

The State of Mobile App Engagement: 2016 Benchmark Report



**HOW DOES YOUR
APP STACK UP?**

How Does Your App Stack Up?

Apptentive is excited to release our first annual mobile ecosystem consumer report, The State of Mobile App Engagement. Data included in the report serves as a benchmark for companies seeking to understand how their apps' engagement stacks up against their competition, along the entire mobile landscape.

Using data from around 1,000 of Apptentive's customers' mobile apps, this report provides benchmark metrics for companies to measure their mobile apps' performance. The data is from both Android and iOS apps in all categories from April 2015 to April 2016. The data in this report was captured by interactions deployed using Apptentive's software.

Interested in vertical specific benchmark data?

[Check out our infographic here!](#)

Benchmark Metrics

The metrics we discuss provide a dive deep into in-app surveys, ratings and reviews, messages, and overall customer engagement and responsiveness across all app categories. For reference, how we define each metric and the contents of each section is laid out below.

Want to jump ahead? Click on the links below to skip to specific sections.

Surveys: Average response rate to in-app surveys.

Ratings and Reviews: Average volume of ratings and reviews, the distribution percentage of star ratings, and the opportunity cost of a star.

Messages: Average number of in-app messages sent by customers to brands, and average number of in-app messages received by customers from brands.

Interaction and Engagement: Percentage of app customers who companies interact with, and the percentage of those customers who engage with the interactions sent.

Now that we understand what we're looking at, let's dig in!

Surveys

In-app surveys are multifaceted. Companies use them to answer specific product or brand oriented questions, ranging from “What can we do better?” to “Was this a positive app experience for you? Why or why not?”

The greatest value in mobile surveys relies on the number of people who’ve completed the survey; less is not more, in this case. When we calculate the survey response rate, only submitted surveys are counted as a “response.”

Apptentive Benchmark

Average in-app survey response rate, across all app categories, is 13%.

This is in sharp contrast to industry average mobile survey [response rate of 1-3%](#). Gone are the days of low expectations for survey completion.

When done respectfully, shown at the right time and place in the app, and optimized for mobile, mobile surveys are a powerful tool to gauge customer sentiment, glean customer insights, and gather product feedback. For tips on how to improve your survey metrics, check out our new guide: [7 Steps to Mobile Survey Success](#).

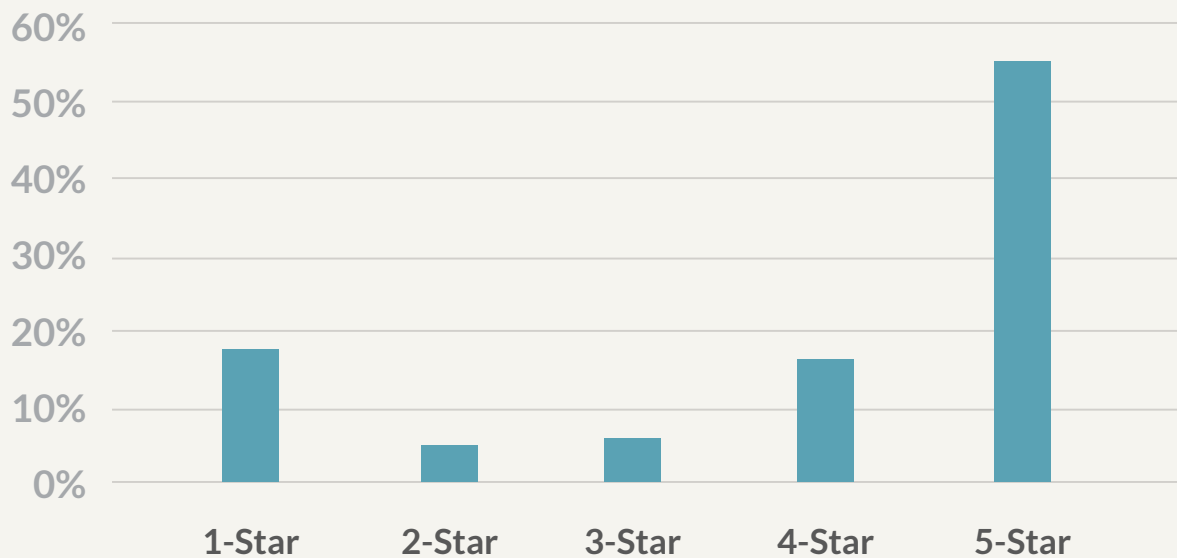
Ratings and Reviews

It’s no secret star ratings impact the discoverability and conversion of apps, and companies’ [overall brand image](#). Star ratings play a big role in the customer adoption process, and data from our research on the value of a star revealed [59% of people](#) usually or always check ratings before downloading an app—even if everything else checks out.

Apptentive Benchmark

The average volume of ratings across all categories is 355,045 with majority subsisting of 5-stars.

AVERAGE BREAKDOWN OF STAR DISTRIBUTION BETWEEN ALL RATINGS:



The opportunity cost of a star is huge. Take a look at the image below to see how a change in your average star rating will impact your app store conversion.

Jumping From...	To...	Is Expected to Increase App Store Conversion by...
★	★★	30%
★	★★★	340%
★	★★★★	730%
★	★★★★★	770%
★★	★★★	280%
★★	★★★★	540%
★★	★★★★★	570%
★★★	★★★★	89%
★★★	★★★★★	97%
★★★★	★★★★★	4%



Want to learn more about the importance of ratings and reviews? Check out our guide full of proprietary research: [Why App Store Ratings and Reviews Matter More than You Think](#)

Need a boost? On average, here's what Apptentive can do for your ratings based on your current star rating:

CURRENT APP STORE RATING	VS.	WHAT YOU'LL SEE USING APPTENTIVE
★		★★★★
★★		★★★★★
★★★		★★★★★
★★★★★		★★★★★
★★★★★½		★★★★★½
★★★★★		★★★★★



Messages

Companies that invest time in building human-to-human relationships with their customers via their mobile app cultivate loyalty and keep their customers engaged—which is positively correlated to retention rates. A high volume of messages sent and received by customers signals that not only are customers engaged, but that the company is committed to building customer relationships.

Apptentive Benchmark

Data in this set is from around 250 apps that use Message Center. In those apps, a total of 336,969 messages were sent to brands by consumers over the course of a year via the Apptentive's platform.

Brands sent a total of 149,838 in-app messages in response to consumer messages over the course of a year.

When consumers aren't given an outlet to speak with companies directly in-app, frustrations can boil over to public forums such as the app store, or social media. Customers who have feedback but choose to remain silent are equally detrimental to companies. If providing feedback requires exited the app to leave an email, or fill out an online form for example, many customers may be deterred—becoming a huge missed opportunity for companies to gather valuable feedback.

A direct line of in-app communication doesn't only increase the amount of customer feedback brands are able to gather, it also affords them the opportunity to build real, meaningful relationships with their customers; A powerful advantage in an era where personalization isn't only possible, it's come to be expected.

To learn more about the power of in-app messaging, check out: [Message Center: New Updates for Better Customer Communication.](#)

Interaction and Engagement Rate

With the introduction of messaging bots and the prevalence of blasting mobile customers with push notifications, it's important for companies to understand what percentage of their customer base they're reaching out to, and in turn, how many of those customers are responding.

For a quick refresher, **interaction rate** is the average number of mobile customers that companies are engaging with through Surveys, Ratings Prompts, Notes, and by sending messages. Average **engagement rate** is the average number of mobile app customers who take the intended action with the Interactions companies send them (Surveys, Ratings Prompts, Notes, and Messages).

Apptentive Benchmark

The average interaction rate is 9%, meaning that on average, brands using Apptentive interact with 9% of their mobile app customer base over the course of a year.

The average engagement rate with interactions is 62%. This means that of the 9% of customer who interacted with brands, an average of **62% of customers respond** to the Interactions.

We advise our customers to be selective in how often they reach out to customers to avoid annoying or disrupting their in-app experience. An average response rate of 62% is considered healthy, but shows room for improvement. To us, these numbers mean 38% of customers were either annoyed by the attempted interaction or didn't see value in it, which caused them to choose not to respond.

There are several ways companies can improve their response rates. Check out Robi Ganguly's (Apptentive's CEO) advice on finding the right place, right time, and right person to reach out to in his [Mobile Moment's video series](#).

Takeaways

The benchmarks laid out in this report are meant to provide a better understanding of how your app measures up to the industry as a whole. Collectively, these metrics provide a holistic view of how engaged your mobile app customers are with your brand.

By inspecting your apps' metrics compared to the individual benchmarks listed, you'll be able to pinpoint areas of opportunity to improve your customers' app experience. If your app exceeds some or all of the benchmark areas, the next course of action is to continue evolving your app's strategy to pioneer a new industry standard for exceptional mobile app experiences.

Want to find out how these number vary by category? We've got you covered. Check out the [The State of Mobile App Engagement: 2016 Vertical Benchmark Report](#).

 **Apptentive**

Missing the mark? We can help!
[Sign up for Apptentive here.](#)

About Apptentive

Apptentive's mobile customer engagement software helps companies listen to, engage with, and retain their customers. The product gives brands the opportunity to identify who to talk to, intelligently engage user segments, and mobilize customers to take action through in-app messages, surveys, and ratings prompts. Integrated into thousands of mobile apps, Apptentive helps companies engage mobile customers, boost app ratings, drive downloads, and earn customer loyalty.

 **Apptentive**

Build Loyalty, Spread the Love