



session 

Meet Your Power Users

November  2013



The world's first and largest mobile rewards and loyalty platform



Our Approach

- Identify your best users
- Learn about what makes them tick
- Use findings to optimize engagement and monetization
- Reward your best users



Our Network:
Hundreds of Apps in Every Category Reaching
More Than 50M Monthly Users



Taming the Data Fire Hose

- 100M Daily In-App Activities
- 700M Monthly Sessions
- 5B Annual Achievements

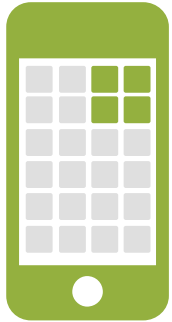


One Common Theme in Mobile

It's really hard to acquire and keep
deeply engaged users.

Meet your Power Users

The Top 33% most active mobile users



**Visit 4x
more per
month**
than average users



Power Users
account for
**73% of time
spent** in apps



They use in-app
social features
3x more
than average users

Why should you care?

70% of Users Bounce: How many times
have you only opened an app once?

Across categories, 50% of users churn after 30 days,
75% are gone after 60 days.

Key metrics we study

Events: Counts, Time to 1st, Frequency

Sessions: Duration, Time Of Day

S/M/L-term Retention

Registration Flow

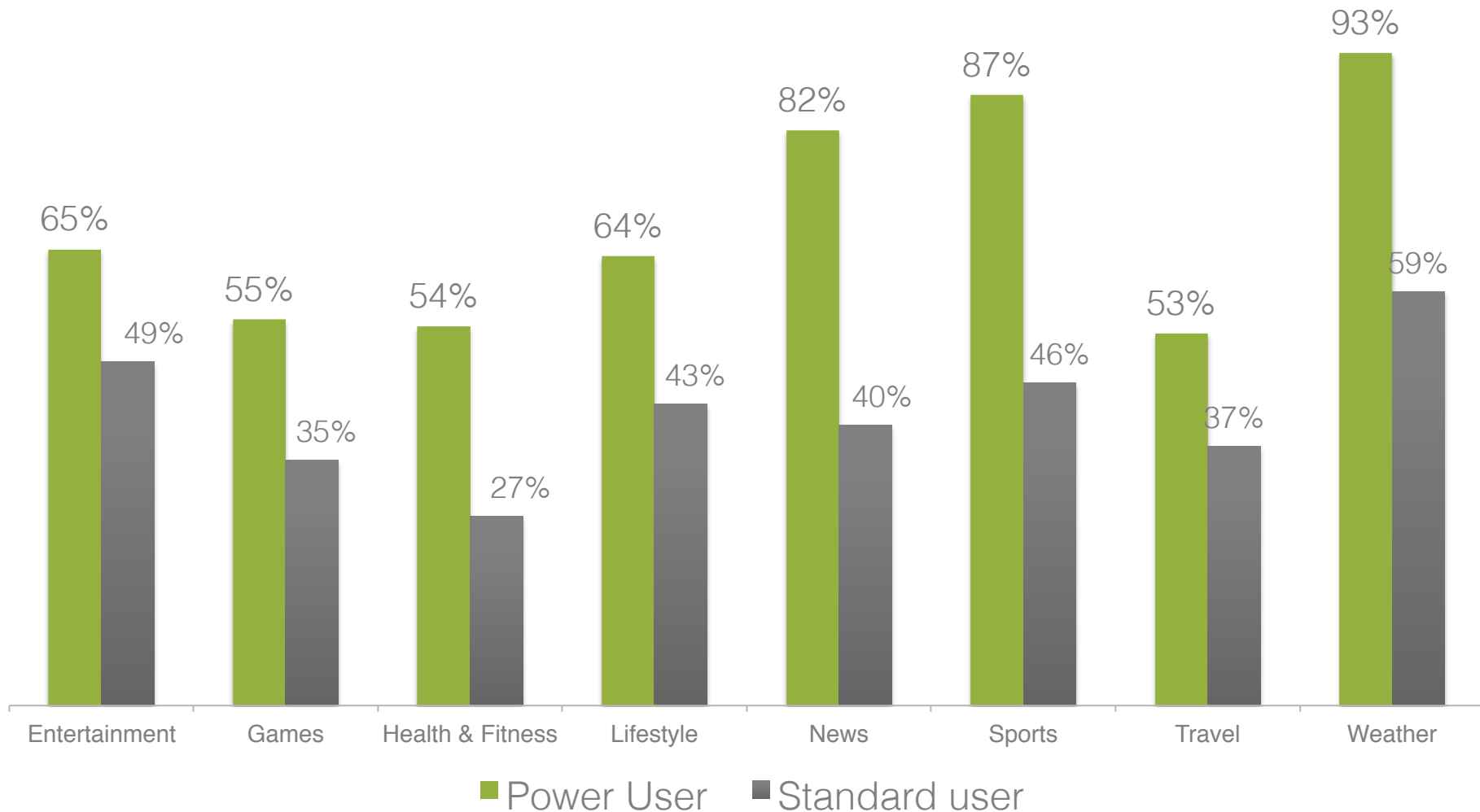
Conversion Funnel

Custom User Segments

How we study: Retention Rate



67% Avg. Lift for 30-day Retention Rate



Retention Methodology

No standard methodology in mobile

Our Approach

- Create a cohort: Multi-day/Weekly/Monthly
- Wait for a period of time: (e.g. 1 wk / 30 days, etc.)
- Check for a return period of time (1 wk) to see if users are “retained”

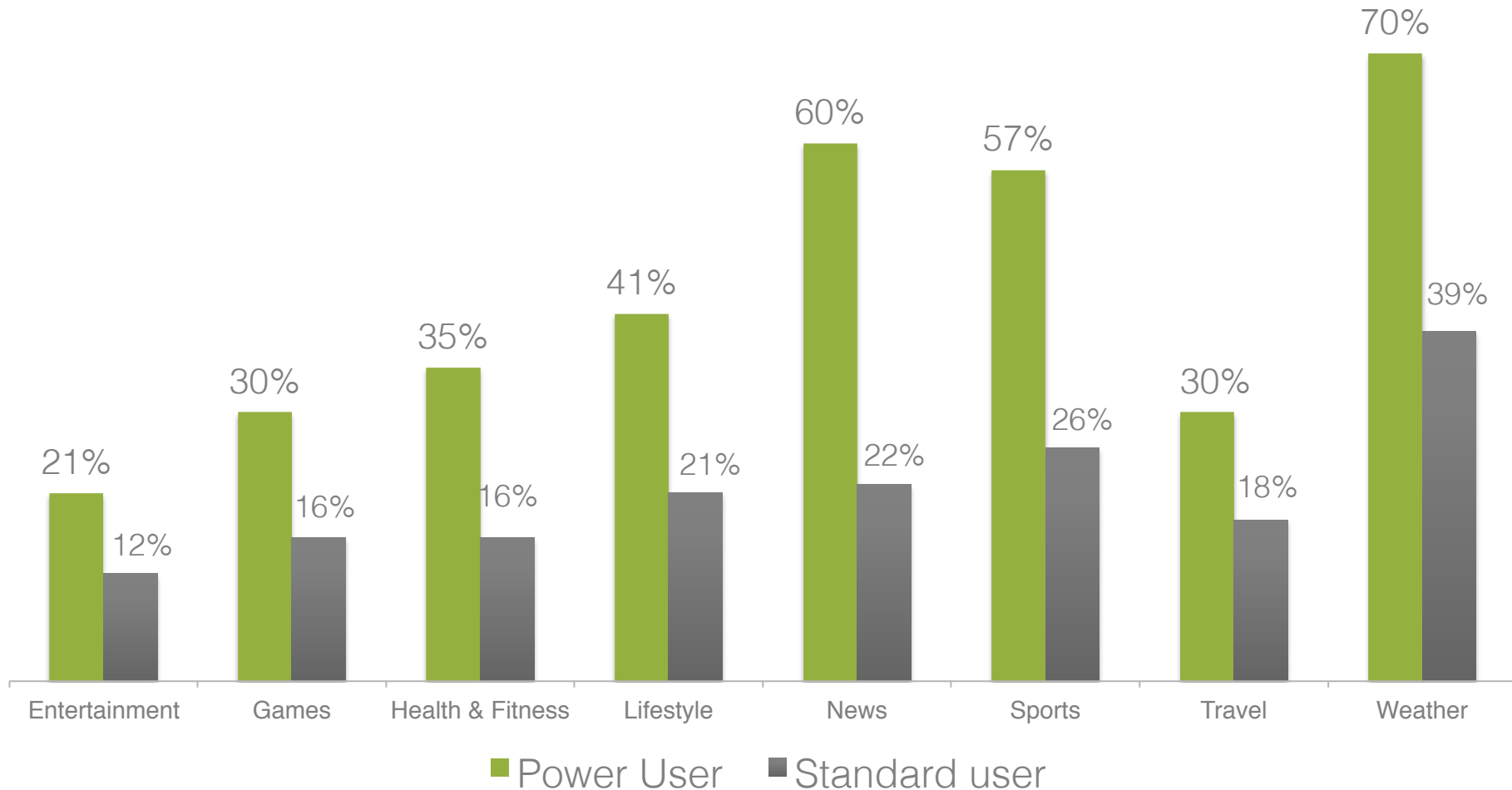
Methodology: Avoiding pitfalls

Not all apps created equal

Understand your expected best use case for a retained user.

101% Avg. Lift for 60-day Retention Rate

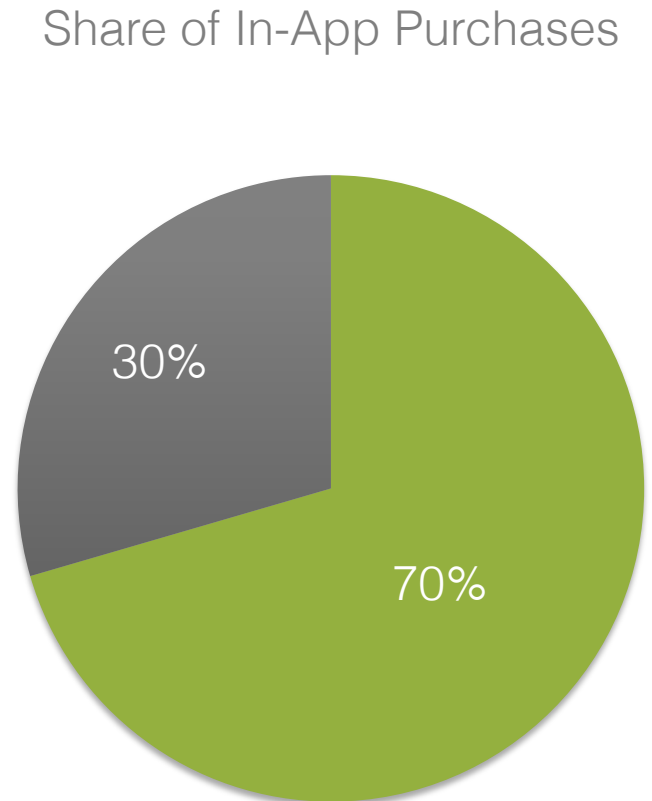
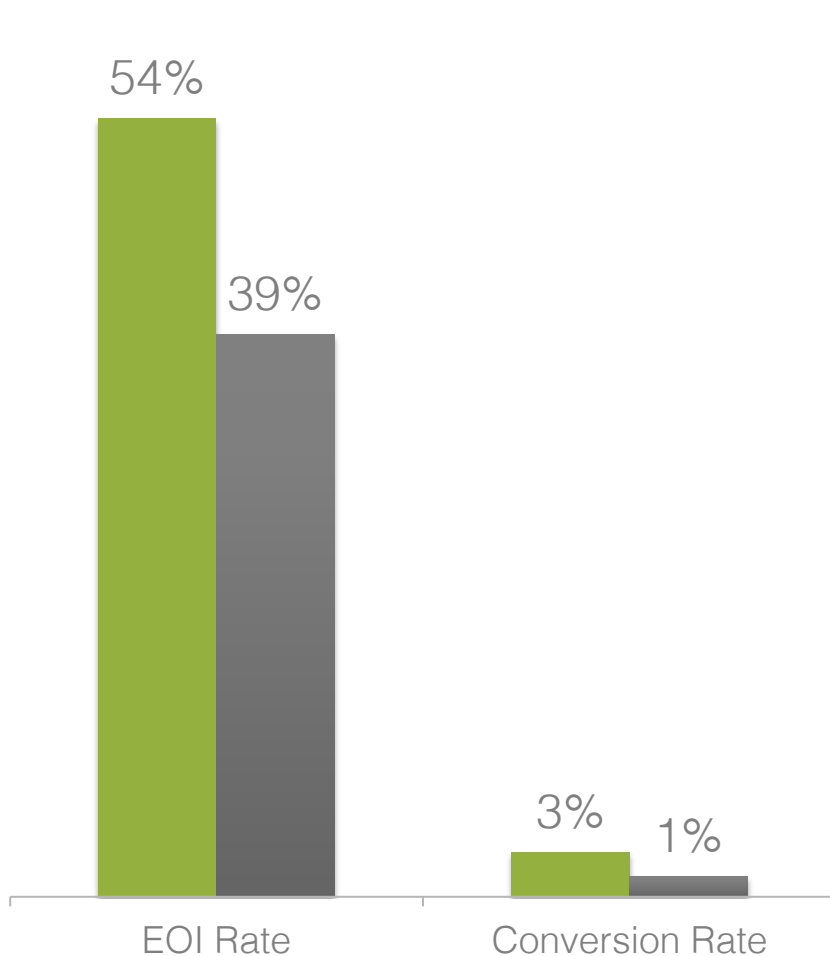
Power Users are even more loyal in the long-term



How we study: Conversion Funnel



70% of In-App Purchases are made by Power Users



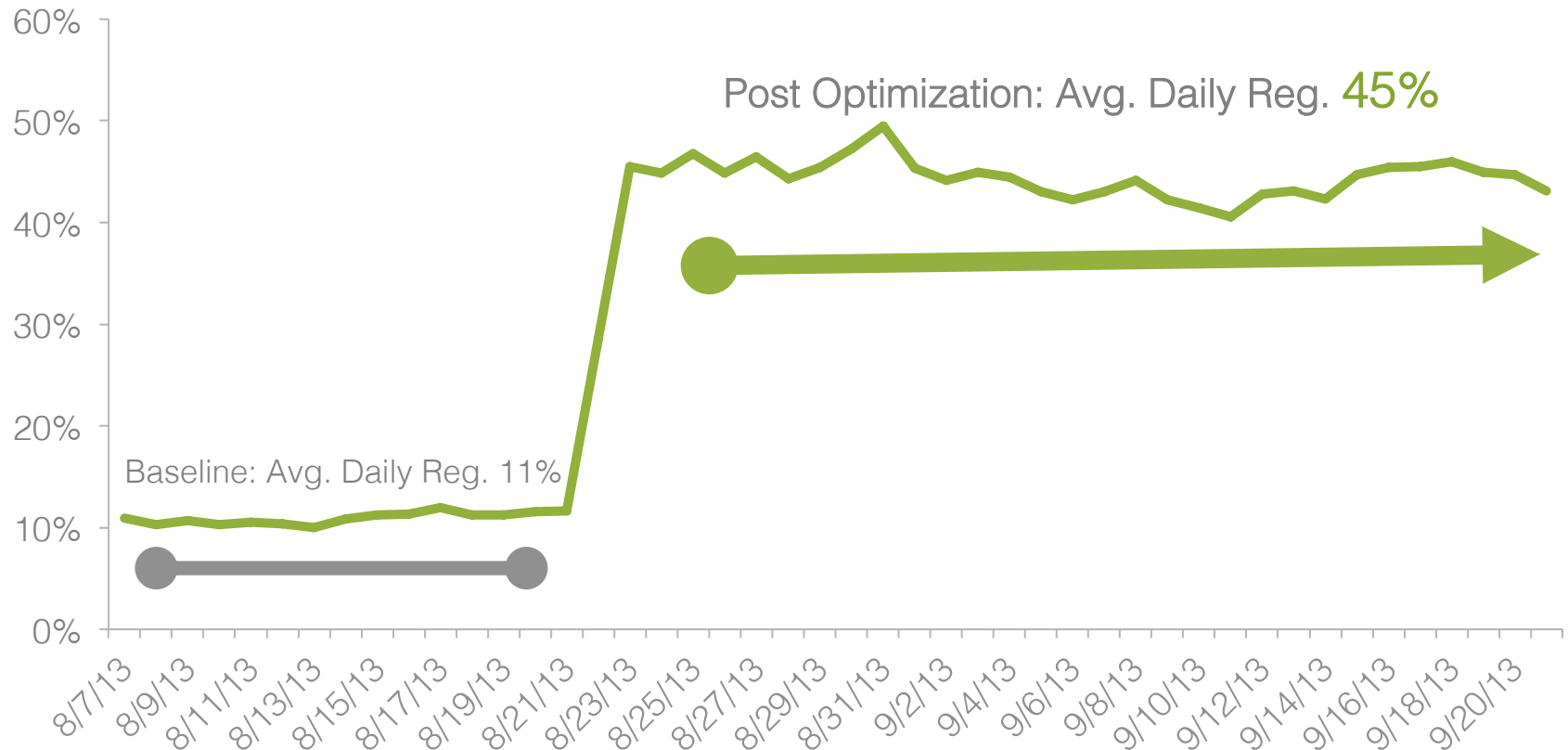
Case Study: Registration analysis & user welcome flow optimization

We found that same-day registration is a critical factor to long-term retention

Goal: Improve same-day registration by optimizing welcome flow for new users.

Case Study: First Day Results

4X lift in daily registration after optimizing Welcome Flow



Case Study: Important follow-ups

Insure data is a new trend, not short term.

Do custom reporting beyond standard dashboards and tracking metrics

Consider more one-off case studies

Avoid Measurement Pitfalls

- Watch out for bias
 - Study *when* something happens and how *quickly*; not only if it happens
- Taking bouncers into account
 - **(ie: don't chase bouncers)**

Case Study: Poll/Survey

Marry the Quantitative w/ Qualitative

We have found that Power Users are more than happy to answer questions.

Case Study: Rewards Wish List

We asked Power Users: “Which rewards would you like to see added to the Rewards Store?”

“A chance to win an advanced copy of a highly anticipated book”

“Free items from sponsors like Dunkin’ Donuts”

“Paid apps unlocked for free (using points)”

“Not a reward but more info about charity donations”

“Steak house gift cards (Ruth's Cris, etc)”

“Donate to National Center for Science Education”

This data plus Rewards redemption data now powers inve

Once you have them, how to keep them

- ZenDesk example and good CS
- Poll / Surveys expose raw opinion
- Reward your users for loyalty

Loyalty is a dialogue between you and your best customers

Reward your Power Users

Reward for actions that are valuable to you

Think carefully about the behaviors that you want to motivate.



Remember Privacy is important...

“74% of mobile users say it’s “very” or “extremely” important to understand what PII is collected by mobile apps”

“Only 36% of mobile users feel they have a choice regarding the collection and use of their location info”

Remember Privacy is important...

- “Anonymized” data is key
- Get permission, Opt in and Opt out
- Follow emerging standards: IAB, NAI

Power Users: Overview



Reward Your Power Users: Engagement

Average Actions Per Session



Weather

Power Users w/Rewards: 3.1
Power Users w/out Rewards: 2.4



News

Power Users w/Rewards: 5.3
Power Users w/out Rewards: 2.2



Health & Fitness

Power Users w/Rewards: 3.6
Power Users w/out Rewards: 3.1



Utilities

Power Users w/Rewards: 14.2
Power Users w/out Rewards: 3.8



Lifestyle

Power Users w/Rewards: 31.3
Power Users w/out Rewards: 15.3



Sports

Power Users w/Rewards: 6.8
Power Users w/out Rewards: 4.4



Entertainment

Power Users w/Rewards: 13.4
Power Users w/out Rewards: 10.2



Gaming

Power Users w/Rewards: 35.0
Power Users w/out Rewards: 30.6



Reference

Power Users w/Rewards: 8.0
Power Users w/out Rewards: 6.5

Reward Your Power Users: Conversion

In-App Purchase Behavior & The Impact of Loyalty Programs



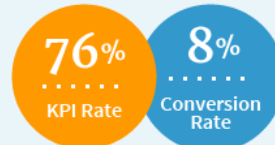
70% of in-app purchases made in Q4 came from Power Users.



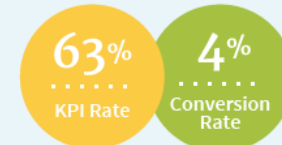
App loyalty programs were shown to have a significant impact on purchase behavior among both Powers Users and average users, both in driving engagement with Key Purchase Indicators (such as visiting the Pro Shop tab in a sports app) and actual purchase completions.



Mobile Users using an app loyalty program



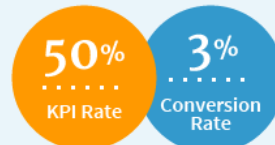
Power Users



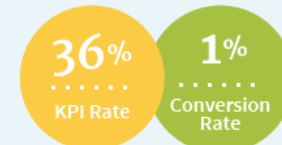
Average Users



Mobile Users NOT using an app loyalty program



Power Users



Average Users



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Thank you!

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