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5 data-led growth strategies for mobile apps

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It's 2022, and the concept of growth has changed. "Growth at all costs" has been replaced with something more sustainable, focusing not merely on new users, but the lifetime value of users—and ultimately, business profitability.

Meanwhile, competition has become ever more fierce. In 2008, Apple's App Store launched with 500 apps. Today, the App Store offers **4.5 million**, and there are another **2.8 million** in the Google Play Store.

With only a reported **0.5%** of consumer apps achieving "success" (in this case, measured by over 1,000 downloads and retained users, plus profit), it's clear that real growth is about more than simply meeting a threshold of downloads.

Data is inextricably linked to sustainable growth—and the app industry has plenty of it available for analysis. But this plethora of data can be a double-edged sword; it's only through knowing how to wield it that the right conclusions are drawn and, ultimately, the right decisions are made.

When used correctly, data eliminates guesswork, ensuring that you are investing in the right areas, and are not distracted by what's irrelevant. Data should be the cornerstone of every business strategy, whether it's related to product, customer retention, or App Store Optimisation (ASO). And in such a highly competitive sector, the advantage of data-driven decision-making cannot be overstated.

This report—brought to you by leading marketing consultancy Yodel Mobile and best-in-class Digital Experience Intelligence provider FullStory—is full of expert insights to help you increase user retention, decrease churn, and deliver a more perfect mobile customer experience. After all, doing those things successfully means sustainable long-term growth for your mobile app business.

In this guide, you'll find five data-led growth strategies, as told by industry experts. You'll learn:

· How to map your customer journey, and why it's important
· How data democracy can open up the potential of data within your business
· How to find your customers' pain points to reduce churn and increase conversions
· How, when, and why to create a data-led upselling strategy
· How to identify and fix your leaky revenue funnel
· How to use the provided checklist to implement growth strategies seamlessly

By the end of this guide, you'll be equipped to take action with your data—action that will lead to achieving your business goals. Don't miss the bonus checklist in the summary section of our advised actions in leveraging data to grow your product and business.

1. The importance of data democracy

The Ancient Greeks invented "rule by the people." And it's taken just another 2,500 years for us to apply that concept to data, allowing everyone at every level within a company the same access to the same data. **Forrester research** reveals that between 60% and 73% of all data within an enterprise goes unused, which means there's a lot of untapped potential for gaining a better understanding of how your products perform.

Making this information available to everyone is the kind of egalitarian approach to data access that can change the course of your business. Best case scenario, you've given everyone—finance director to marketing exec—the tools needed to come up with the next Seriously Big Idea for your business.

Why data democracy is important for the mobile app sector

The app space is complex. The proprietary nature of Apple and Google ensures that getting a full overview of **a user journey**—both pre- and post-install—is no easy task. In order to maintain a clear view of that journey, it's critical to understand how each platform defines growth metrics, and to then match up this data across the different tools you use—Facebook, Google Play, your **attribution tool**, etc. Only then can you ensure all teams—whether it's the acquisition, product, marketing, or commercial team—are using the same datasets to work towards their goals.

To give an example, your paid acquisition team could be working to optimise subscriptions, while your product team is focusing on **increasing a user's lifetime value**. If subscriptions increase as a result of the paid acquisition team, but at a lower lifetime value, it will appear the product team is not doing its job. By aligning on metrics and sharing goals across these two (often siloed) teams, this confusion can be avoided.

Other benefits of data democracy

Speed: By removing analytics gatekeepers, data can be accessed, analysed, and acted upon much more quickly. From ideation to iteration, it's now accepted that monitoring progress is essential, whatever part of the business you're in. If you're wondering how big an issue this is, **McKinsey reports** the average employee spends 1.8 hours every day searching and gathering information. That's more than one day a week doing something other than their actual job.

Alignment: By giving everyone access to data, you're making everyone a part of the company's success. Teams that have not typically been driven by data will be able to make evidence-based decisions without the need for outside involvement–a level of independence that fosters accountability.

Growth: Good decisions come from good information, as any high-growth company will tell you. When teams have data showing them what's working and what's not, they're far more likely to make smart business decisions.

Communication: Metaphorically speaking, your dev team doesn't speak the same language as your Head of Customer Success. But when you give them access to the same data, the common language makes cross-team communication and collaboration far easier.

From the 'Why?' to the 'How?': Five steps to data democracy

1. **Choose your goals.** By agreeing on a small number of overall business goals, each team has clarity on what they can contribute to making them happen. These goals will then naturally guide which **app growth metrics need to be measured**.

2. **Document everything.** Record each event that's being tracked, where it's being tracked, and how this information is accessed, including login details. Make this spec sheet accessible to everyone.

3. **Ensure data quality.** It's not about more data, but better data. That means all analytics products need to work correctly, and all triggers need to measure what they're supposed to. Given the importance of getting this right, it's often something done by outside agencies specialising in the specific data tools' implementation. **Experian's Global Data Management report** found that 75% of companies that had improved their data quality had exceeded their annual objectives.

4. **Agree on data governance.** This should include how data quality will be checked and which team is responsible for it, the standardisation of naming conventions, and who will be in charge of ensuring the spec sheet is kept updated. **Fifty-one percent of organisations** believe their current data governance programs are ineffective and with the amount of data available increasing all the time, getting your data in shape becomes more important than ever.

5. **Democratise!** Give everyone visibility to everything (with privacy in mind, of course), even things that don't initially appear to be relevant to their job. Train them appropriately so they understand what they're looking at. Make it easy for someone to have a brainwave, check the data to see if their assumption is valid, and encourage people across levels and departments to share their data-driven ideas.

The truth behind data democracy

True data democracy takes commitment. It takes time to establish data democracy as a practice, and it takes regular work to maintain it. It's essential that the groundwork is laid thoroughly and thoughtfully– both in set-up and in documentation–for the overall project to be successful in the long term. There's also a cost consideration, whether it's investing in new tools or in training staff. It may even require a cultural shift within the business–the larger a company grows, the less likely it is to have the kind of flat structure typically required for this kind of endeavor.

Now that we've covered the importance of sharing data across teams, let's take a look at the next data-led growth strategy: customer journey mapping.

2. Customer journey mapping

With **52% of global internet traffic** coming from mobile phones, optimising the mobile experience matters now more than ever. No matter the industry, customers expect mobile experiences to be performant, intuitive, and painless, even when their journey spans multiple devices.

Earning your customers' trust, business, and 5-star reviews depends on—you guessed it—a great app experience. To provide that, you must understand your customer's journey. A customer journey is the documentation of the complete experience a customer has with your business from start to finish.

Take a walk in the customer's shoes

How? By having intelligent visibility into engagement metrics, user interactions, device breakdowns, and event funnels through Digital Experience Intelligence tools like FullStory.

It's these insights that will determine whether your app hits its revenue goals, or gets uninstalled.

Mapping the customer journey helps you:

- **Understand** deeply who your customers are, and what they want from you.
- **Discover** key touch points that translate into positive and negative results.
- **Predict** customer behaviour and tailor products or services based on those predictions.
- **Provide** company stakeholders with a visual for comprehension, alignment, and internal buy-in on your data-backed recommendations.
- …and much more.

The next question isn't *whether* you should invest in understanding the customer journey, but *how* to get started.

Here are seven tips to begin building your customer journeys:

1. **Assign the project to a small but strategic team.** When you keep the team tight, you allow team members to sink their teeth into the project and become subject matter experts. It's also critical to have a strategy. Create a planned reporting cadence. Execute those commitments. Iterate based on how successful you were in achieving your business goals.
2. **Set a goal for your team.** The idea here is to find an endpoint. What is it you want to achieve? Do you want higher conversion rates? A better app experience? Insights into what is causing a clickthrough issue with a certain CTA? Finding your North Star will help you complete your first rep with customer journey mapping, and it'll serve as your foundation for future goal-setting.
3. **Identify clear buyer personas.** Odds are, you have several different personas. Knowing exactly who they are, and how they interact with your app will help you cater the app experience to them–which results in more conversions. Think about their perspectives and their processes. This isn't the time to think about what you intend for them. Identify any risks or blockers. Furthermore, what are the triggers to get them to move through or start the journey?
4. **Include the necessary touchpoints.** Most journeys start with awareness of some sort of trigger or problem and end with a conversion. Keep in mind what happens before the conversions. These are your journey stages. Some examples are awareness, education, decision, retention, and advocacy.
5. **Ask for feedback.** Asking for feedback at key touchpoints within the customer's journey will help you understand the customer's emotions as they move through the journey. Be sure to keep these feedback loops minimal and make them easy to complete. What do you want to know at a potentially high drop-off stage?
6. **Keep it cross-functional.** Customer journey mapping shouldn't live in a silo. Once you've done the work, it's now time to share those insights with your internal teams across the organisation (especially those that are customer-facing!). Not only does it allow for more use of the journeys, but it offers you the ability to receive employee feedback you can then use for future mapping improvements.
7. **Utilise a tool that will get you to the finish line.** Putting pen to paper is important, but unlocking the benefits of customer journey mapping in your app is difficult to do without the right tools. Taking advantage of both quantitative and qualitative data from DXI platforms like **FullStory**, you'll be on your way to creating better app experiences that positively affect your bottom line.

Customer journey mapping will help you understand who your customers are and unveil opportunities for app improvement. Our next data-led growth strategy will help you dive even deeper into your user interactions and uncover friction they may be experiencing with your product.

3. Identifying customer pain points

According to a Google survey, 29% of smartphone users will immediately switch to another site or app if their needs aren't satisfied. Whether your call-to-action is a checkout, a subscription, or something else entirely, friction can quickly lead to abandonment.

What's an app-owning company to do? Finding the what, when, how, and why is critical to reducing churn and optimising conversions. Resolving app friction requires answering questions like:

- **What** are the exact customer pain points?
- **When** are customers experiencing them?
- **Where** are they encountering them, and at what stage of the customer journey?
- **Why** are they encountering these issues in the first place?

Below are three ways to better understand customer pain points and how to fix them.

1. Frustration signals for the win

Signals that surface friction in the user experience will help you improve your app. Here are a few signals to "click" into:

Rage Clicks: Rage Clicks are generated by users who repeatedly click on an element, possibly in frustration, signalling a misalignment of user expectation and app action. Watching out for this activity can uncover quick wins for improvement.

Error Clicks: Error Clicks surface sessions with a click right before a client-side Javascript error or console error occurs. These errors can create frustrating experiences. Keeping an eye on these can help you quickly resolve bugs and maintain a positive app experience.

Dead Clicks: Dead Clicks are another way to find bugs or barriers within your app. An example of a Dead Click is when a user clicks on the copy that is blue and underlined, expecting it to be a link–when it's not. This signal helps ensure your app is intuitive and user-friendly.

2. Be a fly on the wall (finally) with session replay

Session Replay captures and reproduces a user's interactions on an app exactly how the user experienced it. It captures logged user events, like clicks, page visits, scrolls, taps, etc., and creates a reproduction of what they actually did on the app.

Session Replay lets you go beyond the limitations of traditional analytics tools by showing a complete picture of the user's app experience. It provides all the individual data points you get with a typical analytics tool, but it illustrates how those data points combine to create an experience. Session replay helps you definitively answer, "What's really happening in my app?"

Session replay delivers those fly-on-the-wall insights for teams like:

Product and engineering: Session Replay enables product managers, developers, and engineers to identify and address common bugs that negatively impact the user, as well as uncover improvements.

UX: With Session Replay, user experience designers can discover confusing design elements, design errors, and opportunities for iteration.

Customer support and success: Session Replay assists customer success teams with the support process. Instead of the user describing the error, they play back the session for quick troubleshooting.

Marketing: Marketers can use Session Replay to measure the ROI of in-app CTAs and assess the quality of a given marketing tactic.

3. Session replay part deux: Search, segment, and filter

Having thousands of user sessions at your fingertips is a serious win when it comes to using quantitative and **qualitative** data to surface issues and opportunities, but that comes with a lot of sifting. Finding specific sessions or sets of sessions under certain criteria is necessary to get to the "why."

With the ability to search, segment, and filter user sessions within the app, teams can develop highly specific segmentation based on user behaviour. This allows you to reveal trends and patterns in the experiences of the user base. Platforms like **FullStory** index all user sessions that can be searched for events, users, date and time constraints, clicked elements, location, and countless other mobile elements. This granularity gives you the clarity you need to identify, diagnose, and address common customer pain points within your app.

Understanding customer pain points is key in refining your product and delivering a stellar user experience. But there are many other reasons why your users drop off and your sales go down. This brings us to our next data-led growth strategy—identifying leaks in the revenue funnel.

4. Identifying leaks in the revenue funnel

Decreased sales, increased uninstalls, inactive users, oh my! Nothing like those common phrases to strike fear into the hearts of all app owners.

Enter stage right: Digital Experience Intelligence software... and a little bit of elbow grease.

You've heard a bit about DXI, but what is it? It's a type of technology that focuses on delivering complex analytics and insights about web and app users' digital experiences. Essentially, DXI illustrates the customer experience: what they click, where they navigate, and more. With Digital Experience Intelligence, you can craft a more perfect digital experience that results in increased revenue for your business.

What's the elbow grease? Well, it depends on what's wrong with your funnel. Check out these three sneaky ways your funnel is leaking–and what to do about it.

1. The UI was confusing

A confusing UI experience can do big-time damage to your app goals.

Maybe a customer enters the app and tries to click on a button that isn't registering their click, so they **rage click** into oblivion. The home screen navigation might have icons that don't clearly depict the benefits of those areas of the app. You might think the form you're offering is the creme de la creme–but in reality, customers are confused because it has too much conflicting information.

It happens. But it doesn't have to.

> **What to do about it:**
> Use DXI insights to help your quality UX team perform. Get them in lockstep with the product team and watch the optimisation grow. With DXI, your UXers can determine exactly which event or element triggers a negative reaction, like a rage click, and they can use **session replay** to see exactly what happened on the customer's screen.
>
> You can also poll app users to better understand their app experience. Remember, keep all user feedback requests quick and easy to complete. The use of both qualitative and quantitative data can help turn your UI from confusing to clear.

2. The UI was frustrating

A bit like the above, but more on the side of annoying–when the UI experience is frustrating, it can have damaging effects on your app's performance. As we now know, if a user has a frustrating experience within an app, they're likely to switch to something else.

You've already heard about rage clicks, but they aren't always just because of poor touch targets. They can also be a sign of buttons not functioning properly, broken elements, misleading content, invisible overlays, or a user not understanding whether an element is clickable. Other frustrating things in the UI that cause a funnel to leak are dead clicks (no change in the app when a user clicks on an element), error clicks (a click right before a client-side JavaScript error or console error occurs), and app crashes (need we say more?).

> **What to do about it:**
> The power of DXI is key to identifying, diagnosing, illuminating, troubleshooting and solving frustration issues on the user's side. **Tools** that help you identify what's leaking in your funnel allow you to focus on quickly fixing it.

3. The user is not your target persona, or you weren't convincing enough.

You may find a user downloads your app and never uses it. Maybe they opened it once and used it a bit, and they seem to come back to it once a quarter or so. Or never. These instances usually mean you aren't targeting the right audience.

Or, maybe the user downloads the app and uses it often, but it's not following the funnel you wanted them to follow. This may be an indication that you have the right target customer, but your messaging is off.

What to do about it:
That's where the elbow grease comes in. It's time to audit your presence. Does your app store content adequately convey how you will address the customer's needs? Does your website reflect the same? How are your emails performing? What do they say? Is there a consistent message throughout your brand presence?

What is your positioning in the market? Do your value propositions simply list features, or do they actually address a customer's needs? How are you communicating your differentiation against competitors? Is there work to be done on your feature:benefit matrix?

Running a brand and messaging audit might reveal inadequacies and inaccuracies that can be rectified by a little elbow grease.

Now that we've covered how you can identify your leaky revenue funnel, let's take a look at the steps you should take to improve your Conversion Rate (CVR), drive more sales, and boost your revenue KPIs.

5. Upselling strategies and nine examples that really work

For most apps, an upselling strategy is the main route to revenue. While ecommerce has built its success on cross-selling (offering shoppers additional products to complement the one they buy), in the app sector it's all about the upsell. Here, it's about moving customers onto an enhanced (read: paid) version of the same product.

Deciding on an upsell strategy isn't something that should be done on gut feel alone–here, numbers matter. You need a foundational understanding of your users' in-app behaviour. Is your conversion rate from free trial to paid a healthy one? How many of your paying users are churning every month? What is the average Lifetime Value (LTV) of your users? With data at hand, you can begin to answer these essential questions and paint a clear picture of your in-app revenue funnel. With a mix of data-rich platforms such as **Product Analytics**, **DXI**, and Marketing Automation tools, you can study the data on how users engage with your app and identify where they see the value of your product, and therefore when and what they're willing to pay for.

Gaming apps tend to lead the way in **monetisation**, but it's rare that any of today's apps won't have an upselling strategy. And while it might seem like a sales technique, it is in fact a crucial part of any engagement strategy, ensuring customers recognise the value of an app and therefore remain loyal.

But while the goal is simple ("get app users to pay"), the tactics you can employ are many and varied. Essentially, upselling comes down to three key decisions:

- **What are you going to offer?**
- **How are you going to offer it?**
- **When are you going to offer it?**

Let's take a look at some of the most successful upselling apps and explore real-life examples to inspire your own upselling strategy.

Upselling: What to offer

In-app currency

In-app currency is like modern-day Monopoly money, with no value in the outside world but heaps within the app in question. In business apps, this currency might buy you the chance to send more proposals or reach more candidates, while in a gaming app it often buys you more "lives." This approach is also common in apps that gamify their own offering, like language learning app Duolingo.

Duolingo successfully combines the chance to buy more hearts (or "lives") with the chance to subscribe, giving users a short-term and a long-term solution that allows them to continue using the app.
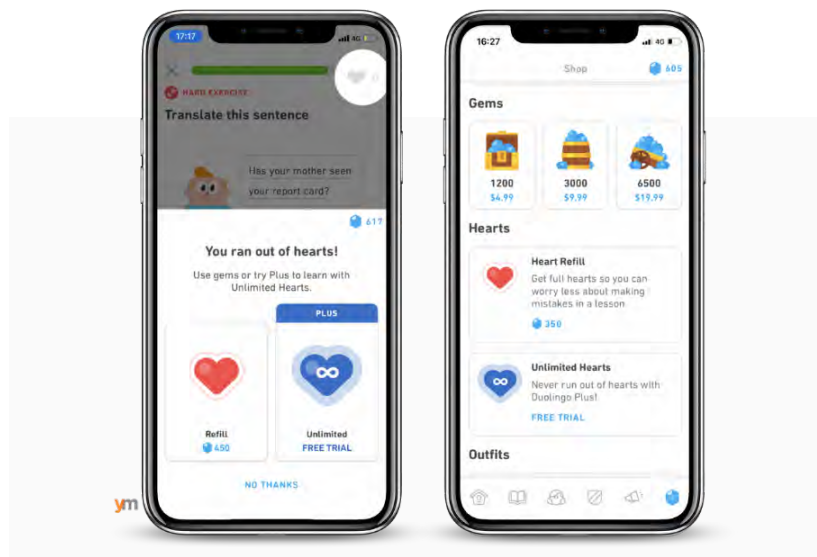
[Credit](#)

Subscriptions: Pay to go ad-free

Many apps keep things simple, offering users the chance to enjoy the app without the annoyance of ads for a monthly fee. It's something Spotify has built a business around, and is, again, a common feature in gaming apps.

It's worth considering that there needs to be careful calculation around the decrease in ad revenue you will receive when you have fewer customers viewing those ads. For example, **17%** of Duolingo's revenue comes from free users who view adverts, nicely illustrating that even those customers who will never subscribe have a lifetime value worth considering.

Let's take a look at another example. Blackbox offers creative brain puzzles, with an engaging tone of voice that fosters a sense of trust from its users. Their upsell screen clearly shows the advantage of subscribing (removing ads), as well as information about the different packs available and the percentage saving.
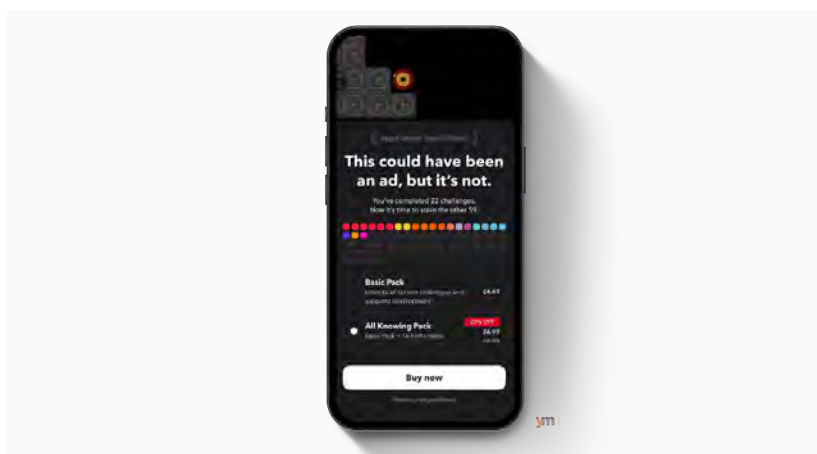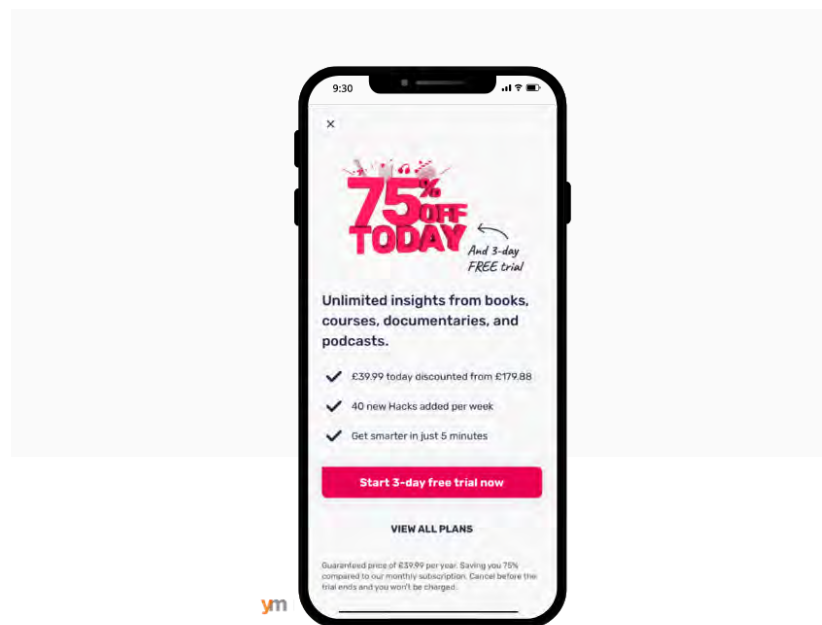
Subscriptions: Pay to use

If you've got a value-packed app, whether it's educational, business-oriented, or health-based, you have the opportunity to upsell the full feature version through a subscription. You can do this by offering a limited version indefinitely, or the full experience for a limited time only.

With a forever-limited version, the trick is to offer enough free features to hook in your users, but not so many that they don't think a subscription will offer them any more value.

Here, the Uptime app offers users full access to their content for a very limited time. The three-day free trial is combined with an intense CRM journey, encouraging engagement over this initial period to build relationships with the users and help them to take advantage of the full capabilities of the premium plan.

Subscriptions: Pay to save

Revenue-generating apps, such as Deliveroo or Uber Eats, have adopted a two-pronged approach to monetisation. Not only do they earn when a user orders food, but they can also earn extra revenue if that user signs up for a subscription offering them, for instance, free delivery on their takeaways.

Both Deliveroo and Uber Eats offer new subscribers a free month's trial, giving them the chance to save on the order they're about to make. Uber Eats goes one further, showing the user how much they're likely to save by taking them up on their offer. When the saving is £19 for no initial cost, they make it very difficult to say no!
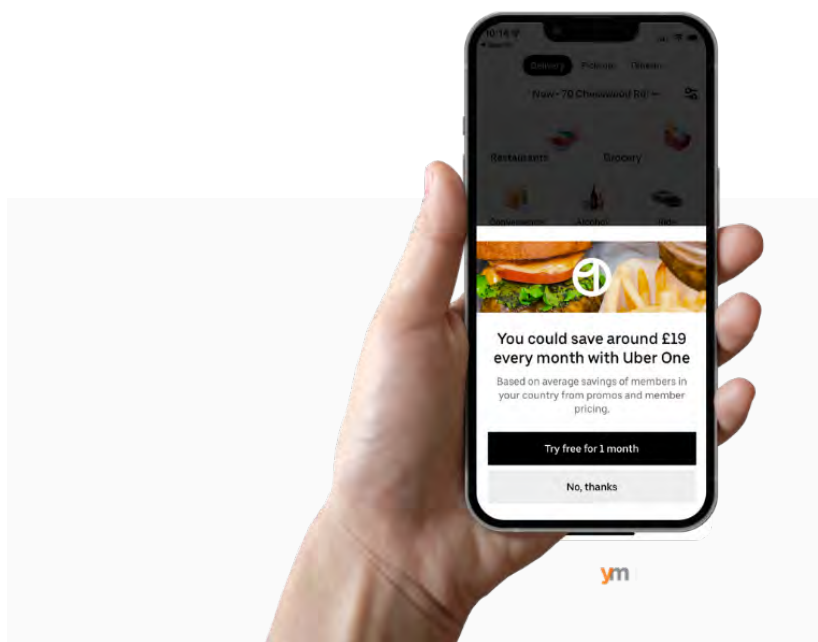
Upselling: How to offer

Once you've decided what you're offering, it's time to consider how to upsell. By combining data insights into typical user drop-off with a little knowledge of human psychology, you can gently nudge users towards parting with their credit card details.

Build urgency
The very human hatred of 'missing out' is now a common part of most app experiences, especially in the ecommerce space. It seems there's nothing like seeing how many other people have your must-have trainers in their shopping basket to make you hurry to click "buy." And haven't we all been sucked in by that "Only 2 left in stock" message on a product page?

When it comes to other app categories, Tinder makes good use of this strategy, giving users a countdown clock for a special "one-day" offer.
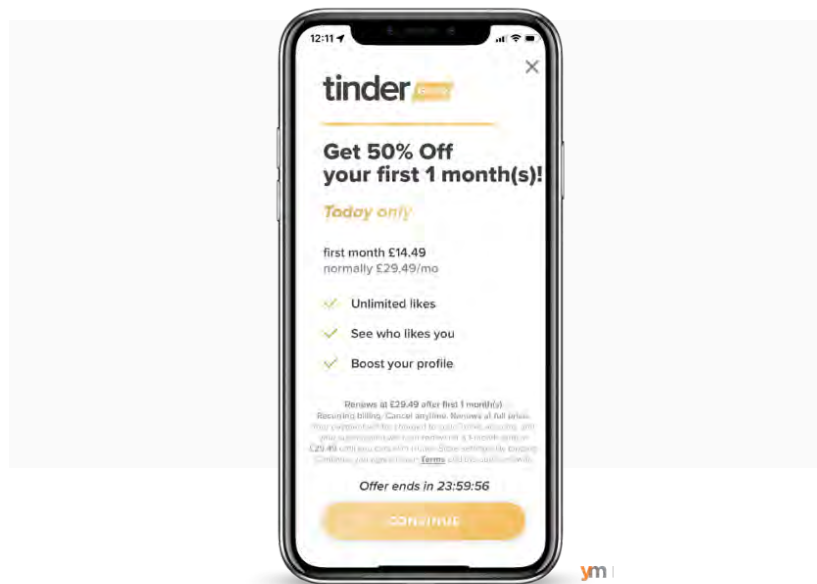
Emotional messaging

Anyone who has been subjected to a disappointed parent will recognise what a brand is doing when they hit you with emotional messaging. This CRM re-engagement email from Squarespace is designed to hit users right in the feels, prompting a subscription–and perhaps a promise not to disappoint Mother Squarespace...
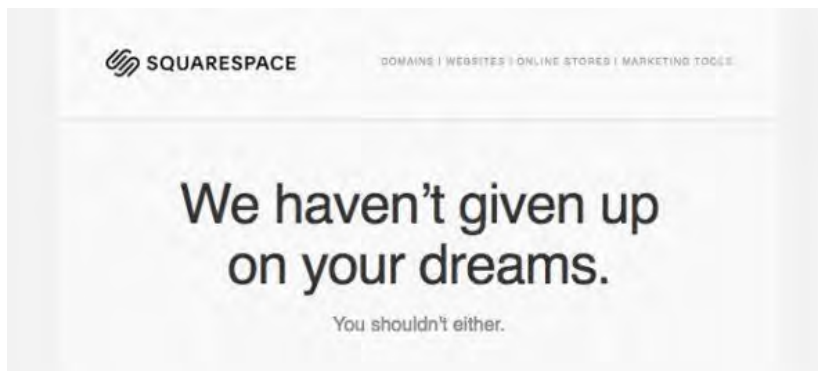

But it doesn't have to be quite that emotional. Subtle language such as "downgrade," as seen in this Uptime example, can be enough to nudge users to continue paying. This language can even be used at the end of a free trial, despite there being no paid subscription in the first place. Very clever.
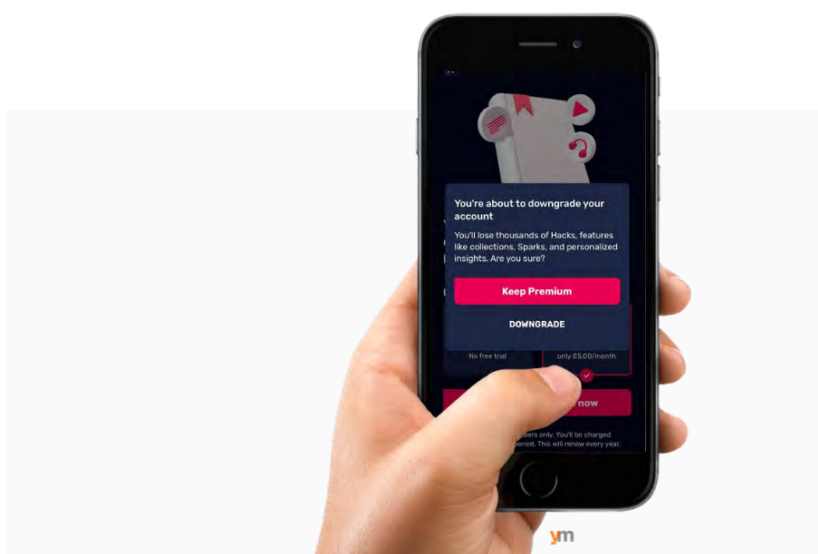
Tactical pricing

Price anchoring refers to the fact that people tend to believe something is worth what they are told it's worth. **A psychological experiment** found that even veteran estate agents would value a house at roughly what the experimenter told them it was worth, despite having many years of experience in house valuations.

In app terms, simply by showing a graphic of a higher price slashed next to the actual price, users will use the more expensive one as the anchor. This prompts them to believe the subscription's true value is higher and that they're getting a bargain.
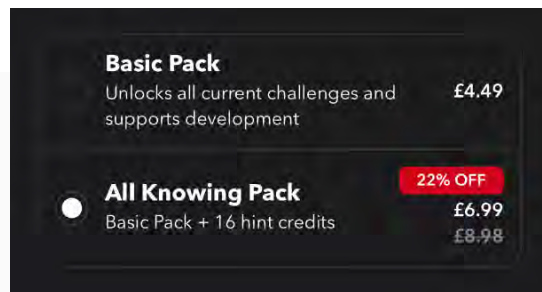
Similarly, by making the cost of an annual subscription a lot cheaper than "Monthly x 12," it becomes difficult for a user to justify the idea of paying on a monthly basis. Here, Headspace's monthly subscription would cost £120 a year, versus £49.99 if paid for in advance. Clearly signposting the almost £70 saving only adds to the pressure to buy annually.
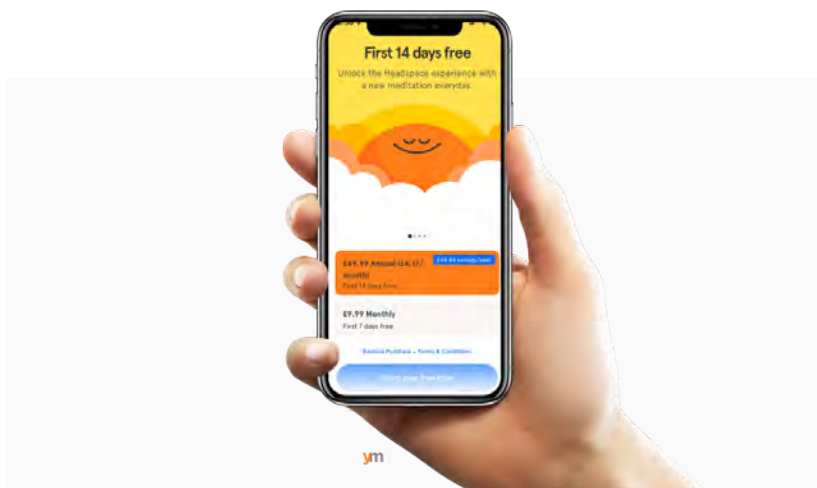
Upselling: When to offer

Choosing your moment is a crucial part of any upselling strategy, and here's where data really comes into play. Some upselling decisions will appear obvious. Take Uber Eats: they're unlikely to sell many free delivery subscriptions straight after someone has eaten a massive takeaway and briefly contemplates never ordering pizza again. However, these kinds of instinctive insights need to be tested against user data– perhaps there is an upselling opportunity when the user next opens the app to leave feedback on their meal.

Similarly, for those apps **moving users from a free trial to a subscription**, the timescale will depend on the vertical in question. For example, business apps, where it will take perhaps a month to fully appreciate all the features, need to offer longer trials than, say, a news app where the value is more immediately obvious.

If a user journey within an app can be clearly marked by milestones, that provides additional upselling opportunities. By identifying success points–such as when someone on a fitness journey completes a certain number of workouts–you can begin to build an understanding of when users are most likely to value the app and are therefore most likely to subscribe to it.

Duolingo uses an interesting strategy, offering those who use it for free for seven days consecutively the chance to use it in the pro mode for three days without a credit card. Once that's over, they either need to downgrade to go back to the old, worse experience (the horror!) or start paying for full access.

Email can also be a useful tool in app upselling, providing an additional opportunity to reach users even when they're not engaging with the app. Let's use an example. As well as offering an in-app subscription option, weight loss program Noom offers 30% off via email, taking users to the website to subscribe. By doing this, they neatly sidestep Apple's 30% fee, matching the value of that subscriber (but with the significant incentive for the user in question!) compared to if they'd subscribed in-app.

The role of data in upselling
User and product data hold a crucial role in upselling. At its most basic level, it can reveal why revenue isn't being generated. For instance, if users aren't converting within the app, a high number of abandoned carts might mean an issue with payment methods or the app crashing for some users.

There's also the importance of A/B testing in fine-tuning your offering. With so many tactics available, it becomes essential to test what works for the audience in question. After all, while emotional messaging might work on a weight loss app, it's unlikely to have the same effect on business users looking for a CRM solution. It's through solid testing data that an upselling offering can be fine-tuned, until (hopefully) you emerge with something your users find it almost impossible to say no to.

It's important to note that success can't be achieved without robust, high-quality data. Measuring the right sort of growth is key to assessing the true impact of an upselling strategy.

Summary

As this report has illustrated, any app marketing strategy should have data at its heart. Reviewing your analytics, tracking user drop-off points, and sharing data across the teams will help you improve user experience, increase retention and fine-tune your app growth strategy.

To help you on your journey, we've summarised the contents of this report into an actionable checklist. Follow the steps below, and you'll be well on your way to maximising the potential of data in your business.

What happens next is up to you!

Checklist

Adopting data democracy

☐   Agree on cross-business goals to be tackled through data analysis

☐   Create a spec sheet documenting how, where, and when every event is tracked

☐   Ensure all data tools are working correctly, with triggers measuring what they're designed to

☐   Agree on who is responsible for data governance, to ensure high-quality data is collected consistently

☐   Give everyone visibility of the data, and training where appropriate to ensure everyone understands what they have access to

Getting started with customer journey mapping

☐   Set one clear goal for the team to work towards

☐   Identify your buyer persona(s)

☐   Examine and understand your journey stages within the app

☐   Ask for feedback from users at key touch points

☐   Collect and analyse both quantitative and qualitative data using an appropriate tool

☐   Share these insights across the organisation

Identifying customer pain points

☐ Identify when frustration occurs in the user journey through DX data

☐ Identify the type of friction by identifying the type of clicks–rage, error or dead clicks

☐ Use a feature like Session Replay to understand exactly what the user experiences

☐ Filter user sessions to address particular pain points

☐ Feed this knowledge to the relevant team, whether that's Product and Engineering, Customer Support, or Marketing.

Identifying your leaky revenue funnel

☐ Use DXI and Session Replay to determine exactly which event triggers a negative reaction

☐ Poll app users to better understand their experience

☐ Audit your app store presence to ensure your messaging is clear and appeals to your target audience

How to upsell

☐ Decide what you're going to offer to drive revenue, whether it's an in-app currency or a subscription

☐ Promote it in-app using language, design, and tactical pricing that will appeal to your target audience

☐ Identify the appropriate upselling opportunities by looking at the customer journey and data around common drop-off points

☐ A/B test your assumptions to fine-tune your offering over time

☐ Monitor key metrics such as Lifetime Value to ensure sustainable growth

About Fullstory

FullStory's Digital Experience Intelligence solution empowers businesses to continuously improve the digital customer experience across sites and apps. FullStory for Mobile Apps helps mobile teams understand app engagement, discover points of friction, contextualise crashes, and better support users—all while respecting end-user privacy.

Learn more about FullStory for Mobile Apps and receive a demo here →

About Yodel Mobile

Yodel Mobile is the award-winning global app growth consultancy specialising in mobile app marketing areas such as acquisition, retention, engagement, monetisation and more. Since its inception in 2007, Yodel Mobile has launched and scaled thousands of apps, including start-ups, scale-ups and enterprise clients.

Book your free growth consultation with the Yodel Mobile Growth Team here.