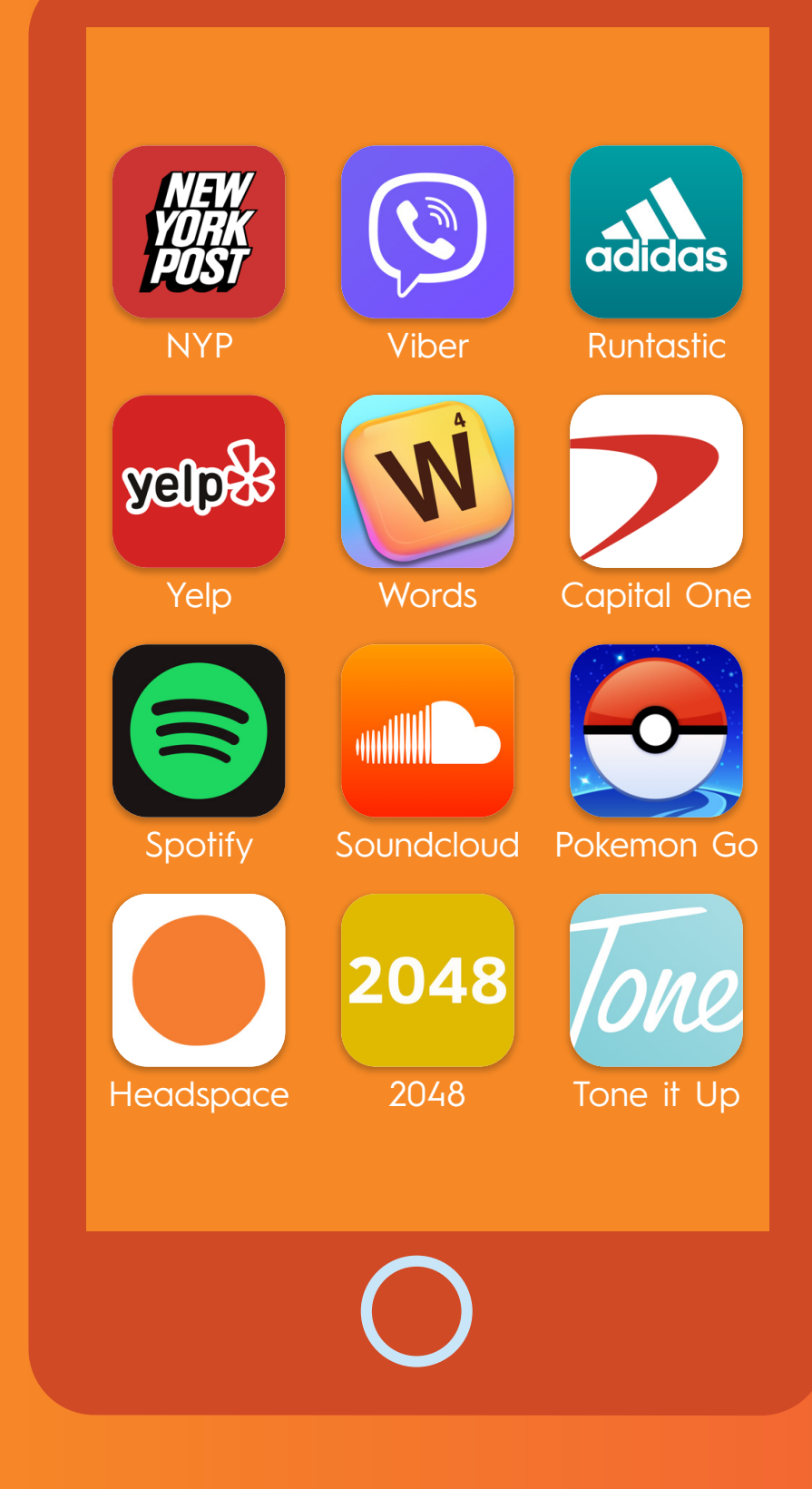
While they may have engaging features—like a furniture app that lets you see pieces in your home—the goal is to enable users to transact.



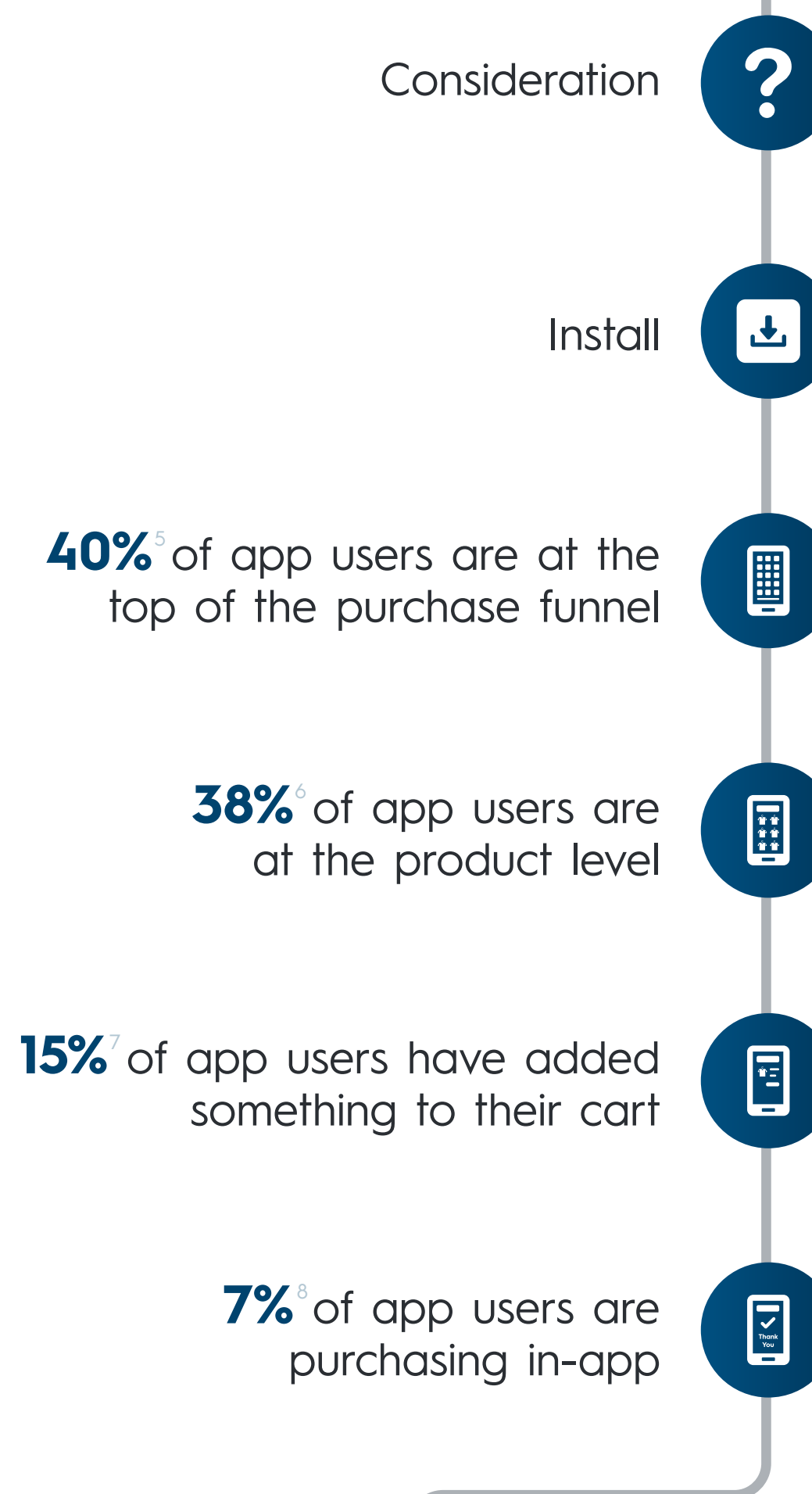
...or a loyalty app?

The primary goal of loyalty apps is engagement. You want to become the brand your users engage with most in your vertical.

While there may be some opportunities to make an in-app upgrade, the main objective is to have users loyal to the app and use it multiple times a day.



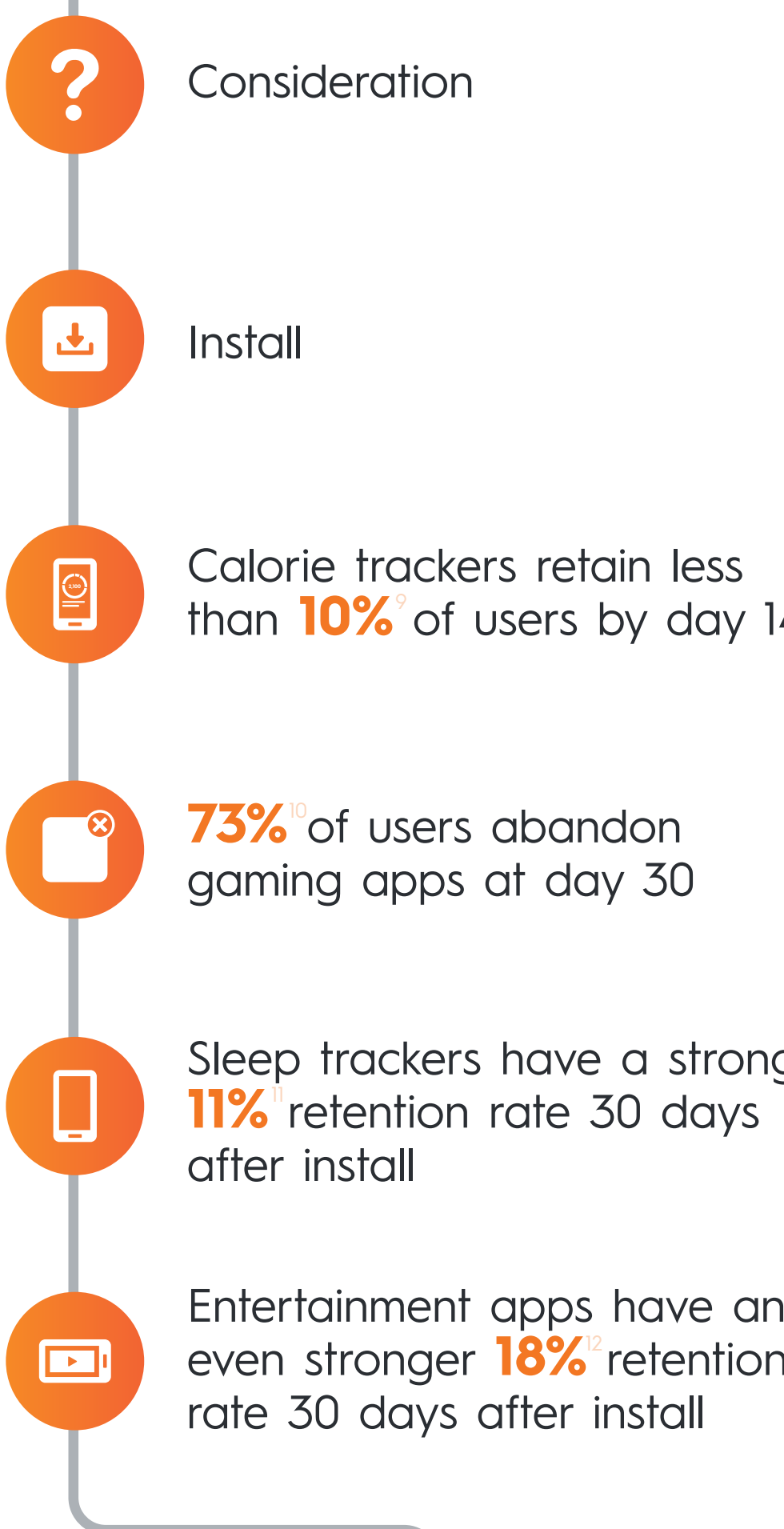
The Commerce App User Journey



Frequent Buyer



The Loyalty App User Journey



Frequent User



How to Increase Sales with Your App

1. Turn your best customers into app users

- Bring your active mobile web shoppers into your app so they're more immersed in the shopping experience.
- Target new audiences who are looking for similar products to yours or frequently accessing apps like yours by using cross-device browsing and behavioral data to get the full picture.

2. Re-engage your users with something valuable

- Engage brand-new app users with personalized ads designed to drive in-app engagement.
- Win back users that have un-installed your app with ads promoting new features or products, special offers, or other incentives.

3. Retarget users based on previous shopping behaviors

- Retarget users and show them ads with product recommendations based on all of their past browsing and purchasing—not just in your app but across the open internet.

How to Build Brand Loyalty with Your App

1. Create a great onboarding experience for your app

- Drive initial user loyalty by automatically populating suggested contacts, or by pushing users to fulfill a simple activity. These steps help create early engagement.
- Continually optimize your app experience to remove common points of frustration for longer engagement and few uninstalls.

2. Segment your app users and personalize their experiences

- Create unique experiences for different users based on location, user preferences, and more to keep every user engaged with your app.

3. A/B test features to learn your users' preferences

- Test app features on different segments to find out how to improve specific app experiences.
- Continually optimize your app experience to remove common points of frustration for longer engagement and few uninstalls.

About Criteo

Criteo (NASDAQ: CRTO) is the global technology company powering the world's marketers with trusted and impactful advertising. 2,800 Criteo team members partner with over 20,000 customers and thousands of publishers around the globe to deliver effective advertising across all channels, by applying advanced machine learning to unparalleled data sets. Criteo empowers companies of all sizes with the technology they need to better know and serve their customers.

For more information, please visit www.criteo.com

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: Global Criteo data from December 3, 2019-January 6, 2020, 2.2 billion app users from 1,341 partners
 4. Source: Global Criteo data from November 28, 2019-January 1, 2020, 2.2 billion app users from 1,440 partners
 5, 6, 7, 8. Source: Global Criteo data from December 5, 2019-January 8, 2020, 19 billion app users from 49 partners
 9,10, 11, 12. Source: Adjust US app retention rates by vertical, H1 2019