

2 strategies to improve retention and accelerate mobile app growth

In 2023, the mobile app market is estimated to be worth \$6.3 trillion. The opportunity for businesses in the space is enormous—and so are the challenges. Here are two data-led strategies for improving retention rates from our complete guide to data-led mobile app growth.

Why a data-led growth strategy is crucial for mobile apps

7.3m

Combined apps available in the App Store (4.5 million) and the Google Play Store (2.8 million)

.5%

Percentage of apps that achieve “success,” measured here by number of downloads, retention, and profit

29%

Percentage of smartphone users who will switch to another site or app if their needs aren’t met

Strategy 1: Identify and fix pain points in your mobile app experience to improve user retention rates.



Q: What are the exact pain points?

Action: Monitor Frustration Signals: Rage Clicks, Dead Clicks, Error Clicks

Q: When and where are users experiencing them?

Action: Use Session Replay to be a fly on the wall of your users’ app visits

Q: Why are these issues happening?

Action: Search, Segment, and Filter sessions to double-tap on impacted cohorts

Strategy 2: Focus on in-app upselling to drive retention and, ultimately, revenue.

5 tips for a successful retention and upsell strategy



Build urgency

Create a fear of “missing out” with limited-time offers or “Only a few left in stock!” messaging



Choose the right moment

Time your upsell offer wisely.



Use emotional messaging

Craft language that appeals to users’ emotions—either overtly or through subtle cues



Use tactical pricing

Consider tactics like price anchoring or reducing annual subscription rates (compared to monthly) to raise the value of a subscription in a user’s mind.



Let data guide you

Use data to find the most impactful points of revenue loss. Data can also help you fine-tune through A/B testing and other experimentation methods.

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GUIDE

5 data-led growth strategies for mobile apps



For more proven tips and strategies on devising a data-led growth strategy for your mobile app, **download the complete guide from FullStory and Yodel Mobile.**

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