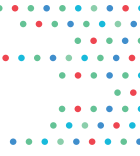




2020 Mobile App Engagement Benchmark Report



Apptentive's annual mobile app engagement benchmark report serves as a baseline to help app publishers across categories understand their app's engagement strengths and areas for improvement. The report is meant to serve as a yardstick for companies seeking to understand how their customer feedback and engagement metrics stack up against the market, and includes mobile benchmarks aggregated across Food and Drink, Shopping, Travel, Finance, Media, and Lifestyle app categories.



According to Gartner, mobile marketing, product, and customer experience leaders must measure emotion in addition to more conventional customer experience and engagement metrics to not only understand how a customer feels about an experience, but also why they feel that way (ID G00711516, November 2019). In order to measure emotion, app publishers must have a baseline understanding of how their current performance stacks up with the marketplace. The features within Apptentive's customer experience solution allow our customers to understand consumer emotion down to the individual level across time and touchpoints, with in-app CX as the focus.

This is our fifth consecutive year conducting this research. Data from our [2016](#), [2017](#), [2018](#), and [2019](#) reports is included to show shifts in brand focus and engagement over time.

METHODOLOGY

The data in this report is from 812 iOS and Android apps with 5,000+ active users across the following app categories: Food and Drink, Shopping, Travel, Finance, Media, and Lifestyle. All apps included in the data are Apptentive customers. All data for Android apps are global. Ratings data for iOS apps are US-only. Phrases are in English.

The data ranges from January 2019 through December 2019. In most scenarios, we've used raw data over aggregates. App aggregates ensure large apps don't skew numbers, but the risk of data skewing was neutralized based on our pre-qualification of included apps. Unless otherwise noted, the overall numbers shown in this report included total raw numbers.

Throughout the report, you will see blended data (combined iOS and Android) and data broken out by operating system, noted accordingly.

Executive Summary

Important points from our 2020 research include:



Apptentive customers see **90-day consumer retention rates** (51%) that are **70% higher than the industry average** for mobile app retention, which is 20-30%.



The **year-over-year volume of star ratings grew** for both iOS (+158% from 2018 to 2019) and for Android apps (+44% from 2018 to 2019).



There was a **29% increase in surveys sent** in 2019 from 2018. Even with the year-over-year increase in the number of surveys sent, the **survey response rate held steady at 18%**. For reference, the market cross-industry average response rate is 1%.



The 2019 **average response rate for an Apptentive Note-linked survey was 54%** (iOS 50%, Android 62%). Again, the market cross-industry average for in-app survey response rates is 1%.



Across all categories, **brands' average expressed sentiment for "Fans" was 60%** (iOS 58%, Android 65%). **The average number of "Risks" was 31%** (iOS 32%, Android 28%).

Navigating the Research

Our research is divided into two parts: first, engagement benchmarks for all apps combined, and second, engagement benchmarks for apps by app store category. You can use the links below to jump to sections you care about the most—although we recommend starting at the beginning and working your way through for the deepest understanding of the data!

Part One

GENERAL MOBILE APP ENGAGEMENT BENCHMARKS



Part Two

ENGAGEMENT BENCHMARKS BY APP CATEGORY

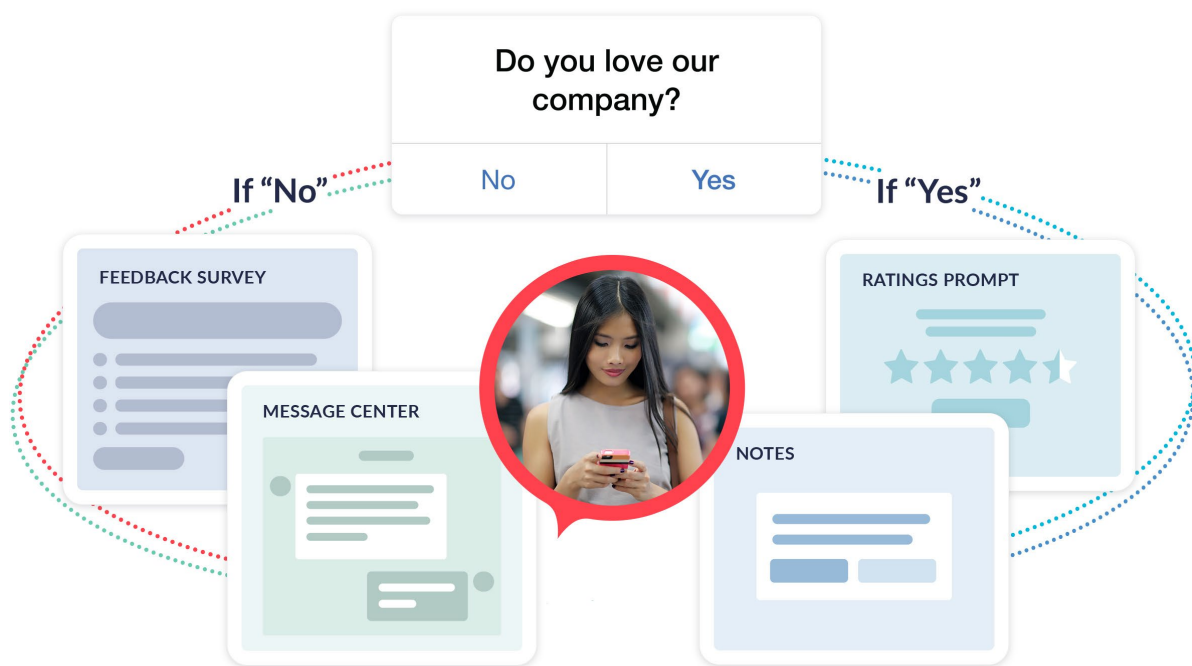


Now that the details are out of the way, onto the fun part.
Let's dive in!

Part One: Mobile App Engagement Benchmarks

SENTIMENT ANALYSIS

Today’s marketers and product managers have the power to reveal new fans, at-risk consumers, and shifts in emotion from customer experience over time in order to gauge sentiment. With this level of unique data from ongoing interactions—both online and onsite—brands can respond faster to revenue opportunities and build loyalty, while enhancing their own first-party data.

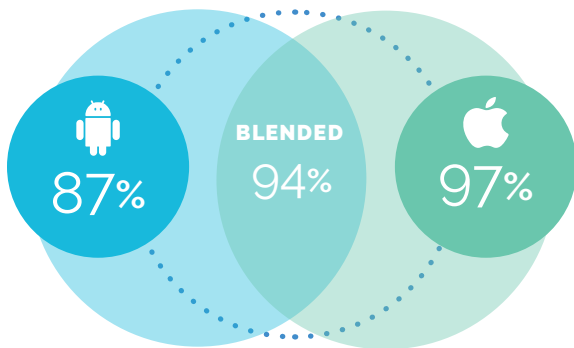


Apptentive’s [Love Dialog](#) feature is used to gather the data, which starts with a simple “yes” or “no” question:

“Do you love our brand?”

LOVE DIALOG CONVERSION RATE

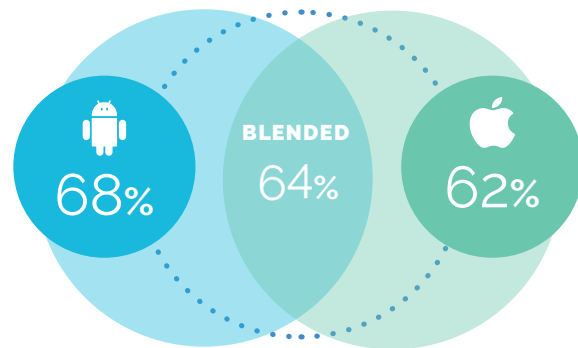
Consumers who responded “Yes” or “No” to Love Dialog prompts



In 2019, 94% of all consumers who were prompted by a Love Dialog responded “Yes” or “No” rather than closing out of the prompt. On iOS, the number was even higher at 97%, compared to 87% of consumers on Android. The Love Dialog garners such high response rates primarily because of its simplicity. People are willing to answer short, simple questions and share feedback when they’re proactively asked for it at the right mobile moment.

LOVE PERCENT

Total consumers who respond “Yes” to Love Dialog prompts



In 2019, 64% of consumers prompted responded that “Yes,” they loved the brand. On iOS, 62% of consumers responded “Yes,” and 68% of consumers responded “Yes” on Android. These quick, positive responses are a great way for brands to take a regular emotional pulse from their consumers, without asking them to leave the app for feedback or take another step away from their intended use of the app.

Expressed Sentiment

There is a new standard for measuring emotion and sentiment through in-app customer voice and feedback initiatives, which is looking at what Apptentive calls “emotion data.” We capture emotion data through [Fan Signals™](#), which allows your brand to measure expressed sentiment across time and touchpoints, helping you identify when sentiment has shifted and why—down to individual customer IDs.

In measuring expressed sentiment, we segment customers into four categories:

- 1. New or Repeat Fans:** Customers who have expressed positive emotion for the first time by answering “Yes,” or who have expressed positive emotion at least twice in a row.
- 2. New or Repeat Risks:** Customers who have expressed negative emotion for the first time by answering “No,” or who have expressed negative emotion at least twice in a row.
- 3. Fans Shifted to Risks:** Customers whose expressed emotion has shifted from positive to negative, or from Fan to Risk.
- 4. Risks Shifted to Fans:** Customers whose expressed emotion has shifted from negative to positive, or from Risk to Fan.

In 2019, the average number of New or Repeat Fans was 60% (iOS 58%, Android 65%). The average number of New or Repeat Risks was 31% (iOS 32%, Android 28%). On average, 5% of Fans shifted to Risks (iOS 5%, Android 3%) and 4% of Risks shifted to Fans (iOS 5%, Android 3%).

Expressed Sentiment



New or Repeat Fans

Customers who have expressed positive emotion for the first time by answering "Yes," or who have expressed positive emotion at least twice in a row

60%

BLENDED

58%

IOS

65%

ANDROID



New or Repeat Risks

Customers who have expressed negative emotion for the first time by answering "No," or who have expressed negative emotion at least twice in a row.

31%

BLENDED

32%

IOS

28%

ANDROID



Fans Shifted to Risks

Customers whose expressed emotion has shifted from positive to negative, or from Fan to Risk

5%

BLENDED

5%

IOS

3%

ANDROID



Risks Shifted to Fans

Customers whose expressed emotion has shifted from negative to positive, or from Risk to Fan

4%

BLENDED

5%

IOS

3%

ANDROID

There are various reasons why expressed sentiment shifts. **Shifted Fans** are typically validation that you've improved your customer experience or made a positive change to your in-app experience. **Shifted Risks** are the opposite and tend to show that you've made a negative change to your offerings or customer experience that people aren't happy with.

Ultimately, expressed emotion is useful when brands make a connection between the shifted sentiment and what's changed in their in-app experience or product offerings. For example, if a large number of your loyalty program members suddenly don't "love" you and shift from Fan to Risk, you can trace back to what changed in your in-app experience to understand—and hopefully correct—the shift. If a repeat Fan suddenly shifts to Risk, that's the best opportunity your brand has to get ahead of retention drop-off. If the customer is a repeat Risk, you have less of a chance in being successful retaining them.

If a customer is consistent in their expressed sentiment, that also calls for a certain type of action. For example, if the customer is consistently a Fan who has not shifted, your brand’s job is to help turn them into advocates. Again, the converse is true: if the customer is consistently unhappy, your brand needs to take dramatic action to keep them as a customer or you are in danger of losing them to a competitor.

CUSTOMER RETENTION

In mobile marketing, retaining customers usually costs much less than acquiring new ones. Retention can also be used as a trust signal around how well your brand knows its customer base.

However, retention doesn’t look very good for the average mobile app. According to research from [Appsflyer](#), [MixPanel](#), and [Localytics](#), average 90-day retention for mobile apps across categories is somewhere between 20-30%, leaving lots of room for improvement.

Apptentive’s data tells a different story. In the second half of 2019, our customer base saw **43% of new consumers across apps stay active**. While there is still room for improvement (100% retention is always the goal!), this means that **Apptentive customers typically see 90-day retention levels that are 70% higher than the average mobile app**.

H2 2019 Month-Over-Month Consumer Retention

	0	1	2	3	4	5
JULY	100%	63%	56%	52%	48%	43%
AUGUST	100%	62%	56%	51%	46%	
SEPTEMBER	100%	64%	56%	49%		
OCTOBER	100%	62%	53%			
NOVEMBER	100%	62%				
DECEMBER	100%					

**The data shows a six-month breakdown rather than FY 2019.*

Brands saw the sharpest decline in retention **between the first and second month** consumers experienced their app(s). From there, retention steadily declined throughout the remaining months.

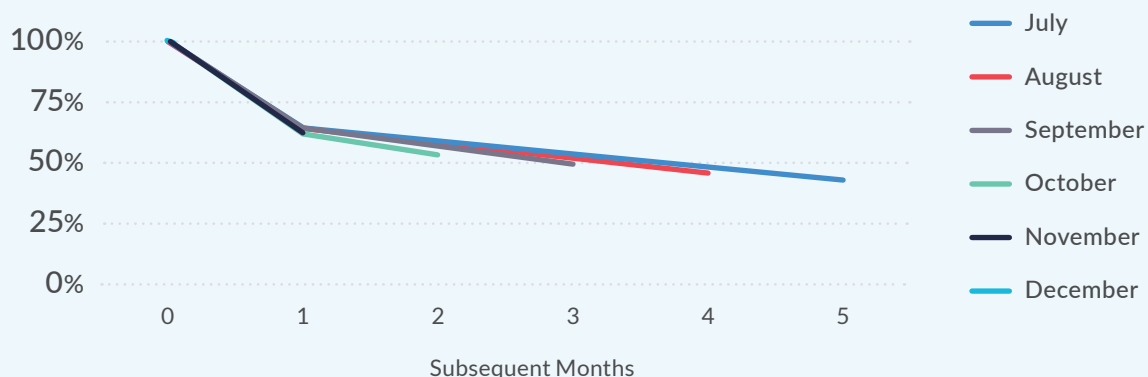
The forces driving retention vary between app categories, which we cover deeply in the second part of the report. But generally, **the 70% improvement in retention between this data set and the general public can be explained by three actions:**

1. Actively communicating with customers before they get a chance to churn decreases overall churn.
2. Proactively caring about consumer experience provides a longer runway for brands to prove value and drive loyalty.
3. Measuring and acting on “emotion data” allows brands to better understand customer sentiment and make changes accordingly.

What many don't realize is that customer churn can be largely managed with a few simple improvements to your app's customer experience—and that boosting retention doesn't mean you have to completely reinvent the wheel.

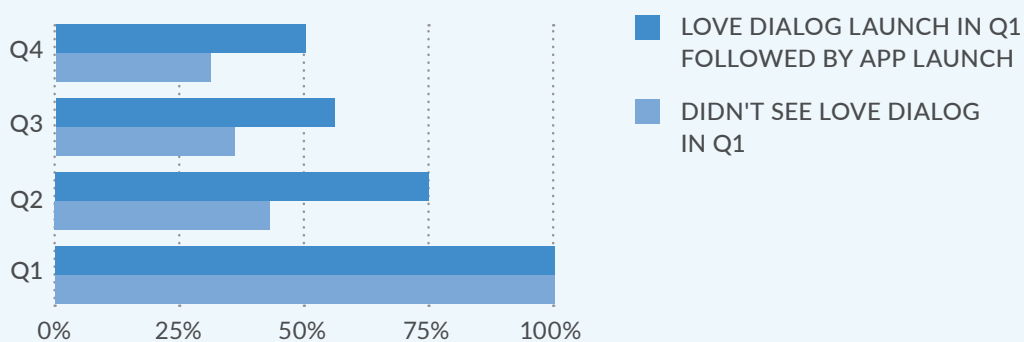
One way to boost retention is to use the [Love Dialog](#) to help engage and interest your consumers. Across 2019, when consumers saw a Love Dialog in Q1 while using an app, **they were 67% more likely to stay active through Q4.**

H2 2019 Month-Over-Month Consumer Retention



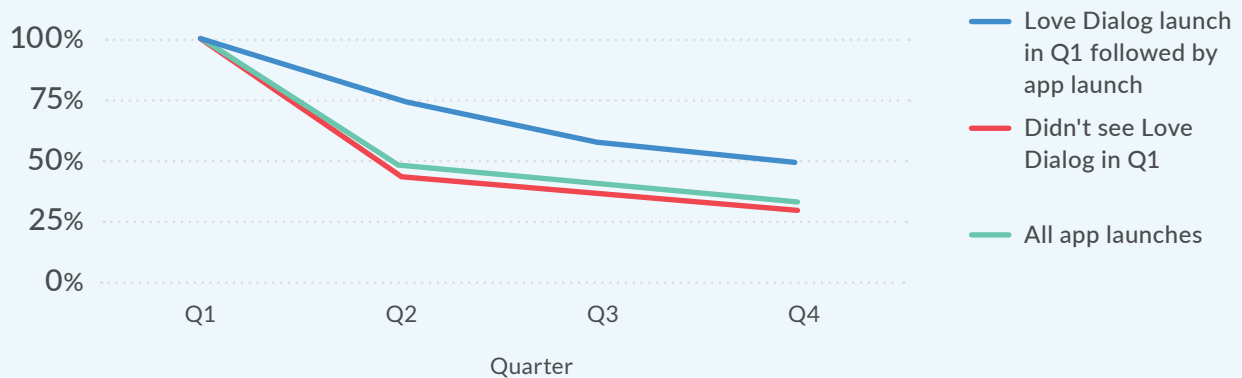
**The data shows a six-month breakdown rather than FY 2019.*

2019 Consumer Retention: Apptentive Love Dialog, Seen vs. Not Seen



Again, we see the sharpest drop-off between Q1 and Q2 for retention of new consumers, with the decline slowly continuing throughout the remainder of the year.

2019 Consumer Retention: Apptentive Love Dialog, Seen vs. Not Seen



Ultimately, this retention data teaches us two primary lessons:

First, when you take the time to engage with customers in order to understand how they feel, it's likely you will keep them around longer. [Being proactive with your in-app communication](#), like engaging with consumers through a Love Dialog, is the first step in unlocking this potential.

Second, it's important to give consumers tools to act if they aren't happy. If you give them a voice to say, "This part of my experience can be improved and here's why," they are more likely to stick around. Surveying customers is a great first step, but surveys only go so far. Setting up a two-way communication channel between your brand and your customers is the true gateway to retention success.

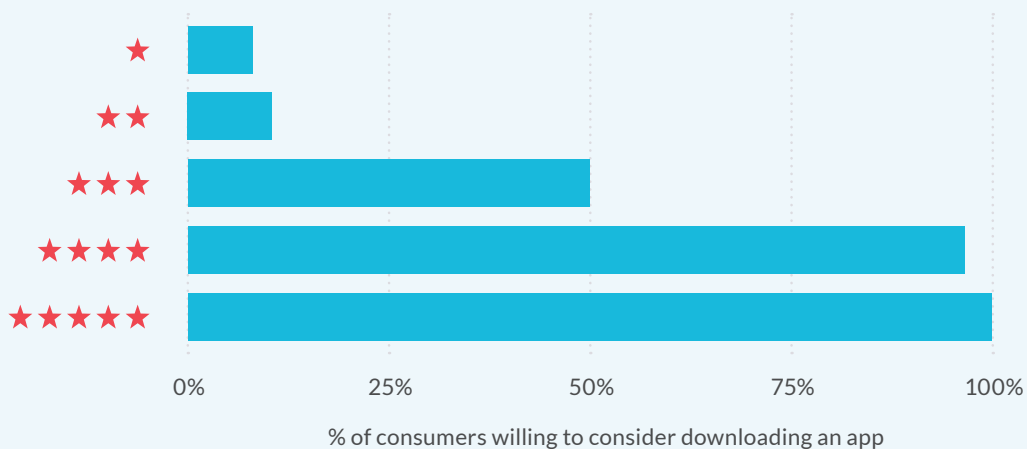
Editor's note: We'd be remiss to not call out potential correlation rather than causation in the data above. The data is inherently biased as Apptentive's best practices include making sure consumers have used an app for a period of time before engaging them in a Love Dialog, and the data in this report only includes Apptentive customers.

RATINGS AND REVIEWS

Consumers are more skeptical of digital marketing than ever before, and peer recommendations in the form of app store ratings and reviews stand alone as the **single greatest driver of discovery and conversion**. Thanks to regulations like **GDPR** and **CCPA**, consumer privacy has moved to the forefront of marketing and product development, and a trusted recommendation in the **form of a rating or review** carries more weight than ever.

It's clear that app ratings and reviews aren't just vanity metrics; they have real consequences on conversion rates and **brand reputation**. When we asked, consumers were clear that the lower the star rating, the less likely they'd be to download the app. The opportunity cost of a star is huge. Moving a three-star app to four stars, for example, can lead to an **89% increase in conversion**.

What is the minimum star rating needed for consumers to download an app?

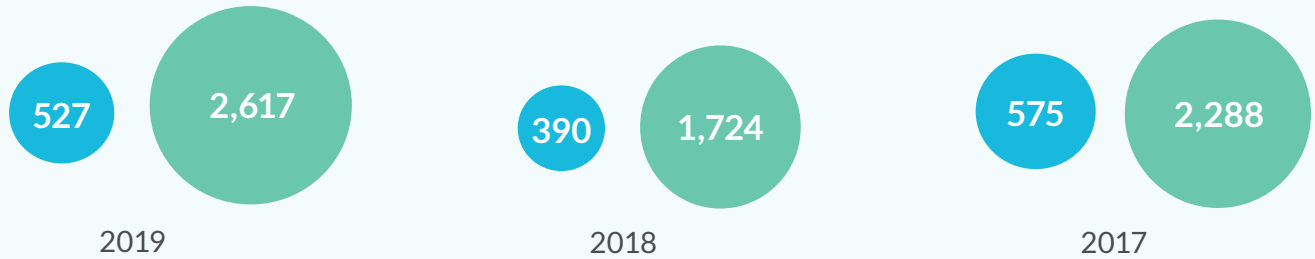


Volume of Ratings and Reviews for iOS and Android Apps

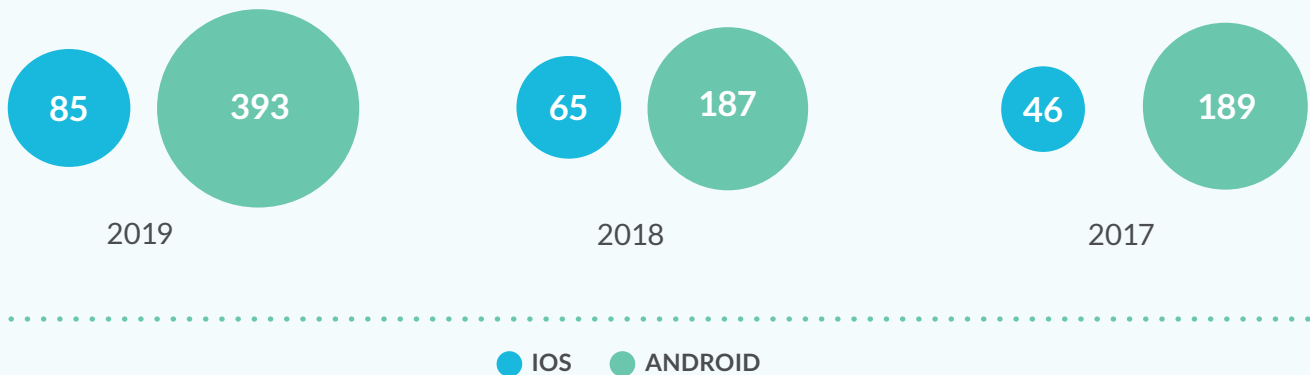
The volume of iOS reviews per app increased by 35% from 2018 to 2019. The median volume increase of iOS apps was 31%. Android also saw a heavy increase in the volume of reviews at 52% across the same time period. The median volume increase for Android apps was drastic, at 110%.

Average Volume of Reviews Per App

AVERAGE VOLUME



MEDIAN VOLUME

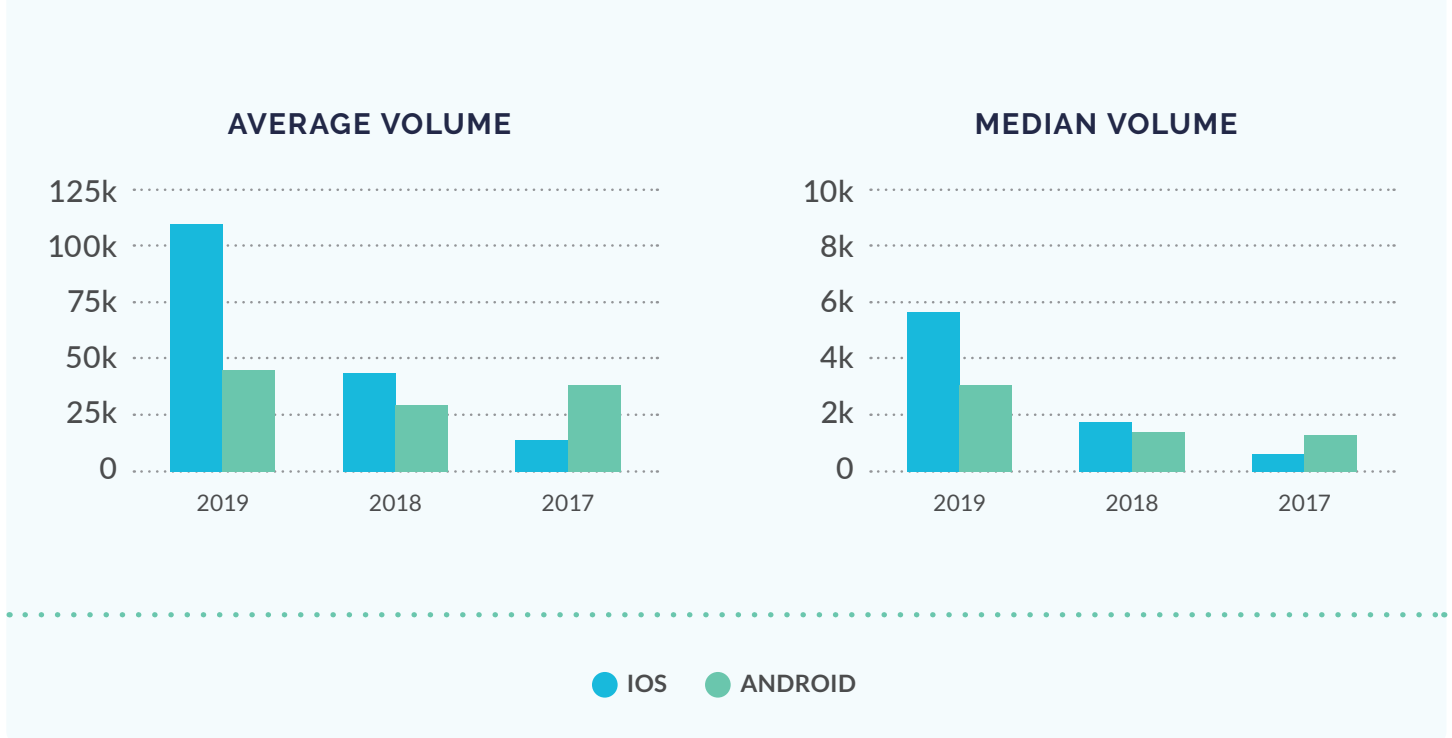


In general, there have always been more reviews in Android than in iOS, mostly due to the demographic differences of their customer bases. Android users tend to be younger and much more likely to feel involved in the process. Because of this, they're also typically more critical (e.g. give lower ratings and more critical reviews).

But since the release of [iOS11](#), we've also seen a downturn in the number of iOS reviews because the rating process was simplified. Because of how seamless leaving feedback on iOS apps now feels, customers feel like they're "done" with the process after providing a rating, thus leaving fewer reviews. In Android apps, people are made to leave the app in order to complete a rating and review, which makes them feel like more is required of them in order to complete their task. In iOS apps, the experience is not disrupted and they are not taken elsewhere, which makes people feel like a simple rating is enough to fulfil their input duties.

Average volume of star ratings per app saw similar year-over-year growth. **The volume of star ratings in iOS apps grew by 158% from 2018 to 2019.** The median volume of iOS app star ratings increased 260%. **The volume of star ratings for Android apps increased 44% from 2018 to 2019.** The median volume of Android app star ratings increased 108%.

Average Volume of Star Ratings Per App



Because the data above is based on absolute averages rather than number of reviews in the year, it's likely that the 2019 increases were impacted by:

Changes in publisher behavior

First, publishers reset their apps' all-time ratings and reviews more in 2018 than in 2019, which likely skewed the average numbers down. Second, there were more new apps published on the market in 2018, which could have drug down averages that then moved up in 2019.

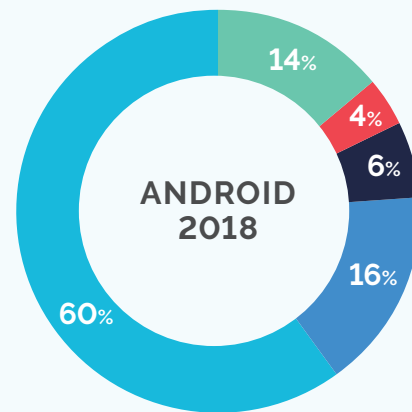
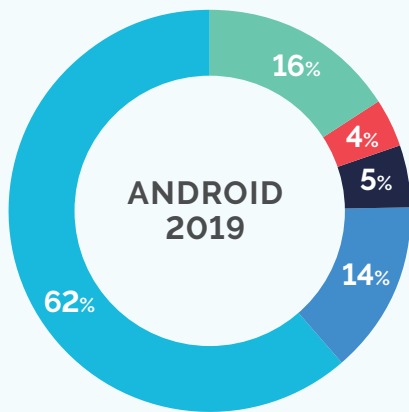
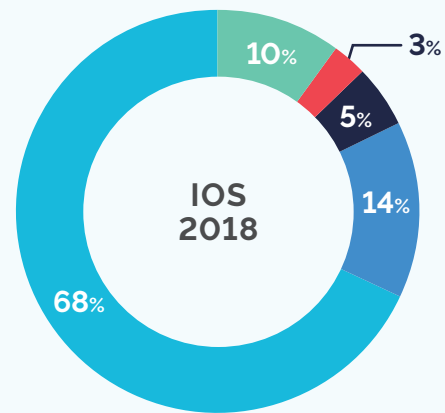
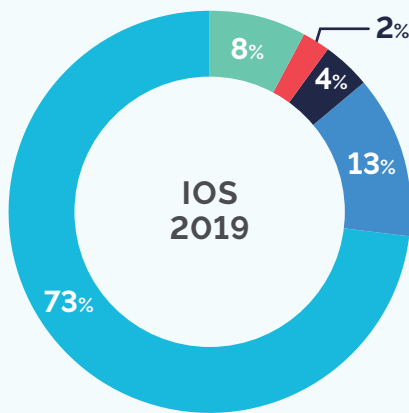
Changes in Apple's behavior

2018 was a [chopping block year for Apple](#), which decreased the overall ecosystem numbers. We've watched them rebuild in 2019, which potentially contributed to the increases we see in the data.

Distribution of Star Ratings for iOS and Android Apps

Apps across both app stores saw changes to their total distribution of star ratings. From 2018 to 2019, iOS apps saw a 20% decrease in one-star ratings and a 7% increase in five-star ratings. During the same time period, Android apps saw a 14% increase in one-star ratings and a 3% increase in five-star ratings.

Distribution of Star Ratings



● 5-STAR ● 4-STAR ● 3-STAR ● 2-STAR ● 1-STAR

Ultimately, the data tells us ratings and reviews continue to play a major role in your app's growth long after consumers have found their way to your app store product page. They serve as social proof to indicate your app's quality in an otherwise blind evaluation process. And now, in both app stores, review recency matters more than ever before, which means being able to identify and activate your fans is critical.

For more on improving your app's ratings and reviews, check out our new guide [Mobile App Ratings and Reviews: Where to Start and How to Win](#).

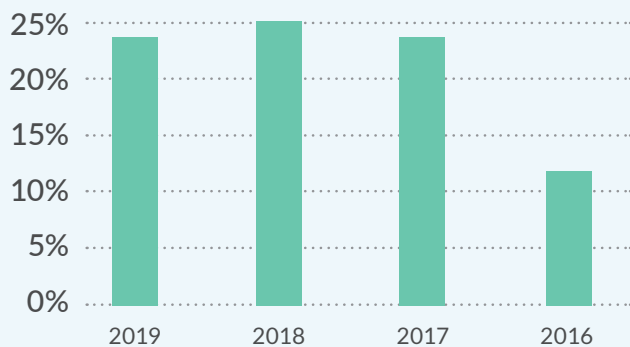
INTERACTION AND RESPONSE RATES

Many brands today may think they build customer-centric products based on feedback from a majority, but they couldn't be further from the truth. In reality, [our data shows that brands only hear from less than 1% of their customer base](#), which we call the "vocal minority."

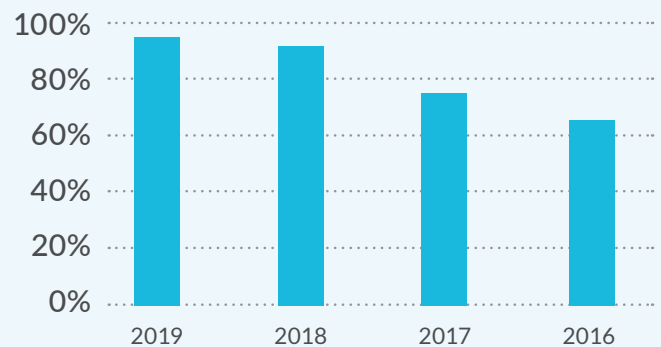
Many brands today may think they build customer-centric products based on feedback from a majority, but they couldn't be further from the truth. In reality, our data shows that brands only hear from less than 1% of their customer base, which we call the "vocal minority."

As a year-over-year trend, brands are now able to expect to hear from ~20% of their consumers if their interactions are thoughtful and well-timed. **Apptentive customers, on average, interacted with 24% of their consumers in 2019.**

AVERAGE INTERACTION RATE



AVERAGE RESPONSE RATE



For multiple years running, data has shown us that well-timed in-app interactions improve customer engagement and response rates. **In 2019, 92% of people across all in-app interactions responded to this outreach.**

Through proactive engagement and creating customer feedback loops, Apptentive has helped our customers **boost engagement to 23%, reaching over 20 times more consumers than the conventional rate.** In turn, our customers are able to be more dollar efficient, can better prioritize product planning, and can expand their loyal segment of customers through listening and responding.

However, winning brands regularly iterate on what the right "mobile moment" and communication loop looks like for them. Personalizing, segmenting, and following up on feedback should be a never-ending piece of any mobile strategy.

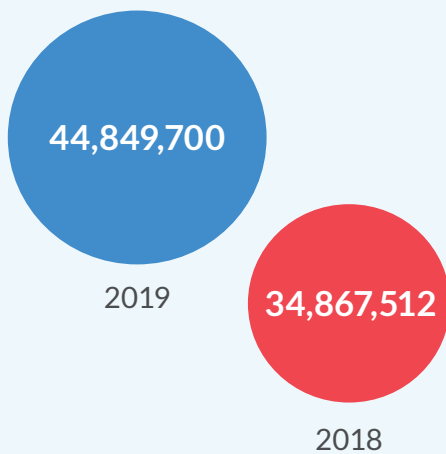
SURVEYS

Surveys enable companies to collect and analyze both qualitative and quantitative feedback. Mobile surveys are powerful in understanding sentiment, but **only if they're used correctly**. When it comes to mobile, short surveys with specific asks (like feedback on a new feature) are effective and efficient.

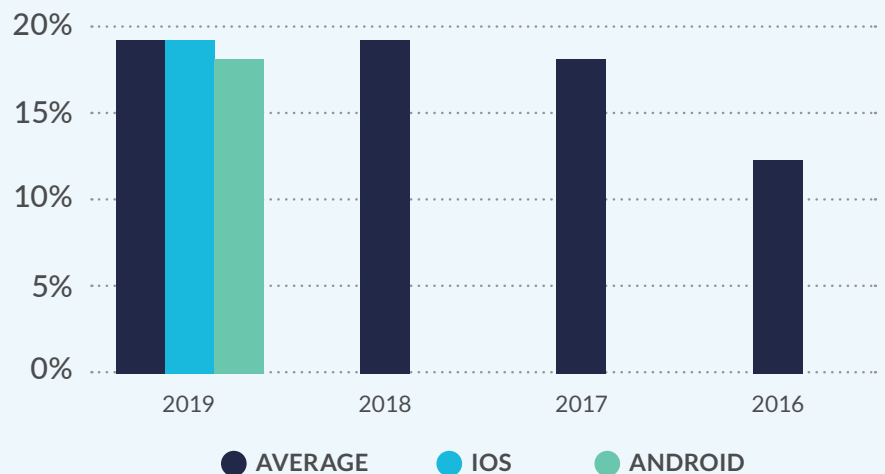
In addition to content, timing of surveys is critical. A survey that interrupts a customer's in-app experience will rarely be well-received. The data in this section shows us how winning brands design in-app surveys for great customer feedback flows.

In 2019, apps sent 44,849,700 consumer surveys, which is a **29% increase from 2018**. The most surprising (and satisfying) finding is that **even with the year-over-year increase in the number of surveys sent, the survey response rate held steady at 18%** compared to 2018's 19%.

IN-APP SURVEYS SENT



AVERAGE RESPONSE RATE FOR IN-APP SURVEYS

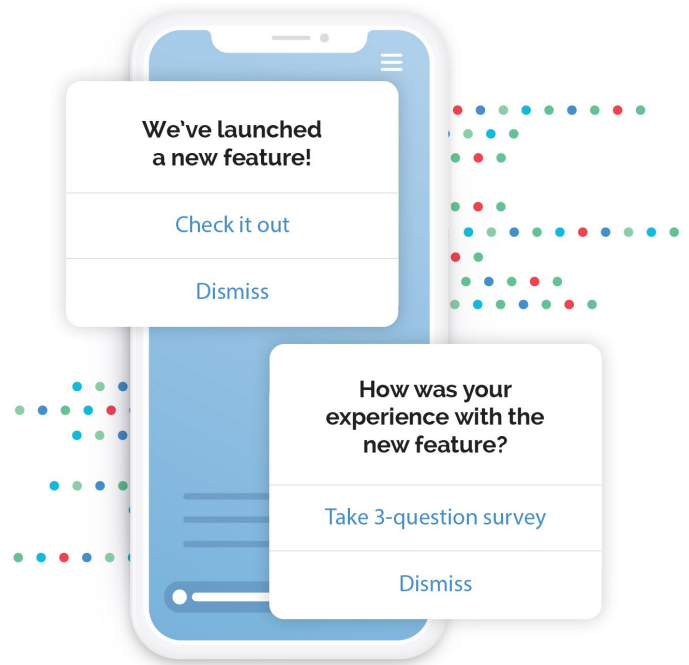


Another important distinction is that, on average across industries, brands only hear from ~1% of their customers surveyed. **With 1% as the baseline, an 18% response rate is off the charts.** The large increase in surveys with a steady response rate is due to sending in-app surveys at the right mobile moment, coupled with intelligent survey questions.

Surveys and Notes

This year, we went a step further to understand *how* surveys with the highest response rates were being delivered to end-consumers. While the above response rates are much higher than the 1% cross-industry average, there is a segment of surveys that boast an even higher response and completion rate: Note-linked surveys, or rather, surveys that are linked to using an [Apptentive Note](#).

In 2019, the average response rate for a Note-linked survey was 54%. iOS apps saw a 50% response rate, and Android apps saw a 62% response rate. You read that right: **at least half of all end-consumers across both operating systems responded to Note-linked surveys**. Again, the baseline for in-app survey response rates is around 1% across industries.



Average Response Rate to Note-linked Surveys



What this data tells us is that if you give your customers a choice in giving feedback rather than simply requesting it, they'll be more open in giving it to you. Using a Note to link to a survey can be a softer way to encourage feedback, and it's clear that winning brands capitalize on it as an option.

NET PROMOTER SCORE

Net Promoter Score is still an important political number, but it's a method of measuring customer sentiment that falls on a flat scale. [Over 150 S&P companies cited NPS in 2018 earnings calls](#). Bonuses are based on it. Millions of dollars are spent managing it. Every industry captures it. **But we see NPS alone as a vanity metric that does not give you the "why" behind customer emotion—the thing you must act on in order to affect change.**

Another common mistake with NPS is that it is not prompted in a timely manner. For example, many brands prompt NPS long after an experience has concluded, via email, SMS text, or web survey rather than in their app. This lag does not provide a cohesive in-app experience, and does not allow brands to close the loop with detractors with a note or conversation to understand the emotion behind their sentiment.

But aside from how we at Apptentive feel about NPS, we know it's still important to our customers. To dig into the data, we've broken NPS out separately from the previous surveys section.

The average NPS for Apptentive customers in 2019 was +25. For iOS apps, the score was +28. For Android apps, the score was +21.

The 2019 results are likely lower than you might expect as a “good” score typically falls between +40-50, depending on your industry. But we aren't surprised. **At Apptentive, we advocate for our customers to run non-biased surveys over NPS in order to truly dig into customer emotion driving sentiment.** The +25 score is lower than average because it's realistic; our customers don't just target their fans in order to get a high result.

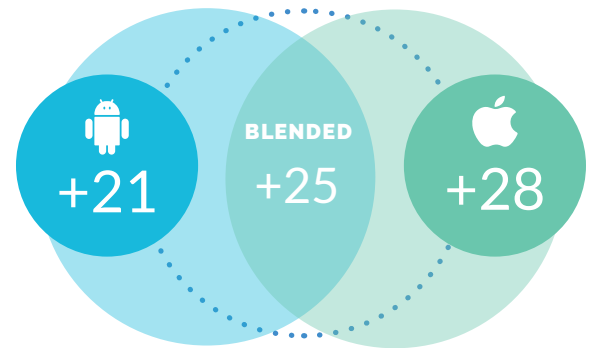
Lower scores are never fun on paper, but it's better to look at customer emotion holistically than in a vacuum. We don't want our customers gaming the system by inflating NPS because ultimately, they don't gain anything from it. You cannot act on emotion you haven't collected, and NPS doesn't tell us a thing about what drives customer emotion and why.

MESSAGES

Customers expect to be able to communicate directly with brands, and for brands to respond to their outreach in a timely manner. Two-way communication is crucial in fostering customer relationships and loyalty, which is what in-app messaging is all about.

In 2019, we saw a **33% increase in inbound messages** (in-app messages sent by customers to brands) from 2018. There was an **8% decrease in outbound messages** (in-app messages sent by brands to customers).

AVERAGE NPS FOR 2019



In-App Messages

	INBOUND (In-app messages sent by customers to brands)	OUTBOUND (In-app messages sent by brands to customers)
2019	3,436	1,807
2018	2,576	1,955
YOY DIFFERENCE	+33%	-8%

The average numbers of messages sent and received are relatively close this year. In years past, we've seen higher disparity between messages sent and messages received. The closing of the gap tells us that consumers are becoming more responsive to brands, and that brands are improving their feedback loops by responding more regularly to outreach from consumers.

There are multiple ways companies have closed the gap. To start, many brands have found ways to engage their customer care teams in the process. Rather than adding a step to an existing process, they've begun evaluating the entire customer communication process as a whole rather than through silos. In addition to building on existing processes, today's winning brands are savvy in understanding the value of two-way communication and following up with their customers. [Personalization is an expectation](#) rather than a plus in customer experience, and brands understand the value of providing personal touches across their communication strategies.

TAKEAWAYS

We were both surprised and unsurprised by the data in this year's research. Above all, it's clear that customer-centric brands have leveled up their in-app engagement processes and are increasing their efforts to personalize, segment, and understand their customer base even down to the individual level. While there's still more to do, 2019 is the most we've seen brands leverage mobile customer feedback to improve their products and adjust their overall business goals.

To summarize what we've learned so far from our 2020 mobile engagement benchmark data:

1. To unlock sentiment data, you must measure shifts in customer emotion over time.

Many marketers and product managers often use "emotion" and "sentiment" interchangeably, [even though they are very different](#). Others believe they measure emotion and sentiment when in reality, the metrics they rely on don't tell a complete customer story. But put simply: Sentiment is the "what." Emotion is

the “why.” Measuring and acting on both is critical to customer experience success. And in order to measure sentiment correctly, you must also capture and understand the emotions that drive it.

2. Even the most sophisticated brands only hear from less than 1% of their customers. It doesn't have to be this way.

Giving a voice to every customer is an aspirational goal for all companies and is transformative at every level across product, marketing, and retail operations. Many brands today may think they build products around their customers based on feedback from a majority, but they couldn't be further from the truth. In reality, our data shows that brands only hear from **less than 1% of their customer base**, which we call the “vocal minority.” The most dangerous decision a brand can make is acting on feedback that doesn't accurately represent the majority of its customers. In order to truly provide an impactful customer experience that has your customers' best interest at heart, you need to hear from more of your customers,

3. Proactively engaging customers is still the best way to encourage consistent loyalty and retention.

Customer experience can no longer be done reactively. Reactive CX is stuck—and consumers are beginning to notice. Across all verticals, people gravitate to highly-personalized experiences, and not just the ones solely based on what they've clicked, viewed, visited, or purchased. As consumers, we now expect the brands we love to deliver the right message, to the right person, via the right medium, at the right place, and at the right time across all of their digital and onsite experiences.

4. The “right mobile moment” looks different for every brand.

Encouraging feedback is about starting a conversation with a customer, but the most important component is asking for feedback at the right moment in order to give conversations the best opportunity to begin. Mobile devices are more personal than desktop devices as they are kept with people all the time, so the “right moment” in a mobile experience will look different than it would on a desktop, tablet, or other connected device. It's crucial to understand your customer journey and to pick out the best communication points within your app's experiences (e.g. after a customer has completed a purchase, if they view a certain page, when they complete a level, etc.) to find the right time to ask for feedback.

5. NPS alone is a vanity metric. Go further.

It's better to look at customer emotion holistically than in a vacuum, even if it produces a lower NPS. Rather than gaming the system and inflating your NPS by targeting fans over risks, it's better to target the whole and learn from feedback—which is also what makes NPS a vanity metric. You cannot act on emotion you haven't collected, and NPS doesn't tell us a thing about the “why” behind customer emotion.

Part Two: Engagement Benchmarks by App Category

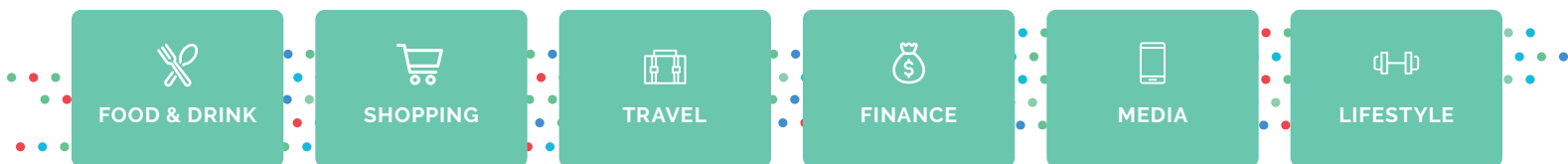


BENCHMARKS BETWEEN APP CATEGORIES

The first section of our report includes data from apps across all categories, broken out by operating system. Data in the second section of the report is from both iOS and Android apps broken out by app category including Food and Drink, Shopping, Travel, Finance, Media, and Lifestyle.

Before looking at data within the individual app categories, let's start by comparing benchmarks across each category to one another. In order to fully understand how your app's experience compares with the market, it's important to not only look at benchmarks in your specific app category, but also to compare your category to others in order to deeply understand customer behavior and engagement averages. First, we'll look at shifts in sentiment across app categories.

If you prefer to jump ahead to your app's category, you can use the links below.



Expressed Sentiment by App Category

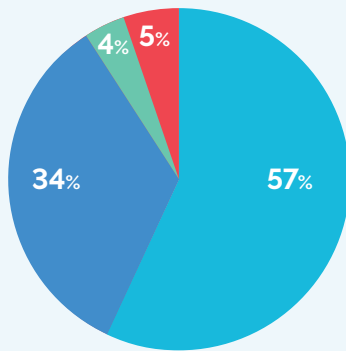
To refresh, in order to measure expressed sentiment, we segment customers into four categories:

- 1. New or Repeat Fans:** Customers who have expressed positive emotion for the first time by answering "Yes," or who have expressed positive emotion at least twice in a row.
- 2. New or Repeat Risks:** Customers who have expressed negative emotion for the first time by answering "No," or who have expressed negative emotion at least twice in a row.
- 3. Fans Shifted to Risks:** Customers whose expressed emotion has shifted from positive to negative, or from Fan to Risk.
- 4. Risks Shifted to Fans:** Customers whose expressed emotion has shifted from negative to positive, or from Risk to Fan.

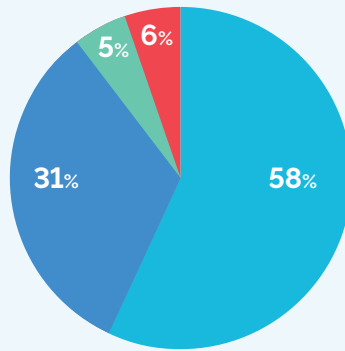
For positive expressed sentiment, apps in the Finance category won out, while apps in the Lifestyle category came up short. Finance apps had the highest number of **New or Repeat Fans** at 67%, while apps in the Lifestyle category had the lowest at 55%. Keeping on trend, Lifestyle apps had the highest number of **New or Repeat Risks** at 35%, while Finance apps had the lowest at 21%.

Shifted sentiment paints a slightly different picture. Apps in the Finance category had the highest number of **Fans Shifted to Risks** at 6%, while apps in the Travel and Media categories had the lowest at 3%. Finance apps also had the highest number of **Risks Shifted to Fans** at 6%, while apps in the Travel and Media categories again had the lowest at 3%.

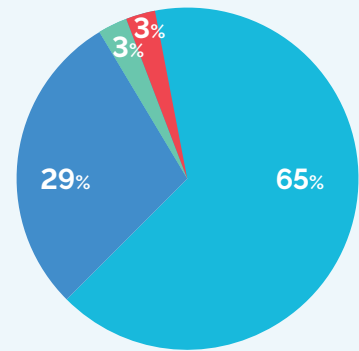
Expressed Sentiment



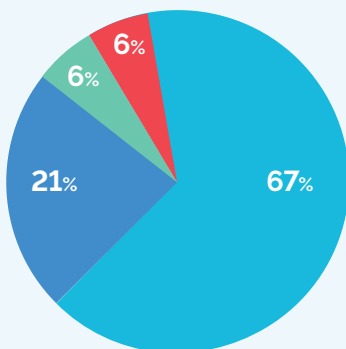
FOOD & DRINK



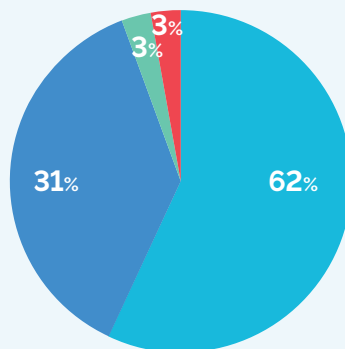
SHOPPING



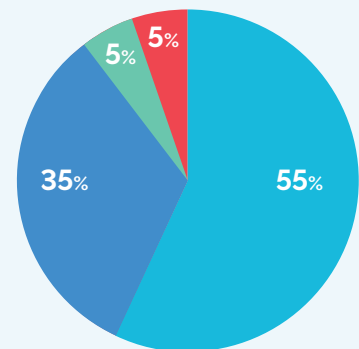
TRAVEL



FINANCE



MEDIA



LIFESTYLE



New or Repeat Fans

Customers who have expressed positive emotion for the first time by answering "Yes," or who have expressed positive emotion at least twice in a row



Fans Shifted to Risks

Customers whose expressed emotion has shifted from positive to negative, or from Fan to Risk



New or Repeat Risks

Customers who have expressed negative emotion for the first time by answering "No," or who have expressed negative emotion at least twice in a row.



Risks Shifted to Fans

Customers whose expressed emotion has shifted from negative to positive, or from Risk to Fan

Although the differences across categories are slight, a handful of percentage points in either direction make a huge difference when it comes to understanding expressed sentiment—especially when it comes to shifts in emotion. The goal for brands across categories is to boost their overall percentage of New or Repeat Fans, with a secondary goal of boosting their Risks Shifted to Fans in order to increase customer happiness and lasting brand loyalty.







Customer Retention by App Category

Retaining customers looks different across app categories, but the goal is still the same: Keep as many customers happily active and using the app for as long as possible.

The chart below shows us, on average, how apps across categories lose their active customers in the first quarter (which explains short-term retention) vs. five subsequent quarters to carry them through a full year (which explains long-term retention).

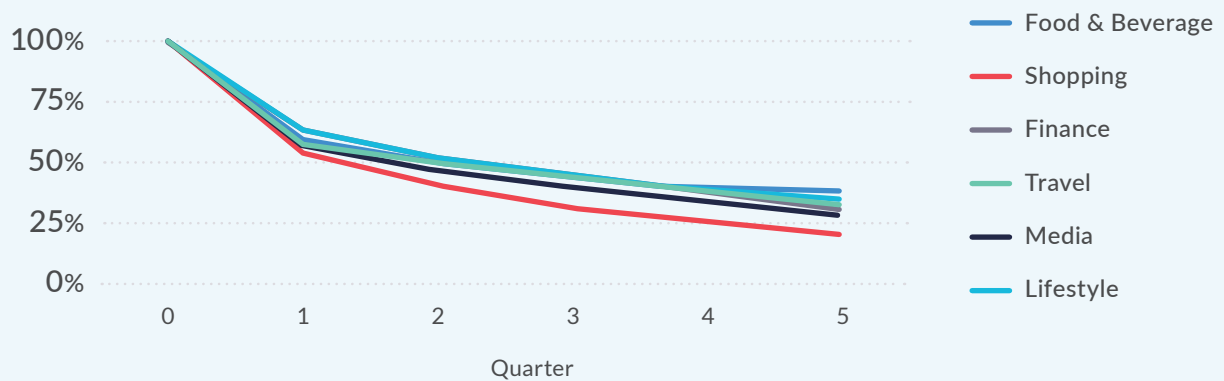
There is much to glean from the data. For **Food and Drink**, we see an average of 60% of customers retained in the first quarter. By the end of the fifth period, we see retention fall to 37%. In this category, retention dropped slowly across each subsequent quarter, but dropped to a little over half of what we saw in the first quarter. For apps in the **Shopping** category, retention is higher than average between quarters three and four. This could be due to the holiday season where shopping peaks.

Consumer Retention, 2018 Q3 to 2019 Q4

Quarter	0	1	2	3	4	5
 FOOD & BEVERAGE	100%	60%	50%	44%	39%	37%
 SHOPPING	100%	55%	41%	32%	26%	21%
 FINANCE	100%	64%	52%	44%	38%	32%
 TRAVEL	100%	58%	49%	44%	38%	34%
 MEDIA	100%	58%	47%	40%	35%	30%
 LIFESTYLE	100%	64%	52%	45%	39%	34%

Ultimately, retention and the triggers for consumer drop-off are incredibly category-specific. We get into the “why” driving retention in each category in the following category-specific chapters, but the essence of this cross-category comparison highlights at what points throughout the year different verticals see customer drop-off. Looking at the categorical comparison allows app publishers to dig deeper into customer behavior in order to identify the best times to rep-engage customers or introduce new value-added features to encourage better retention.

Consumer Retention, 2018 Q3 to 2019 Q4



Ratings and Reviews by App Category

To understand the disparity between app store ratings, we first must understand the nuance between industries. When it comes to five-star apps, **Shopping (81%)** and **Travel (81%)** as industries are competitive in a way that **Media (65%), Finance, (73%), and Lifestyle (73%)** aren't. For example, you are more likely to download the app of a new store than you would be to explore a new news source or banking app. **Food and Drink (78%)** falls closer to the competitive side, where consumers are more likely to download and use multiple apps.

App Store Ratings by App Category: iOS

Quarter	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
FOOD & DRINK	7%	2%	4%	10%	78%
SHOPPING	3%	1%	3%	12%	81%
FINANCE	3%	1%	3%	13%	81%
TRAVEL	8%	2%	4%	12%	73%
MEDIA	13%	3%	5%	15%	65%
LIFESTYLE	7%	2%	4%	14%	73%

The data looks similar in the Google Play store, where **Shopping still leads the pack in five-star reviews (71%)**, and **Media comes in last (56%)**. Disparity between five-star ratings across in the **Travel (65%), Finance (66%), Lifestyle (58%), and Food and Drink (56%)** categories is slightly more constrained, with percentages ending up closer together.

App Store Ratings by App Category: Android

Quarter	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
FOOD & DRINK	23%	4%	5%	12%	56%
SHOPPING	9%	2%	4%	14%	71%
FINANCE	12%	3%	4%	16%	65%
TRAVEL	14%	4%	4%	12%	66%
MEDIA	18%	5%	6%	15%	56%
LIFESTYLE	19%	4%	5%	14%	58%

Looking at the above data on star distribution across app categories, we're reminded of one of the foundations Apptentive was founded on years ago: Consumers use the app stores to give feedback on content or company rather than the app itself, and that doesn't help app publishers improve their experiences. For example, consumers of Media apps tend to leave comments around topics of news coverage or shifting political climates more than they do about their experience with the app. **The takeaway is star ratings and reviews absolutely still matter to app health, but when it comes to understanding customer sentiment, they are one small piece of a very large puzzle all apps must figure out in order to get ahead.**

Shifting our focus to reviews, there is a clear separation in number of reviews based on app category. **Apps in the Food and Drink category dominate in number of reviews across both iOS and Android, with apps in the Finance category trailing quite far behind.**

Ultimately, the difference in number of reviews comes down to usage. For example, while people may have two, three, or more favorite coffee shops or restaurants, they typically only use one banking app, which limits their interest in engaging with more apps in the Finance category. Broader customer bases give companies in more general categories an advantage when it comes to reviews, and raw number categorical comparisons don't tell us all that much about customer emotion and sentiment—unless you look at the [individual reviews themselves](#), which we get into in the final sections of the report.

Average App Store Reviews by App Category

	IOS	ANDROID
FOOD & DRINK	1,841	10,413
SHOPPING	649	6,952
FINANCE	612	2,189
TRAVEL	132	912
MEDIA	311	936
LIFESTYLE	746	2,515



Profile of the Average App in the Food and Drink Category

The average Food and Drink app's **New or Repeat Fans** (iOS 56%, Android 61%) fall slightly below the general average (iOS 58%, Android 65%); **New or Repeat Risks** (iOS 34%, Android 34%) are higher than the general average (iOS 32%, Android 28%); **Fans Shifted to Risks** (iOS 5%, Android 2%) are roughly the general average (iOS 5%, Android 3%); and **Risks Shifted to Fans** meet the general average (both show iOS 5%, Android 3%).

Expressed Sentiment for Food and Drink Apps

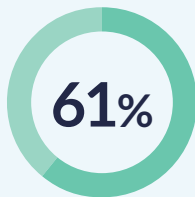


New or Repeat Fans

Customers who have expressed positive emotion for the first time by answering "Yes," or who have expressed positive emotion at least twice in a row



IOS

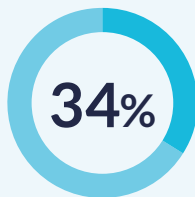


ANDROID

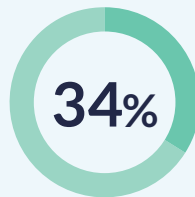


New or Repeat Risks

Customers who have expressed negative emotion for the first time by answering "No," or who have expressed negative emotion at least twice in a row.



IOS

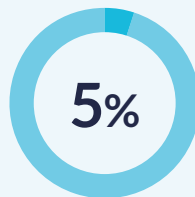


ANDROID

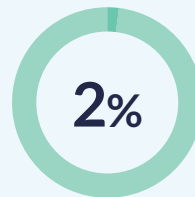


Fans Shifted to Risks

Customers whose expressed emotion has shifted from positive to negative, or from Fan to Risk



IOS

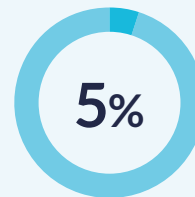


ANDROID

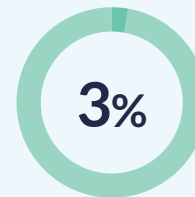


Risks Shifted to Fans

Customers whose expressed emotion has shifted from negative to positive, or from Risk to Fan



IOS



ANDROID



The data tells us there is more at stake for Food and Drink apps when it comes to encouraging customer love and brand loyalty. **The Food and Drink category is extremely competitive and dynamic in a way other app categories are not.** There's always another delivery app or loyalty program trying to lure customers away, especially for QSR brands.

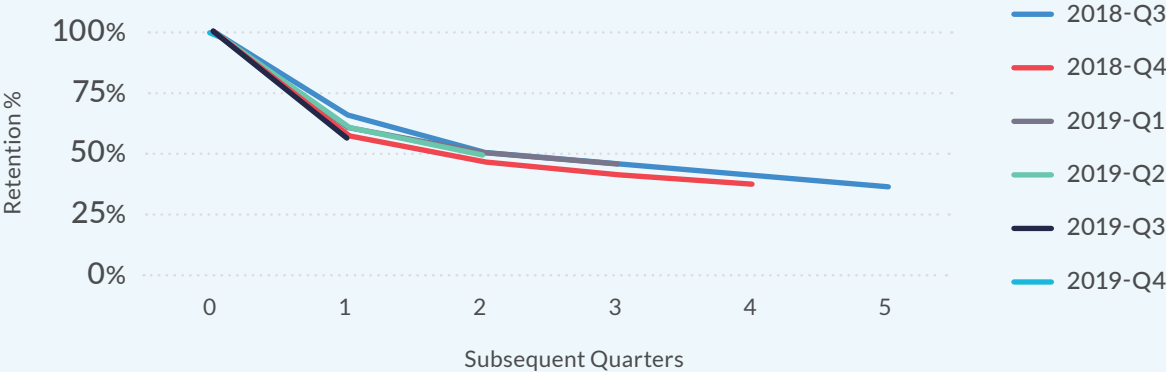
Looking at retention, **Food and Drink apps ended the year with an average of 37% of new consumers retained**, which is lower than the general average of 43%. Again, we believe the lower retention numbers have to do with fierce competition within the category and how to keep customers engaged. Loyalty programs provide QSR apps an effective and efficient tool to incentivize customers to place repeat orders, but many offers are flash deals like \$1 food and drinks to encourage customers to buy more right away. These deals may work in the short-term, but they aren't great for retaining customers over time.

Consumer Retention for Food and Drink Apps

	0	1	2	3	4	5
2018-Q3	100%	66%	52%	46%	41%	37%
2018-Q4	100%	57%	48%	42%	37%	
2019-Q1	100%	61%	51%	45%		
2019-Q2	100%	60%	50%			
2019-Q3	100%	56%				
2019-Q4	100%					

Apps in the Food and Drink category follow a typical new consumer retention trajectory, with the **biggest drop occurring between quarters zero and one**, and slowly tapering off from there.

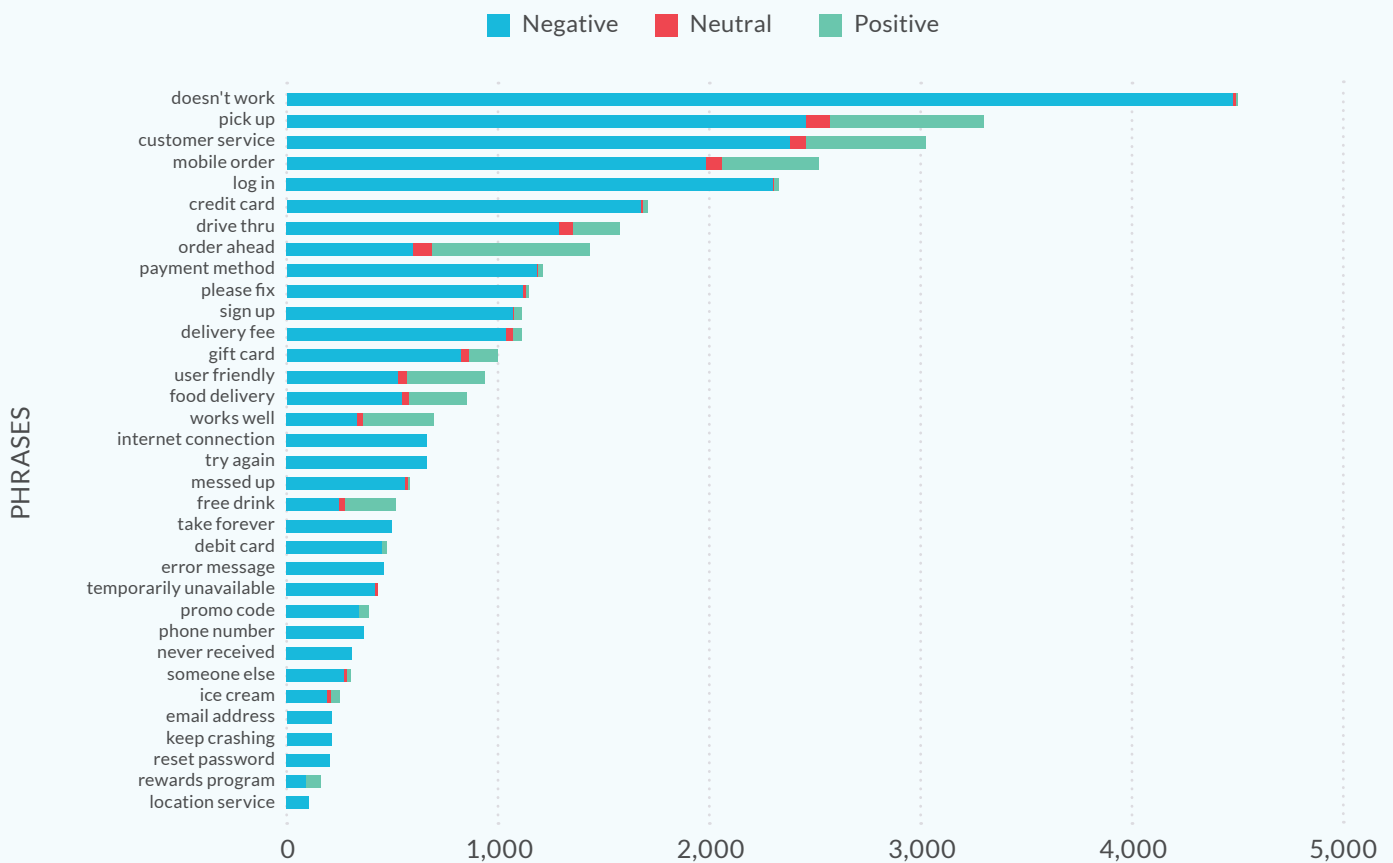
Consumer Retention for Food and Drink Apps



In 2019, the **top 10 popular phrases** with sentiment distribution for Food and Drink apps were:



2019 Popular Phrases with Sentiment Distribution:
Food & Drink Category



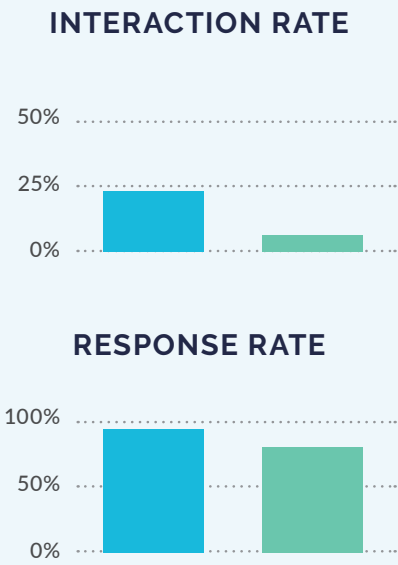


78% of the average iOS Food and Drink app's ratings were five-stars, and 7% were one-star. Android apps in the same category showed 56% of their ratings as five-stars, and 23% of their ratings as one-star. Food and Drink apps tend to be more transactional than apps in other categories. Consumers notice small in-app changes right away, where they might not see them otherwise.



iOS apps in the Food and Drink category saw an average of 1,841 reviews, where Android apps saw an average of 10,413. Below are the averages for Food and Drink app interaction and response rates, surveys, and in-app messages.

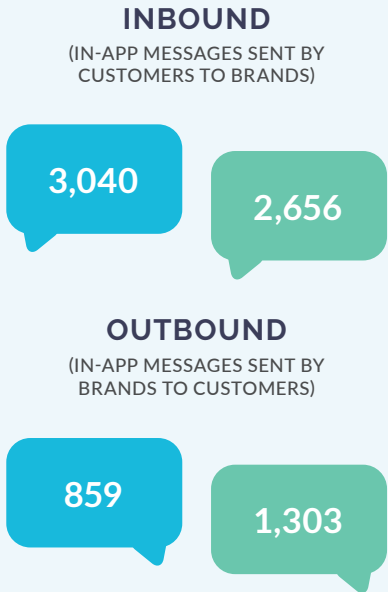
Food and Drink Interaction and Response Rates



Food and Drink Surveys



Food and Drink Messages



Shopping

Profile of the Average App in the Shopping Category

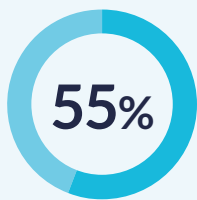
The average Shopping app's **New or Repeat Fans (iOS 55%, Android 64%)** fall slightly below the general average (iOS 58%, Android 65%); **New or Repeat Risks (iOS 33%, Android 29%)** are lower than the general average (iOS 32%, Android 28%); **Fans Shifted to Risks (iOS 6%, Android 3%)** are higher than the general average (iOS 5%, Android 3%); and **Risks Shifted to Fans (iOS 7%, Android 3%)** are close to the general average (iOS 5%, Android 3%).

Expressed Sentiment for Shopping Apps

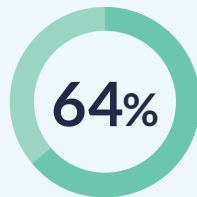


New or Repeat Fans

Customers who have expressed positive emotion for the first time by answering "Yes," or who have expressed positive emotion at least twice in a row



IOS

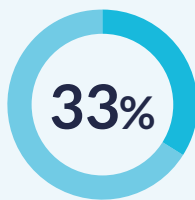


ANDROID

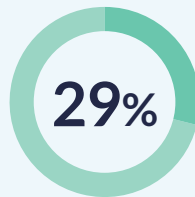


New or Repeat Risks

Customers who have expressed negative emotion for the first time by answering "No," or who have expressed negative emotion at least twice in a row.



IOS

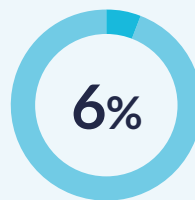


ANDROID

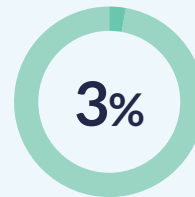


Fans Shifted to Risks

Customers whose expressed emotion has shifted from positive to negative, or from Fan to Risk



IOS

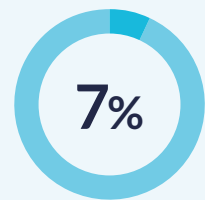


ANDROID

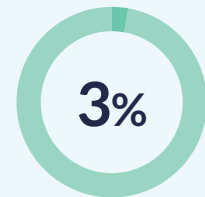


Risks Shifted to Fans

Customers whose expressed emotion has shifted from negative to positive, or from Risk to Fan



IOS



ANDROID



Apps in the Shopping category are dominant when it comes to positive sentiment across feedback categories (Messages, Reviews, and Surveys). But due to the amount of feedback apps in the Shopping category receive, they also dominate negative sentiment across categories. **This is reflected in the Fans Shifted to Risks data above and is an opportunity for app publishers to be proactive in their outreach in order to get in front of negative feedback and negative sentiment.**

Looking at retention, **Shopping apps ended the year with an average of 21% of new consumers retained**, which is far lower than the general average of 43%. Shopping apps face a unique feedback gathering challenge because of how much or little content their customers consume. You never want to stop a consumer from shopping, but when a purchase has been completed, the consumer is typically done and they don't want to be in the app anymore—an issue very unique to the Shopping category. It is tough to find balance between supporting customer goals (i.e. not being disrupted) and supporting business goals (i.e. keeping them engaged and promoting retention).

Consumer Retention for Shopping Apps

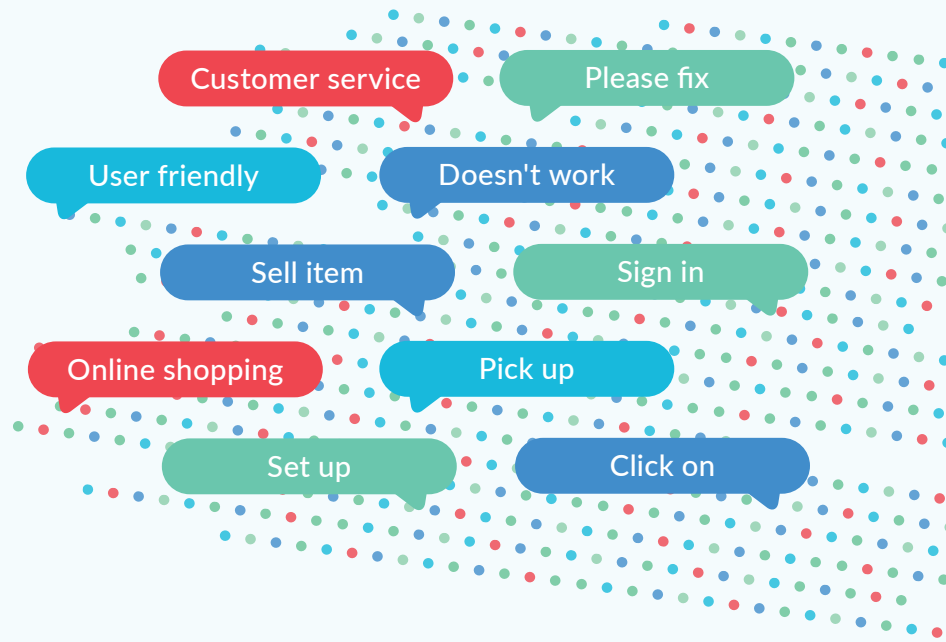
	0	1	2	3	4	5
2018-Q3	100%	47%	36%	29%	24%	21%
2018-Q4	100%	51%	39%	32%	28%	
2019-Q1	100%	54%	42%	35%		
2019-Q2	100%	59%	47%			
2019-Q3	100%	62%				
2019-Q4	100%					

Retention is higher than average in the Shopping category between quarters three and four, and then tapers off as normal. This change is likely due to the holiday season where shopping peaks.

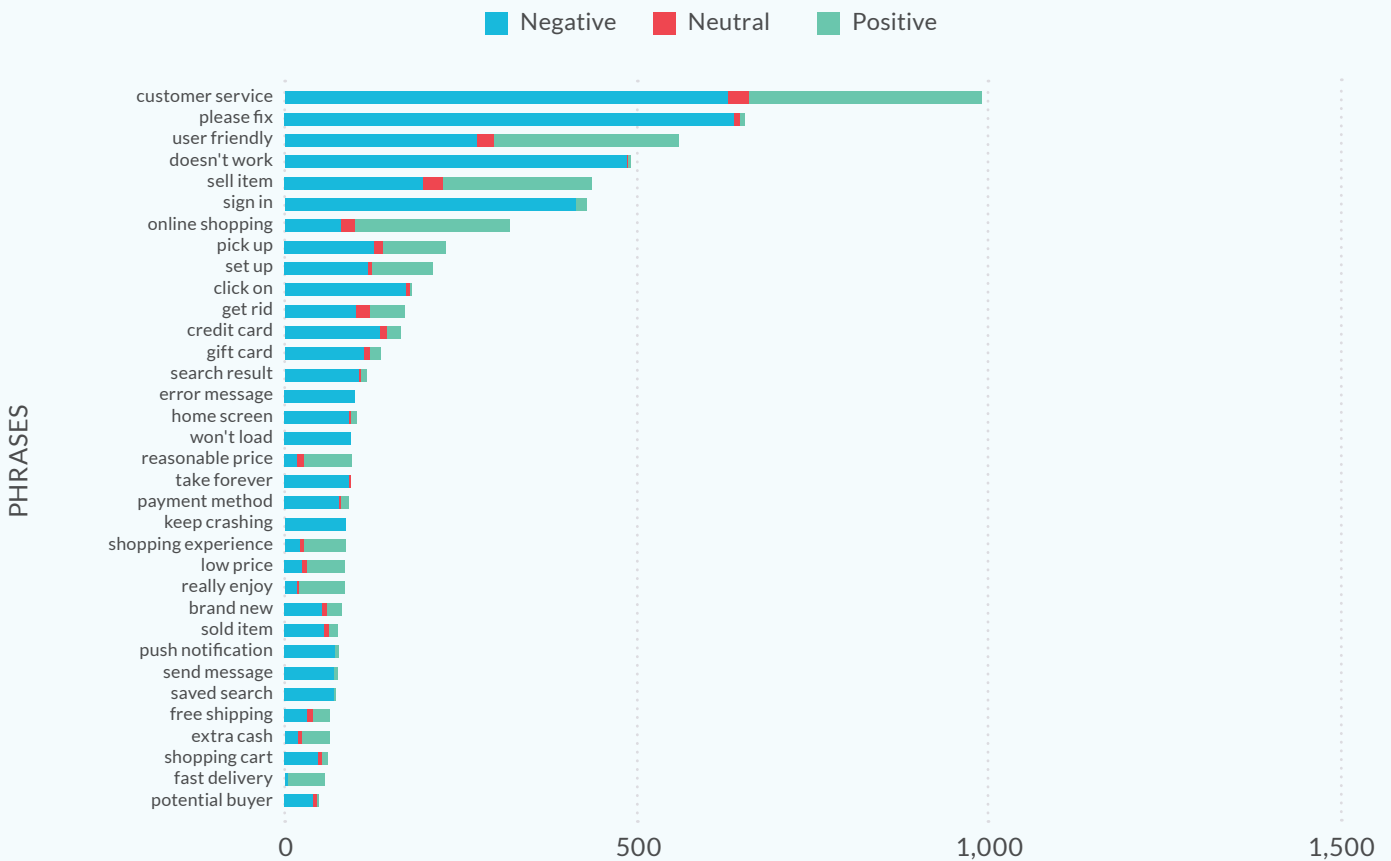
Consumer Retention for Shopping Apps



In 2019, the **top 10 popular phrases** with sentiment distribution for Shopping apps were:



2019 Popular Phrases with Sentiment Distribution:
Shopping Category






81% of the average iOS Shopping app's ratings were five-stars, and 3% were one-star. Android apps in the same category showed 71% of their ratings as five-stars, and 9% of their ratings as one-star. The Shopping category is more navigational than others, and if your brand's in-app changes make it harder to use your app, the changes are likely to directly affect your ratings.

Shopping App Star Ratings

	IOS	ANDROID
★	3%	9%
★★	1%	2%
★★★	3%	4%
★★★★	12%	14%
★★★★★	81%	71%

Shopping App Reviews

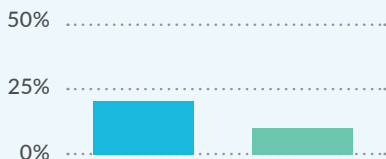

649
IOS


6,952
ANDROID

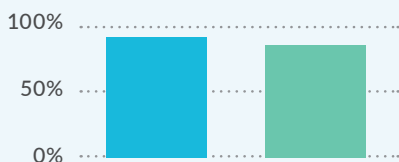
iOS apps in the Shopping category saw an average of 649 reviews, where Android apps saw an average of 6,952. Below are the averages for Shopping app interaction and response rates, surveys, and in-app messages.

Shopping App Interaction and Response Rates

INTERACTION RATE

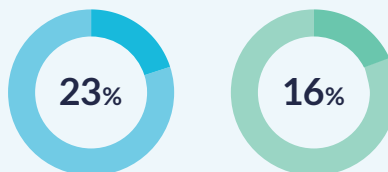


RESPONSE RATE

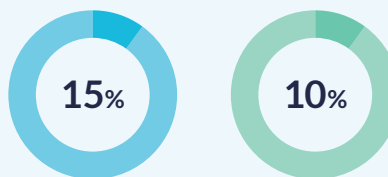


Shopping App Surveys

PEOPLE PROMPTED FOR SURVEYS



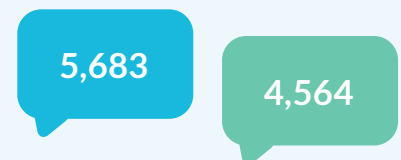
SURVEY RESPONSE RATE



● IOS ● ANDROID

Shopping App Messages

INBOUND (IN-APP MESSAGES SENT BY CUSTOMERS TO BRANDS)



OUTBOUND (IN-APP MESSAGES SENT BY BRANDS TO CUSTOMERS)



Profile of the Average App in the Travel Category

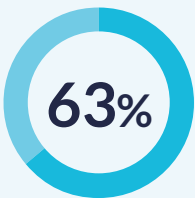
The average Shopping app's **New or Repeat Fans (iOS 63%, Android 70%)** fall above the general average (iOS 58%, Android 65%); **New or Repeat Risks (iOS 30%, Android 26%)** are slightly lower than the general average (iOS 32%, Android 28%); **Fans Shifted to Risks (iOS 3%, Android 2%)** are lower than the general average (iOS 5%, Android 3%); and **Risks Shifted to Fans (iOS 4%, Android 2%)** are slightly lower than the general average (iOS 5%, Android 3%).

Expressed Sentiment for Travel Apps

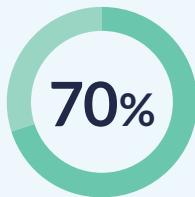


New or Repeat Fans

Customers who have expressed positive emotion for the first time by answering "Yes," or who have expressed positive emotion at least twice in a row



IOS



ANDROID

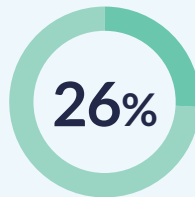


New or Repeat Risks

Customers who have expressed negative emotion for the first time by answering "No," or who have expressed negative emotion at least twice in a row.



IOS

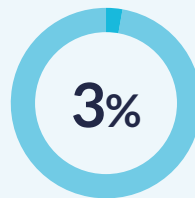


ANDROID

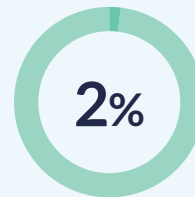


Fans Shifted to Risks

Customers whose expressed emotion has shifted from positive to negative, or from Fan to Risk



IOS

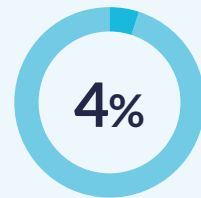


ANDROID

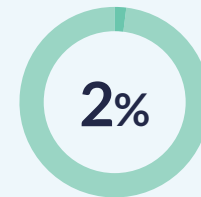


Risks Shifted to Fans

Customers whose expressed emotion has shifted from negative to positive, or from Risk to Fan



IOS



ANDROID



Travelers are on-the-go by definition, and apps in the Travel category face challenges around engaging with and listening to their customers. Because travel happens in real time, these brands must be constantly available to listen and respond to customer needs, difficulties, itinerary changes, and most importantly, changing sentiment. **But above everything else, providing an easy, proactive way to gather (and act on) feedback from customers using the app is key to success.**

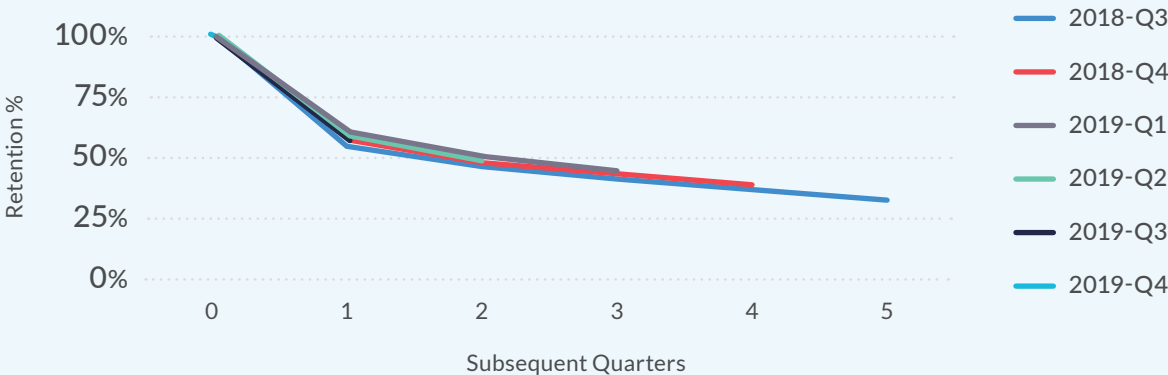
For retention, **Travel apps ended the year with an average of 34% of new consumers retained**, which is lower than the general average of 43%. Sporadic use of Travel apps may have something to do with the larger-than-average retention fall out. For example, most people who fly don't do so every month, so even if they are loyal to one airline, it's unlikely they'll open the app outside of booking new travel reservations and using it to help facilitate their travel when it happens.

Consumer Retention for Travel Apps

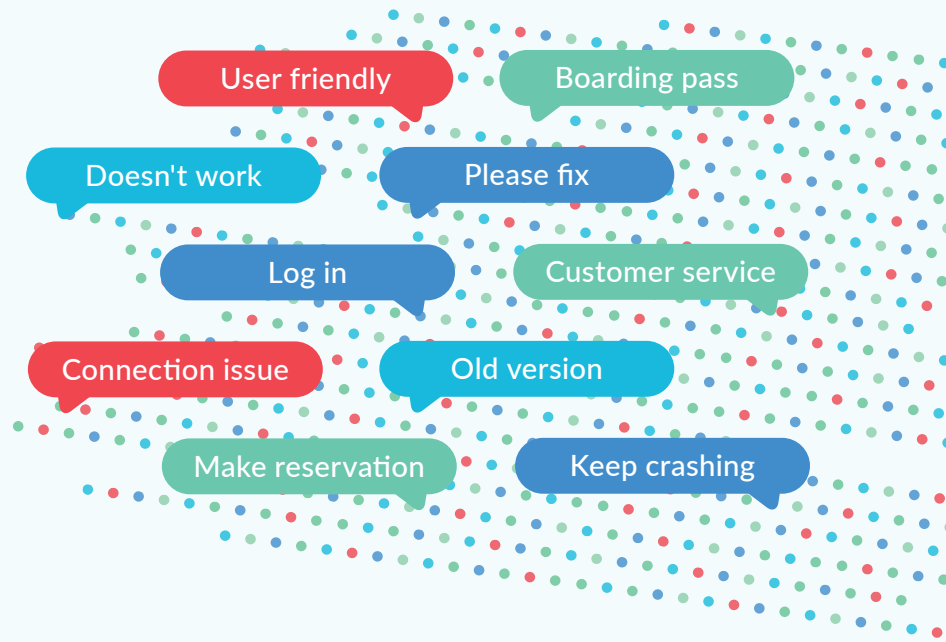
	0	1	2	3	4	5
2018-Q3	100%	56%	48%	43%	38%	34%
2018-Q4	100%	59%	49%	43%	39%	
2019-Q1	100%	60%	51%	45%		
2019-Q2	100%	59%	49%			
2019-Q3	100%	58%				
2019-Q4	100%					

The biggest new customer loss for Travel apps falls, predictably, between the zero quarter and the first quarter, with steady decline in each sequential quarter.

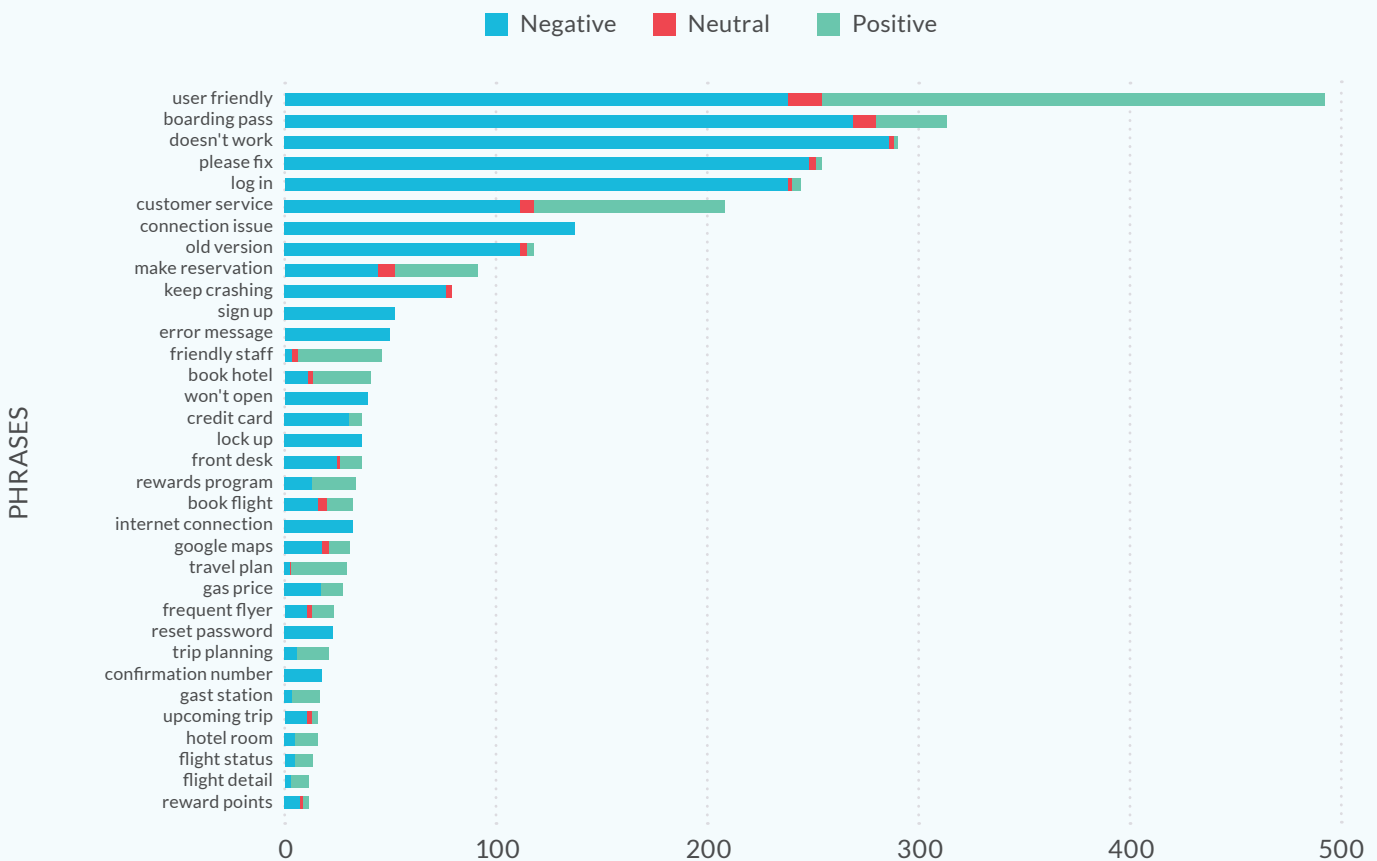
Consumer Retention for Travel Apps



In 2019, the **top 10 popular phrases** with sentiment distribution for Travel apps were:

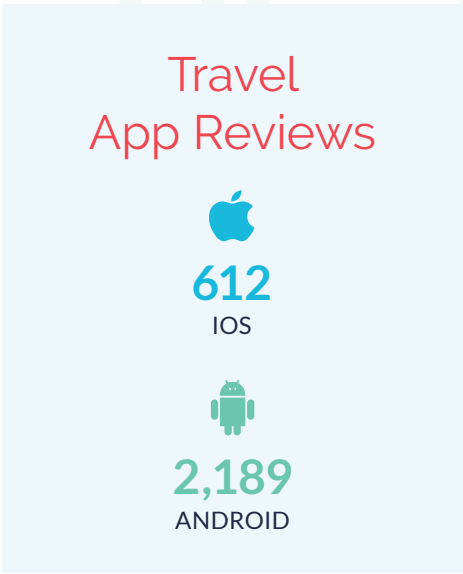


2019 Popular Phrases with Sentiment Distribution:
Travel Category





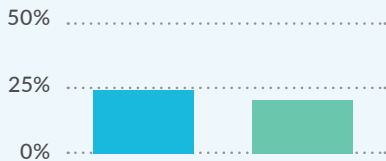
81% of the average iOS Travel app's ratings were five-stars, and 3% were one-star. Android apps in the same category showed 65% of their ratings as five-stars, and 12% of their ratings as one-star.



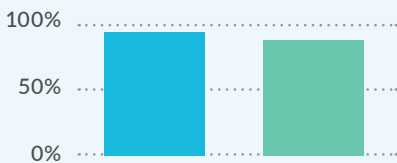
iOS apps in the Travel category saw an average of 612 reviews, where Android apps saw an average of 2,189. Below are the averages for Travel app interaction and response rates, surveys, and in-app messages.

Travel App Interaction and Response Rates

INTERACTION RATE

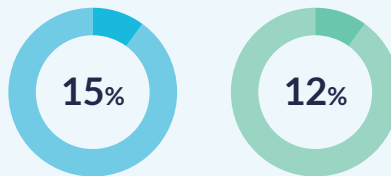


RESPONSE RATE

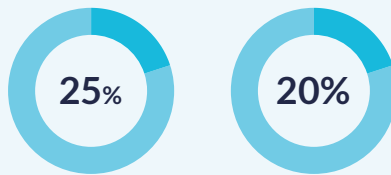


Travel App Surveys

PEOPLE PROMPTED FOR SURVEYS



SURVEY RESPONSE RATE

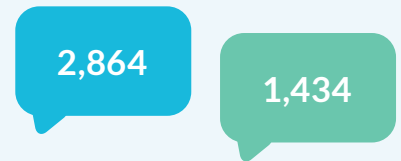


● IOS ● ANDROID

Travel App Messages

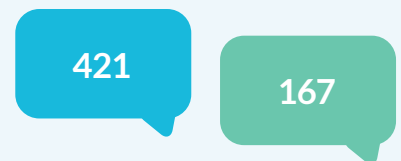
INBOUND

(IN-APP MESSAGES SENT BY CUSTOMERS TO BRANDS)



OUTBOUND

(IN-APP MESSAGES SENT BY BRANDS TO CUSTOMERS)



Profile of the Average App in the Finance Category

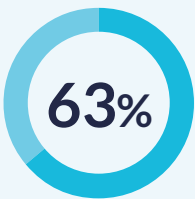
The average Finance app's **New or Repeat Fans (iOS 63%, Android 73%)** fall above the general average (iOS 58%, Android 65%); **New or Repeat Risks (iOS 22%, Android 20%)** are far lower than the general average (iOS 32%, Android 28%); **Fans Shifted to Risks (iOS 7%, Android 4%)** are slightly above the general average (iOS 5%, Android 3%); and **Risks Shifted to Fans (iOS 7%, Android 4%)** are above the general average (iOS 5%, Android 3%).

Expressed Sentiment for Finance Apps

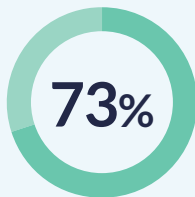


New or Repeat Fans

Customers who have expressed positive emotion for the first time by answering "Yes," or who have expressed positive emotion at least twice in a row



iOS

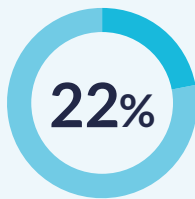


ANDROID

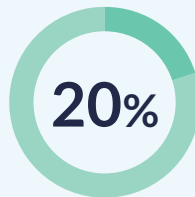


New or Repeat Risks

Customers who have expressed negative emotion for the first time by answering "No," or who have expressed negative emotion at least twice in a row.



iOS

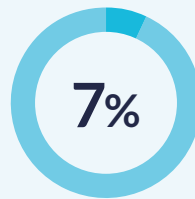


ANDROID

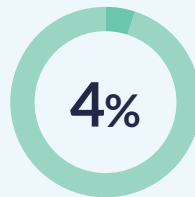


Fans Shifted to Risks

Customers whose expressed emotion has shifted from positive to negative, or from Fan to Risk



iOS

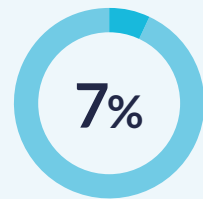


ANDROID

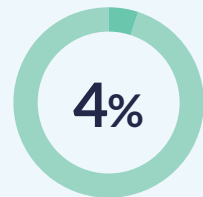


Risks Shifted to Fans

Customers whose expressed emotion has shifted from negative to positive, or from Risk to Fan



iOS



ANDROID



Ultimately, consumers have different expectations for happiness across different app categories. The more frequently customers use an app, the higher their expectations become. **Finance app customers likely have a lower bar for happiness and are less of a “risk” for change because their expectations of the app are lower than consumers of apps in other categories:** frequency of use is lower (e.g. consumers don’t open the app every day), in-app actions they take are lower (e.g. consumers don’t browse but rather tend to have one or two tasks in mind), etc. For brands, it’s easier to get your “Yes” numbers up when expectations aren’t as high.

Finance apps ended the year with an average of 32% of new consumers retained, which is lower than the general average of 43% but higher than most other individual app categories. Their high retention is, in part, due to consumers belonging to (and engaging with) fewer financial institutions than apps in other categories. Finance apps also tend to be skilled at using smart “Where” targeting, which causes slightly lower interaction numbers, but also ensures their surveys are never invasive. The Finance apps are slightly easier to understand, so it’s easier to target customers with surveys at the right times.

Consumer Retention for Finance Apps

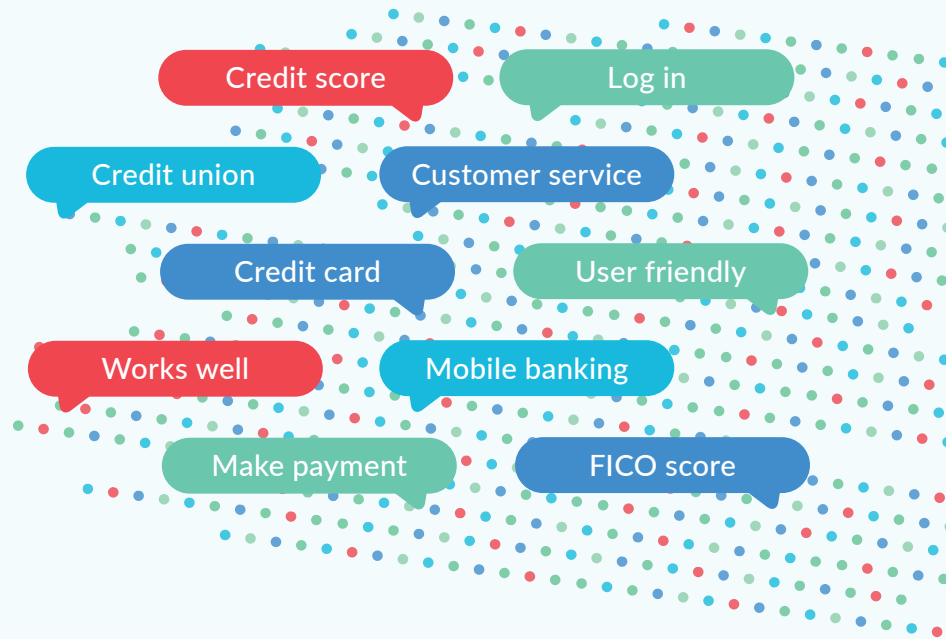
	0	1	2	3	4	5
2018-Q3	100%	60%	51%	43%	38%	32%
2018-Q4	100%	65%	52%	45%	38%	
2019-Q1	100%	64%	53%	45%		
2019-Q2	100%	66%	53%			
2019-Q3	100%	65%				
2019-Q4	100%					

Finance apps see a typical customer drop-off, where retention between zero quarter and quarter one is major, and subsequent quarters taper off slowly.

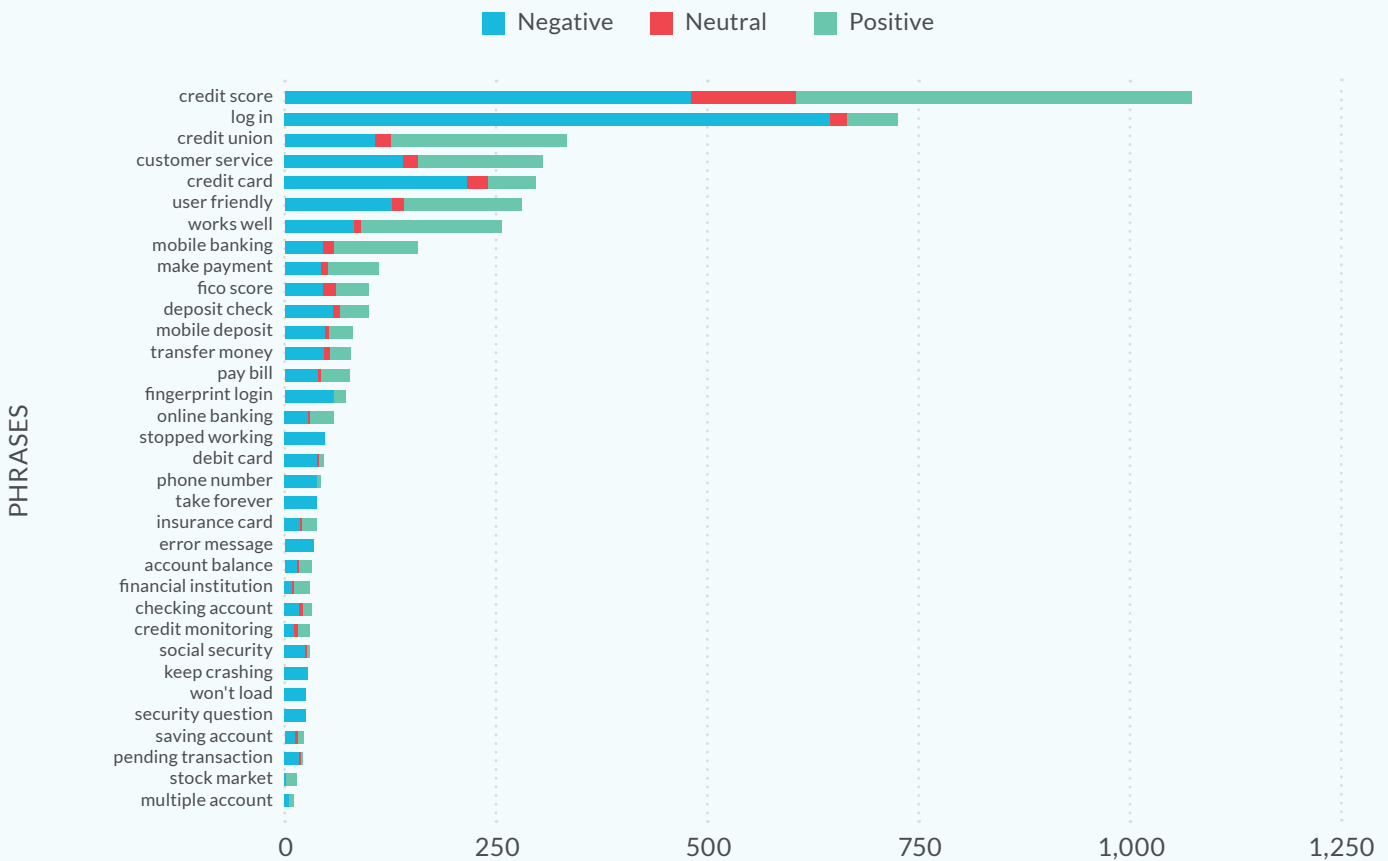
Consumer Retention for Finance Apps

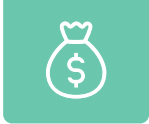


In 2019, the **top 10 popular phrases** with sentiment distribution for Finance apps were:

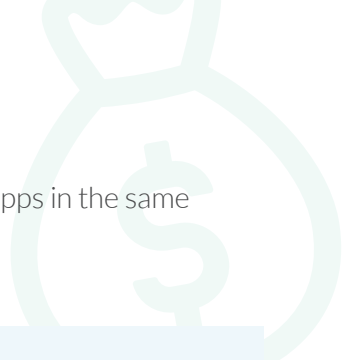


2019 Popular Phrases with Sentiment Distribution:
Finance Category





73% of the average iOS Finance app's ratings were five-stars, and 8% were one-star. Android apps in the same category showed 66% of their ratings as five-stars, and 14% of their ratings as one-star.



Finance App Star Ratings

	IOS	ANDROID
★	8%	14%
★★	2%	4%
★★★	4%	4%
★★★★	12%	12%
★★★★★	73%	66%

Finance App Reviews

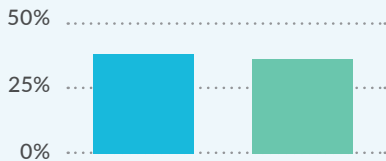

132
IOS


912
ANDROID

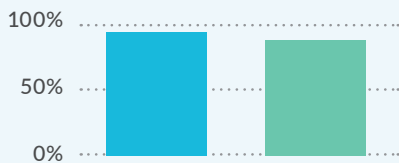
iOS apps in the Finance category saw an average of 132 reviews, where Android apps saw an average of 912. Below are the averages for Finance app interaction and response rates, surveys, and in-app messages.

Finance App Interaction and Response Rates

INTERACTION RATE

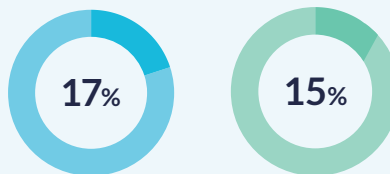


RESPONSE RATE

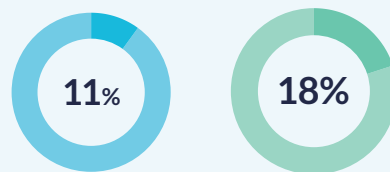


Finance App Surveys

PEOPLE PROMPTED FOR SURVEYS



SURVEY RESPONSE RATE

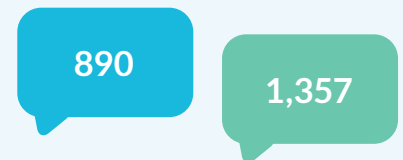


● IOS ● ANDROID

Finance App Messages

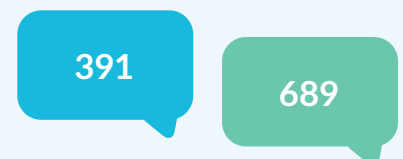
INBOUND

(IN-APP MESSAGES SENT BY CUSTOMERS TO BRANDS)



OUTBOUND

(IN-APP MESSAGES SENT BY BRANDS TO CUSTOMERS)





Media

Profile of the Average App in the Media Category

The average Media app's **New or Repeat Fans** (iOS 60%, Android 67%) are just below the general average (iOS 58%, Android 65%); **New or Repeat Risks** (iOS 32%, Android 28%) meet the general average (iOS 32%, Android 28%); **Fans Shifted to Risks** (iOS 4%, Android 2%) are slightly below the general average (iOS 5%, Android 3%); and **Risks Shifted to Fans** (iOS 4%, Android 2%) are slightly below the general average (iOS 5%, Android 3%).

Expressed Sentiment for Media Apps



New or Repeat Fans

Customers who have expressed positive emotion for the first time by answering "Yes," or who have expressed positive emotion at least twice in a row

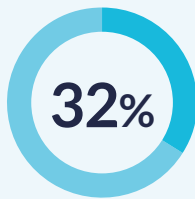


iOS



New or Repeat Risks

Customers who have expressed negative emotion for the first time by answering "No," or who have expressed negative emotion at least twice in a row.

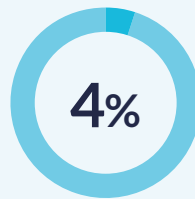


iOS



Fans Shifted to Risks

Customers whose expressed emotion has shifted from positive to negative, or from Fan to Risk

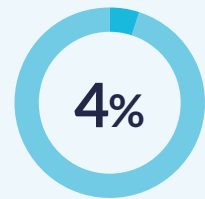


iOS

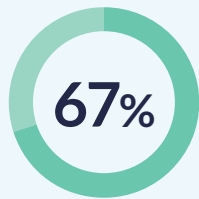


Risks Shifted to Fans

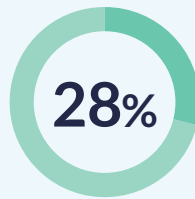
Customers whose expressed emotion has shifted from negative to positive, or from Risk to Fan



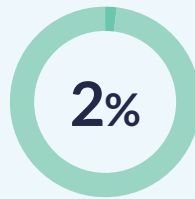
iOS



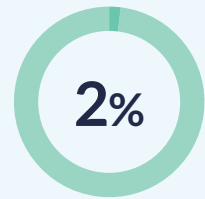
ANDROID



ANDROID



ANDROID



ANDROID



Media apps are consistently in a tough place when it comes to gauging customer sentiment as **many consumers base their feedback on in-app content like news stories and coverage rather than the app or brand itself.** Media companies cover a rapidly changing field of public events, and when events occur that stir certain emotions for consumers, brand sentiment and consumers shifting from Fan to Risk tend to follow.

Media apps ended the year with an average of 30% of new consumers retained, far lower than the general average of 43%. Again, this could be due to a difficult challenge Media apps face around knowing the right thresholds for reaching out to consumers. People consume large amounts of content through Media apps, and it can be challenging to guess how long it takes people to consume different pieces of content (videos, articles, etc.). **The more individual-level data brands collect around usage while forming their engagement strategies, the more targeted they can be—which can yield higher response rates and better retention.**

Consumer Retention for Media Apps

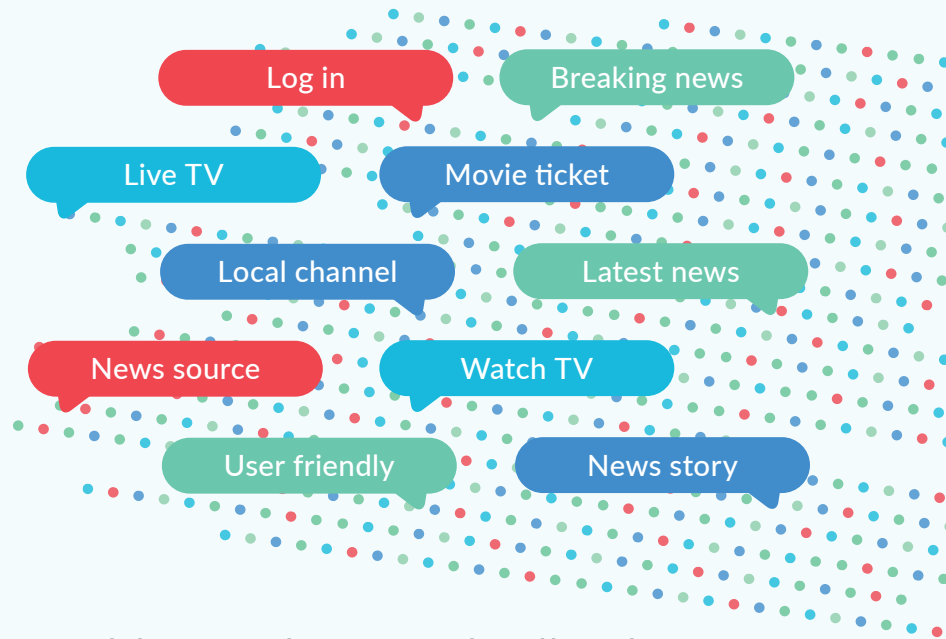
	0	1	2	3	4	5
2018-Q3	100%	58%	44%	38%	35%	30%
2018-Q4	100%	57%	47%	41%	36%	
2019-Q1	100%	59%	49%	41%		
2019-Q2	100%	59%	47%			
2019-Q3	100%	55%				
2019-Q4	100%					

Media apps see a typical customer drop-off, where retention between zero quarter and quarter one is major, and subsequent quarters taper off slowly.

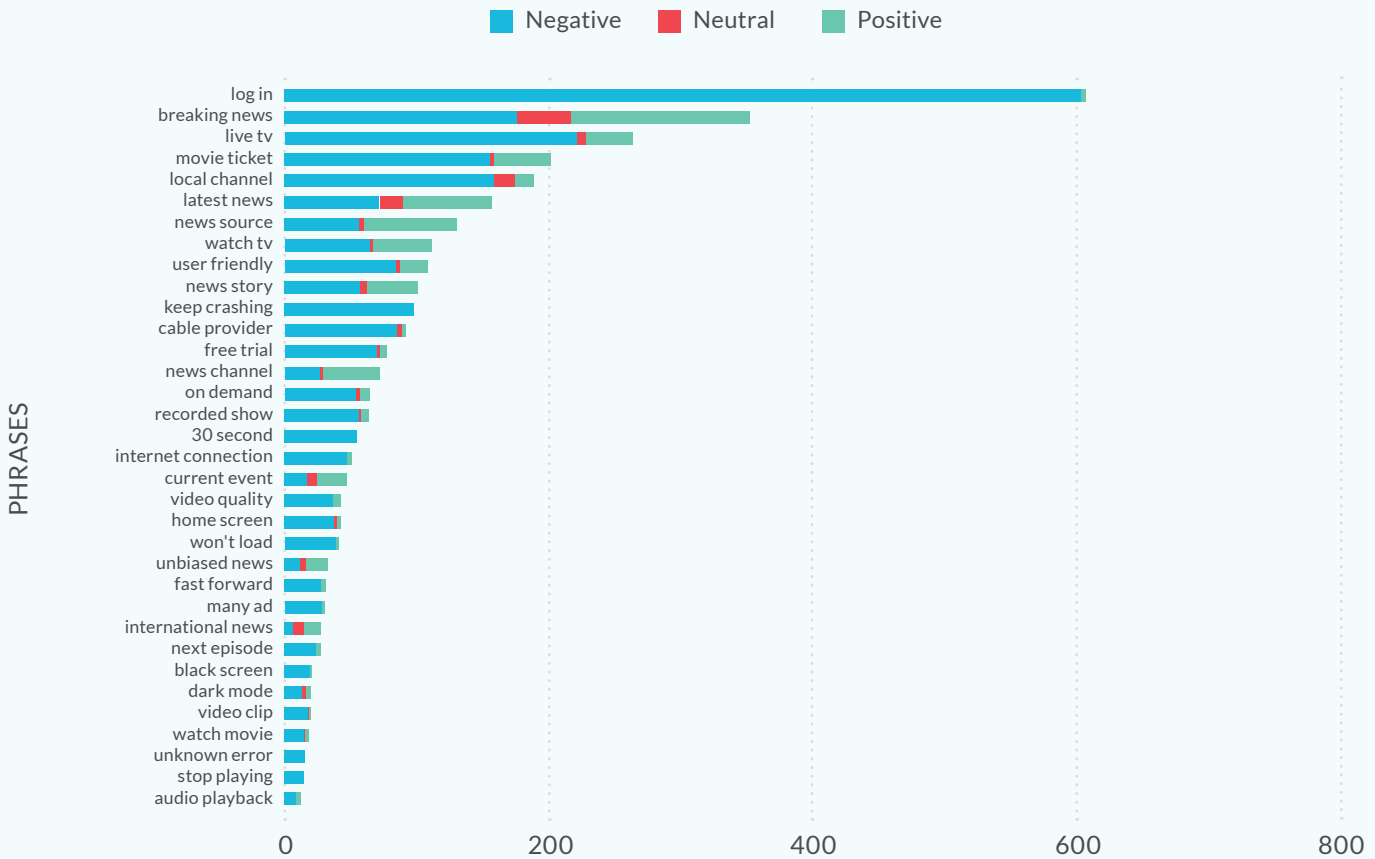
Consumer Retention for Media Apps



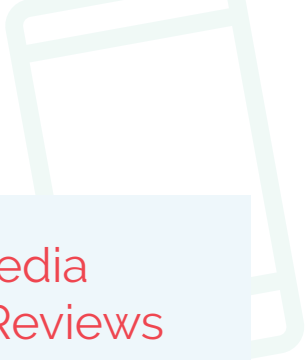
In 2019, the **top 10 popular phrases** with sentiment distribution for Media apps were:



2019 Popular Phrases with Sentiment Distribution:
Media Category



65% of the average Media app's iOS ratings were five-stars, and 13% were one-star. Android apps in the same category showed 56% of their ratings as five-stars, and 18% of their ratings as one-star. Media apps saw the highest number of one-star ratings and lowest number of five-star ratings across all of our app categories, likely due to why consumers leave ratings and reviews for apps in this category. Consumer feedback is rarely about the apps themselves; rather, people tend to leave feedback on current events and how the brand covered its stories. This is not how the app stores were intended to be used, but unfortunately, it's the reality for Media apps.



Media App Star Ratings

	IOS	ANDROID
★	13%	18%
★★	3%	5%
★★★	5%	6%
★★★★	15%	15%
★★★★★	65%	56%

Media App Reviews



311

IOS



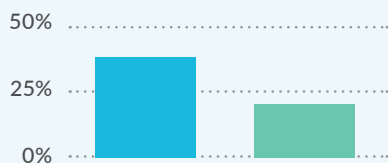
936

ANDROID

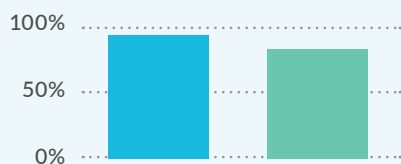
iOS apps in the Media category saw an **average of 311 reviews**, where **Android** apps saw an **average of 936**. Again, these numbers are likely lower due to consumer usage. It's also a great example for why only engaging customers with a Love Dialog isn't a great tactic for truly understanding sentiment; rather, tying a Love Dialog to a short survey, open-ended message, or other engagement point directly following the "Do you love" question paints a more accurate picture of happiness. Below are the averages for Media app **interaction and response rates, surveys, and in-app messages**.

Media App Interaction and Response Rates

INTERACTION RATE

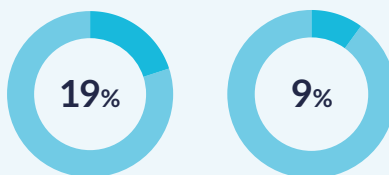


RESPONSE RATE

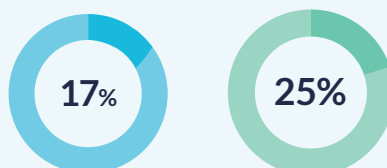


Media App Surveys

PEOPLE PROMPTED FOR SURVEYS



SURVEY RESPONSE RATE

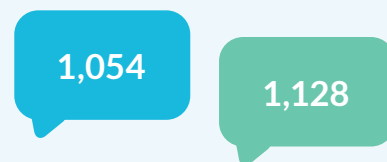


● IOS ● ANDROID

Media App Messages

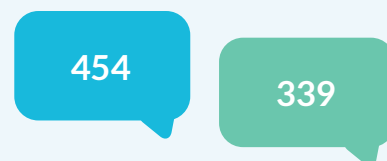
INBOUND

(IN-APP MESSAGES SENT BY CUSTOMERS TO BRANDS)



OUTBOUND

(IN-APP MESSAGES SENT BY BRANDS TO CUSTOMERS)



Lifestyle

Profile of the Average App in the Lifestyle Category

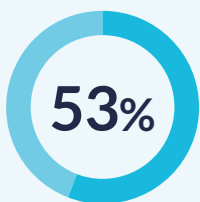
The average Lifestyle app's **New or Repeat Fans (iOS 53%, Android 65%)** are just below the general average (iOS 58%, Android 65%); **New or Repeat Risks (iOS 36%, Android 27%)** are around the general average (iOS 32%, Android 28%); **Fans Shifted to Risks (iOS 5%, Android 4%)** are also right around the general average (iOS 5%, Android 3%); and **Risks Shifted to Fans (iOS 5%, Android 4%)** are also right around the general average (iOS 5%, Android 3%).

Expressed Sentiment for Lifestyle Apps

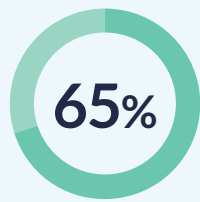


New or Repeat Fans

Customers who have expressed positive emotion for the first time by answering "Yes," or who have expressed positive emotion at least twice in a row



IOS

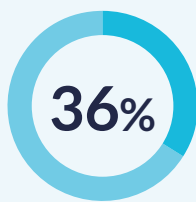


ANDROID

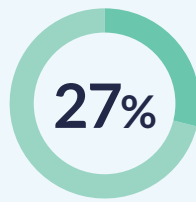


New or Repeat Risks

Customers who have expressed negative emotion for the first time by answering "No," or who have expressed negative emotion at least twice in a row.



IOS

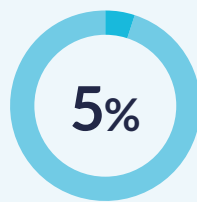


ANDROID

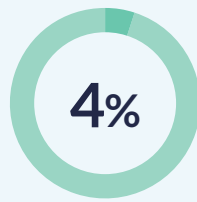


Fans Shifted to Risks

Customers whose expressed emotion has shifted from positive to negative, or from Fan to Risk



IOS

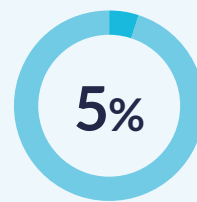


ANDROID

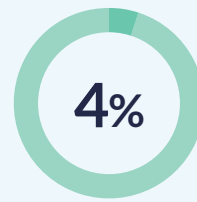


Risks Shifted to Fans

Customers whose expressed emotion has shifted from negative to positive, or from Risk to Fan



IOS



ANDROID



Lifestyle apps are need-based by nature. These apps don't exist for entertainment purposes, purchasing, browsing, or shopping. Instead, people come to these apps to help make their life a little easier or solve a specific problem. More than anything, lifestyle apps provide a service to customers, which is why understanding shifts in sentiment is crucial to success.

Lifestyle apps ended the year with **34% of new customers retained**, which is lower than our 43% general average but on the higher end of individual app categories. Lifestyle apps have a huge advantage when it comes to marketing compared to other app categories. This is because of the abundance of stories to be told in the lifestyle industry—which the retention data backs up.

Consumer Retention for Lifestyle Apps

	0	1	2	3	4	5
2018-Q3	100%	64%	52%	46%	40%	34%
2018-Q4	100%	62%	52%	44%	38%	
2019-Q1	100%	65%	53%	44%		
2019-Q2	100%	65%	52%			
2019-Q3	100%	64%				
2019-Q4	100%					

Lifestyle apps see a typical customer drop-off, where retention between zero quarter and quarter one is major, and subsequent quarters taper off slowly.

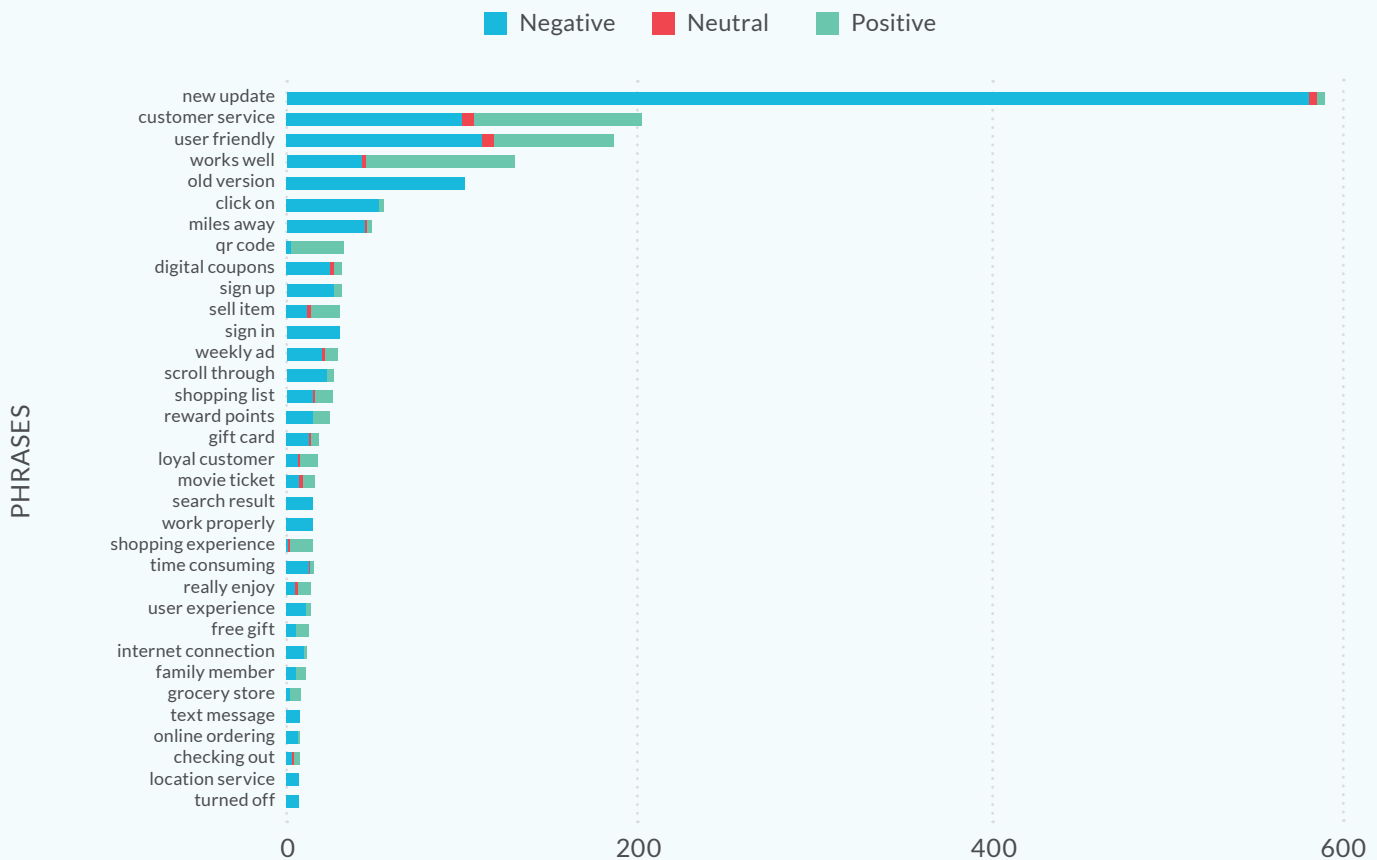
Consumer Retention for Lifestyle Apps



In 2019, the **top 10 popular phrases** with sentiment distribution for Lifestyle apps were:



2019 Popular Phrases with Sentiment Distribution:
Lifestyle Category






73% of the average Lifestyle app's iOS ratings were five-stars, and 7% were one-star. Android apps in the same category showed 58% of their ratings as five-stars, and 19% of their ratings as one-star. Lifestyle apps are often used during activities like meditation, working out, house hunting, etc. If you interrupt that experience with notifications or alerts at the wrong time, you can create a lot of friction within the customer experience, which results in lower star ratings.

Lifestyle App Star Ratings

	IOS	ANDROID
★	7%	19%
★★	2%	4%
★★★	4%	5%
★★★★	14%	14%
★★★★★	73%	58%

Lifestyle App Reviews

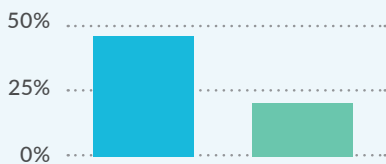

746
IOS


2,515
ANDROID

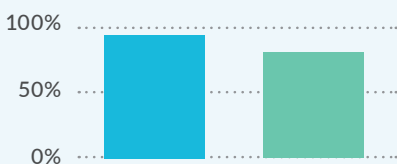
iOS apps in the Lifestyle category saw an average of 746 reviews, where Android apps saw an average of 2,515. Below are the averages for Lifestyle app interaction and response rates, surveys, and in-app messages.

Lifestyle App Interaction and Response Rates

INTERACTION RATE



RESPONSE RATE

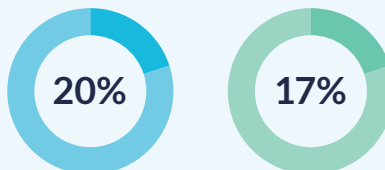


Lifestyle App Surveys

PEOPLE PROMPTED FOR SURVEYS



SURVEY RESPONSE RATE

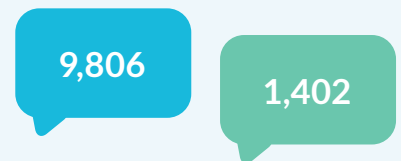


● IOS ● ANDROID

Lifestyle App Messages

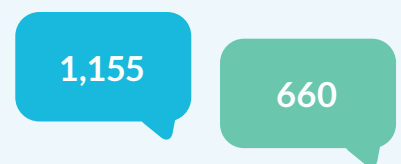
INBOUND

(IN-APP MESSAGES SENT BY CUSTOMERS TO BRANDS)



OUTBOUND

(IN-APP MESSAGES SENT BY BRANDS TO CUSTOMERS)



Join these customer-centric companies in **Being Apptentive.**



About Apptentive

Apptentive's solution measures shifts in sentiment from customer experience to win back consumers and activate fans. Using intelligent tools and precise targeting, Apptentive helps enterprise brands capture actionable emotions and feedback from the 90 percent of consumer voices typically missed, and quickly turns that feedback into action. Apptentive gives marketers, product managers, and customer experience leaders the keys to their customers' hearts through historical insights into brand loyalty and shifting emotions to support customer-centric decisions. The company powers millions of consumer interactions across billions of mobile devices each month, and helps the world's top brands—including JetBlue, eBay, Buffalo Wild Wings, Overstock.com, Viacom, Capital One, Norwegian Cruise Line, and Zillow—proactively listen to and engage with their consumers to enhance customer love and improve customer experience.