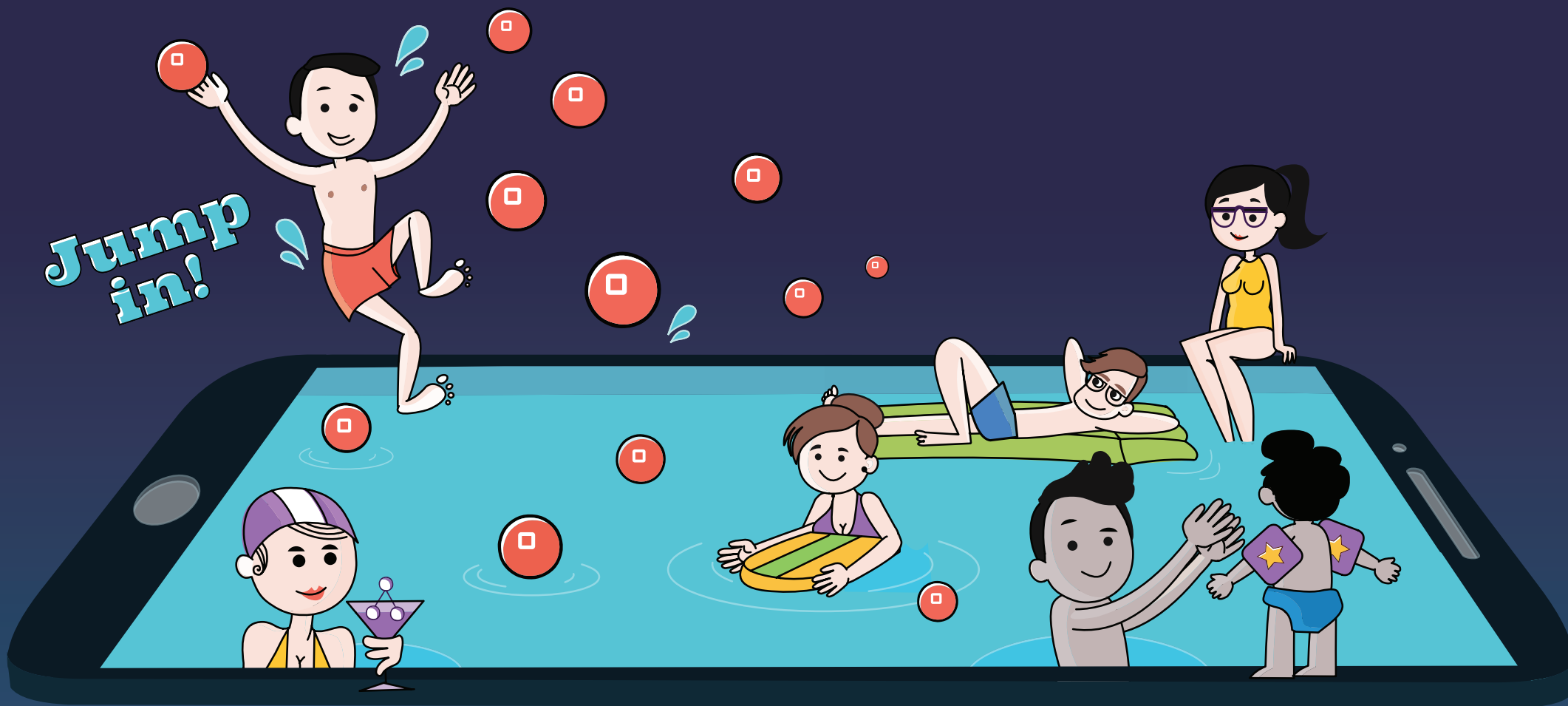


The Beginner's Guide to In-App Campaigns



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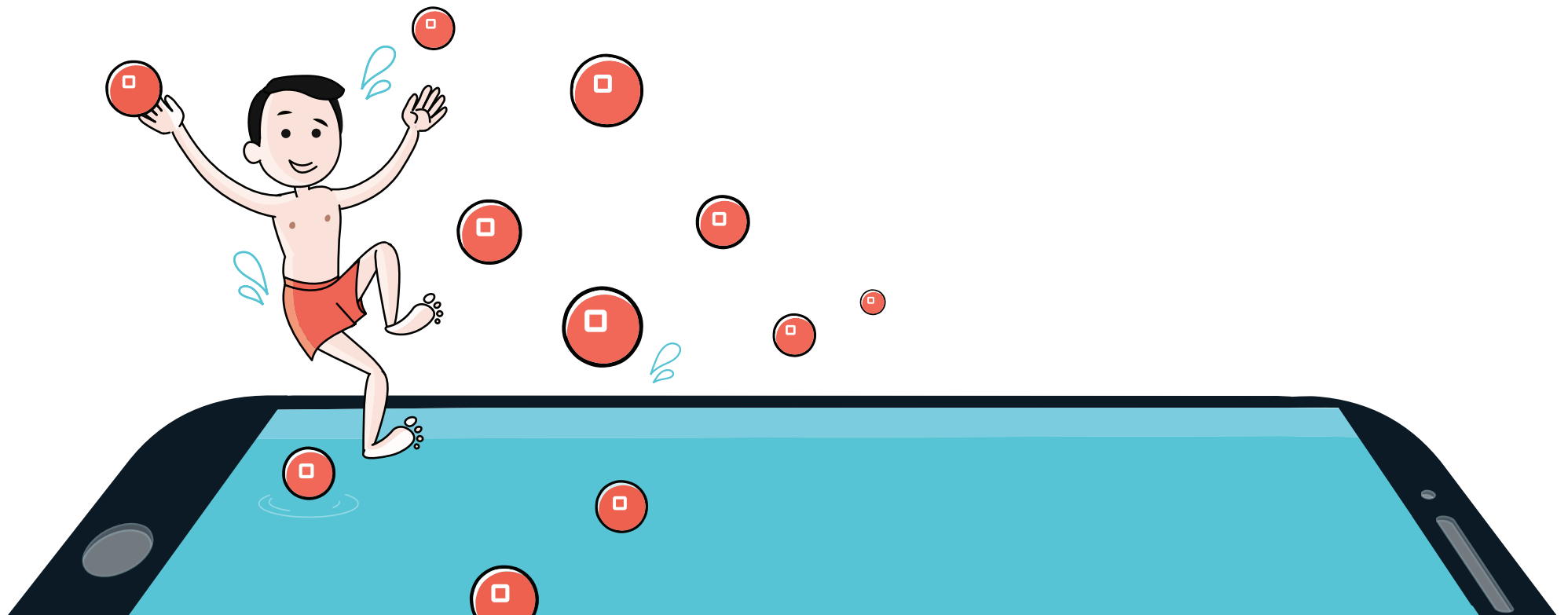
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Introduction

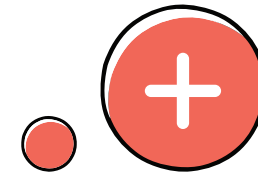
We are in the age of user experience and surely you are trying to optimize your customers' journey inside your app to meet your business goals.

Content optimization, real-time personalization, and responsive iterations are some of the tactics that can help you grow your revenue and increase customer loyalty.

These practices have been used for a long time in other digital customer-facing channels, such as your mobile web. It is now time for your app to adopt similar methods to help you grow retention, usability, and LTV.

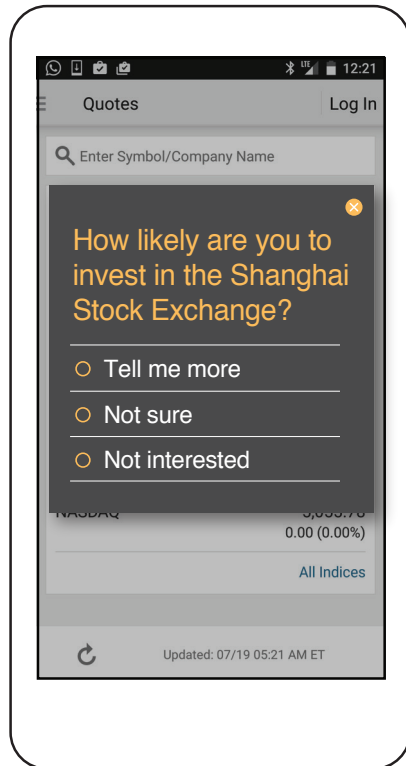
This e-book will show you several examples of personalization tactics applied to apps that can help you fight churn, increase user satisfaction, and meet your business KPIs.

Grow your app retention, usability, and LTV with in- app real-time personalization

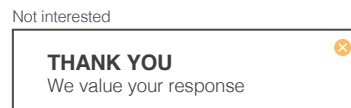
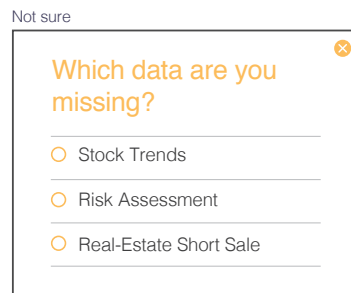
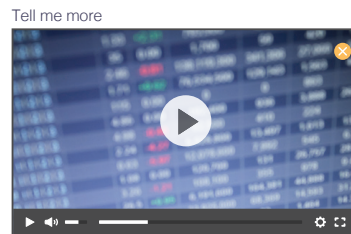


Engaged customers spend
300% more
than non-engaged customers*

Ask app users for feedback and respond accordingly



Run a survey and respond to each answer in a different way



Improve your customers' experience by requesting direct feedback. Check in with them about how they feel about your app service, new features, your inventory and more. Instead of using a generic 'thank you' message, respond to user feedback with related content so they realize you're listening and that you care about their opinion.

For instance, a financial app wants to promote a new investment service in a foreign stock exchange to increase usage and LTV. Those interested in this new opportunity will be directed to an explainer video. Uncertain users will have an opportunity to receive more information and gain a better understanding of the offer. Those that aren't interested will receive a thank you note.

Such a service should be promoted to your segmented investor audience based on your existing data.

Experiment in order to find the ideal mobile moment: display your survey when users are most likely to respond

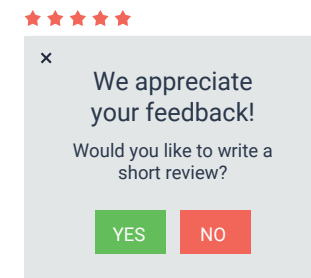
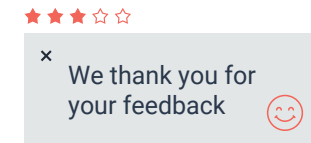
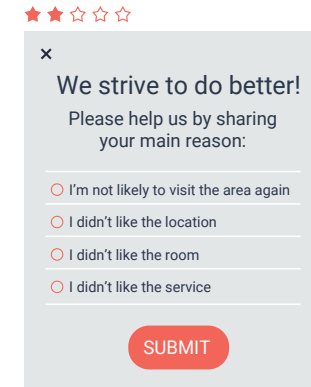
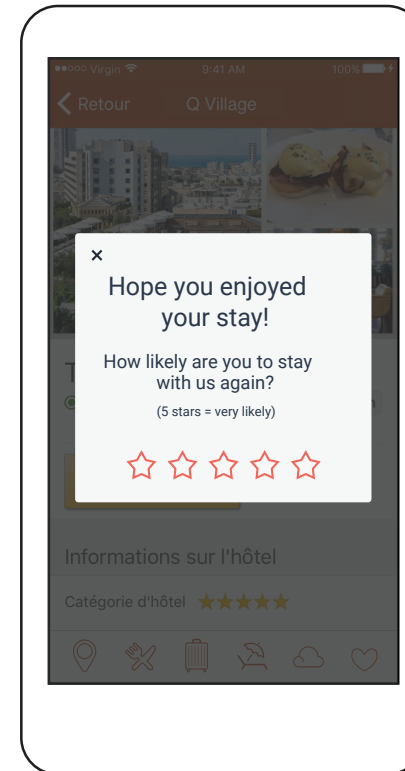
You should experiment to find the ideal mobile moment: display your survey when users are most likely to respond.

In the case of a financial app, the ideal moment to launch a survey could be when users check their investment status, completed various actions in the app, or upon launch if they are frequent visitors.

A different example is a hospitality app that asks users to rate their stay after they have checked out. It can drive satisfied guests to leave a review (or rate your app), while also allowing you to respond to dissatisfied guests with better service or compensation in the future.

Storing feedback data will also help you with future engagement.

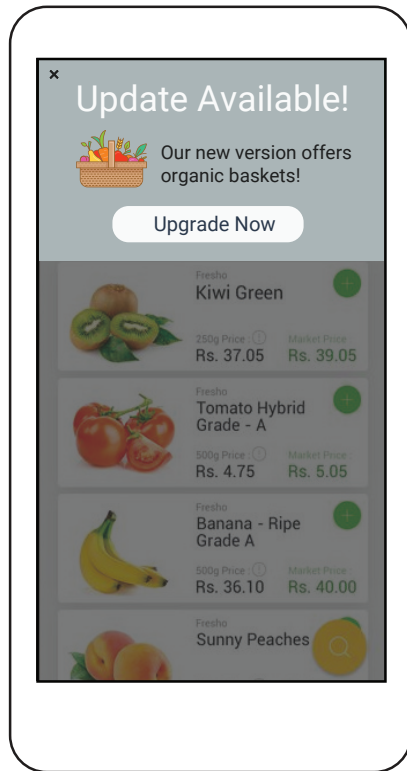
95%
of apps are
abandoned after
the first month*



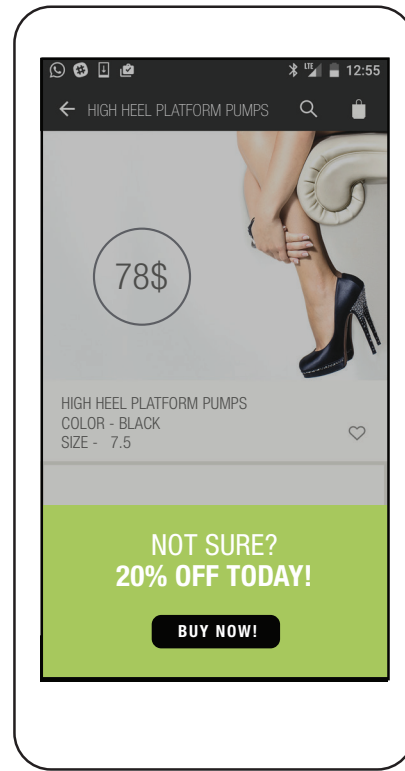
Use contextual surveys to drive user loyalty to your brand

* Source: http://www.nuance.co.uk/ucmprod/groups/enterprise/@web-enus/documents/collateral/nc_020218.pdf

Promote upgrades and offers with banners



Drive users to upgrade your app by offering contextual added value



Drive customers that frequently return to a product screen to purchase by offering a limited-time discount

In-app banners aren't subject to the notorious blindness of desktop browsing. That being said, users are much less tolerant to intrusive mobile content and the chances of them closing an app in such cases is high.

On the upside, banners are a great opportunity to provide contextual added value to your app users with a personalized offering.

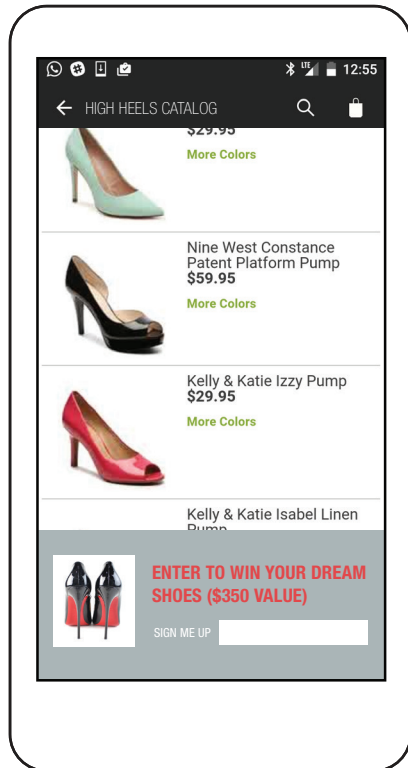
A retail app, for example, might display a banner offering a discount on shoes to users who visited the latest shoe collection for the third time.

Don't limit yourself to offer banners alone. For instance, consider using banners to remind customers discounts to purchase after abandoning a shopping cart for more than ten minutes, or use it to encourage users to upgrade to your latest app version.



76%
of users reported
that a good
mobile experience
influences their
loyalty to a brand*

Increase registration rate with optimized in-app forms



Entice your users to join a mailing list with a contest to win a free product of their liking

Registration for apps is often done when a user first joins, and while it may work for some apps, it isn't necessarily best practice for all. Finding the right moment is an experiment in avoiding churn.

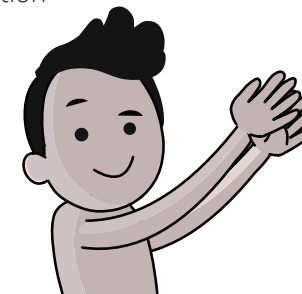
For some apps, it's better to wait a while, "listen" to user behavior, and encourage registration by offering something of particular value.

Try asking users to register only after they've had some time to try your app, learn about your inventory, compare pricing and features, and understand its value.

Just as in other online forms, you have to give a little to get something back.

For example, users who have demonstrated high interest in purchasing shoes might be enticed to join your mailing list for a chance to win their dream pair of shoes.

Another example may be to encourage your users to register in order to consume rich content. A music app might allow users to listen to a preview of a song, but require registration in order to listen to the entire track.



"Listen" to the user behavior and encourage registration by offering something of particular value

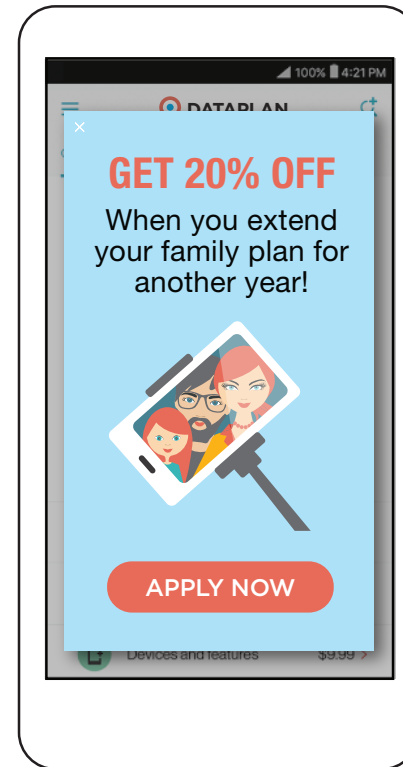
Combine push notifications with in-app landing pages

Apps may have a lot to offer in terms of features and promotions, but they have very little time and space to do so. No matter how personalized and targeted an offer is, it won't be effective if it doesn't lead the user exactly to where he or she needs to complete their action or transaction.

So, where should you direct your users following a push notification?

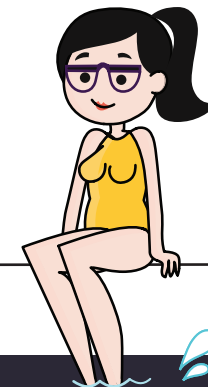
Many push notifications drive users to the home screen. Unfortunately, it often results in users missing the intended cue because he or she is not being driven directly to the offer. Other apps offer a deep link to the most relevant screen.

However, your existing screens cannot always include the most relevant content for the specific new offer, especially not for every new, seasonal or temporary offer. As a result, your existing app screens run the risk of serving irrelevant content to the user.



Lead users to a dedicated page where the offer can be purchased

An in-app landing page can be customized to smoothly continue the same message of the push campaign

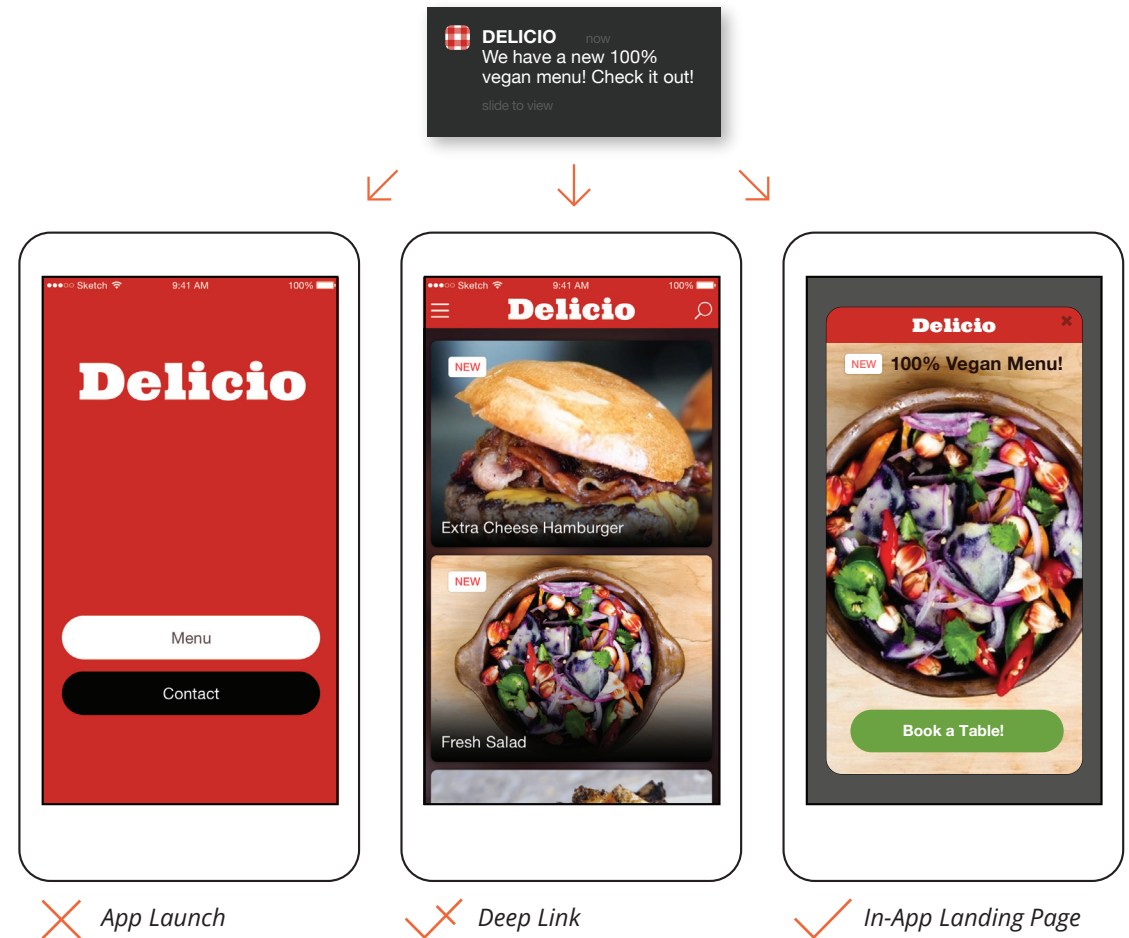


Imagine, for example, a restaurant chain app reaching out to their users with a push message about a new vegan menu, but with a deep link that leads to the image of a burger. That might spoil a user's appetite!

Another example might be a telecommunications app offering a timely campaign for a family plan to a targeted segment. The push notification promoting the offer requires a unique promotional landing page where the offer is described in detail and can be purchased.

Whatever the offer, an in-app landing page can be customized to elegantly carry the message of the push campaign.

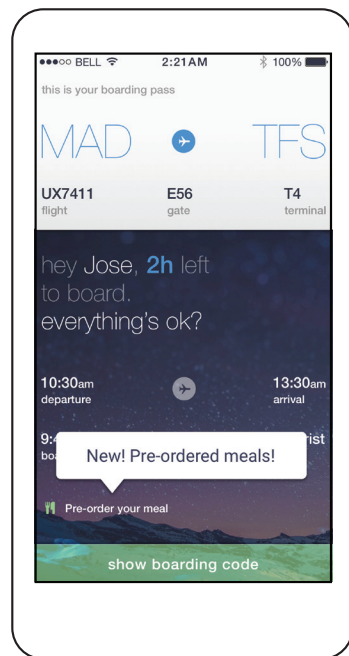
Landing pages set the industry standard for high conversion rates in all other channels, so this should be true with in-app marketing as well. They should also allow you to test and easily measure the success of your push notification campaigns.



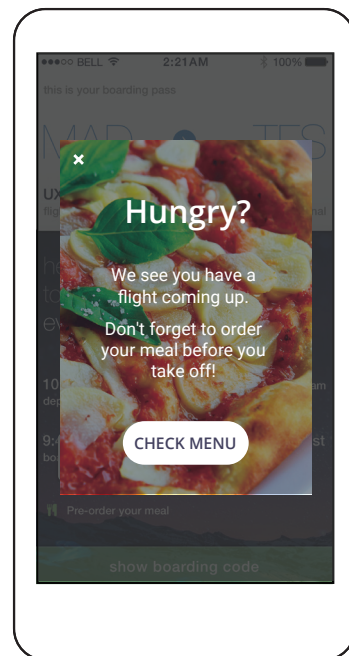
Directing users to a dedicated landing page is best practice for push campaigns

Compare performance with A/B testing

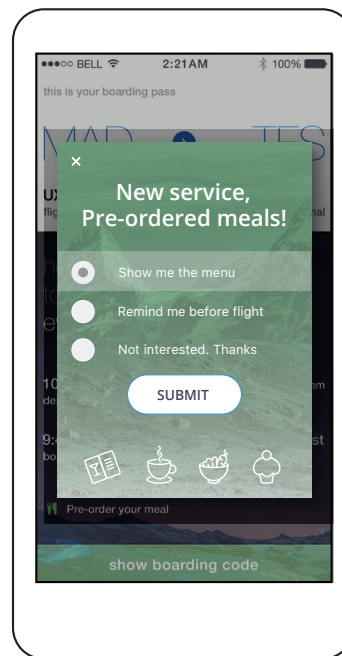
Mobile tooltip



In-app message



Survey



Experiment with different in-app tactics to drive awareness of a new feature

In-app A/B testing goes beyond content variation. Changing timing and placement, as well as comparing various marketing tactics against each other, you want to figure out how to serve your segments and drive maximum revenue.

Imagine an airline app is trying to promote a new service that is largely ignored by users. They can test various tactics to increase user exposure to a new feature, like using a mobile tooltip, push message, video or survey. When campaign types are tested against each other, you may learn that different segments respond better to different tactics.

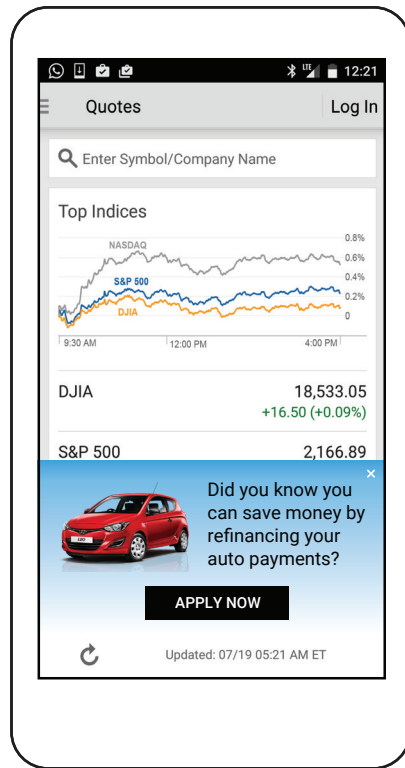
Of course, no matter which type of campaign you choose, you want to be careful to serve it at the right mobile moment, which in this case might be right before the user's flight.

Experimenting is important, but do not abuse your control over in-app campaigns. Be mindful not to show users the same message too often. Make sure not to display it again if users already took an action or opted out of a process.

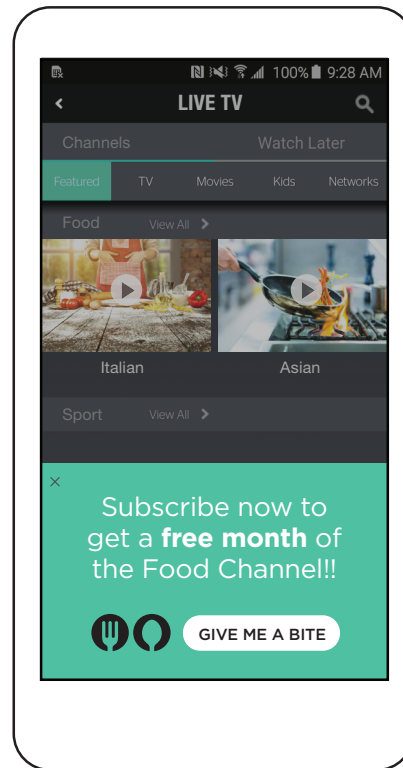


When campaign types are tested against each other, you may learn that different segments respond better to different tactics

Be more contextual and personalized than ever before



Deliver relevant offers to users based on past behavior



Tempt users with an offer relevant to real-time behavior

Personalization is crucial for any digital expert, and in apps the demand for personalization is intensified. To provide users with the most contextual offer you should combine their past session data (such as demographics and preferences) with their real-time interaction (which screens they visit and which elements they tap on).

For instance, a financial app might see that a customer has just purchased a car and is starting to pay back a car loan every month. The next time that customer opens the app, he or she will receive an offer to refinance their monthly car loans and save money.

Another example would be to tempt subscribers of one television channel with a free month of subscription to another channel that they've shown interest in recently.

These types of real-time in-app campaigns are ideal for increasing cross selling and upselling of additional services.

To provide users with the most contextual offer you should combine their past session data with their real-time interaction

Jump in feet first!

You've worked hard to acquire your app users. Using in-app campaigns such as the ones described in this guide will help you turn them into brand ambassadors.

Meeting user expectations of a personalized and contextual experience isn't an easy task. You want to be helpful but not intrusive, promoting your business without turning users off.

The right content served to the right people at the right moment can do wonders.

Time to get your feet wet!

www.insert.io

Contact us
for more information and
recommended use cases for your
business app

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