Apptentive

2022 Mobile Customer Engagement

Benchmark Report

Executive Summary

If 2020 was the shift to mobile, 2021 was the year we saw it reflected in the numbers. Industries rebounded, work styles continued to shift, and consumers stuck to their mobile-first habits, spending more time and money in mobile apps than any year prior. Alongside the continued app economy boon, mobile retention, interactions, ratings, and expressed emotion flourished.

Through collecting data from 1,000 iOS and Android apps with 5,000+ active users across one billion app installs, Apptentive's research shows that mobile teams working on the largest apps in the marketplace capitalized on the increased amount of customer feedback to make meaningful improvements to their digital offerings. The mobile channel continued to be the most powerful and direct channel to consumers across all industries, with engagement outperforming desktop web and television. Mobile consumer feedback changed product roadmaps, improved ROI, drove revenue, and got companies closer to achieving their overall business goals.

Ultimately, consumer feedback doesn't matter without taking action. There are three feedback-focused product goals winning mobile teams should prioritize in 2022:

1. Focus on the first 30 days.

Make an early investment in retention and lifetime value by proactively engaging with customers in the first 30 days.

2. Segment by customer emotion.

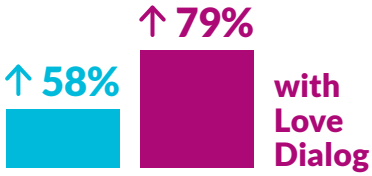
Treat people differently based on their expressed emotions—especially if they've shifted how they feel.

3. Close customer feedback loops.

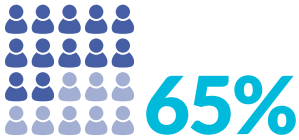
Capturing, analyzing, and acting on feedback are the first steps. Complete the loop by telling your customer their voice was heard—and show them that it drove a specific improvement.

Key Findings

Apptentive's benchmark for average 30-day retention is 67%—an increase of more than three times the industry average, driven by proactive consumer engagement.

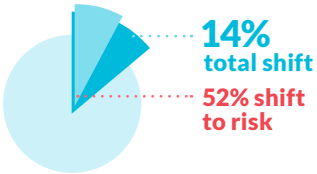


Apptentive's benchmark for average 90-day retention is 58%—an increase of double the industry average. If consumers engaged with a Love Dialog in the first 90 days, their average retention rate went up to 79%.



Brands shifted focus to improve long-term retention. 65% of consumers who were proactively engaged in Q1 were still seen later in the year (Q3-Q4).

Apptentive's benchmark for in-app survey response rates is 13%—much higher than the industry average for survey response rates of 1%.



14% of consumers shifted their emotions between Fan and Risk audience segments. Within the shifted emotions, an average of 52% of consumers shifted from Fan to Risk.

Retention for both Fans and Risks was comparable throughout the year. This is particularly notable for consumers categorized as Risks, challenging the assumption that most unhappy people will leave.

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Methodology

Apptentive's annual mobile app engagement benchmark report serves as a baseline to help app publishers across industries understand their app's engagement strengths and areas for improvement. The report was created for companies seeking to understand how their customer feedback and engagement metrics stack up against their marketplace. This is our seventh consecutive year conducting this research. Data from our 2021, 2020, 2019, 2018, 2017, and 2016 reports are included to show shifts in brand focus and engagement over time.

The data in this report is from 1,000 iOS and Android apps with 5,000+ active users across the following app categories: Business Services, Education, Finance, Food and Drink, Healthcare, Media and Entertainment, Personal Services, Shopping, Travel, and Utilities. Data was gathered from over one billion app installs. 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 2021 through December 2021. 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.

Disclaimer: We'd be remiss to not call out potential correlation rather than causation in the report data. Although reflective of the broad app marketplace, the data is inherently biased as Apptentive's best practices include ensuring consumers have used an app for a period of time before engaging them, and the data in this report only includes Apptentive customers.

2021 Mobile Landscape at a Glance

Mobile adoption boomed in 2021, with growth across downloads, usage, and app store consumer spend. (data.ai, February 2022)

In 2021, there was a record **230 billion app downloads** and $170 billion in mobile app store spend. These numbers increased significantly from 2020, which saw 218 billion app downloads and $143 billion in spend. (data.ai, February 2022)

Publishers released two million new apps and games in 2021. This brings the total of apps and games ever released on iOS and Google Play to over 21 million. (data.ai, February 2022)

New app store ratings have become the most critical signal for rankings, and will continue to lead in importance in 2022. This means that to rank higher, apps need more new ratings—not downloads, not revenue, just ratings. (App Figures, February 2022)

Personalization matters more than ever, with COVID-19 and the surge in digital behaviors raising the bar. **Three-quarters of consumers switched to a new store, product, or buying method during the pandemic**. (McKinsey, November 2021)

Seventy-one percent of consumers expect companies to deliver personalized interactions. And 76% get frustrated when this doesn't happen. (McKinsey, November 2021)

Personalization drives performance and better customer outcomes. Companies that grow faster drive 40% more of their revenue from personalization than their slower-growing counterparts. (McKinsey, November 2021)

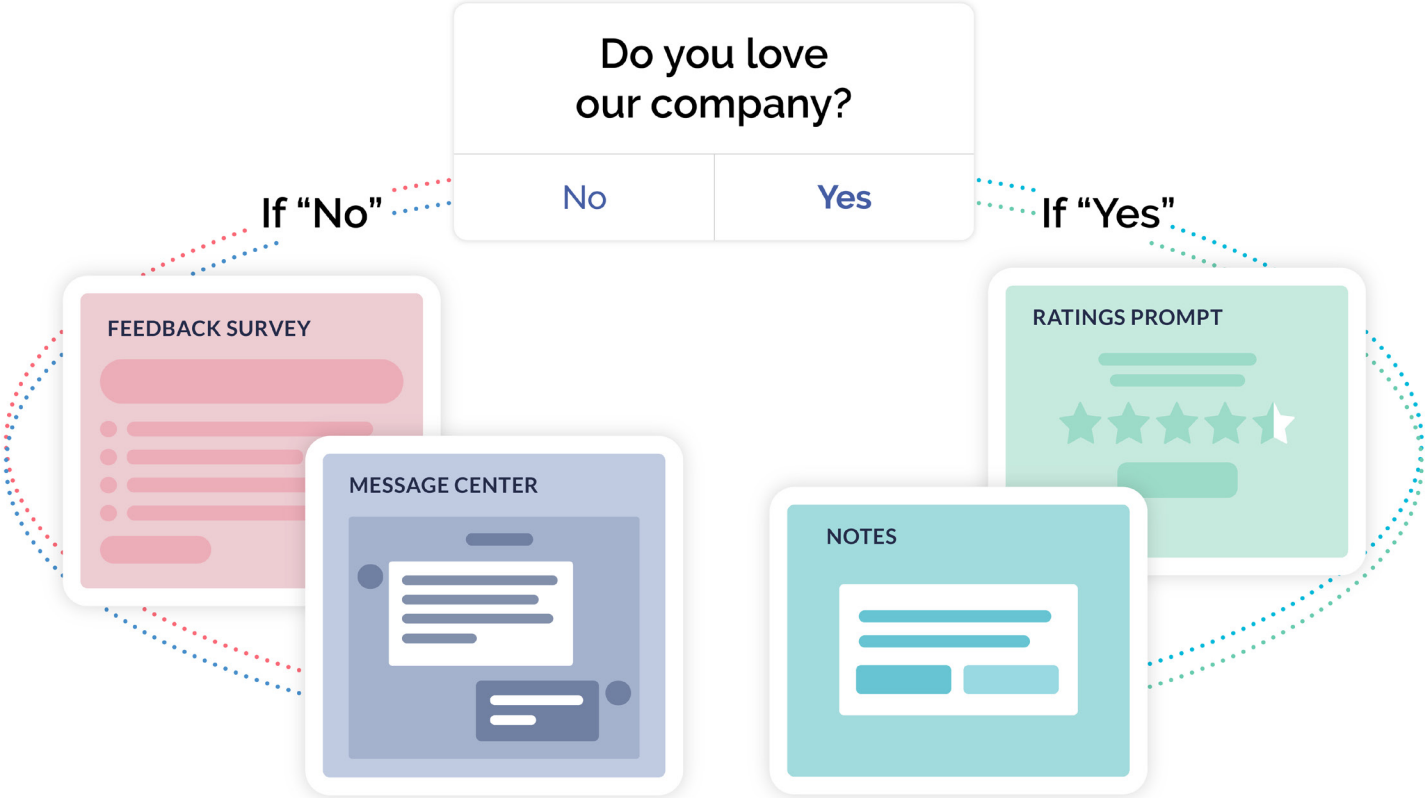
Loyalty is up for grabs. **Customers are more willing than ever to switch suppliers to gain exceptional omnichannel experiences**. (McKinsey, February 2022)

Apptentive

Mobile App Marketplace Trends

Mobile Consumer Sentiment

Understanding consumer sentiment starts with gauging consumer emotion. Apptentive's Love Dialog feature is used to gather the data, which starts with a simple "yes" or "no" question: **"Do you love our company?"**



In 2021, **93% 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 96%, 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. The Love Dialog allows mobile teams to take a quick, regular pulse of consumer health and happiness over time.

2021 Love Dialog Conversion Rate

Consumers who responded "Yes" or "No" to Love Dialog prompts

Let's focus on the people who responded "Yes," which make up our Love Percent. **In 2021, 64% of consumers prompted responded that "Yes," they loved the brand**. These quick responses are a great way for brands to quickly understand consumer emotion without asking people to leave the app for feedback, or to take another step away from their intended use of the app. They're also a much better indicator of consumer happiness and potential lifetime value than lagging metrics like NPS.

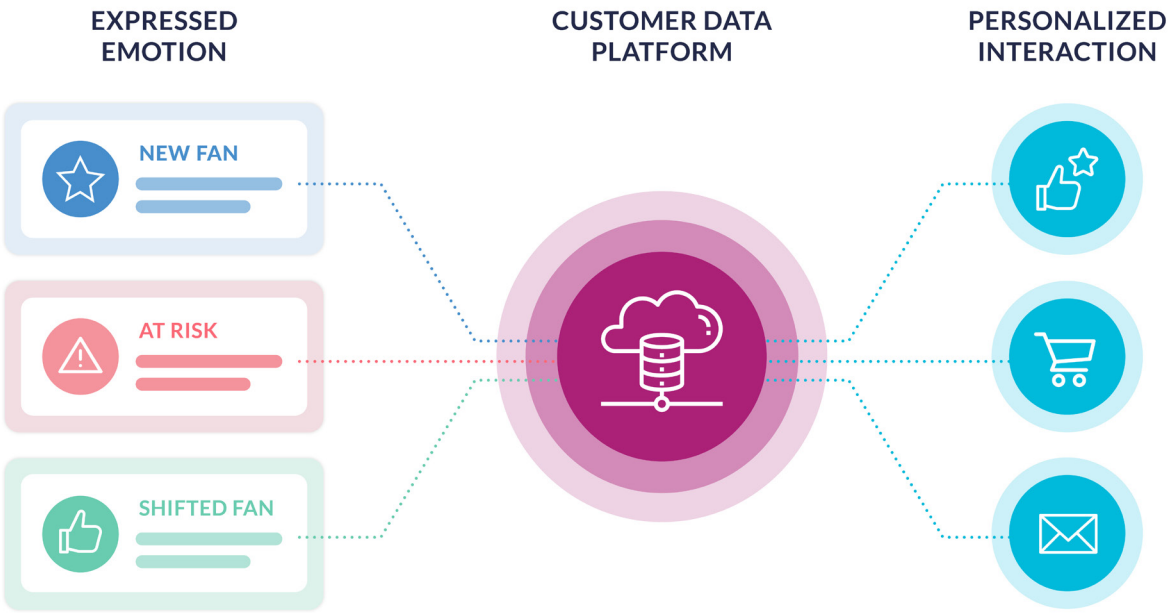
2021 Love Percent

Total consumers who respond "Yes" to Love Dialog prompts

Expressed Sentiment

Winning brands have moved away from using passive, lagging indicators (like NPS) to measure consumer satisfaction. **Instead, their focus is now on fluid, comprehensive metrics like Love Percent and Expressed Sentiment to holistically understand the voice of the customer**. By keeping a constant pulse on emotion through regular check-ins and proactively asking for—and acting on—feedback, brands are able to enhance first-party customer data, better understand customer journeys, and deliver product enhancements that can actually be tied to longer lifetime value, improved consumer happiness, and more revenue.

Measuring customer emotion and sentiment helps brands build first-party data profiles and offer more personalized digital experiences. We capture emotion data through Fan Signals™, which allows mobile teams to measure expressed sentiment across time and touchpoints, identifying Fans, Risks, and when sentiment has shifted—down to individual customer IDs.



To measure emotion data, consumers are grouped into six segments:

New Fans
Customers who have expressed positive emotion for the first time

Repeat Fans
Customers who have expressed positive emotion at least twice in a row

New Risks
Customers who have expressed negative emotion for the first time

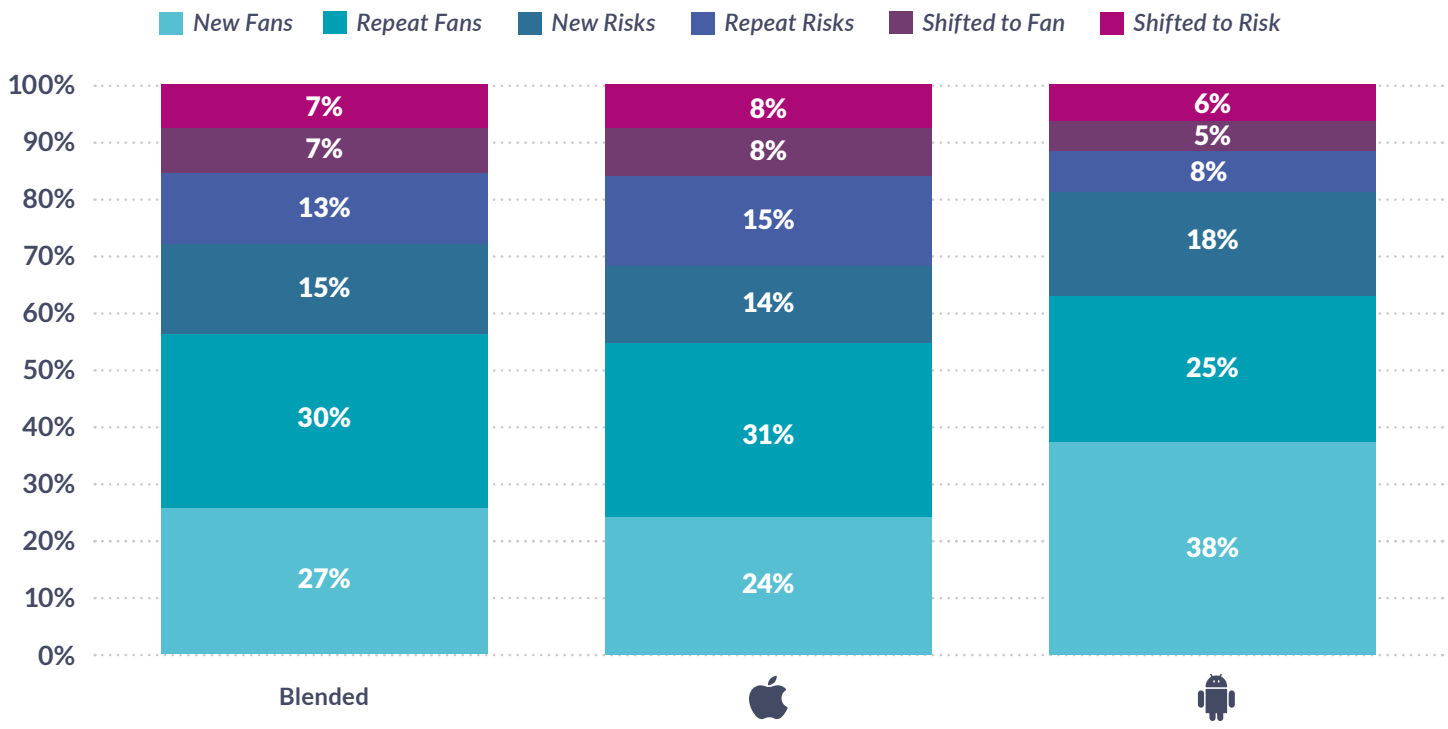
Repeat Risks
Customers who have expressed negative emotion at least twice in a row

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

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

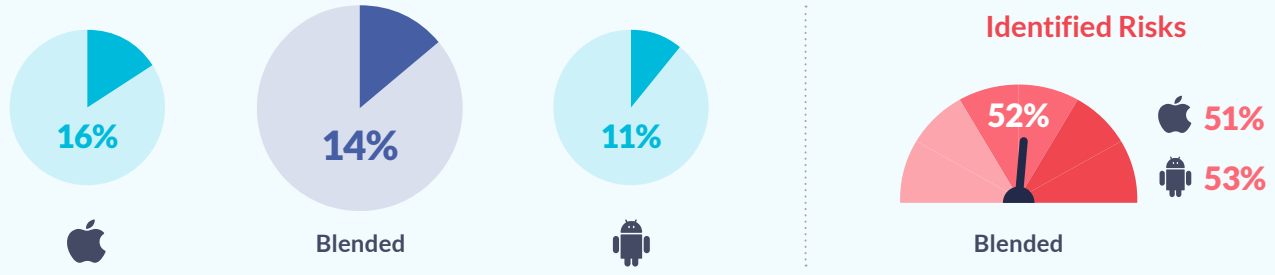
In 2021, the mobile channel was used to supplement in-person touchpoints, and brands got better at leveraging it at a regular cadence. **Repeat Fans (30%) outpaced New Fans (27%)**, which means brands are getting better at prompting consumers with the Love Dialog more than once. In return, consumers are regularly responding with their feedback, sticking around long enough to be prompted multiple times. The regular cadence of asking for and receiving consumer feedback allows brands to create continuous feedback loops and offer better in-app experiences over time.

Expressed Consumer Emotion by Segment in 2021



An average of 14% of consumers shifted their emotions in 2021 (Shifted to Fan + Shifted to Risk). Within the shifted emotions, **an average of 52% of consumers shifted from Fan to Risk**. We know that people will not have positive brand experiences all the time. But most companies are unable to predict churn before it happens, which is why being able to identify shifts in emotions as they happen is so important. By measuring changes in sentiment in real time, brands can get ahead of churn by proactively reaching out to consumers, especially those who have shifted from Fan to Risk. Understanding why people are unhappy and working to fix what went wrong gives brands an advantage over those who can't quantify consumer experience in the same way.

Shifted Emotions in 2021



Editor's note: Expressed Sentiment data is based on aggregates.

Retention

While customer acquisition, ratings and reviews, and social proof are externally-visible success indicators of a brand, customer retention plays the biggest role in increased customer lifetime value and improved ROI. In 2021, brands talked to more of their consumers than ever before, while clearly shifting their strategies toward retention. As a result, they produced extreme year-over-year gains.

For the average mobile app, 30-day retention falls between 15-20% (Appsflyer and Statista, 2021). **Apptentive's data shows an average 30-day retention rate of 67%—an increase of more than three times the industry average, driven by proactive consumer engagement.**

90-day retention for the average mobile app falls between 20-30% (Appsflyer 2021, MixPanel 2020). **Apptentive's data shows an average 90-day retention rate of 58%—an increase of double the industry average**. If consumers engaged with a Love Dialog in the first 90 days, **their average retention rate went up to 79%**.

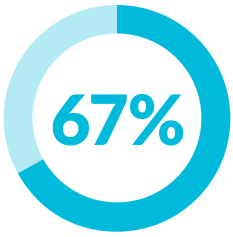
44%

of consumers who used the app in January were seen in December

Annual retention is generally not reported due to the acceptance of regular, high consumer churn, but many companies who have shifted their strategies from acquisition toward retention have begun benchmarking annually. Across all apps in our dataset, **44% of consumers who used the app in January were seen in December**. If the consumers saw an Apptentive interaction in January, 60% were still seen in December—an improvement of 36% just from mobile teams being proactive about gathering consumer feedback.

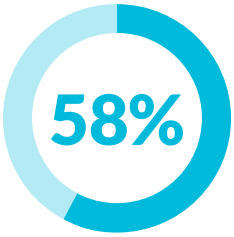
2021 Retention Benchmarks

Average 30-day Retention



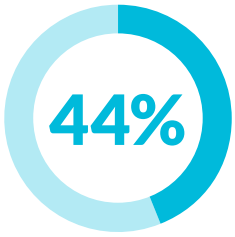
2020: **66%**
(2% year-over-year increase)

Average 90-day Retention



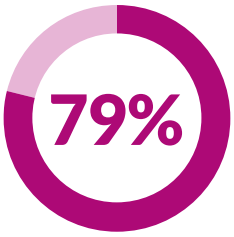
2020: **48%**
(21% year-over-year increase)

Average Annual Retention



2020: **35%**
(26% year-over-year increase)

90-Day Retention After Love Dialog



2020: **74%**
(7% year-over-year increase)

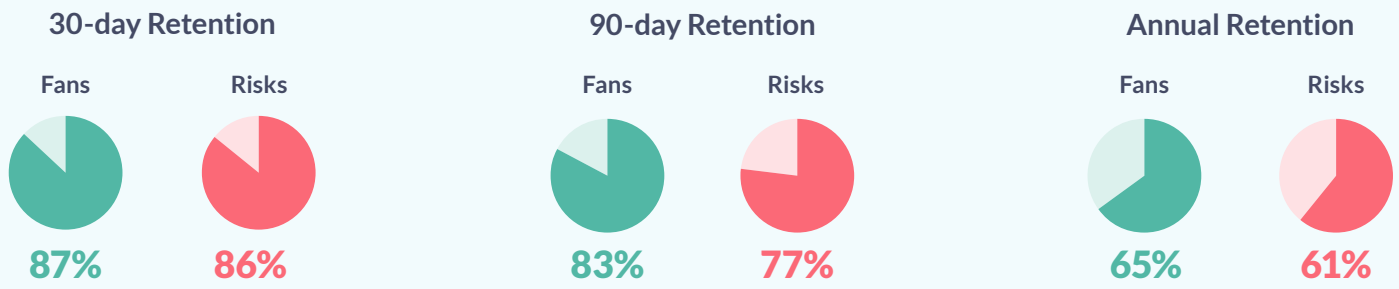
2021 Monthly Consumer Retention

Subsequent Months	0	1	2	3	4	5	6	7	8	9	10	11
January	100%	67%	63%	58%	56%	53%	51%	50%	48%	47%	44%	44%
February	100%	69%	63%	60%	57%	55%	53%	51%	49%	47%	46%	
March	100%	68%	64%	59%	56%	54%	51%	50%	48%	47%		
April	100%	69%	63%	60%	57%	54%	53%	50%	48%			
May	100%	68%	63%	59%	56%	54%	52%	50%				
June	100%	68%	62%	59%	57%	53%	52%					
July	100%	67%	62%	59%	55%	53%						
August	100%	68%	63%	58%	56%							
September	100%	69%	62%	59%								
October	100%	67%	62%									
November	100%	68%										
December	100%											

Comparing churn risk for people who responded "Yes" (Fans) and people who responded "No" (Risks) tells another compelling story. We would expect to see people who say they love the app remain active longer because they are happy, and people who said they do not love the app drop off quicker due to a problem. **But in 2021, the risk of churn to both Fans and Risks was comparable throughout the year**.

2021 Retention Rates for Fans and Risks

Fans are "Yes" responses, Risks are "No" responses to Love Dialog prompts



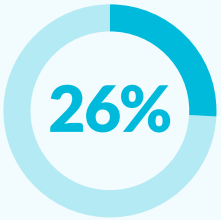
This is particularly notable for consumers categorized as Risks, challenging the assumption that most unhappy people will leave. Brands who gave both happy and unhappy consumers a voice to express their emotions directly within the app saw their retention numbers throughout the year stay about the same—even when consumers had negative experiences with the brand. This insight allows mobile product teams to understand the concern and adjust their product roadmap so the experience can be fixed, ultimately saving relationships they would otherwise lose.

Interaction and Response Rates

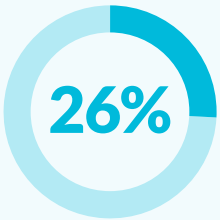
Companies continued using their apps to engage regularly with consumers as mobile became a primary way for them to communicate. In response, consumers interacted more with brands through their apps.

At year end, **interaction rates remained equal to what they were in 2020 at 26%. The average response rate to in-app interactions was 91%**—which means that the overwhelming majority of consumers who were interacted with responded to the brand's outreach.

2021 Average Interaction Rate



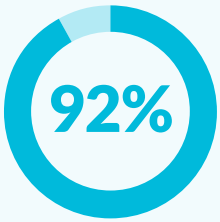
2021



2020

2021 Average Response Rate

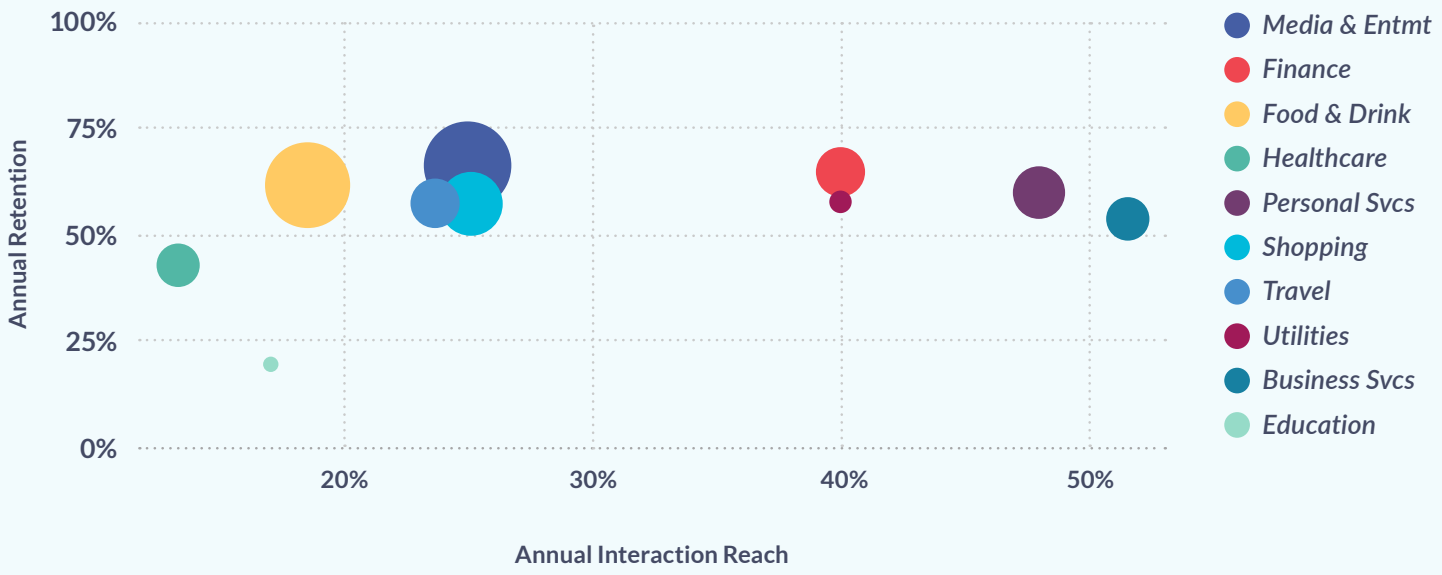
2021



2020

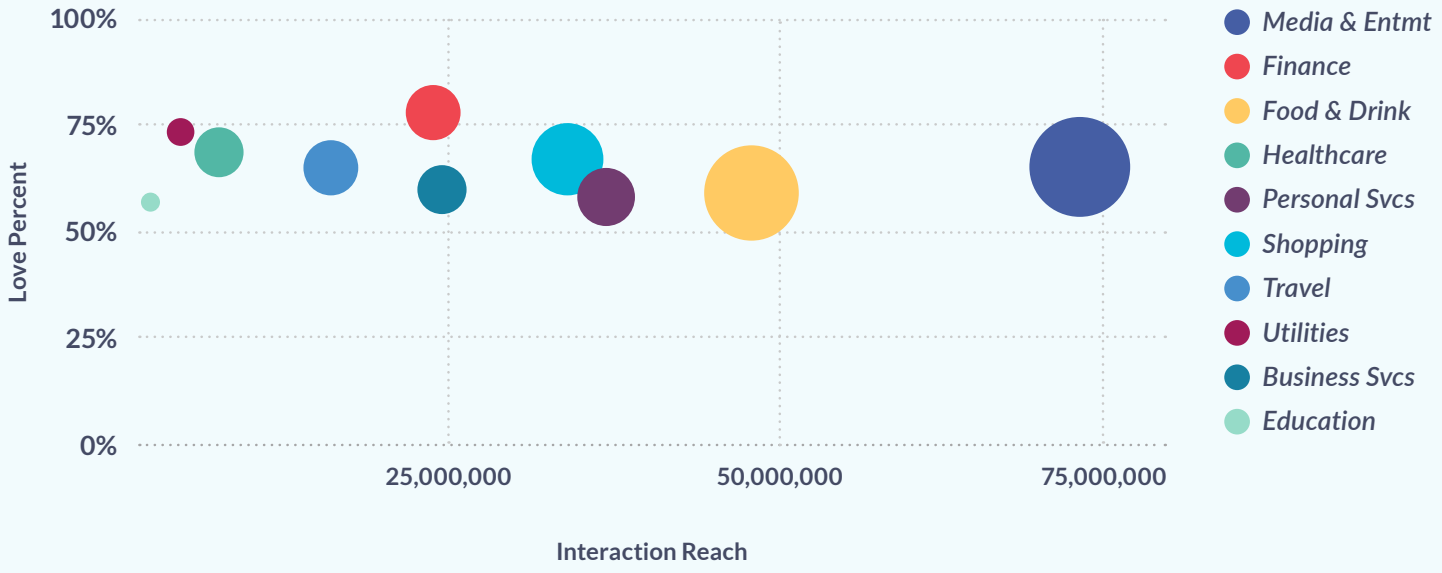
While correlation isn't causation, looking at overlapping data points can help us infer what bets paid off for mobile product teams, along with where they can adjust their roadmaps to improve. In 2021, there was correlation between interaction rates and retention rates. Business Services and Personal Services apps had both high interaction and retention rates, while Healthcare and Education apps had low interaction and retention rates.

2021 Interaction and Retention Rate by Industry



There was also correlation between interaction rate and Love Percent. Brands who interacted with a higher number of consumers tended to have a better Love Percent, as seen in Media and Entertainment apps. Education apps fell on the opposite side of the spectrum, with both low interaction rates and Love Percents.

2021 Interaction Rate and Love Percent by Industry

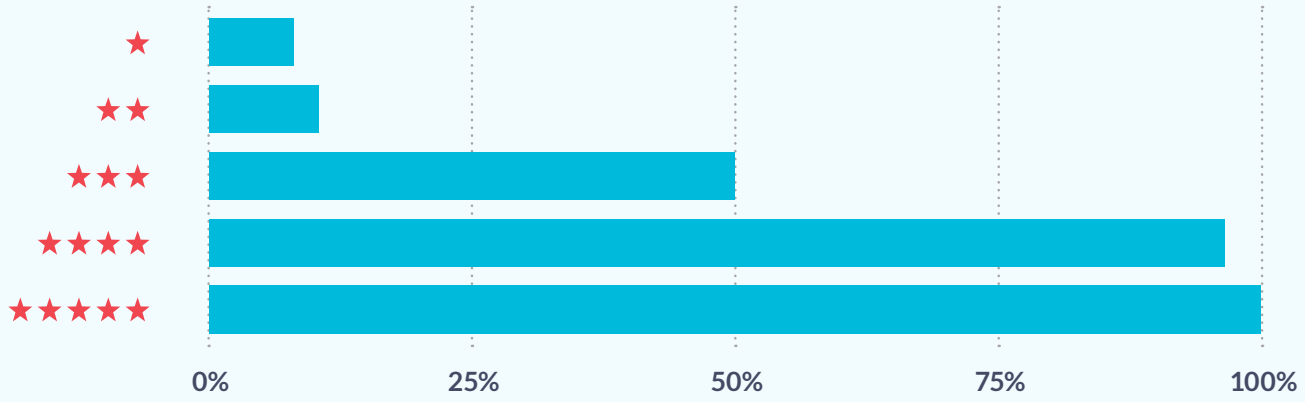


Ratings and Reviews

App store ratings and reviews are an important piece of the puzzle in understanding holistic customer experience and driving long-term customer lifetime value.

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**.

Minimum Star Rating needed for Consumers to Download an App



% of consumers willing to consider downloading an app

Across the apps included in our study, the **average star rating was 4.67.** Apps had an average of **85,540 star ratings** and an average of **967 app store reviews**.

2021 Ratings and Reviews Benchmarks

It's challenging to compare apps across categories due to differences in consumer behavior, particularly when it comes to ratings and reviews. Comparing apps to others in their industry yields a more accurate picture of performance.

Apps across industries saw **differences across their average star ratings**, on both iOS and Android. While percentage point differences may seem small, they add up quickly as the ratings scale is only one to five. Small, incremental improvements to star ratings make a big difference over time.

2021 Average Star Rating

Business Services	4.76	4.56
Education	4.69	4.2
Finance	4.79	4.52
Food and Drink	4.77	4.35
Healthcare	4.82	4.5
Media & Entertainment	4.63	4.35
Personal Services	4.77	4.49
Shopping	4.82	4.4
Travel	4.76	4.49
Utilities	4.74	4.31

There was also disparity across the total **distribution of star ratings in both app stores**. Below is the 2021 distribution across both iOS and Android, by app category.

2021 App Store Ratings: iOS

	★	★★	★★★	★★★★	★★★★★
Business Services	1%	0%	2%	12%	85%
Education	4%	1%	3%	8%	84%
Finance	1%	0%	2%	10%	87%
Food and Drink	2%	1%	2%	10%	85%
Healthcare	1%	0%	2%	10%	87%
Media & Entertainment	3%	1%	3%	13%	80%
Personal Services	1%	0%	3%	14%	82%
Shopping	1%	1%	2%	9%	87%
Travel	3%	1%	2%	7%	87%
Utilities	3%	1%	2%	9%	85%

2021 App Store Ratings: Android

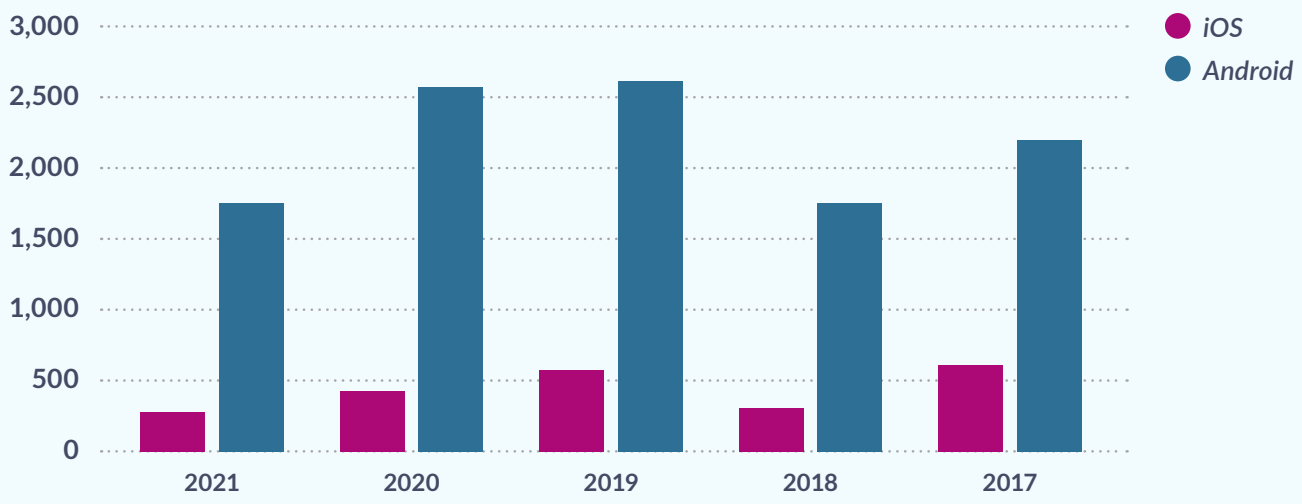
	★	★★	★★★	★★★★	★★★★★
Business Services	5%	1%	3%	15%	76%
Education	13%	3%	5%	10%	69%
Finance	6%	1%	4%	12%	77%
Food and Drink	10%	2%	4%	13%	71%
Healthcare	6%	2%	3%	13%	76%
Media & Entertainment	9%	2%	4%	14%	71%
Personal Services	5%	2%	4%	17%	72%
Shopping	8%	2%	4%	15%	71%
Travel	6%	3%	3%	12%	76%
Utilities	9%	3%	6%	13%	69%

Since the release of iOS 11 in 2017, we've seen a downturn in the number of iOS reviews as the rating process was simplified. Google also released big changes to its Play Store in-app review API in October 2020, which had a sweeping impact on how app publishers prompt for ratings and feedback. Ultimately, the changes to both app stores made the process of rating an app easier, less disruptive, and more in-line with the goal of optimizing for consumer feedback rather than gamifying high ratings.

However, the number of app store reviews have steadily decreased as it's harder for consumers to leave a review now that ratings prompts are decoupled. Decoupling refers to targeting customers for ratings separate from an audience that sees the Apptentive Love Dialog, or showing the Rating Dialog at another point in your customers app journey that is not immediately after the Love Dialog. Adding a step in the consumer feedback journey means that, by default, it will be harder and less likely that people complete the path.

Below are the **average number of ratings both iOS and Android apps** saw across the last five years.

Volume of App Store Reviews



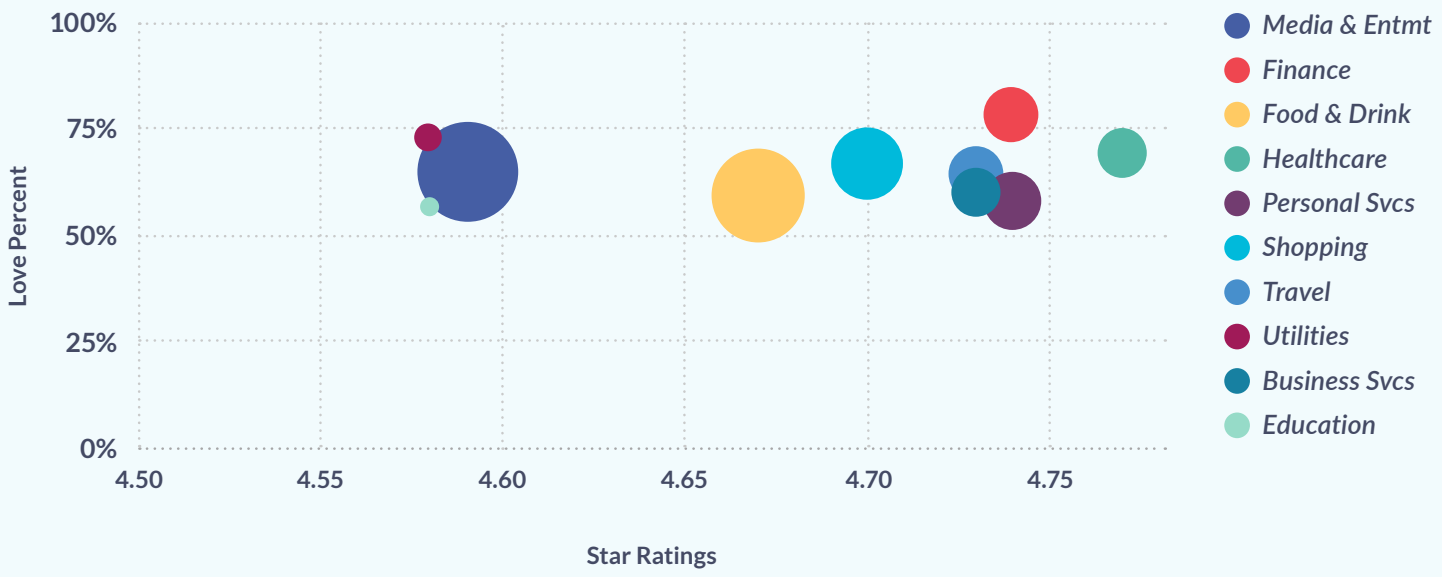
Below is the distribution of the **average number of app store reviews, by app category, in 2021.**

2021 Average App Store Reviews by App Category

Business Services	377	1,567
Education	94	418
Finance	87	773
Food and Drink	1,065	5,999
Healthcare	250	900
Media & Entertainment	610	2,079
Personal Services	445	1,399
Shopping	353	1,953
Travel	596	1,821
Utilities	189	701

We also saw an interesting correlation between star ratings and Love Percent. Industries like Finance and Healthcare have a high Love Percent and average star rating; industries like Education and Media and Entertainment have a low Love Percent and average star rating. This drives home the point that while high app store ratings aren't the most important piece of the consumer feedback puzzle, they are a critical part to get right.

2021 Star Rating and Love Percent by Industry



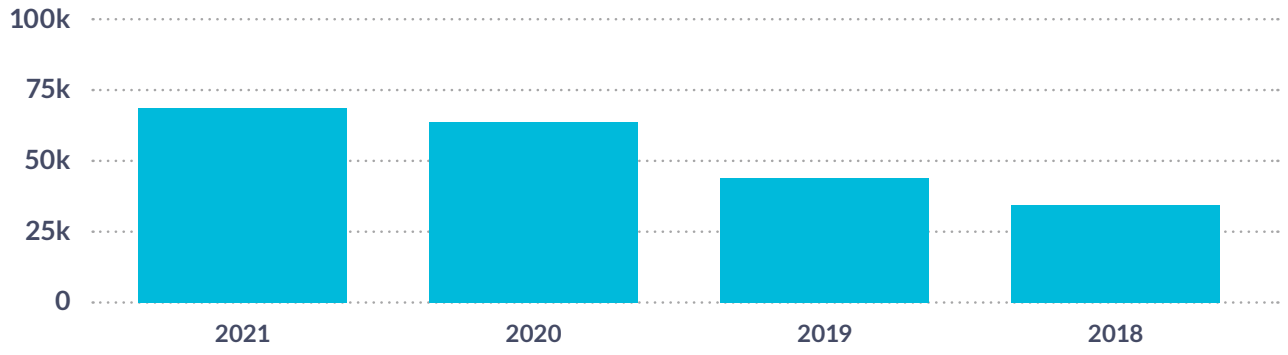
Editor's note: Expressed Sentiment data is based on aggregates.

Surveys

The best decisions are informed by an abundance of data from a representative cross section of your customer base, and mobile surveys are often the best way to get it. Mobile surveys are powerful in understanding sentiment, but only if they're shown at the right place and time within the app, to the right consumer segment.

There was a 9% increase in the number of surveys sent in 2021 from 2020. Brands are talking to more consumers and are more comfortable engaging with them over longer periods of time, particularly when around closing feedback loops by telling consumers their voices were heard. Over the past four years, we've seen the volume of in-app surveys grow exponentially.

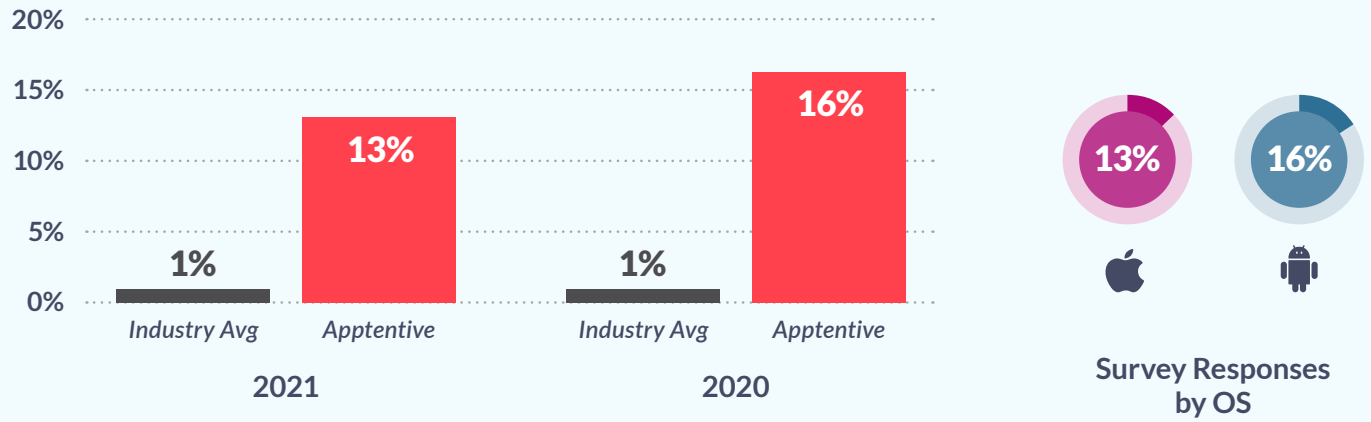
Volume of In-app Surveys Sent



On average, most brands only hear from less than 1% of their customers surveyed. **Our research shows the average response rate for in-app surveys was 13%**. While 2021's response rates were slightly lower than in 2020 (16%), they're an off-the-charts comparison to the industry standard of 1%. Many companies broadened their survey audiences this year in response to continued high

MAU, and mobile teams have diverse intentions with the surveys they send. While the survey response rate decreased slightly, the number of customers prompted went way up—a tradeoff that still indicates success in connecting with consumers for their feedback.

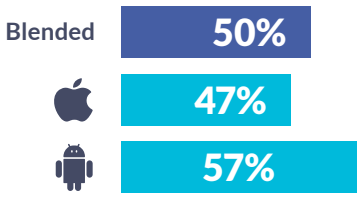
2021 Response Rate for In-app Surveys



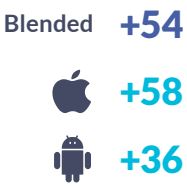
Not all surveys are delivered in the same way, and when consumers are given the choice to opt in or out, response rates soar. **Surveys that are linked to using an Apptentive Note, saw an average response rate of 50%**. In other words, half of all end-consumers across both operating systems responded to Note-linked surveys.

The average NPS for Apptentive customers in 2021 was +54 ("good" scores typically fall between +40-50, depending on industry). But NPS is just a surface-level indicator. NPS as it exists today does not help companies understand customer emotion in real time, nor does it give insight into how emotions shift through customer journeys. **At Apptentive, we advocate for our customers to run non-biased, open-ended surveys over—or in addition to—NPS in order to truly dig into customer emotion driving sentiment**. This means our customers don't only target their fans in order to get a high result. Instead, they ask for feedback from happy and unhappy customers alike, which allows teams to holistically understand what's driving their customer experience and how they can have a bigger impact.

Response Rate to Note-linked Surveys in 2021



NPS in 2021



Apptentive

How Mobile Teams Should Respond

2021 was the year heavy investment in digital transformation—with mobile as the main channel—clearly paid off. Consumers continued engaging with the mobile-first offerings many brands expedited in 2020, solidifying product and resourcing decisions made by companies across all industries. Teams had the opportunity to listen to more feedback from mobile consumers than ever before, and those who acted on it made considerable market share gains.

Ultimately, mobile consumer feedback doesn't matter without taking action. To summarize the report data, there are three feedback-focused product goals winning mobile teams should prioritize in 2022.

1. Focus on the first 30 days

Many mobile product teams gauge success by daily retention, even though it can skew their approach to investments in loyalty and happiness. For some industries, like Food and Drink or Media and Entertainment, daily retention is a good indicator of engagement as the goal is to get consumers in the app as frequently as possible. But for many other industries, like Finance, Travel, and Healthcare, it's unreasonable to assume consumers will open the app every day. Mobile teams across industries must shift their focus on long-term retention, starting with the first 30 days.

The first 30 days of a new consumer's experience with an app are a strong indicator of lifetime value. Make early investments in personalizing their journey, being proactive about asking how they feel, and delivering the right message, to the right person, via the right medium, at the right place and time within the app.

As you master the first 30 days, expand your reports to track 90–day and annual retention. Brands that take a holistic approach to retention—and typically have high retention rates—focus both on the short and long term. For some teams, taking this approach may require reevaluating their current retention philosophy (e.g. setting higher short-term retention goals, tracking retention over a longer period of time, etc.).

2. Segment by customer emotion

How would you act if you could predict when customers were ready to leave?

For product and marketing leaders goaled on retention, growth, and customer experience, knowing how customers feel is as important as knowing what they think. Most large companies rely solely on surveys to solicit customer thoughts about recent transactions, or gauge the likelihood of future loyalty. Yet the best predictor of future behavior really is the emotion that customers feel after interacting with a brand.

The mobile channel is a way to maintain an always-on, always-present connection with your consumers, and it's critical to tap into that emotional pulse. Acting on emotions in real-time often makes the difference between achieving brand goals and falling short.

In order to treat consumers differently based on how they feel, you must start by measuring their emotions—with a focus on people who have shifted their feelings between happy and unhappy. We categorize these customers as Fans and Risks. The more mobile teams can hyper-personalize consumer experiences through in-app behaviors, purchase patterns, usage, and expressed emotion—ideally down to the individual customer ID—the more success they'll have at delivering customized experiences that aim to please

3. Close customer feedback loops

Closed-loop feedback is the process of capturing, analyzing, acting on, and following up on customer feedback. While closing the loop certainly benefits companies by helping inform product roadmaps, drive marketing initiatives, and increase customer loyalty, it also benefits customers directly to know their voice is being heard and acted upon. Proving to your customers that their voice drove impactful change is a powerful way to build loyalty and reduce churn.

The idea of closing feedback loops is simple, but few companies actually prioritize it due to difficulties in gathering feedback from the right people, being unable to act on insights, or difficulty with scaling hyper-personalized content experiences. Gartner research shows that of the 95% of companies who collect customer feedback, only 10% use the feedback to improve, and only 5% tell customers what they are doing in response to what they heard (Gartner 2021).

There are four steps to take in closing customer feedback loops: capture feedback, analyze feedback, act on feedback, and follow up with customers who shared the feedback. Simply following two or three of these four steps is not enough to fully understand the customer experience and inform your marketing and product initiatives. Mobile teams who will win in 2022 have figured out a way to incorporate all four into an ongoing practice.

Jump Ahead

Read on for benchmark data segmented by industry. Use these links to jump to the industry you'd like to start with.

Media and Entertainment

Finance

Food and Drink

Healthcare

Personal Services

Shopping

Travel

Utilities

Business Services

Education

Apptentive

Media & Entertainment

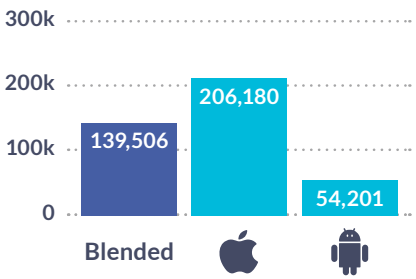
Media & Entertainment

Subcategories: News, Telco, Technology, Games, Sports, Music

> *Thanks to the power of mobile, this cutting edge technology is at the fingertips of everyone with a cell phone right now."*
>
> **CHIP KANNE**
> Head of North America Emerging Sales,
> Snap

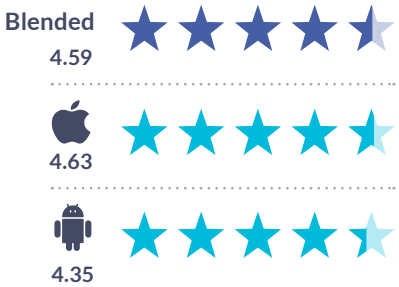
Ratings and Reviews

Average Number of Ratings



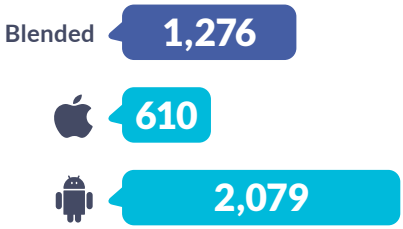
	Blended		
News	191,425	271,863	65,021
Telco	131,631	231,525	39,137
Tech.	15,691	12,011	20,753
Games	36,898	26,059	62,189
Sports	93,033	143,714	25,458
Music	412,010	571,279	252,741

Average Star Rating



	Blended		
News	4.6	4.62	4.5
Telco	4.58	4.68	4.02
Tech.	4.44	4.7	4.23
Games	4.32	4.33	4.32
Sports	4.82	4.83	4.74
Music	4.46	4.45	4.49

Average Number of Reviews



	Blended		
News	1,497	799	2,334
Telco	1,017	302	1,704
Tech.	410	242	703
Games	513	127	1,131
Sports	1,734	1,918	1,487
Music	4,807	415	9,199

App Store Ratings Distribution

iOS

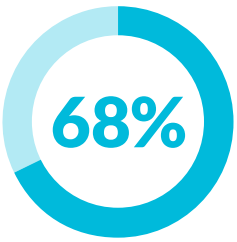
	★	★★	★★★	★★★★	★★★★★
Media & Entmt	3%	1%	3%	13%	80%
News	3%	1%	4%	14%	78%
Telco	3%	1%	3%	12%	81%
Technology	3%	1%	3%	11%	82%
Games	9%	3%	6%	12%	70%
Sports	1%	0%	2%	9%	88%
Music	8%	2%	3%	11%	76%

Android

	★	★★	★★★	★★★★	★★★★★
Media & Entmt	9%	2%	4%	14%	71%
News	5%	2%	4%	16%	73%
Telco	16%	4%	6%	13%	61%
Technology	10%	4%	6%	16%	64%
Games	8%	3%	6%	15%	68%
Sports	2%	0%	2%	14%	82%
Music	7%	2%	3%	13%	75%

Retention

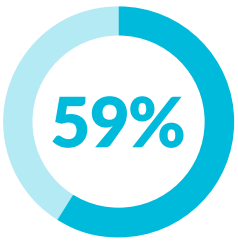
Average 30-day Retention



Media & Entertainment

News	79%	Games	26%
Telco	53%	Sports	59%
Tech.	42%	Music	62%

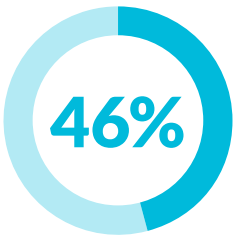
Average 90-day Retention



Media & Entertainment

News	71%	Games	17%
Telco	42%	Sports	38%
Tech.	33%	Music	57%

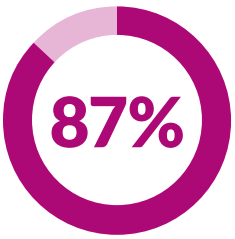
Average Annual Retention



Media & Entertainment

News	58%	Games	6%
Telco	27%	Sports	33%
Tech.	20%	Music	44%

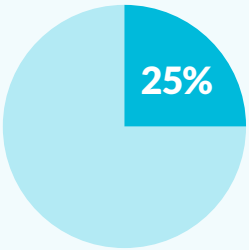
90-Day Retention After Love Dialog



Media & Entertainment

News	91%	Games	43%
Telco	79%	Sports	65%
Tech.	67%	Music	77%

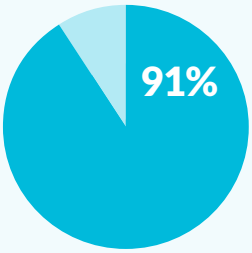
Average Interaction Rate



Media & Entertainment

News	36%	Games	5%
Telco	12%	Sports	35%
Tech.	22%	Music	18%

Average Response Rate



Media & Entertainment

News	93%	Games	73%
Telco	84%	Sports	94%
Tech.	87%	Music	84%

Surveys

Average Response Rate for In-app Surveys

Media & Entertainment

News	8%	Games	N/A
Telco	32%	Sports	17%
Tech.	13%	Music	16%

Average Response Rate to Note-linked Surveys

Media & Entertainment

News	63%	Games	N/A
Telco	51%	Sports	N/A
Tech.	55%	Music	63%

Percentage of People Prompted for Surveys

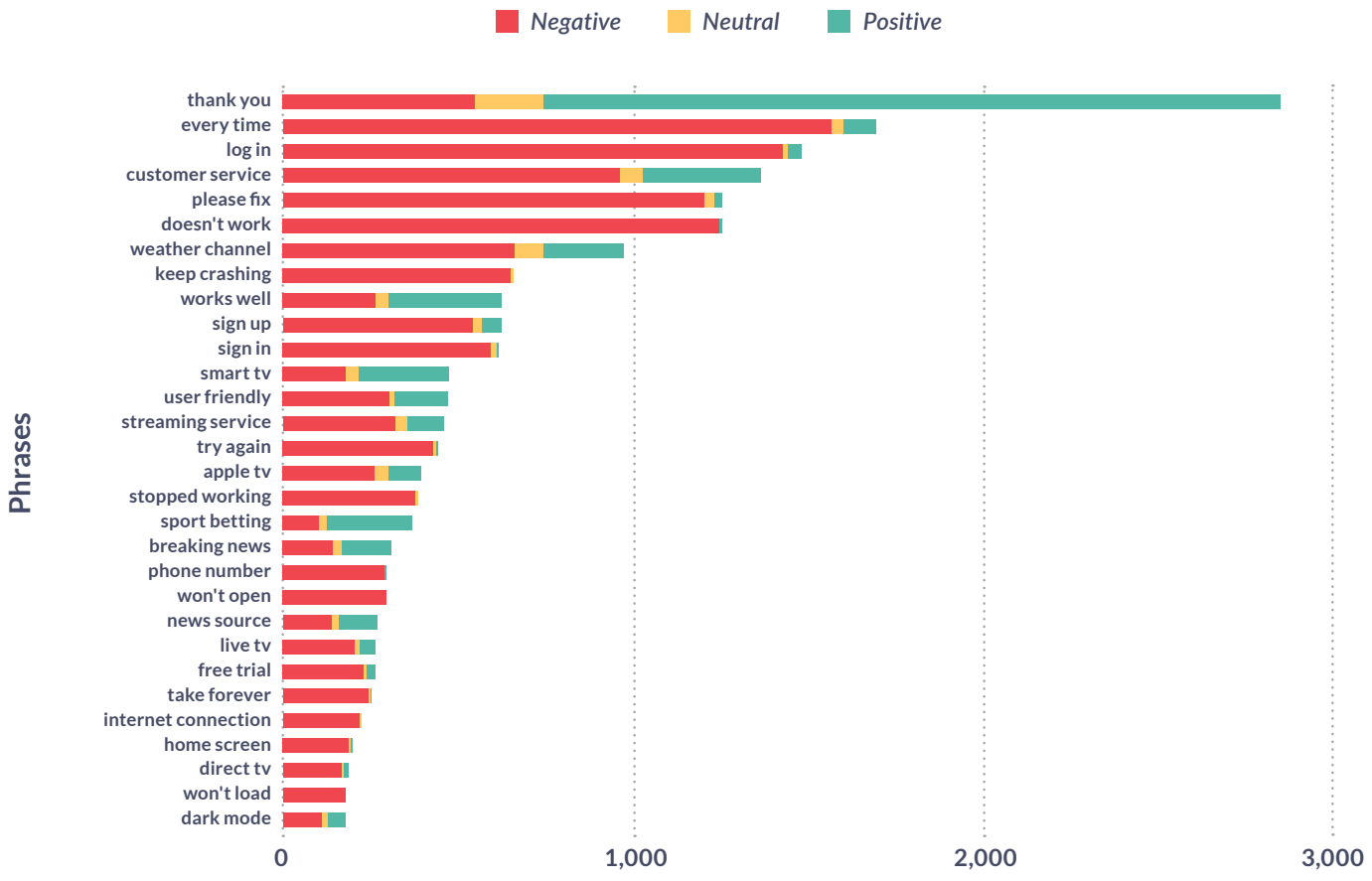
Media & Entertainment

News	37%	Games	N/A
Telco	38%	Sports	18%
Tech.	6%	Music	3%

Popular Phrases

Thank you
Every time
Log in
Customer service
Please fix
Doesn't work
Weather channel
Keep crashing
Works well
Sign up

Popular Phrases with Sentiment Distribution



Consumer Sentiment

Love Dialog Conversion Rate

Consumers who responded "Yes" or "No" to Love Dialog prompts

Media & Entertainment

News	93%	Games	94%
Telco	85%	Sports	97%
Tech.	92%	Music	93%

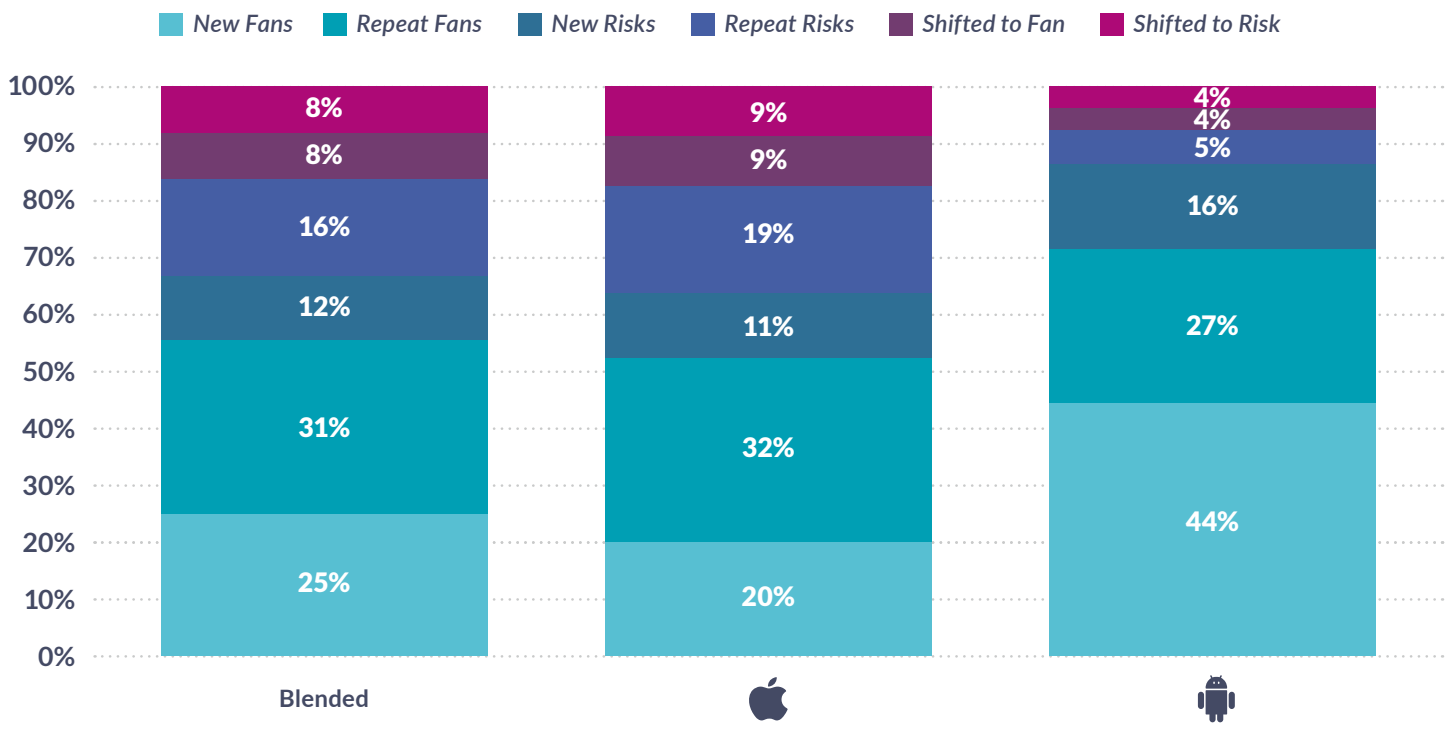
Love Percent

Total consumers who respond "Yes" to Love Dialog prompts

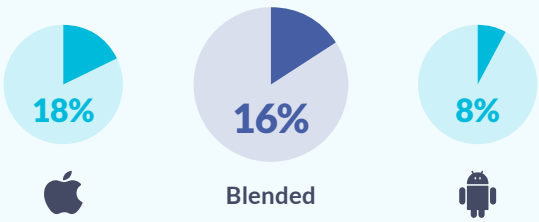
Media & Entertainment

News	64%	Games	43%
Telco	62%	Sports	61%
Tech.	72%	Music	81%

Expressed Consumer Emotion (Media & Entertainment)



Shifted Emotions



Identified Risks

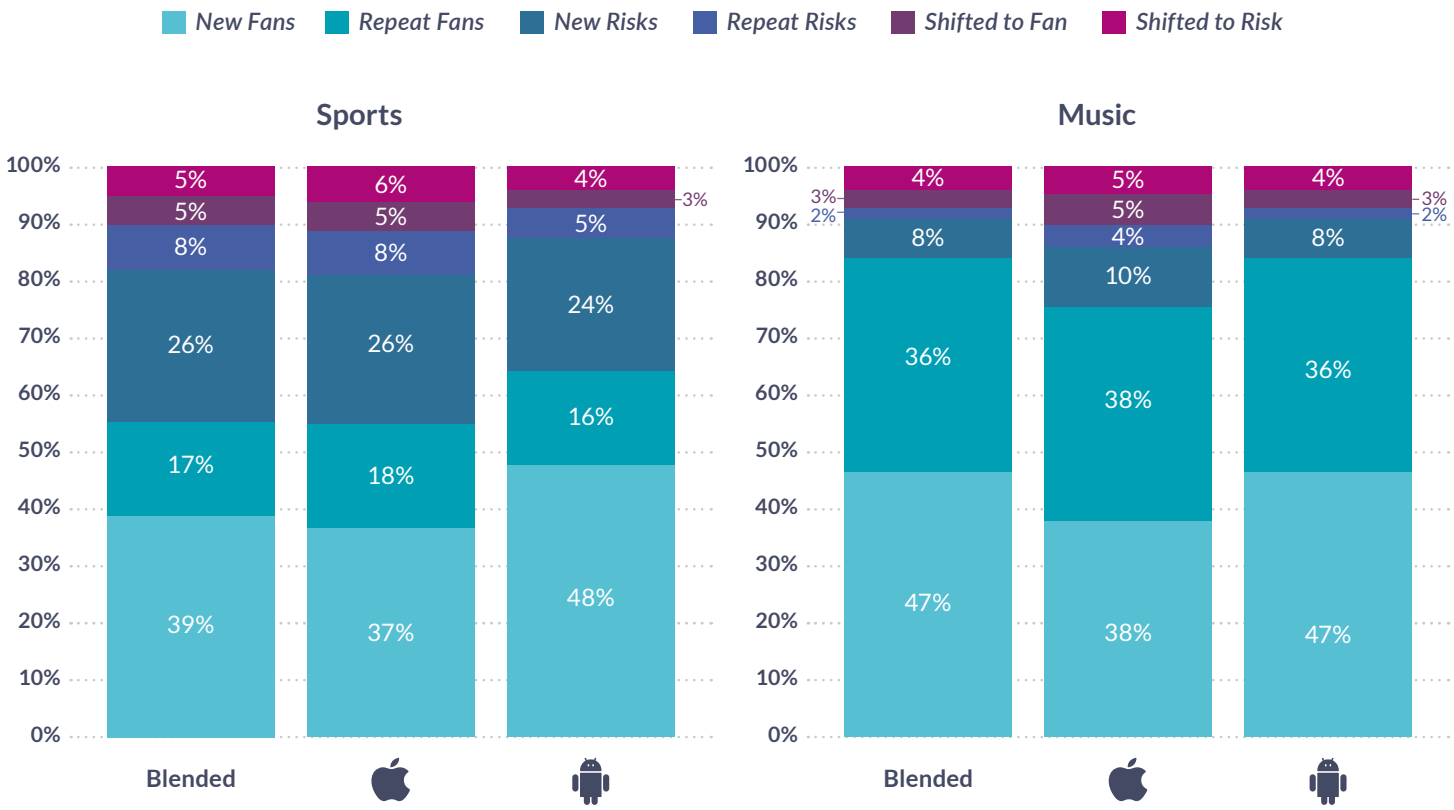
50%

53%

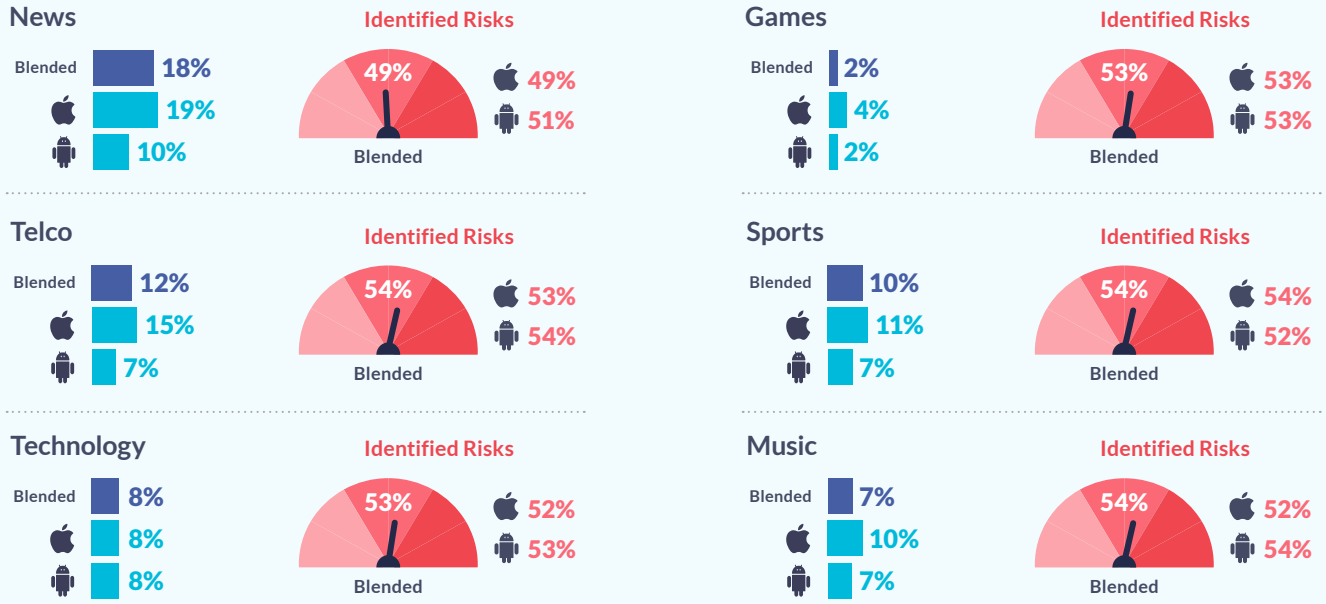
Click here for an in-depth look at Expressed Sentiment and how we define Consumer Emotion.

Expressed Consumer Emotion (Subcategories)

Expressed Consumer Emotion (Subcategories)



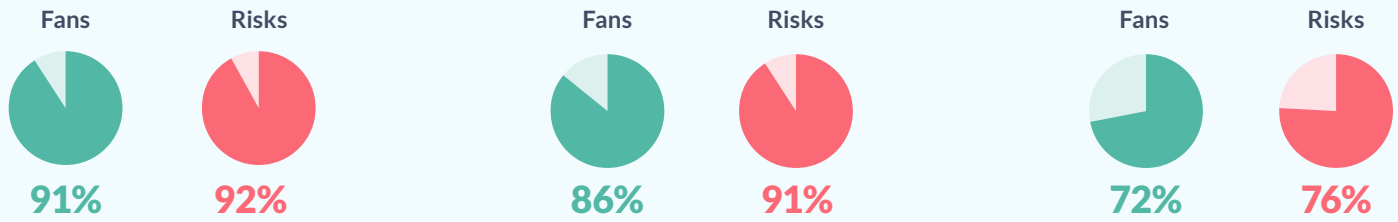
Shifted Emotions



Retention Rates for Fans and Risks

Fans are "Yes" responses, Risks are "No" responses to Love Dialog prompts

Media & Entertainment



News

30-day	90-day	Annual
Fans: **95%**	Fans: **90%**	Fans: **81%**
Risks: **95%**	Risks: **94%**	Risks: **83%**

Telco

30-day	90-day	Annual
Fans: **85%**	Fans: **83%**	Fans: **60%**
Risks: **81%**	Risks: **75%**	Risks: **55%**

Technology

30-day	90-day	Annual
Fans: **68%**	Fans: **68%**	Fans: **48%**
Risks: **68%**	Risks: **60%**	Risks: **34%**

Games

30-day	90-day	Annual
Fans: **73%**	Fans: **60%**	Fans: **33%**
Risks: **41%**	Risks: **24%**	Risks: **8%**

Sports

30-day	90-day	Annual
Fans: **87%**	Fans: **69%**	Fans: **53%**
Risks: **83%**	Risks: **59%**	Risks: **45%**

Music

30-day	90-day	Annual
Fans: **82%**	Fans: **78%**	Fans: **52%**
Risks: **83%**	Risks: **74%**	Risks: **42%**

Summary of Media & Entertainment Apps in 2021

The Media and Entertainment app category is broad, encompassing everything from news to games to sports, and consumer expectations and behavior vary between industries. Rather than a benchmark comparison, below is a short summary of the six subcategories included in our data: News, Telco, Technology, Games, Sports, and Music. All industry and subcategory data are compared to overall app marketplace averages.

News (global news networks, newspapers, etc.): While the news cycle was less volatile in 2021 than in 2020, it certainly did not slow. News apps experienced retention rates higher than the overall averages: 79% for 30 days (67% overall), 71% for 90 days (58% overall), and 58% for annual (44% overall). When the Love Dialog was introduced, 90-day retention increased to an astonishing 91% (79% overall). Driven by breaking news, News apps experienced an average 36% interaction rate and an average 91% response rate, both higher than the overall averages of 26% and 93%. Consumers of News apps were

generally happy, providing a Love Percent of 64%, and an average star rating of 4.6. In the same vein, News apps saw a high percentage of shifted emotions at 18%, but the majority of the shifts were from Risk to Fan. However, while mobile teams surveyed 37% of their consumers for feedback, only 8% responded (13% overall)—an area for improvement in 2022.

Telco (communications providers, wireless networks, etc.): Retention for Telco apps fell behind overall averages, with 30-day retention at 53% (67% overall), 90-day retention at 42% (58% overall), and annual retention at only 27% (44% overall). Introducing the Love Dialog dramatically boosted 90-day retention to 79%—an action Telco mobile teams can take more regularly in 2022. However, when Telco apps looked at retention between Fans and Risks segments, their numbers went way up—particularly for consumers who had shifted to Risk. A low number of interactions likely had an impact on retention, with only a 12% interaction rate (26% overall), although response rates remained relatively high at 84% (91% overall). Telco apps prompted 38% of their consumers for surveys (28% overall) and received an impressive 32% response rate (13% overall).

Technology (media creation, connectivity, etc.): Technology apps experienced fewer emotional shifts in 2021 than the overall average, with only 8% of consumers changing how they felt about their in-app experiences (14% overall). Average retention rates were lower than overall averages throughout the year: 30-day retention was 42% (67% overall), 90-day retention was 33% (overall was 58%), and annual retention was only 20% (44% overall). Showing the Love Dialog helped increase 90-day retention to 67%. These low numbers are partly due to not reaching out to enough consumers. Technology apps only prompted 6% of their consumers for surveys (28% overall), but met the overall average response rate of 13%. The data shows that consumers of these apps want to be asked for their feedback, and it's up to mobile teams to prioritize asking for it in 2022.

Games (mobile games, gaming studios, etc.): Games apps experience low retention in 2021, with a 30-day retention rate of 26% (67% overall), a 90-day retention rate of 17% (58% overall), and an annual retention rate of just 6% (44% overall). While high churn is common in the gaming marketplace, these numbers are quite low and can be improved by taking a different approach to consumer feedback. A big contributor to Games apps' low retention was not reaching out to a large enough group of consumers in order to gauge sentiment and build out product roadmaps that work for the majority. On average, Games apps interacted with 5% of their consumers (26% overall) and as a result, received a 43% response rate (91% overall). The Games marketplace is competitive, and apps averaged a 4.32-star rating, with many more one-star ratings than other subcategories in Media and Entertainment. In 2022, Games mobile teams should revisit their product roadmaps to determine high-value engagement points throughout their apps that won't disrupt the experience as a way to increase ROI by improving retention.

Sports (leagues, teams, betting, etc.): Sports apps interacted with a high number of consumers, with an average interaction rate of 35% (26% overall) and an average response rate of 94% (91%

overall). However, surveys as an interaction type fell a bit short. Sports apps only prompted an average of 18% of their consumers (28% overall) for feedback, although they had a strong average survey response rate of 17% (13% overall). Prompting more consumers for surveys is an opportunity for mobile teams to improve upon in 2022 and beyond. Retention for the category was slightly lower than overall averages: 30-day retention was 59% (67% overall), 90-day retention was 38% (58% overall), and annual retention was 33% (44% overall). This is mostly due to seasonality (e.g. a consumer can disappear for the off-season then reappear the next season).

Music (streaming, broadcasting, etc.): Music apps saw decent retention in 2021, with 30-day retention averaging 62% (67% overall), 90-day retention averaging 57% (58% overall), and annual retention meeting the overall average of 44%. 90-day retention improved to 77% when consumers were shown the Love Dialog. Music apps only prompted 3% of consumers for surveys, well below the overall average of 28%. Despite the low percentage of people prompted, the average response rate to surveys was 16%—above the 13% overall average. In 2022, mobile teams have an opportunity to proactively reach more of their consumers for feedback to improve retention and get ahead of negative emotional shifts in sentiment. When asked, consumers of Music apps generally loved their brand experiences: the category averaged an extremely high Love Percent at 81% (64% overall).

Apptentive

Finance

Finance

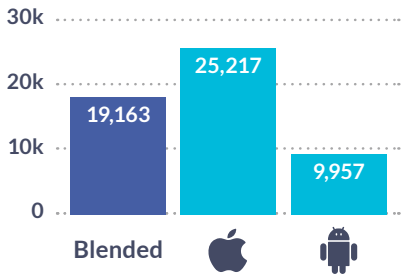
Subcategories: Fintech, Banking, Insurance

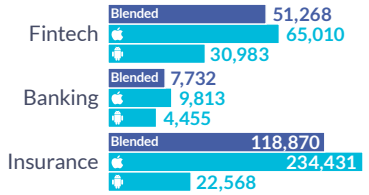
> *Why do people like mobile banking? Something like an ATM is unlikely to annoy you, but not likely to delight you. A branch visit is unlikely to particularly delight or annoy, although it can do. A mobile app sits best in that delightful and not annoying box."*

PAUL BARNES
Northern Europe and Middle East Territory Director, data.ai

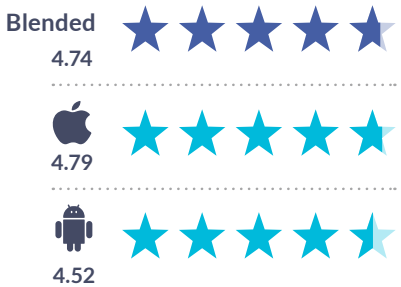
Ratings and Reviews

Average Number of Ratings

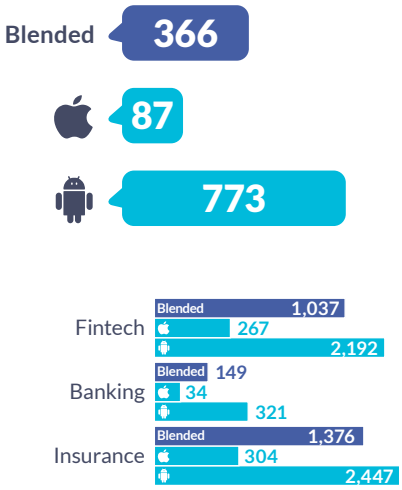




Average Star Rating



Average Number of Reviews



App Store Ratings Distribution

iOS

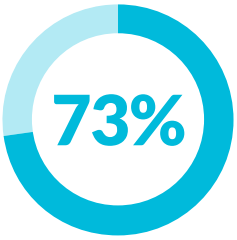
	★	★★	★★★	★★★★	★★★★★
Finance	1%	0%	2%	10%	87%
Fintech	1%	1%	2%	9%	87%
Banking	1%	0%	2%	11%	86%
Insurance	1%	0%	2%	11%	86%

Android

	★	★★	★★★	★★★★	★★★★★
Finance	6%	1%	4%	12%	77%
Fintech	4%	1%	3%	12%	80%
Banking	5%	1%	4%	11%	79%
Insurance	21%	4%	5%	11%	59%

Retention

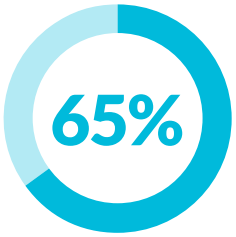
Average 30-day Retention



Finance

Fintech	63%
Banking	84%
Insurance	61%

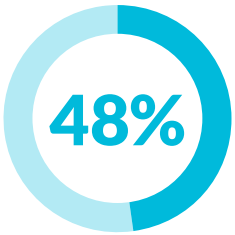
Average 90-day Retention



Finance

Fintech	54%
Banking	76%
Insurance	50%

Average Annual Retention



Finance

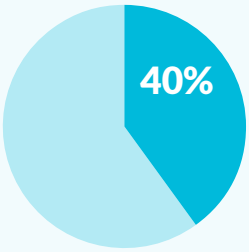
Fintech	35%
Banking	59%
Insurance	34%

90-Day Retention After Love Dialog

Finance

Fintech	81%
Banking	90%
Insurance	78%

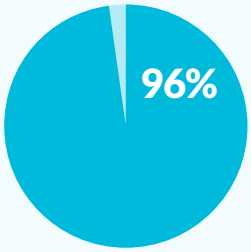
Average Interaction Rate



Finance

Fintech	28%
Banking	43%
Insurance	54%

Average Response Rate



Finance

Fintech	94%
Banking	98%
Insurance	97%

Surveys

Average Response Rate for In-app Surveys

Finance

Fintech	5%
Banking	11%
Insurance	13%

Average Response Rate to Note-linked Surveys

Finance

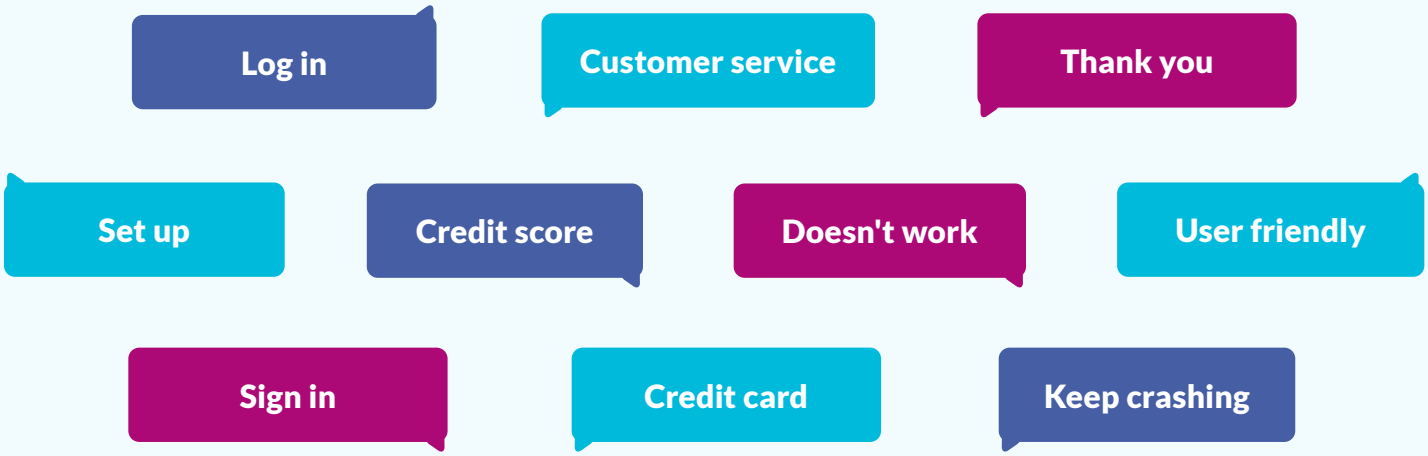
Fintech	N/A
Banking	15%
Insurance	75%

Percentage of People Prompted for Surveys

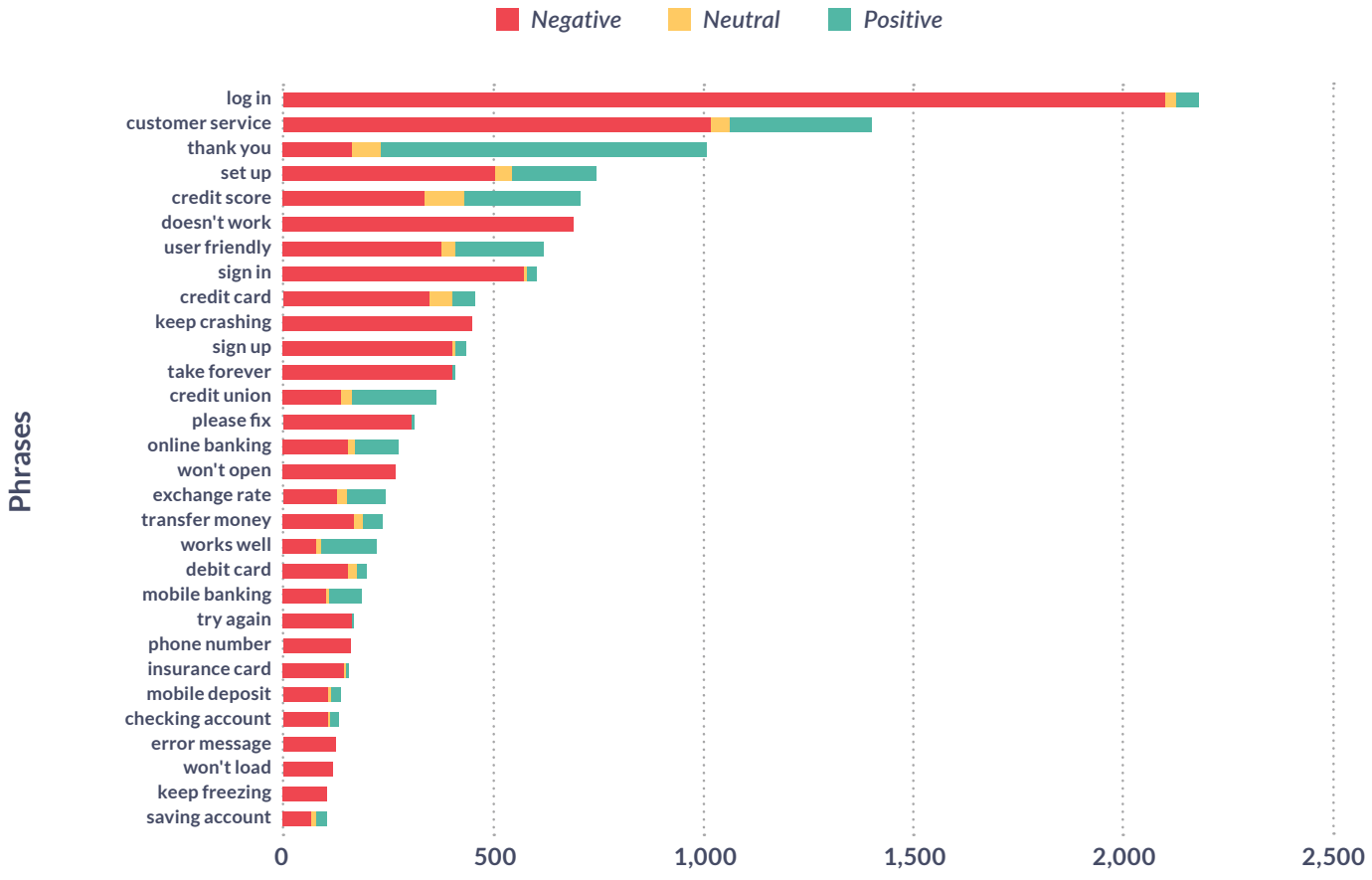
Finance

Fintech	19%
Banking	25%
Insurance	35%

Popular Phrases



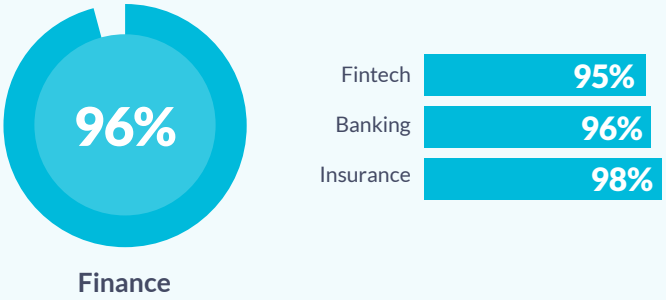
Popular Phrases with Sentiment Distribution



Consumer Sentiment

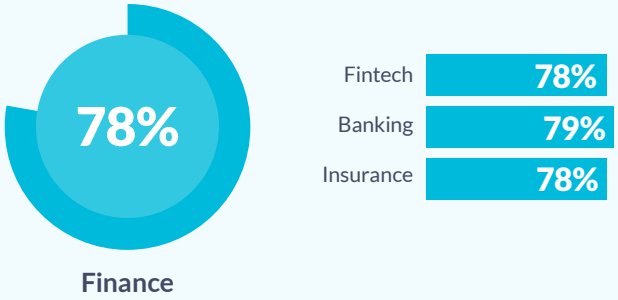
Love Dialog Conversion Rate

Consumers who responded "Yes" or "No" to Love Dialog prompts

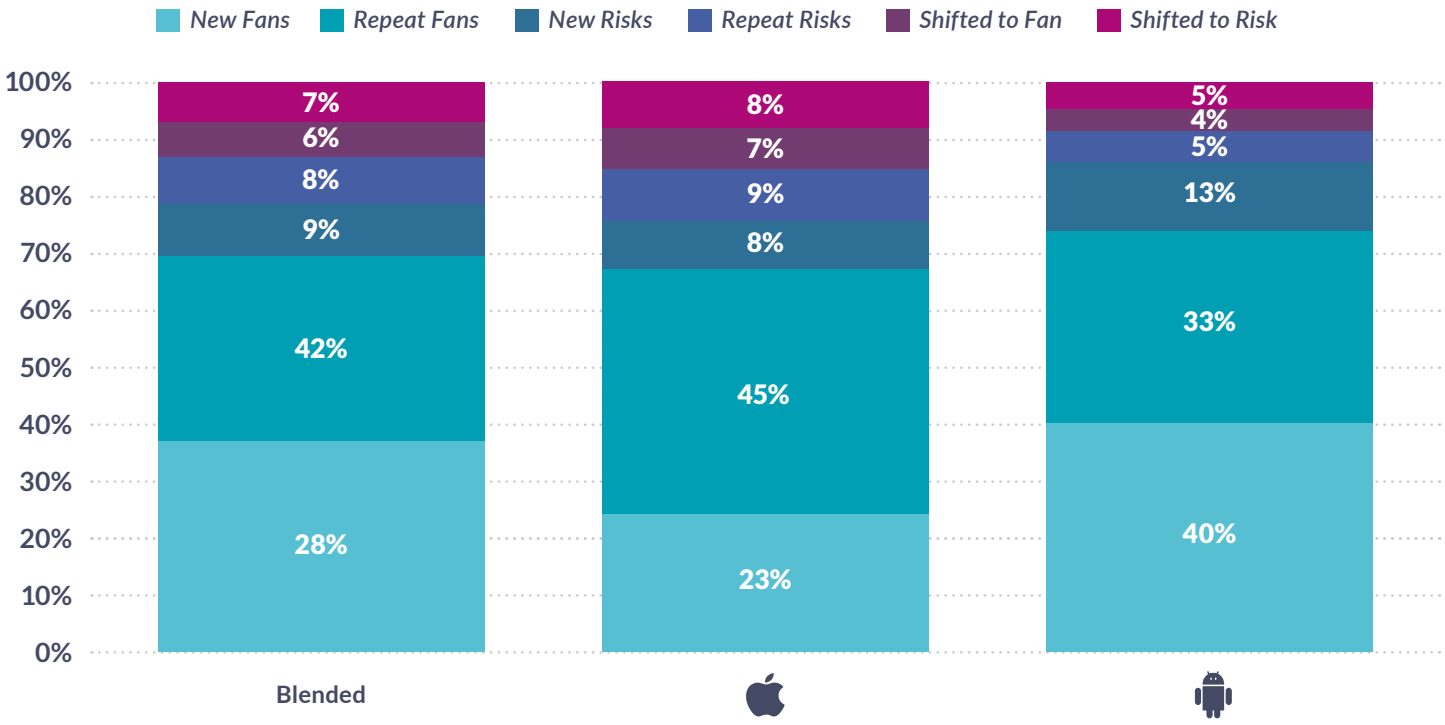


Love Percent

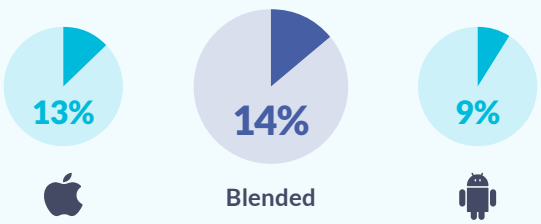
Total consumers who respond "Yes" to Love Dialog prompts



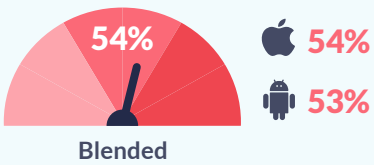
Expressed Consumer Emotion (Finance)



Shifted Emotions

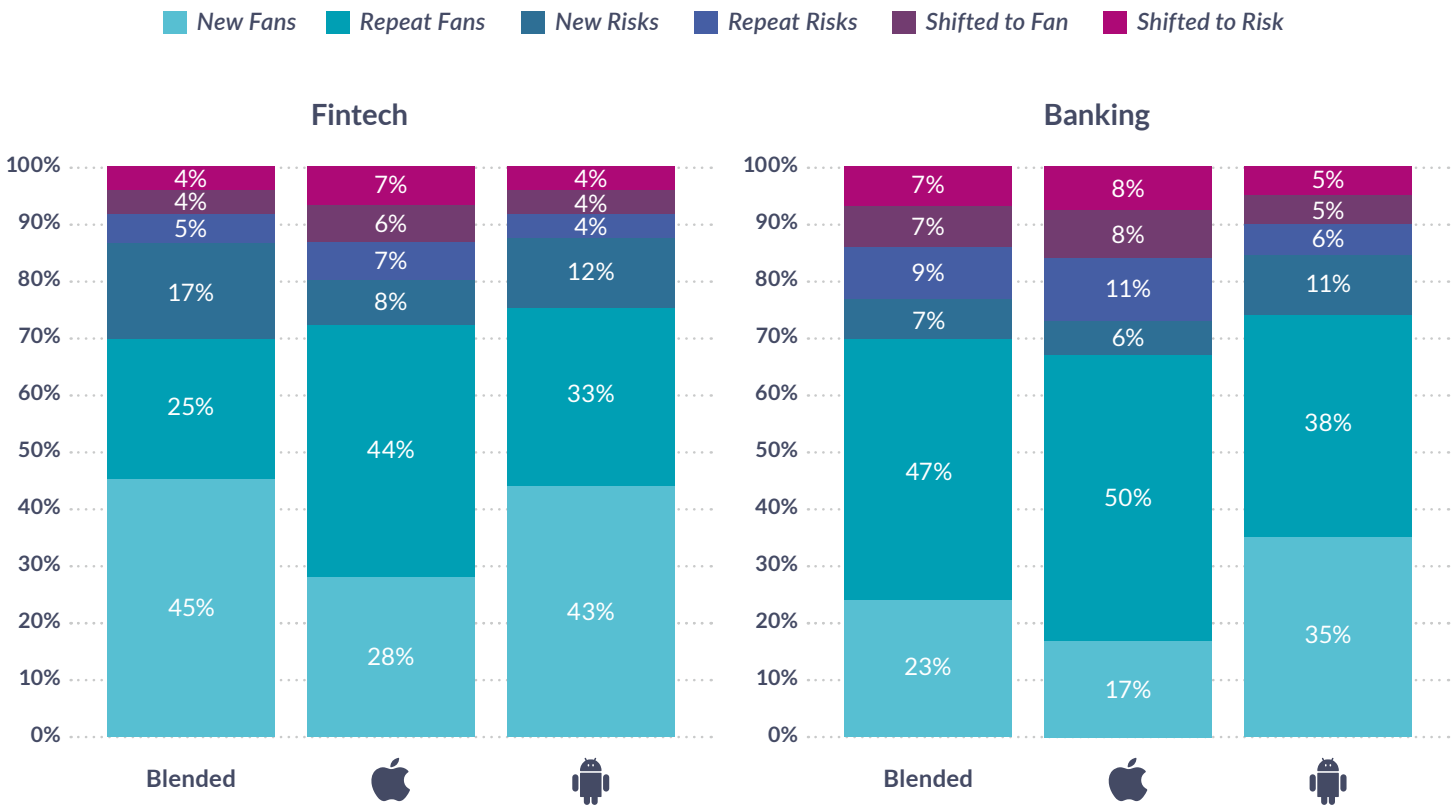


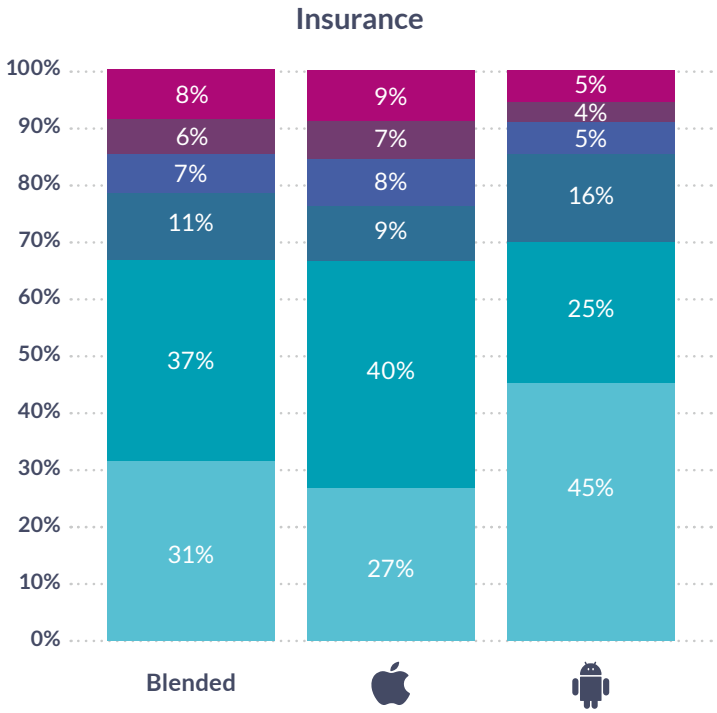
Identified Risks



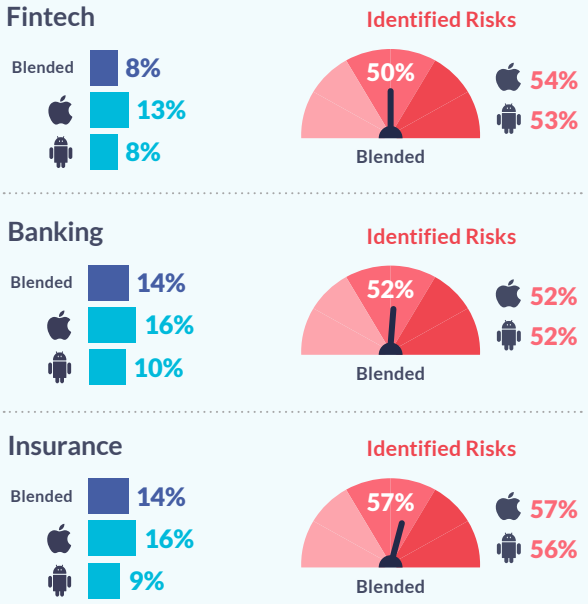
Click here for an in-depth look at Expressed Sentiment and how we define Consumer Emotion.

Expressed Consumer Emotion (Subcategories)





Shifted Emotions



Retention Rates for Fans and Risks

Fans are "Yes" responses, Risks are "No" responses to Love Dialog prompts

Finance

30-day Retention		90-day Retention		Annual Retention	
Fans	Risks	Fans	Risks	Fans	Risks
87%	87%	82%	82%	67%	61%

Fintech			Banking			Insurance		
30-day	90-day	Annual	30-day	90-day	Annual	30-day	90-day	Annual
Fans: **85%**	Fans: **84%**	Fans: **64%**	Fans: **96%**	Fans: **90%**	Fans: **76%**	Fans: **74%**	Fans: **73%**	Fans: **62%**
Risks: **83%**	Risks: **76%**	Risks: **50%**	Risks: **96%**	Risks: **91%**	Risks: **73%**	Risks: **74%**	Risks: **73%**	Risks: **54%**

Summary of Finance Apps in 2021

Finance apps experienced another year of customer engagement gains as people became more comfortable with managing their finances through apps. Finance apps are separated in three subcategories: Fintech (credit score, mortgage, stocks and bonds, loan consolidation, etc.), Banking (banks and credit unions), and Insurance (auto, home, life, renters, pets, etc.). Consumers in each subcategory have vastly different motivations and usage patterns, which we see represented in the data. All industry and subcategory data are compared to overall app marketplace averages.

Mobile teams prioritized proactively communicating with their consumers in 2021. Finance app average interaction rates were all above the overall average (26%) at 28% for Fintech, 43% for Banking, and 54% for Insurance. And consumers were eager to share their feedback. Response rates were phenomenal, with 94% for Fintech, a whopping 98% for Banking, and a high 97% for Insurance (91% overall). As a result, Love Percent improved for all subcategories, averaging 78% for Fintech and Insurance, and 79% for Banking (64% overall).

Finance apps typically have high retention rates, which held true in 2021. Collectively, the category had 30-day retention of 73% (67% overall), 90-day retention of 65% (58% overall), and annual retention

of 48% (44% overall). It's likely that Finance apps see lower churn than other categories due to the simple fact that it's harder for people to change banks and shift their financial planning tools than it is to, say, try a new restaurant. But retention is the best indicator of consumer happiness, which is driven by teams who collect and act on their feedback. When engaged with a Love Dialog, 90-day retention grew to 81% in Fintech, 78% in Insurance, and 90% in Banking—said another way, almost all Banking consumers were retained for three months after they engaged with a Love Dialog.

A unique data point for Finance apps comes from looking at retention by segmenting emotional shifts between Fans versus Risks—particularly around improved retention for Risks. When Finance brands segmented interactions based on shifted emotions, their 30-day retention for both Fans and Risks increased to 87%; 90-day retention for both Fans and Risks increased to 82%; and annual retention for Fans increased to 67% and to 61% for Risks. This is notable because despite negative emotions at some point throughout the year, retention for Risks remained high. Understanding shifts in emotion and proactively engaging with consumers to get ahead of churn is a big opportunity for Finance brands in 2022 and beyond.

Apptentive

Food & Drink

Food & Drink

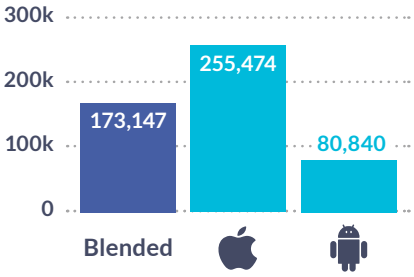
Subcategories: Restaurant, Food Services

> *Looking at the dining experience, for example, everything from search to reservation to pre-arrival to dine-in to exit is entering a new phase of digitization. As such, employees will feel more and more empowered leveraging technology to deliver better guest experiences and feel more empowered and happy to work in a well-run restaurant."*

CHRIS COMPARATO
CEO, Toast

Ratings and Reviews

Average Number of Ratings



	Blended	iOS	Android
Restaurant	297,955	474,071	131,624
Food Services	48,338	69,667	19,900

Average Star Rating

	Blended	iOS	Android
	4.67	4.77	4.35
Restaurant	4.69	4.79	4.35
Food Services	4.59	4.65	4.31

Average Number of Reviews

	Blended	iOS	Android
	3,326	1,065	5,999
Restaurant	5,793	1,963	9,835
Food Services	719	211	1,396

App Store Ratings Distribution

iOS

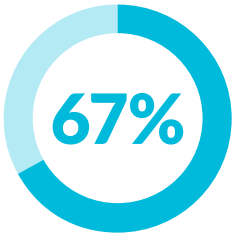
	★	★★	★★★	★★★★	★★★★★
Food & Drink	2%	1%	2%	10%	85%
Restaurant	2%	1%	2%	10%	85%
Food Services	2%	2%	4%	14%	78%

Android

	★	★★	★★★	★★★★	★★★★★
Food & Drink	10%	2%	4%	13%	71%
Restaurant	10%	2%	4%	13%	71%
Food Services	10%	3%	4%	15%	68%

Retention

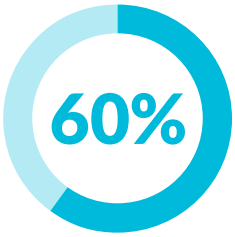
Average 30-day Retention



Food & Drink

Restaurant	68%
Food Services	60%

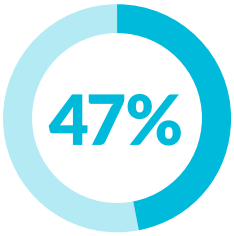
Average 90-day Retention



Food & Drink

Restaurant	61%
Food Services	53%

Average Annual Retention



Food & Drink

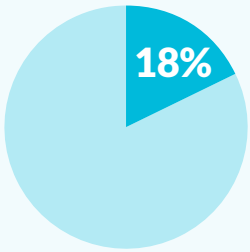
Restaurant	48%
Food Services	41%

90-Day Retention After Love Dialog

Food & Drink

Restaurant	84%
Food Services	83%

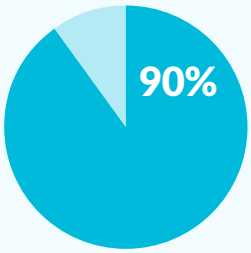
Average Interaction Rate



Food & Drink

Restaurant	18%
Food Services	24%

Average Response Rate



Food & Drink

Restaurant	90%
Food Services	91%

Surveys

Average Response Rate for In-app Surveys

Food & Drink

Restaurant	12%
Food Services	31%

Average Response Rate to Note-linked Surveys

Food & Drink

Restaurant	79%
Food Services	67%

Percentage of People Prompted for Surveys

Food & Drink

Restaurant	35%
Food Services	61%

Popular Phrases

Log in
Doesn't work
Sign in
Pick up
Drive thru
Sign up
Mobile order
User friendly
Credit card
Customer service

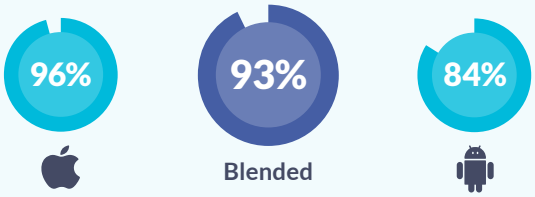
Popular Phrases with Sentiment Distribution

Consumer Sentiment

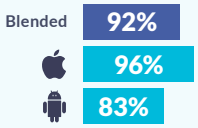
Love Dialog Conversion Rate

Consumers who responded "Yes" or "No" to Love Dialog prompts

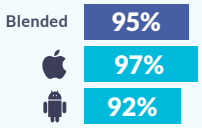
Food & Drink



Restaurant



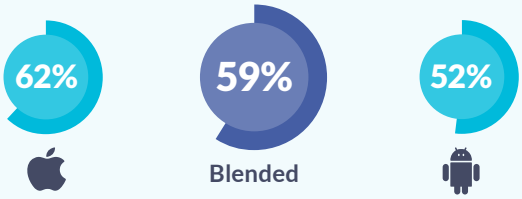
Food Services



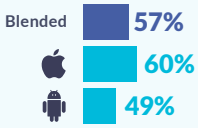
Love Percent

Total consumers who respond "Yes" to Love Dialog prompts

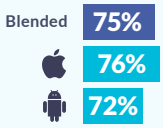
Food & Drink



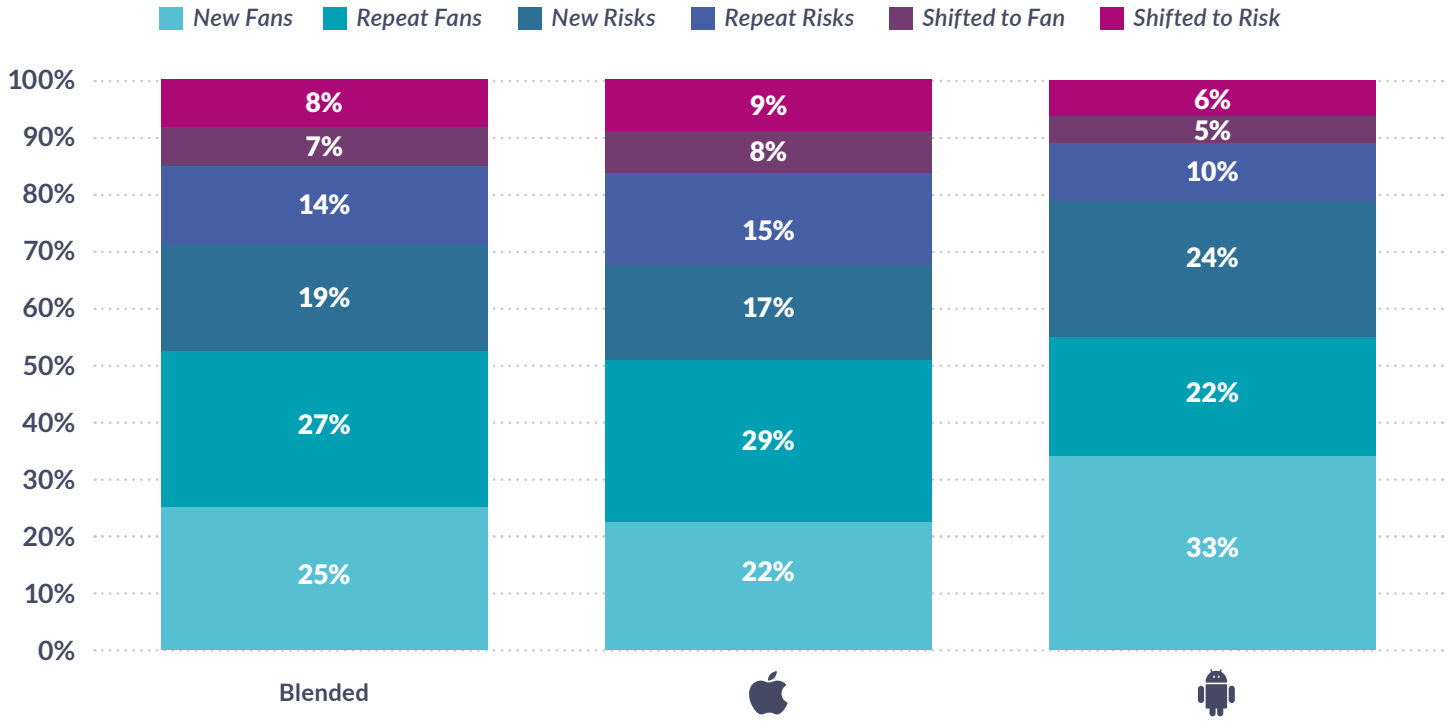
Restaurant



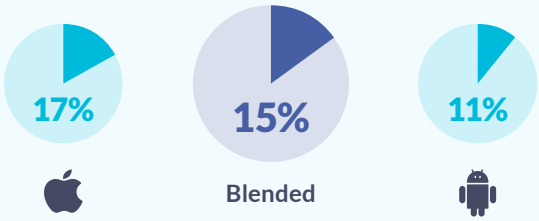
Food Services



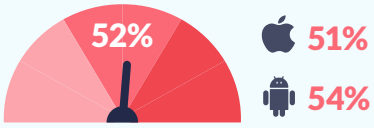
Expressed Consumer Emotion (Food & Drink)



Shifted Emotions

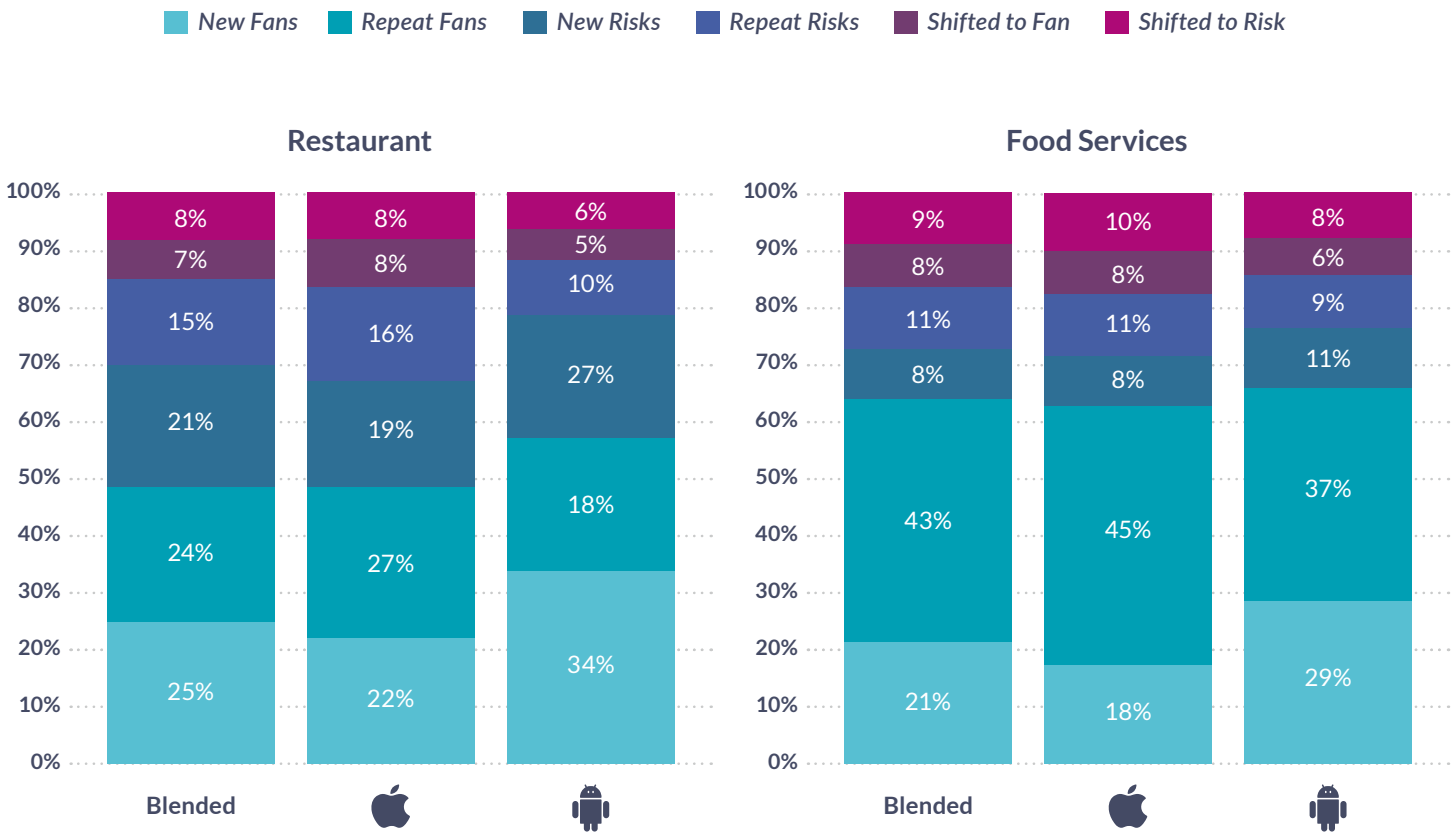


Identified Risks

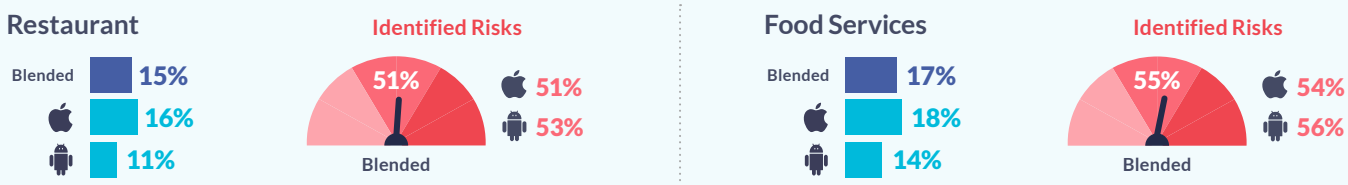


Click here for an in-depth look at Expressed Sentiment and how we define Consumer Emotion.

Expressed Consumer Emotion (Subcategories)



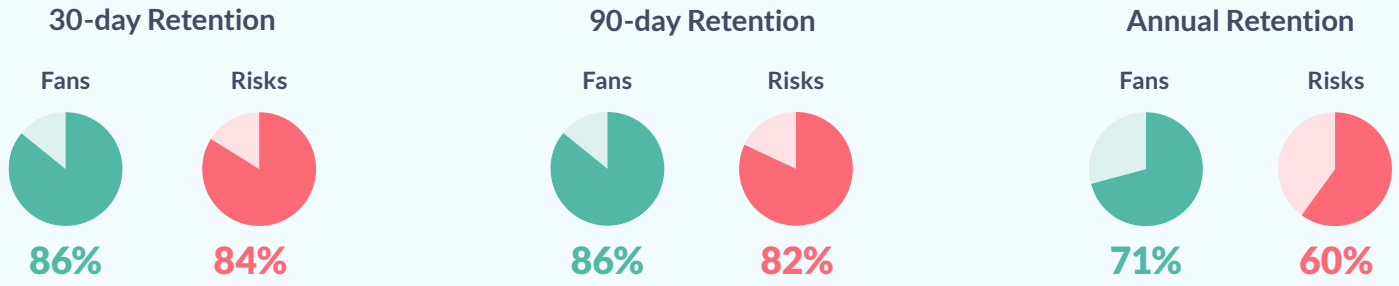
Shifted Emotions



Retention Rates for Fans and Risks

Fans are "Yes" responses, Risks are "No" responses to Love Dialog prompts

Food & Drink



Restaurant

30-day	90-day	Annual
Fans: **86%**	Fans: **86%**	Fans: **69%**
Risks: **84%**	Risks: **81%**	Risks: **58%**

Food Services

30-day	90-day	Annual
Fans: **86%**	Fans: **85%**	Fans: **65%**
Risks: **89%**	Risks: **86%**	Risks: **65%**

Summary of Food and Drink Apps in 2021

The Food and Drink industry embraced the transition to mobile in 2020, and the investments paid off in 2021. As people transitioned back to eating out, behavior and reliance on Food Services apps shifted—but the category still outpaced many of our overall benchmarks for engagement success. Food and Drink apps are separated into two subcategories: Restaurants (both QSR and sit down) and Food Services (grocery, food delivery, digital recipes, etc.). All industry and subcategory data are compared to overall app marketplace averages.

As consumer behavior shifted, ratings and reviews were impacted. The average number of ratings went up 5% for Restaurants and down 41% for Food Services. The average number of reviews told a similar story and went up 46% for Restaurants and down 57% for Food Services. Generally, consumers will rate and review what they regularly engage with, and our 2021 benchmarks are representative of consumer shifts. Despite waves of change in the number of ratings and reviews apps received, average star ratings were exceptional, with Restaurant apps averaging 4.69 stars and Food Services apps averaging 4.59 stars.

Restaurant apps' retention benchmarks were higher than overall averages, with 68% 30-day retention (67% overall), 61% 90-day retention (58% overall), and 48% annual retention (44% overall). Food

Services apps followed closely behind with 53% 90-day retention, 41% 90-day retention, and 41% annual retention. Both subcategories' retention improved dramatically when they showed consumers the Love Dialog in the first 90 days, averaging 84% for Restaurant and 83% for Food Services (79% overall).

Food and Drink brands who looked at retention through Fans and Risks segments made exceptional strides, particularly in long-term retention. Combined 90-day retention for Fans was 86% and 82% for Risks; annual retention was 71% for Fans and 60% for Risks. For an industry that gives consumers endless opportunities to switch their loyalty, mobile teams are doing an excellent job mitigating churn by getting ahead of it.

Sticking with the theme, interaction rates fell slightly for Restaurant apps, averaging 18% in 2021 (22% 2020 average). Food Services apps kept a consistent 24% interaction rate through both years. In 2020, many Food and Drink brands increased their mobile offerings and wanted to get more feedback than they'd ever had before. In 2021, the immediate process shifts they needed to make were likely made, and mobile teams may have focused less on proactively reaching out to consumers. A good investment for these teams in 2022 would be to double-down on interactions to hear from a more representative sample of consumers, without the added stress of immediate mobile pivots.

While broad interaction rates dipped slightly, the number of people brands prompted for surveys went up. Restaurant apps prompted an average of 35% of consumers (28% overall), while Food Services prompted an impressive 61%. This means that, on average, Food Services teams were able to accurately model what the majority of their consumers wanted based on feedback. As a subcategory, Food Services took the lead across Apptentive's overall data set in prompting consumers for feedback through surveys.

Apptentive

Healthcare

Healthcare

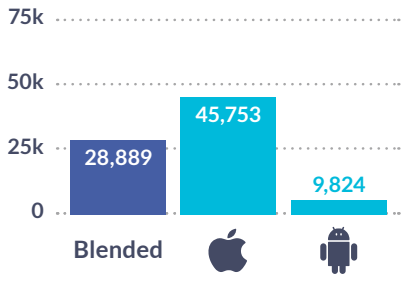
Subcategories: Medical, Fitness, Health Insurance

> *Regardless of what happens with the pandemic next year, the shift to virtual care and care-at-home will continue to accelerate. Beyond telehealth visits, 2022 will see increased adoption of hospital-at-home and remote patient management."*

MILAN SHAH
CTO,
Biofourmis

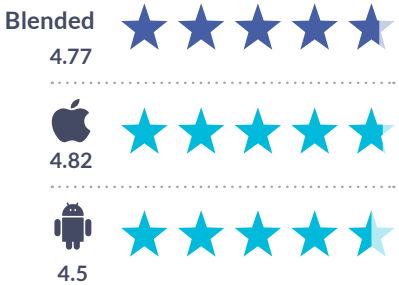
Ratings and Reviews

Average Number of Ratings



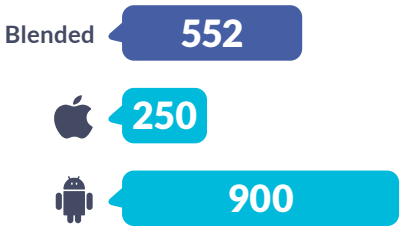
	Blended	iOS	Android
Medical	9,979	14,168	5,790
Fitness	191,251	280,333	57,627
Health Insurance	11,663	17,413	3,613

Average Star Rating



	Blended	iOS	Android
Medical	4.59	4.69	4.28
Fitness	4.86	4.88	4.69
Health Insurance	4.56	4.5	4.68

Average Number of Reviews



	Blended	iOS	Android
Medical	368	158	608
Fitness	1,532	698	2,575
Health Insurance	278	225	330

App Store Ratings Distribution

iOS

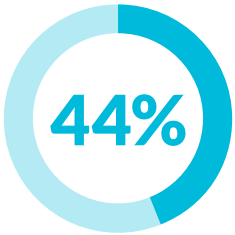
	★	★★	★★★	★★★★	★★★★★
Healthcare	1%	0%	2%	10%	87%
Medical	2%	1%	4%	13%	80%
Fitness	0%	0%	1%	9%	90%
Health Insurance	8%	2%	2%	8%	80%

Android

	★	★★	★★★	★★★★	★★★★★
Healthcare	6%	2%	3%	13%	76%
Medical	10%	3%	4%	16%	67%
Fitness	3%	1%	2%	11%	83%
Health Insurance	2%	1%	4%	13%	80%

Retention

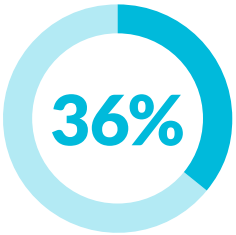
Average 30-day Retention



Healthcare

Medical	52%
Fitness	42%
Health Insurance	44%

Average 90-day Retention



Healthcare

Medical	38%
Fitness	36%
Health Insurance	35%

Average Annual Retention

Healthcare

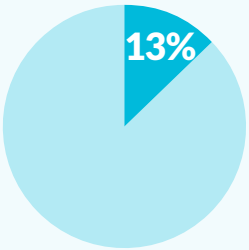
Medical	17%
Fitness	19%
Health Insurance	25%

90-Day Retention After Love Dialog

Healthcare

Medical	73%
Fitness	64%
Health Insurance	77%

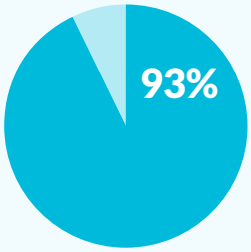
Average Interaction Rate



Healthcare

Medical	23%
Fitness	9%
Health Insurance	21%

Average Response Rate



Healthcare

Medical	93%
Fitness	94%
Health Insurance	92%

Surveys

Average Response Rate for In-app Surveys

Healthcare

Medical	18%
Fitness	6%
Health Insurance	19%

Average Response Rate to Note-linked Surveys

Healthcare

Medical	59%
Fitness	N/A
Health Insurance	N/A

Percentage of People Prompted for Surveys

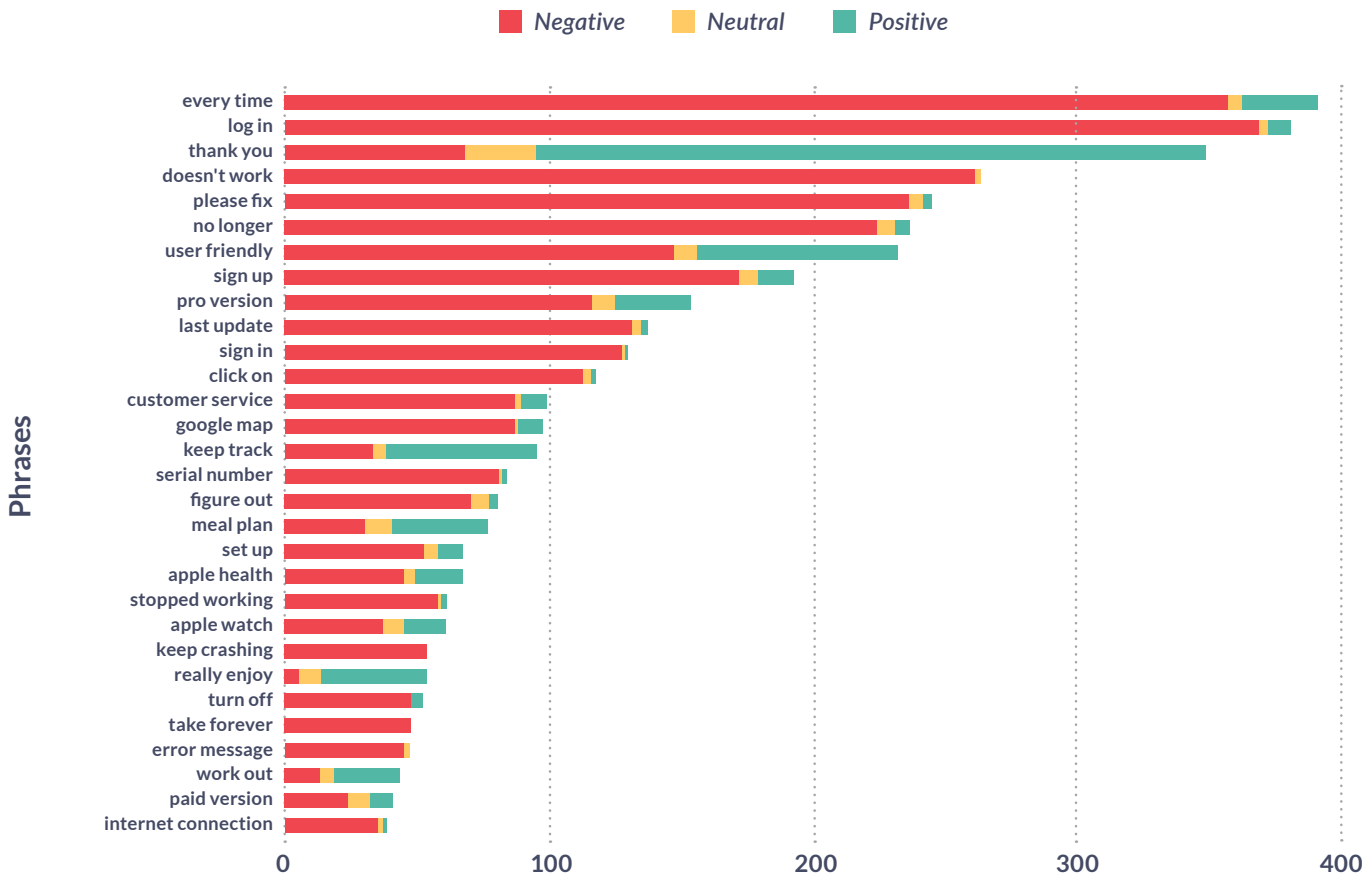
Healthcare

Medical	28%
Fitness	17%
Health Insurance	44%

Popular Phrases

Every time
Log in
Thank you
Doesn't work
Please fix
No longer
User friendly
Sign up
Pro version
Last update

Popular Phrases with Sentiment Distribution



Consumer Sentiment

Love Dialog Conversion Rate

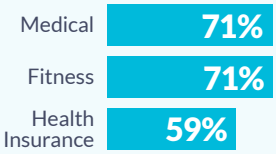
Consumers who responded "Yes" or "No" to Love Dialog prompts

Healthcare

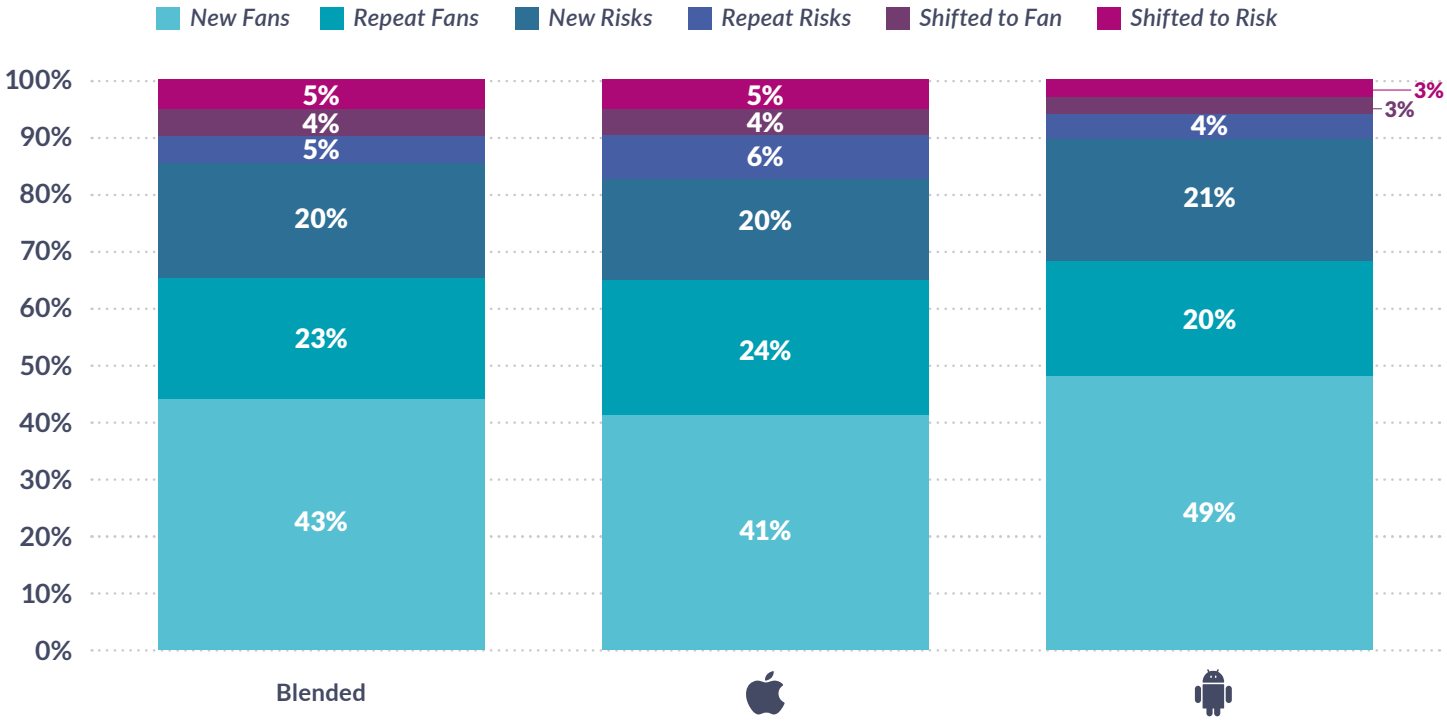
Love Percent

Total consumers who respond "Yes" to Love Dialog prompts

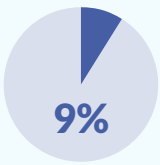
Healthcare



Expressed Consumer Emotion (Healthcare)



Shifted Emotions



Blended

Identified Risks

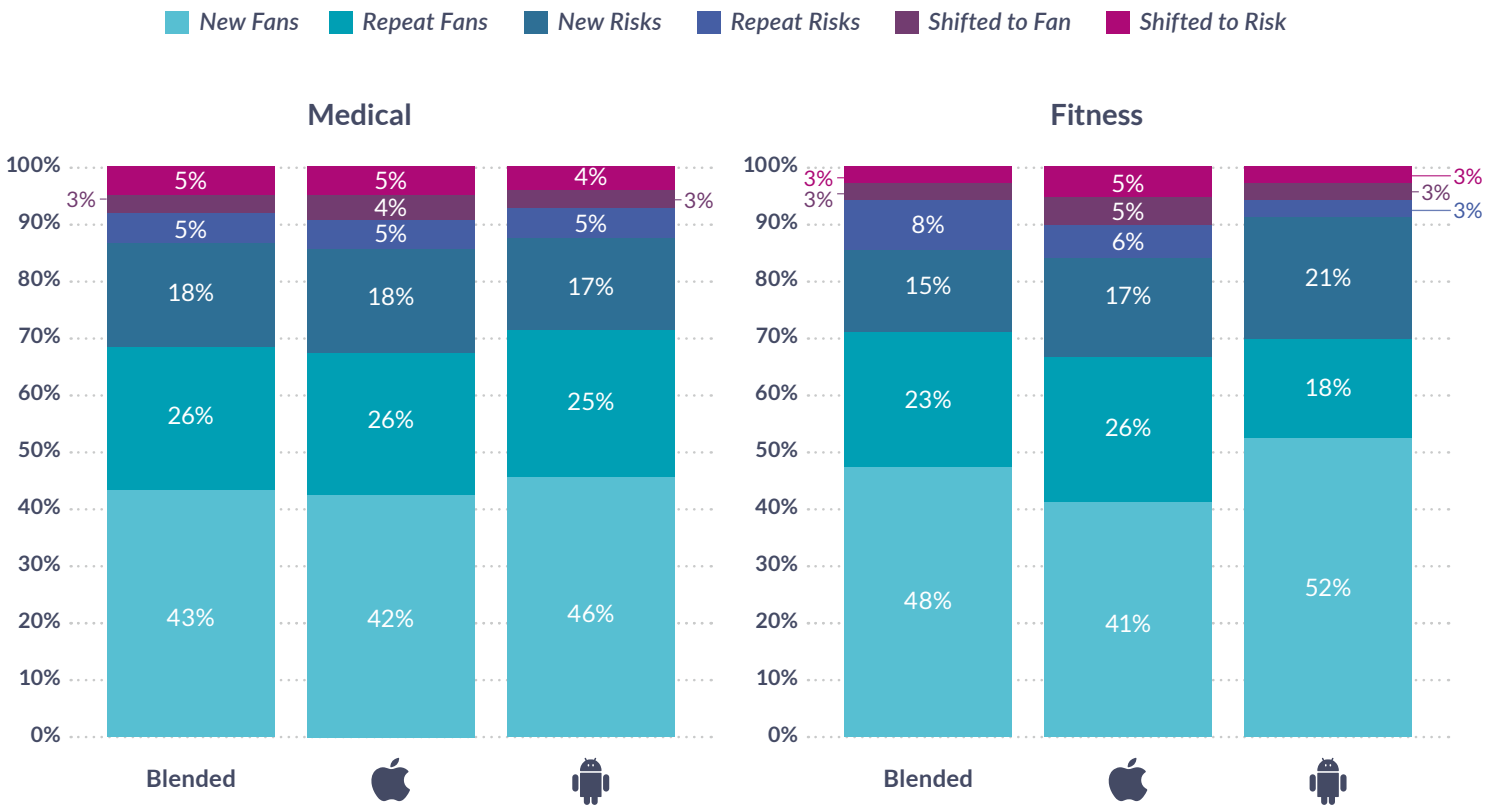
Blended

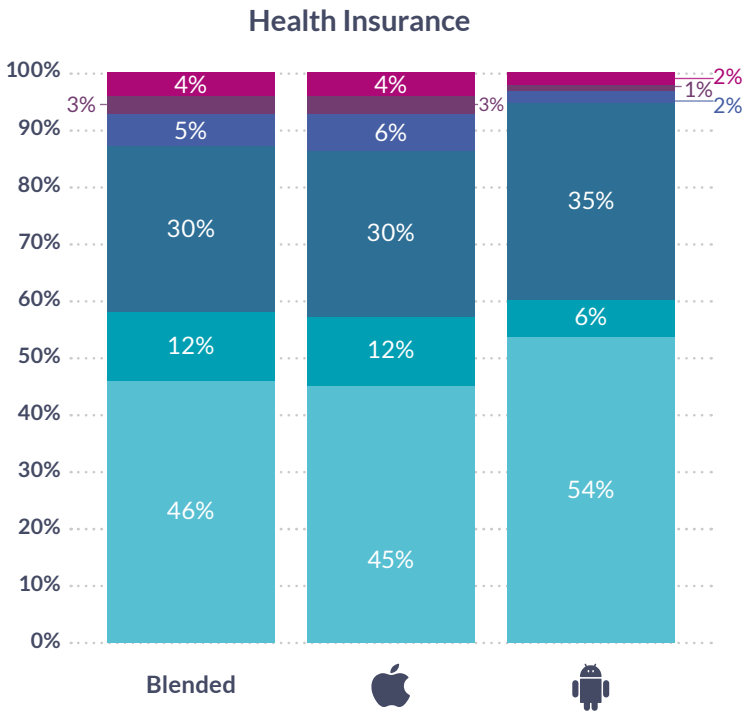
54%

55%

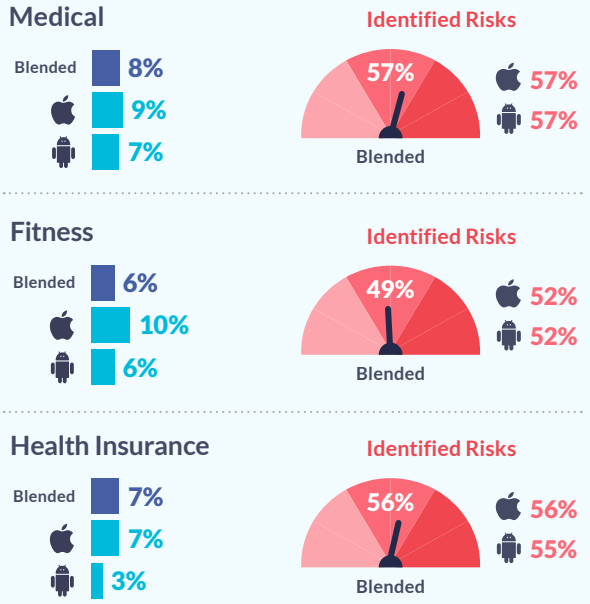
Click here for an in-depth look at Expressed Sentiment and how we define Consumer Emotion.

Expressed Consumer Emotion (Subcategories)





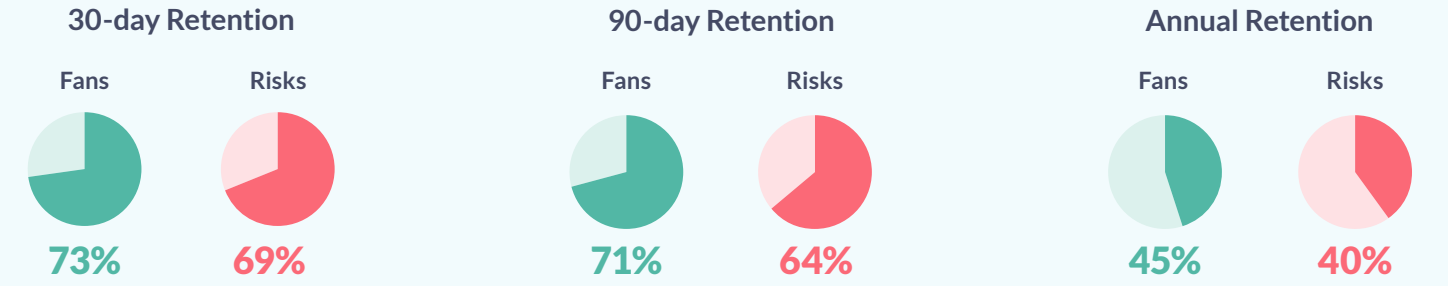
Shifted Emotions



Retention Rates for Fans and Risks

Fans are "Yes" responses, Risks are "No" responses to Love Dialog prompts

Healthcare



Medical

30-day	90-day	Annual
Fans: **82%**	Fans: **77%**	Fans: **42%**
Risks: **79%**	Risks: **67%**	Risks: **37%**

Fitness

30-day	90-day	Annual
Fans: **70%**	Fans: **67%**	Fans: **43%**
Risks: **67%**	Risks: **58%**	Risks: **36%**

Health Insurance

30-day	90-day	Annual
Fans: **72%**	Fans: **79%**	Fans: **62%**
Risks: **71%**	Risks: **75%**	Risks: **60%**

Summary of Healthcare in 2021

After a major MAU uptick in 2020 due to pandemic-driven lockdowns, many consumers continued their activity in mobile apps in order to manage care in 2021. Due to ease of use, people getting into a groove of at-home fitness, and quick access to information on the go, consumers stuck around, and Healthcare brands saw improved retention and engagement opportunities throughout the year. Healthcare apps are divided into three subcategories: Medical (public health, condition management, reproductive services, etc.) and Fitness (fitness tracking, nutrition, workout plans, etc.), and Health Insurance. All industry and subcategory data are compared to overall app marketplace averages.

To start, Healthcare mobile teams asked more consumers for their feedback in 2021 than in previous years. The percentage of people prompted for surveys was 28% in Medical, 17% in Fitness, and an extremely high 44% in Health Insurance (28% overall). When brands proactively ask for feedback, they're able to get ahead of unhappiness and churn, and mobile surveys are a great way to broaden your customer voice. Response rates were high in Medical at 18% and Health Insurance at 19% (13% overall), but fell short in Fitness at 6%.

While retention in Healthcare was lower than overall benchmarks, there were year-over-year improvements. Collective average 30-day retention was 44% (67% overall), 90-day was 36% (58%

overall), and annual was 20% (44% overall). However, these numbers are improvements from 2020, especially in annual retention which saw a 25% year-over-year gain. When brands showed consumers the Love Dialog, benchmarks improved: 90-day retention increased to 68% after seeing the Love Dialog (79% overall).

Typically, brands see retention decrease as time goes on, but that's not always the case. For retention for Fans versus Risks in the Health Insurance subcategory, retention was actually greater at 90 days than it was at 30 days. This can happen in industries where consumers don't engage at a frequent cadence. In Health Insurance, many people don't use their health insurance monthly, which leads to longer gaps of time between opening the app. If brands in this category consider success by single-day or 30-day retention alone, they likely aren't capturing the big picture of how consumers utilize their apps.

Consumer happiness matched what was seen in retention. Medical and Fitness apps both had a Love Percent of 75%, higher than the overall average of 64%. Health Insurance was slightly lower at 59%, still showing that the majority of consumers were happy with their mobile brand experiences. In 2022, Healthcare brands should continue leveraging their mobile apps to target Fan and Risk segments for feedback, while acting on what they learn and closing the feedback loop when changes are made.

Apptentive

Personal Services

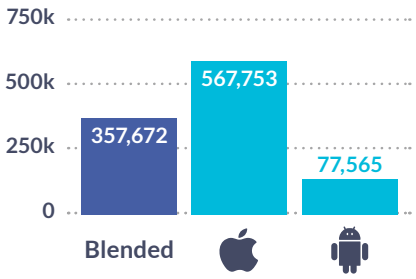
Personal Services

Subcategories: Home, Family

> *Statistics are just people with the tears wiped off."*
>
> **SPENCER RASCOFF**
> Co-founder and former CEO,
> Zillow

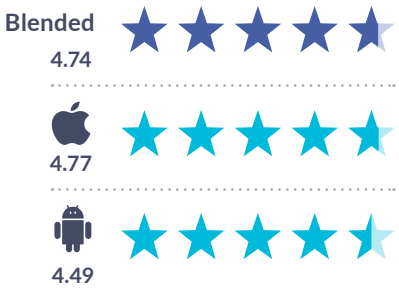
Ratings and Reviews

Average Number of Ratings



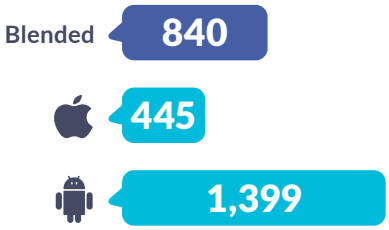
	Blended		
Home	452,737	695,351	102,294
Family	9,101	14,825	3,376

Average Star Rating



	Blended		
Home	4.74	4.77	4.5
Family	4.49	4.54	4.3

Average Number of Reviews



	Blended		
Home	1,028	506	1,781
Family	248	244	254

App Store Ratings Distribution

iOS

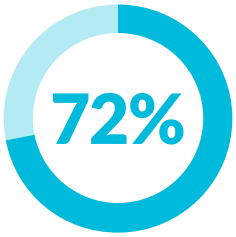
	★	★★	★★★	★★★★	★★★★★
Personal Services	1%	0%	3%	14%	82%
Home	1%	0%	3%	14%	82%
Family	6%	1%	5%	11%	77%

Android

	★	★★	★★★	★★★★	★★★★★
Personal Services	5%	2%	4%	17%	72%
Home	5%	2%	4%	17%	72%
Family	10%	1%	5%	16%	68%

Retention

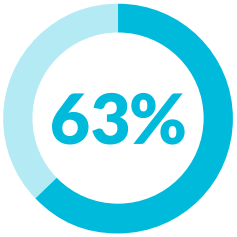
Average 30-day Retention



Personal Services

Home	72%
Family	67%

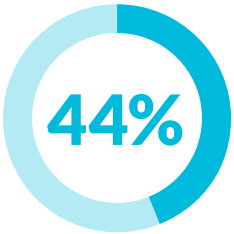
Average 90-day Retention



Personal Services

Home	63%
Family	58%

Average Annual Retention



Personal Services

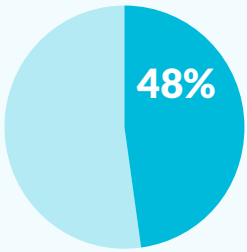
Home	45%
Family	37%

90-Day Retention After Love Dialog

Personal Services

Home	82%
Family	71%

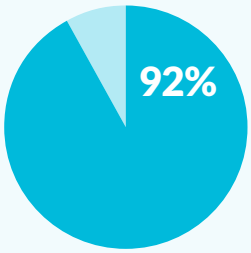
Average Interaction Rate



Personal Services

Home	48%
Family	28%

Average Response Rate



Personal Services

Home	92%
Family	98%

Surveys

Average Response Rate for In-app Surveys

Personal Services

Home	3%
Family	21%

Average Response Rate to Note-linked Surveys

Personal Services

Home	25%
Family	N/A

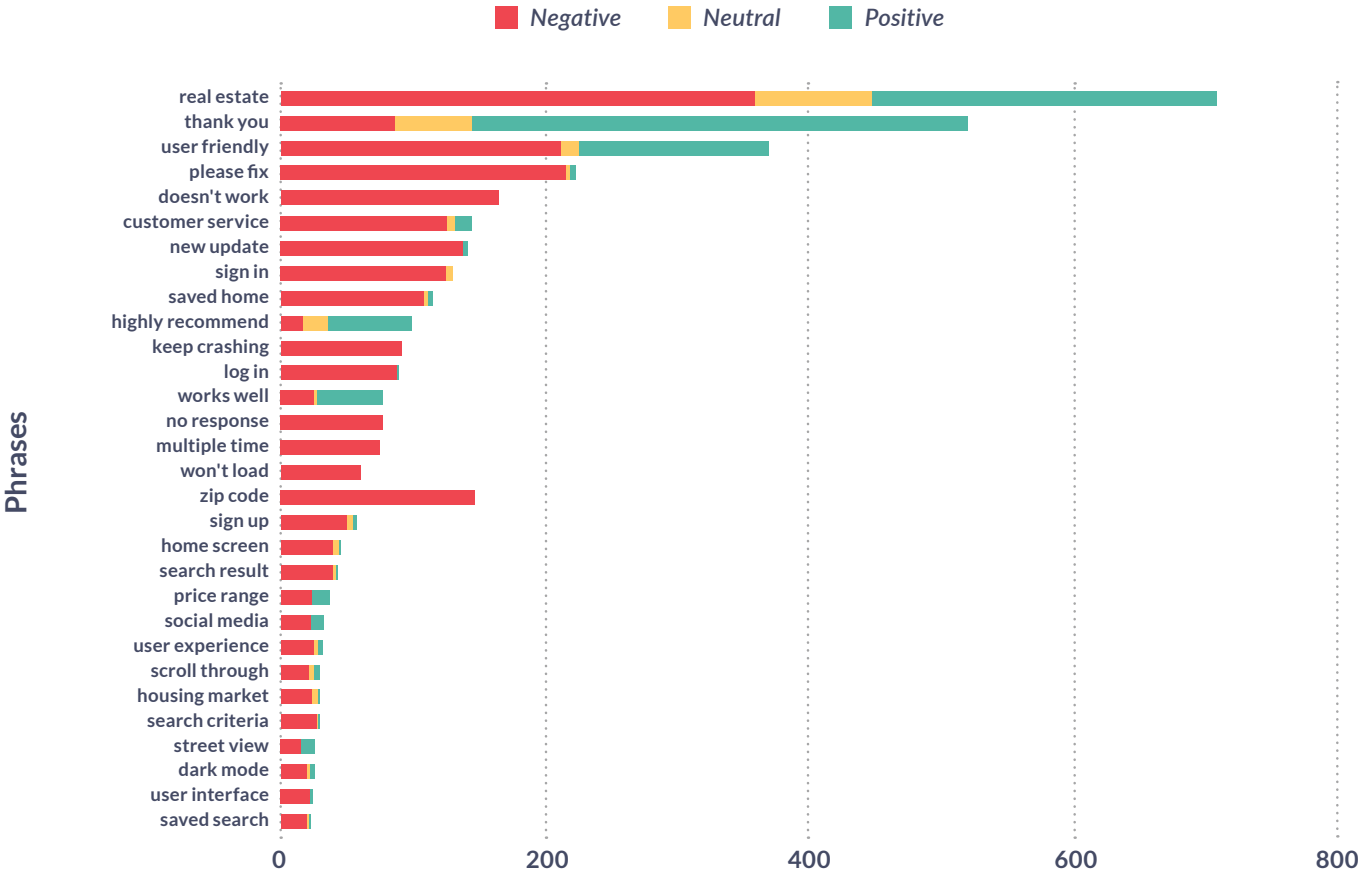
Percentage of People Prompted for Surveys

Personal Services

Home	5%
Family	19%

Popular Phrases

Popular Phrases with Sentiment Distribution

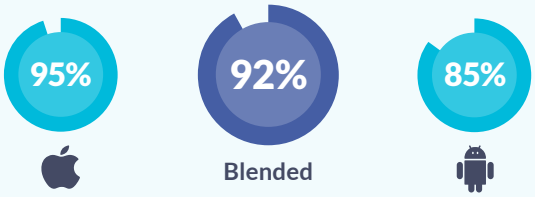


Consumer Sentiment

Love Dialog Conversion Rate

Consumers who responded "Yes" or "No" to Love Dialog prompts

Personal Services

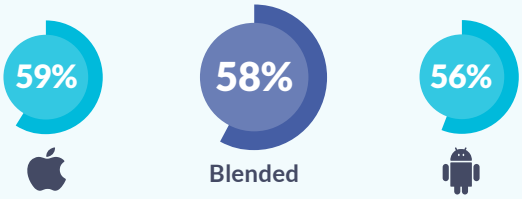


	Home	Family
Blended	92%	98%
	95%	99%
	85%	97%

Love Percent

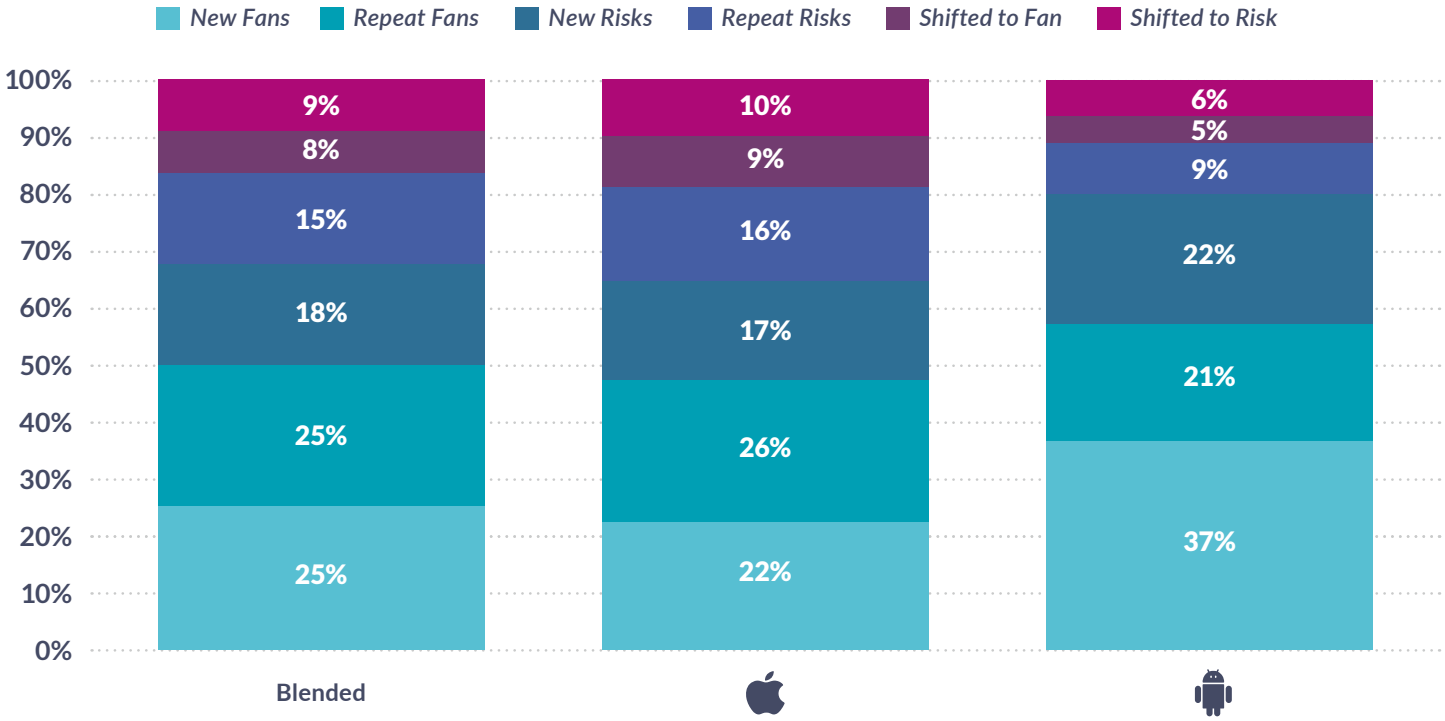
Total consumers who respond "Yes" to Love Dialog prompts

Personal Services

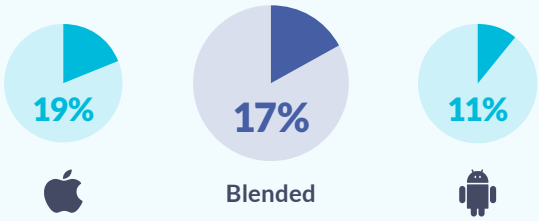


	Home	Family
Blended	58%	74%
	58%	76%
	56%	72%

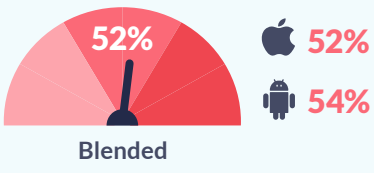
Expressed Consumer Emotion (Personal Services)



Shifted Emotions

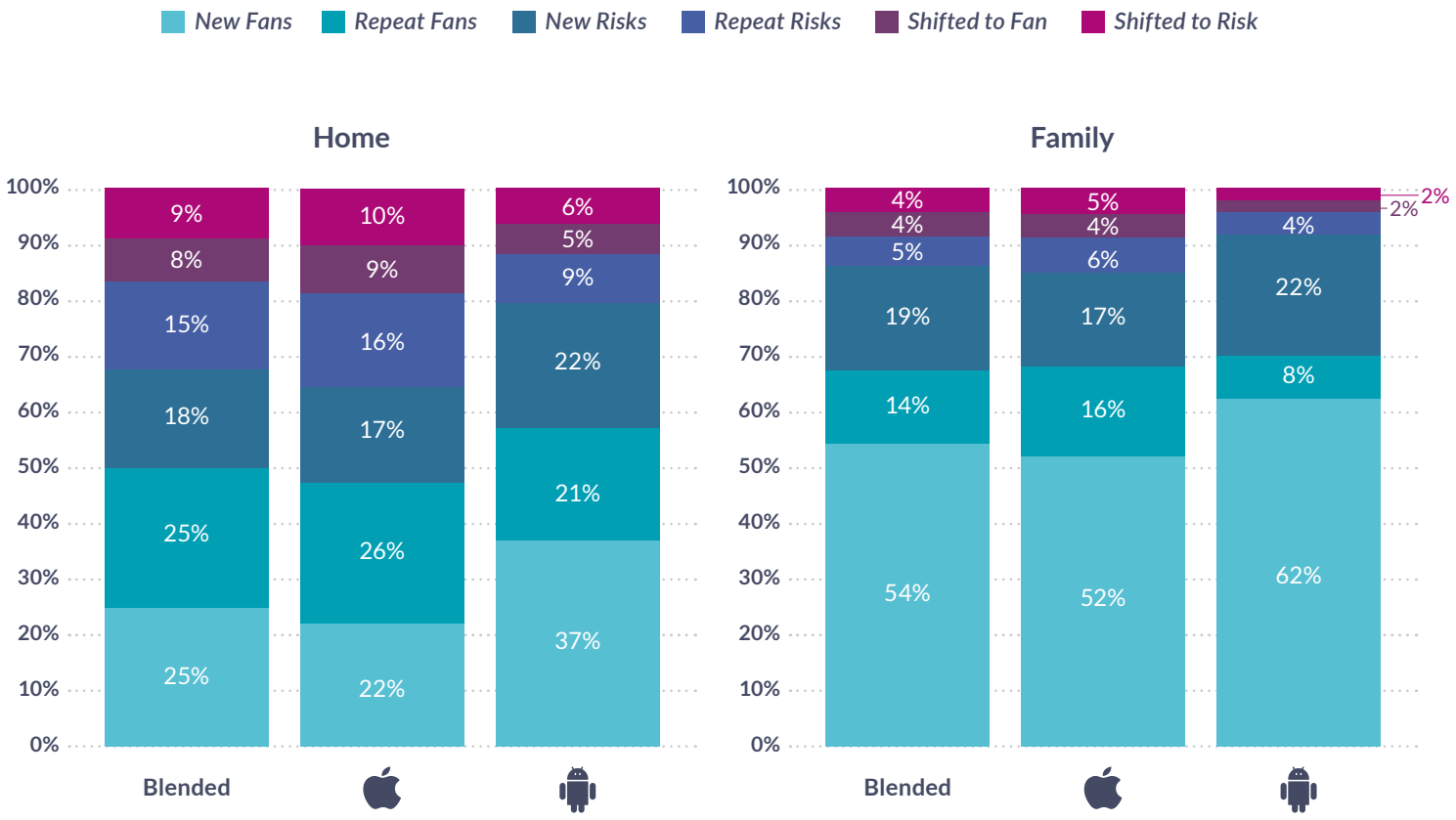


Identified Risks

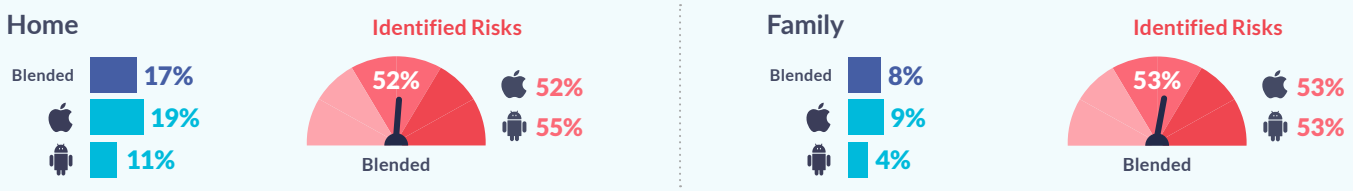


Click here for an in-depth look at Expressed Sentiment and how we define Consumer Emotion.

Expressed Consumer Emotion (Subcategories)



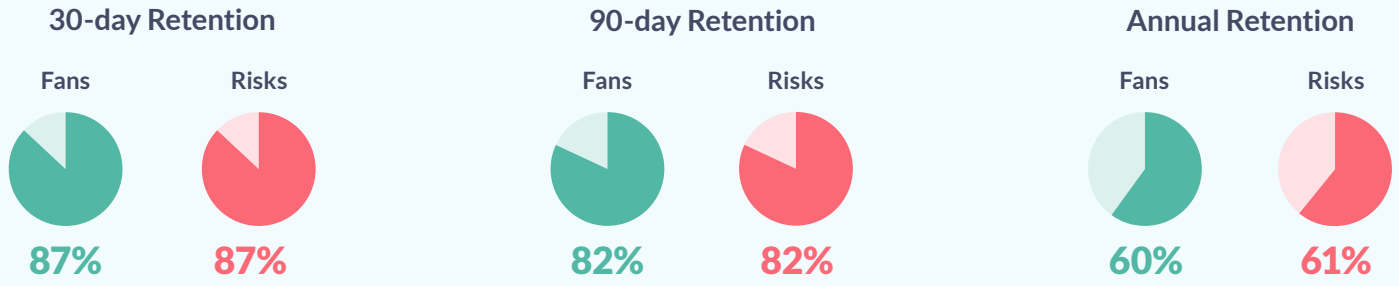
Shifted Emotions



Retention Rates for Fans and Risks

Fans are "Yes" responses, Risks are "No" responses to Love Dialog prompts

Personal Services



Home

	30-day	90-day	Annual
Fans	**88%**	**82%**	**60%**
Risks	**87%**	**81%**	**61%**

Family

	30-day	90-day	Annual
Fans	**82%**	**69%**	**48%**
Risks	**86%**	**75%**	**50%**

Summary of Personal Services Apps in 2021

Personal Services apps are separated into two subcategories: Home (real estate, property management, and connected devices) and Family (milestone tracking and family schedule management). Industries represented within the subcategories have vastly different business goals. Rather than comparing by benchmark, below is a short summary of both the Home and Family apps included in our data. All industry and subcategory data are compared to overall app marketplace averages.

Home: The housing market had a wild year. Extreme demand drove MAU, usage, and consumer emotions, so mobile teams working in Home had to pivot how they gather and act on customer feedback. Brands were still eager to talk to their consumers, but the 2021 data story paints an interesting picture around caution in their approach, particularly around surveys.

The average survey response for Home was 3%, much lower than the overall average of 13%. The percentage of people prompted for surveys was only 5%, much lower than the overall average of 28%. Basing product decisions on only 5% of your brand's consumer base is a flawed and dangerous strategy. In order to prevent churn and increase loyalty, brands should use 2022 to expand the number of consumers they survey and ultimately take action on their feedback to improve in-app experiences.

Home consumers are eager to give feedback when asked. Home apps' average interaction rate was 48%, which is extremely high (26% overall). The average response rate in Home was also above the overall benchmark at 92% (91% overall). Getting in front of consumers before they churn is critical, and targeting Fan vs. Risk segments is the best way to do so proactively.

Despite engaging with too few consumers, Home apps saw strong retention throughout the year: 72% 30-day (67% overall), 63% 90-day (58% overall), and 45% annual (44% overall). 90-day retention after Love Dialog was 82%, which is above the overall average of 79%. But sentiment wasn't all roses. Home apps' Love Percent was an average of 58% (64% overall). Unfortunately, much of the negative sentiment likely had to do with frustration in home buying. Estimates were notoriously off in 2021, and frustrated buyers often blame the app rather than the marketplace—bolstering the need for qualitative, open-ended feedback.

Family: Mobile teams working on Family apps experimented with talking to more new consumers at different times throughout the year, and saw mostly positive waves of change as a result. The average interaction rate for Family apps was 28%, slightly higher than the 25% overall average. Average response rate for Family apps was exceptional at 98%—meaning almost everyone who was interacted with responded. Responses were generally positive, and Family apps had a Love Percent of 74%, high above the overall average of 64% overall.

Family apps saw fewer shifted consumer emotions in 2021 than they did in 2020, with only 8% of consumers shifting (11% overall). In talking to more people, they were able to proactively make connections that helped keep them happy and around. Asking more people how they feel about the brand and mobile experience allowed teams to identify more Fans to ask for potential ratings, which they did—Family apps' ratings went up to an average of 4.49.

While interactions were up, surveys didn't quite hit the overall benchmark. Family apps only surveyed 19% of their consumers, lower than the overall average of 28%. The consumers who were surveyed responded strongly, with an average 21% survey response rate compared to the 13% overall average. In 2022, Family mobile teams should prompt more of their consumers with surveys at non-interruptive places and times throughout their mobile experiences as they are eager to share feedback when asked for it.

Apptentive

Shopping

Shopping

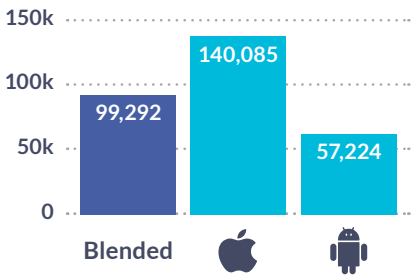
Subcategories: eCommerce, Retail

> *Buy Online, Pick-up in Store provides our highest satisfaction customer experience, which in turn drives more return visits. It is also our most profitable customer journey. For example, the average customer that shops across both banners, in-store and online, spends over 12 times more than a customer utilizing a single channel."*

ERIK NORDSTROM
CEO, Nordstrom

Ratings and Reviews

Average Number of Ratings



	Blended		
eCommerce	75,290	80,530	69,799
Retail	146,205	259,194	33,216

Average Star Rating

	Blended		
	4.7	4.82	4.4
eCommerce	4.59	4.8	4.33
Retail	4.81	4.83	4.66

Average Number of Reviews

	Blended		
	1,106	353	1,953
eCommerce	1,146	337	2,032
Retail	1,031	380	1,801

App Store Ratings Distribution

iOS

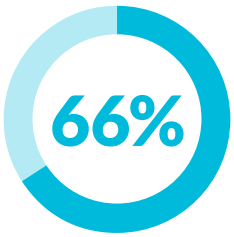
	★	★★	★★★	★★★★	★★★★★
Shopping	1%	1%	2%	9%	87%
eCommerce	1%	1%	2%	10%	86%
Retail	1%	1%	2%	8%	88%

Android

	★	★★	★★★	★★★★	★★★★★
Shopping	8%	2%	4%	15%	71%
eCommerce	9%	3%	4%	15%	69%
Retail	3%	1%	3%	13%	80%

Retention

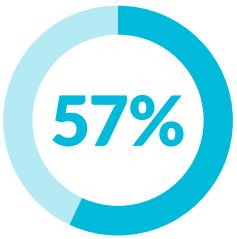
Average 30-day Retention



Shopping

eCommerce	66%
Retail	64%

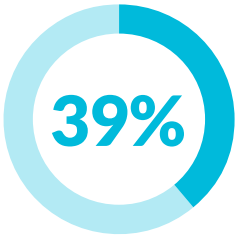
Average 90-day Retention



Shopping

eCommerce	57%
Retail	58%

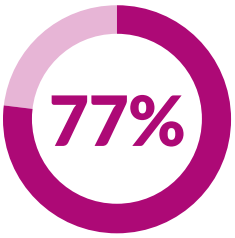
Average Annual Retention



Shopping

eCommerce	32%
Retail	49%

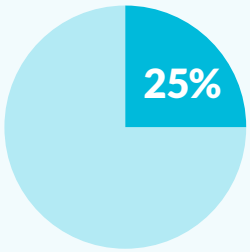
90-Day Retention After Love Dialog



Shopping

eCommerce	78%
Retail	84%

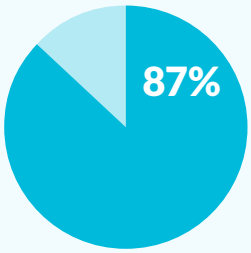
Average Interaction Rate



Shopping

eCommerce	43%
Retail	21%

Average Response Rate



Shopping

eCommerce	98%
Retail	81%

Surveys

Average Response Rate for In-app Surveys

Shopping

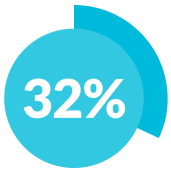
eCommerce	11%
Retail	24%

Average Response Rate to Note-linked Surveys

Shopping

eCommerce	50%
Retail	45%

Percentage of People Prompted for Surveys



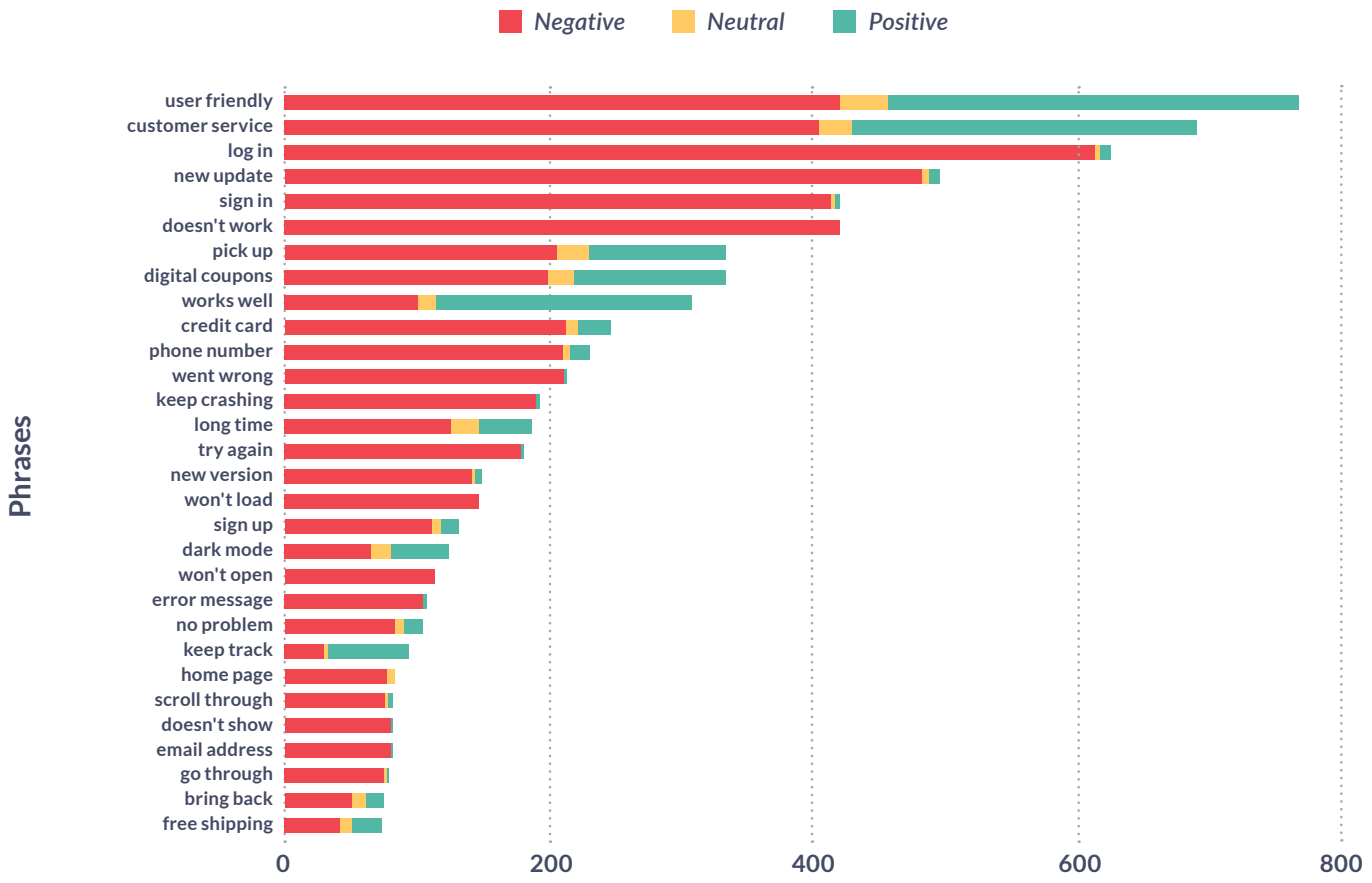
Shopping

eCommerce	25%
Retail	50%

Popular Phrases

User friendly
Customer service
Log in
New update
Sign in
Doesn't work
Pick up
Digital coupons
Works well
Credit card

Popular Phrases with Sentiment Distribution

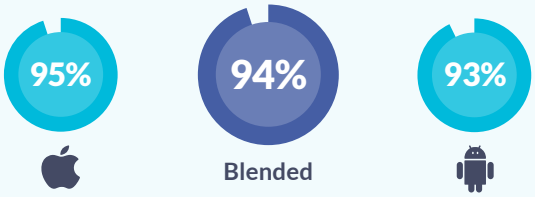


Consumer Sentiment

Love Dialog Conversion Rate

Consumers who responded "Yes" or "No" to Love Dialog prompts

Shopping

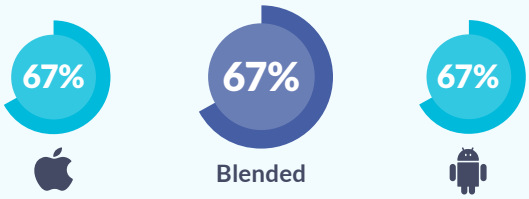


	eCommerce	Retail
Blended	96%	93%
	98%	93%
	93%	92%

Love Percent

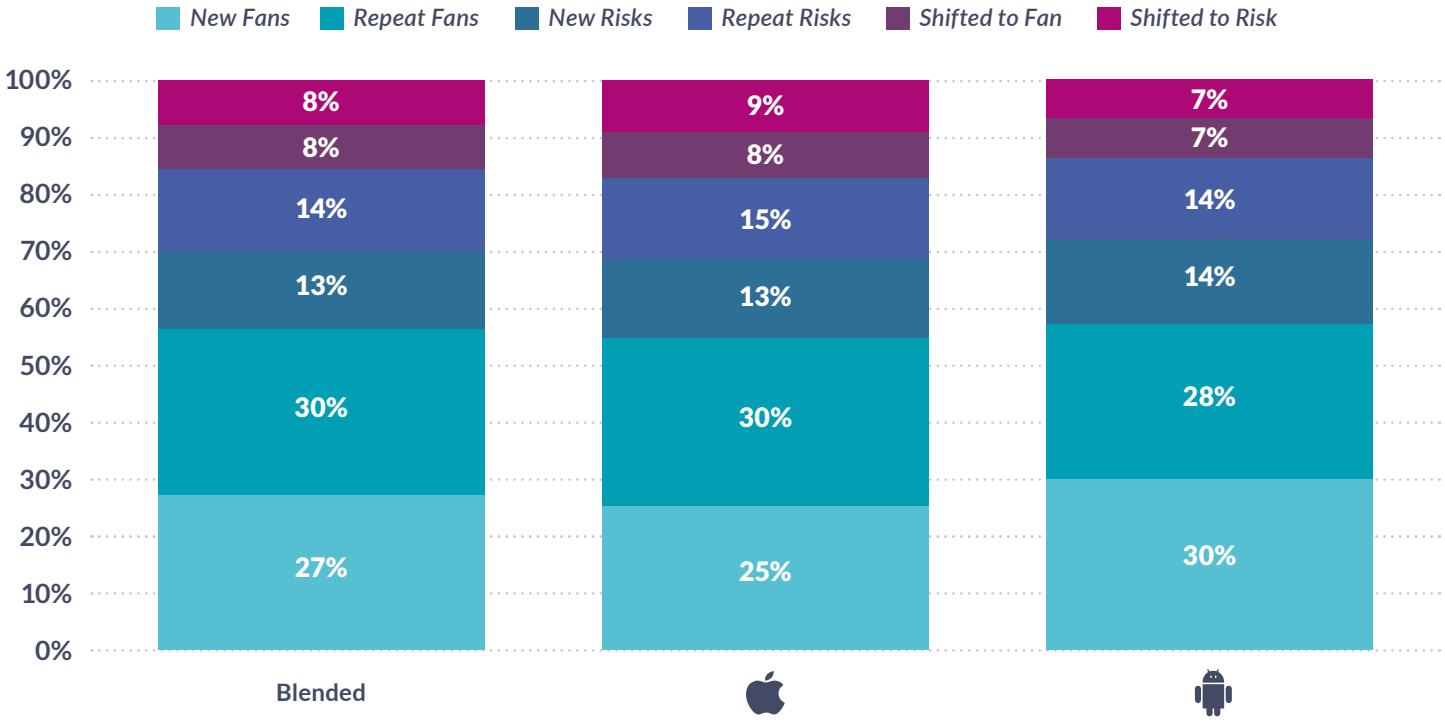
Total consumers who respond "Yes" to Love Dialog prompts

Shopping

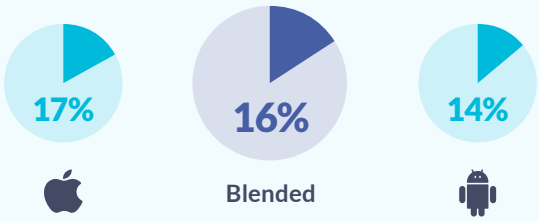


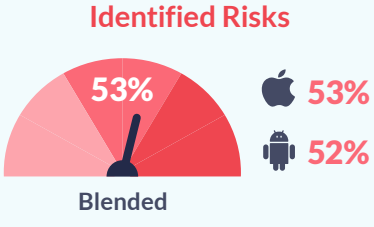
	eCommerce	Retail
Blended	79%	67%
	81%	66%
	75%	71%

Expressed Consumer Emotion (Shopping)



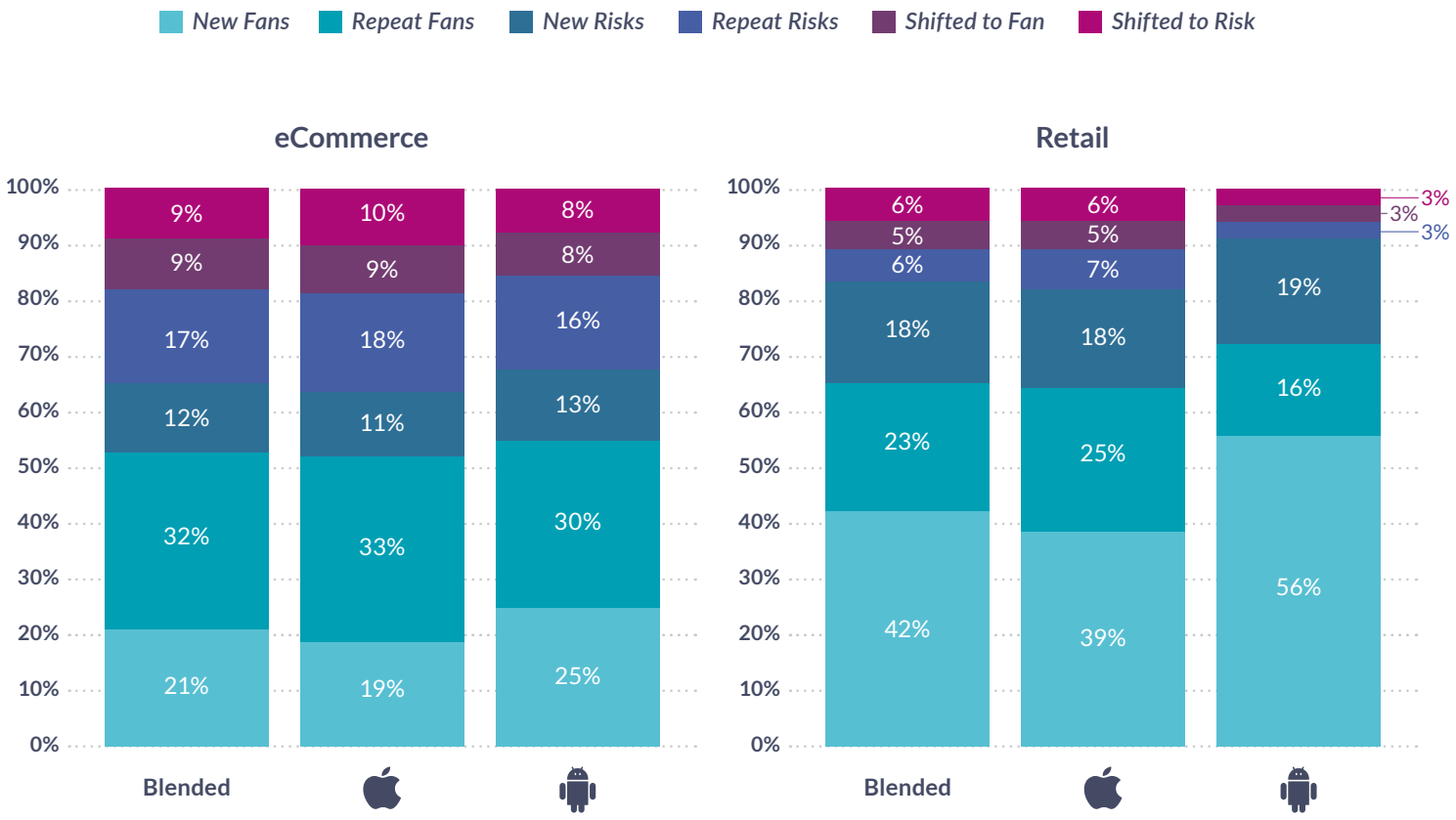
Shifted Emotions



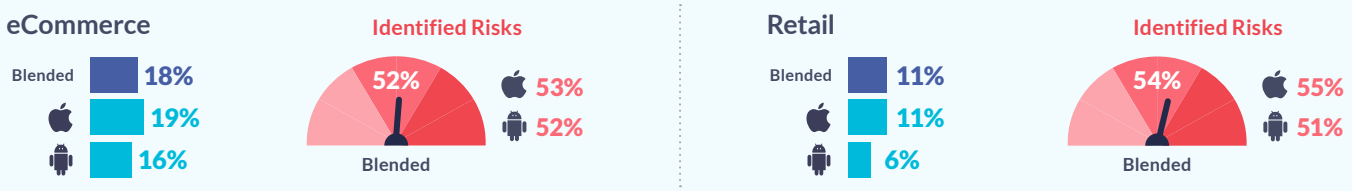


Click here for an in-depth look at Expressed Sentiment and how we define Consumer Emotion.

Expressed Consumer Emotion (Subcategories)



Shifted Emotions



Retention Rates for Fans and Risks

Fans are "Yes" responses, Risks are "No" responses to Love Dialog prompts

Shopping

30-day Retention		90-day Retention		Annual Retention	
Fans	Risks	Fans	Risks	Fans	Risks
83%	82%	78%	75%	56%	51%

eCommerce

30-day	90-day	Annual
Fans: **81%**	Fans: **80%**	Fans: **55%**
Risks: **80%**	Risks: **75%**	Risks: **51%**

Retail

30-day	90-day	Annual
Fans: **86%**	Fans: **81%**	Fans: **70%**
Risks: **86%**	Risks: **87%**	Risks: **75%**

Summary of Shopping Apps in 2021

Pandemic-driven lockdowns drove hoards of new consumers into mobile Shopping apps in 2020, and in 2021, many stayed in mobile experiences rather than going back to in-person shopping. Mobile teams rose to the challenge by testing new ways to engage the increased number of consumers in their apps. In a herculean effort to combat painful global supply chain issues outside of their control, coupled with meeting mobile consumer expectations that stayed high from 2020, they still managed to pull off high benchmarks for Love Percent, retention, response rates, and more. All industry and subcategory data are compared to overall app marketplace averages.

The average interaction rate was average for Retail at 21% (26% overall), but was high for eCommerce at 43%. eCommerce brands were in a boon last year, and they capitalized on engaging with the increased volume of consumers through their mobile experiences. Consumers gladly welcomed the increase in interactions as the average response rate for eCommerce apps made us do a double-take at 98%—meaning almost every single consumer prompted responded. Retail was lower at 81%.

One interaction Shopping apps used to attain such high retention rates was surveys, used to regularly touch base with consumers. The percentage of people prompted for surveys in eCommerce was 25% (28% overall);

Retail was exceptional at 50%. As a result, survey response rates were 11% for eCommerce (13% overall)—and an astounding 24% for Retail. Competition in mobile shopping is fierce, and the best way for teams to stay ahead is to hear from more consumers, particularly throughout a year of delayed shipments and increased wait times.

These new interactions led to improved retention throughout the year, with benchmarks of 66% 30-day, 57% 90-day, and 39% annual. Notably, eCommerce apps saw a 10% increase in annual retention year-over-year. 90-day retention after Love Dialog was high for both subcategories: eCommerce at 78% and Retail at 84% (79% overall average). Retention rates for Fans and Risks aligned, even though they were slightly below macro averages. Ease of change for consumers in Shopping apps is high because the marketplace is so competitive. Consumers have a lot of choices when it comes to shopping, and talking to them before they leave resulted in success.

A final win for Shopping apps is that, collectively, only 11% of consumers shifted their emotions throughout the year (14% overall), and Fans outpaced Risks in both Retail and eCommerce. Shopping brands used Love Percent to understand the pulse of consumer sentiment over time, and Love Percent for Retail was 67%, 79% for eCommerce (64% overall). Within Love Percent, eCommerce saw a 23% year-over-year increase, which is a direct result of talking to more of their consumers. When brands talk to more people, they get a more realistic picture of sentiment; in this case, consumers' responses were more positive.

Apptentive

Travel

Travel

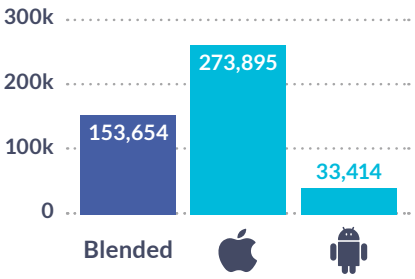
Subcategories: Transportation, Hospitality & Tourism, Auto

> *When customers interact with our world-class employees, their satisfaction skyrockets. But what about all those times when one of our famous customer service Red Coats isn't right around the corner? We see Fly Delta [the app] as a way to complement their expertise and extend their warmth and problem-solving savvy beyond traditional Delta touchpoints to make travel a part of the journey you can look forward to."*

ED BASTIAN
CEO, Delta Airlines

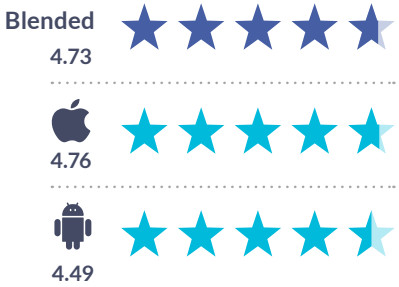
Ratings and Reviews

Average Number of Ratings



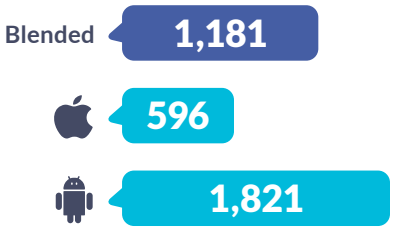
	Blended		
Transportation	95,741	183,391	16,856
Hospitality/ Tourism	261,474	452,247	43,447
Auto	67,499	69,802	65,196

Average Star Rating



	Blended		
Transportation	4.82	4.85	4.51
Hospitality/ Tourism	4.69	4.73	4.31
Auto	4.76	4.77	4.76

Average Number of Reviews



	Blended		
Transportation	491	258	725
Hospitality/ Tourism	1,496	919	2,238
Auto	2,868	868	4,868

App Store Ratings Distribution

iOS

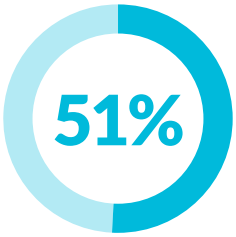
	★	★★	★★★	★★★★	★★★★★
Travel	3%	1%	2%	7%	87%
Transportation	1%	0%	2%	8%	89%
Hospitality/Tourism	3%	1%	2%	7%	87%
Auto	3%	1%	1%	6%	89%

Android

	★	★★	★★★	★★★★	★★★★★
Travel	6%	3%	3%	12%	76%
Transportation	5%	2%	4%	14%	75%
Hospitality/Tourism	8%	6%	4%	12%	70%
Auto	2%	1%	2%	10%	85%

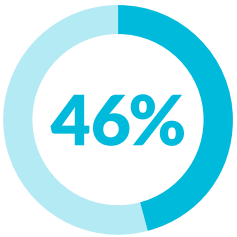
Retention

Average 30-day Retention

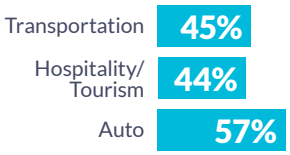


Travel

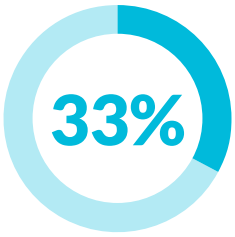
Average 90-day Retention



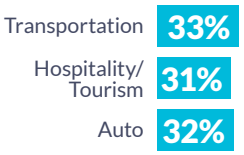
Travel



Average Annual Retention

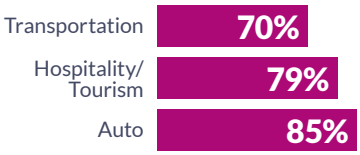


Travel

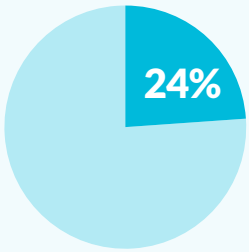


90-Day Retention After Love Dialog

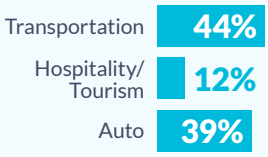
Travel



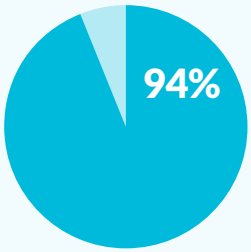
Average Interaction Rate



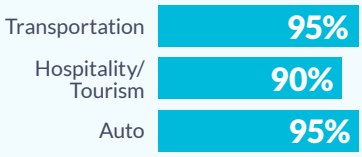
Travel



Average Response Rate



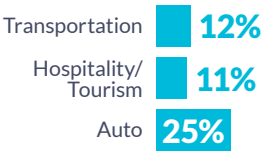
Travel



Surveys

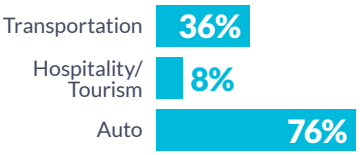
Average Response Rate for In-app Surveys

Travel



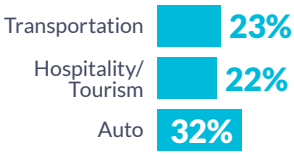
Average Response Rate to Note-linked Surveys

Travel



Percentage of People Prompted for Surveys

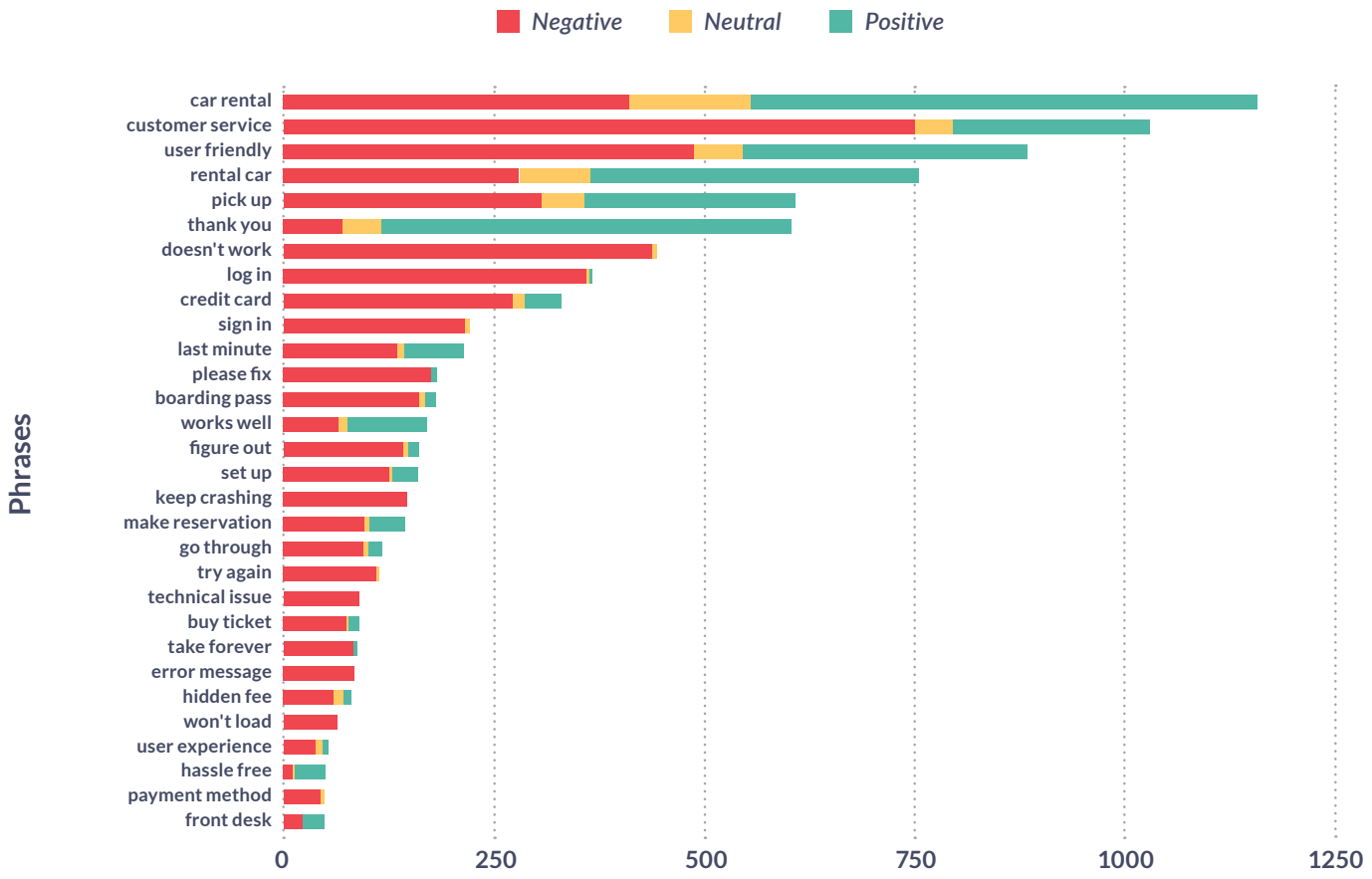
Travel



Popular Phrases

Car rental
Customer service
User friendly
Rental car
Pick up
Thank you
Doesn't work
Log in
Credit card
Sign in

Popular Phrases with Sentiment Distribution

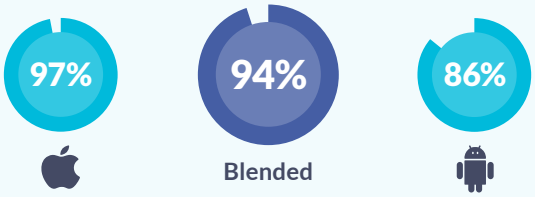


Consumer Sentiment

Love Dialog Conversion Rate

Consumers who responded "Yes" or "No" to Love Dialog prompts

Travel

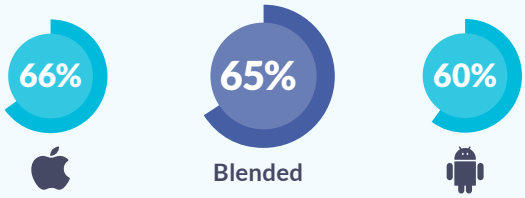


	Transportation	Hospitality/Tourism	Auto
Blended	93%	95%	96%
	97%	98%	98%
	80%	90%	94%

Love Percent

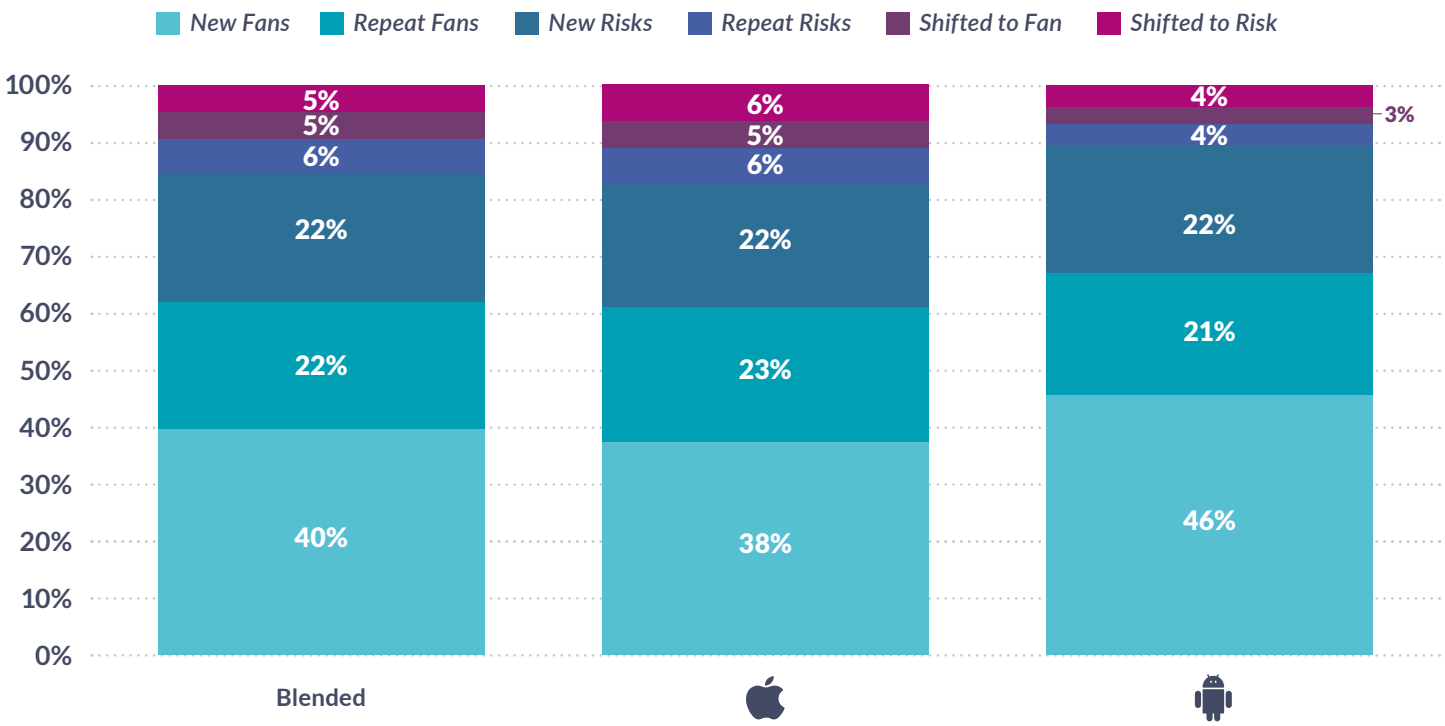
Total consumers who respond "Yes" to Love Dialog prompts

Travel

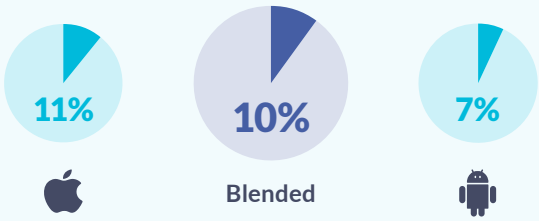


	Transportation	Hospitality/Tourism	Auto
Blended	57%	74%	78%
	59%	78%	78%
	52%	63%	78%

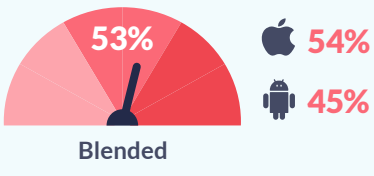
Expressed Consumer Emotion (Travel)



Shifted Emotions

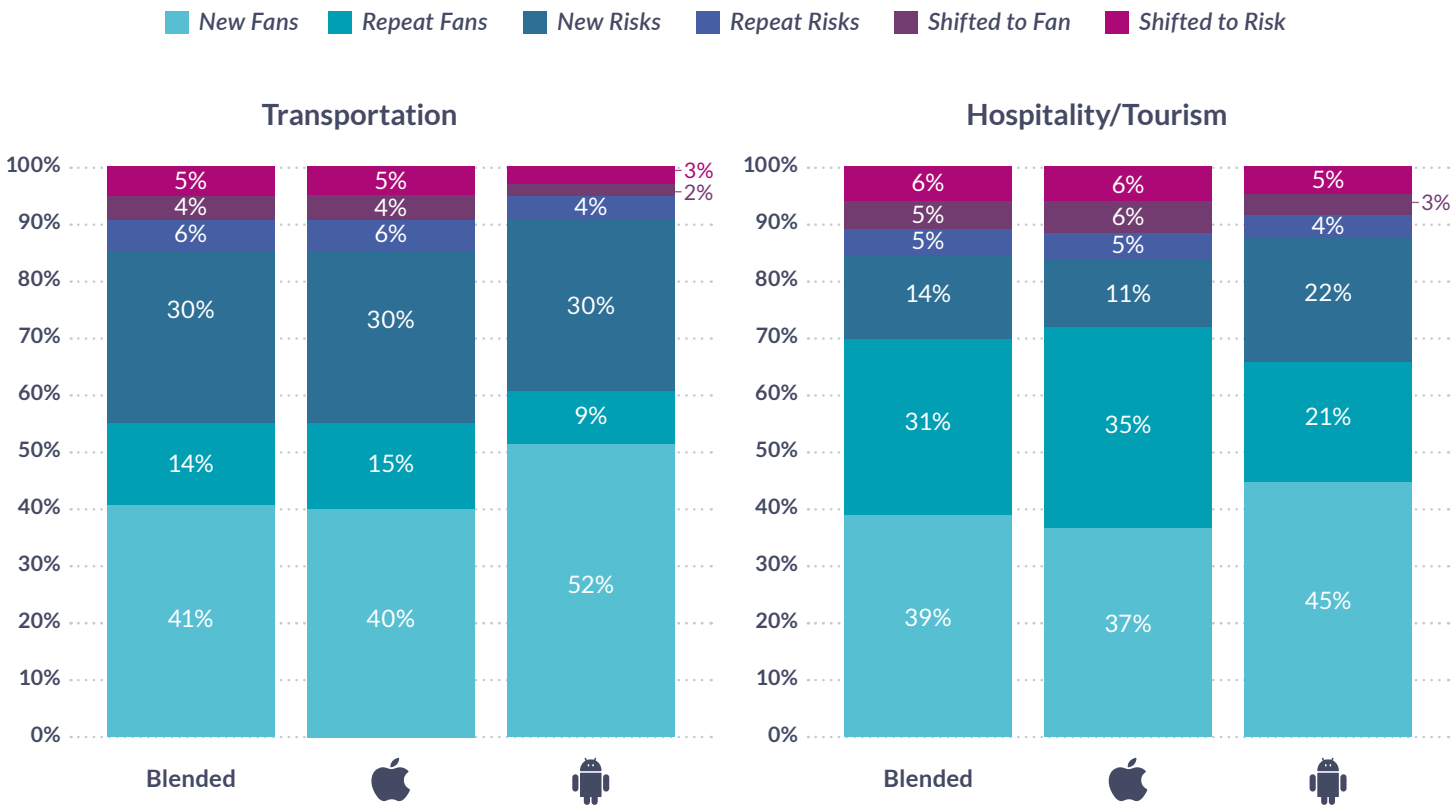


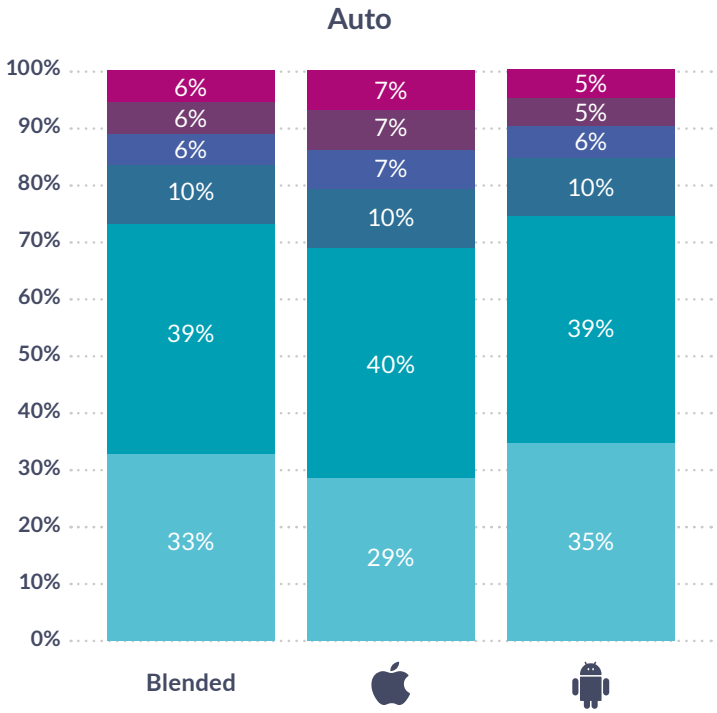
Identified Risks



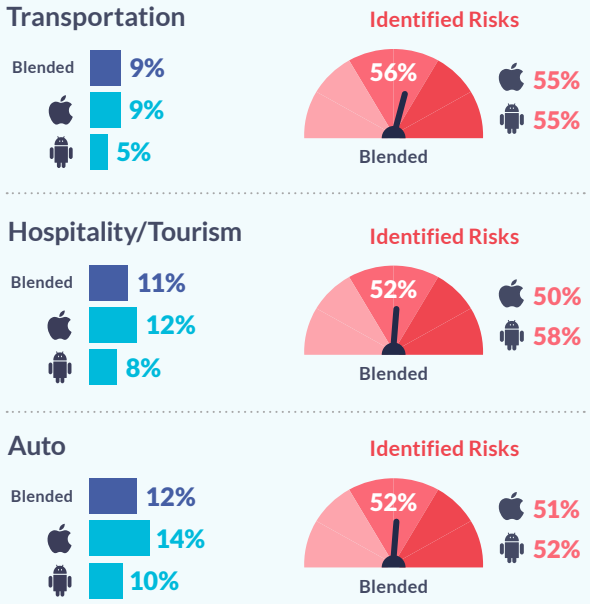
Click here for an in-depth look at Expressed Sentiment and how we define Consumer Emotion.

Expressed Consumer Emotion (Subcategories)





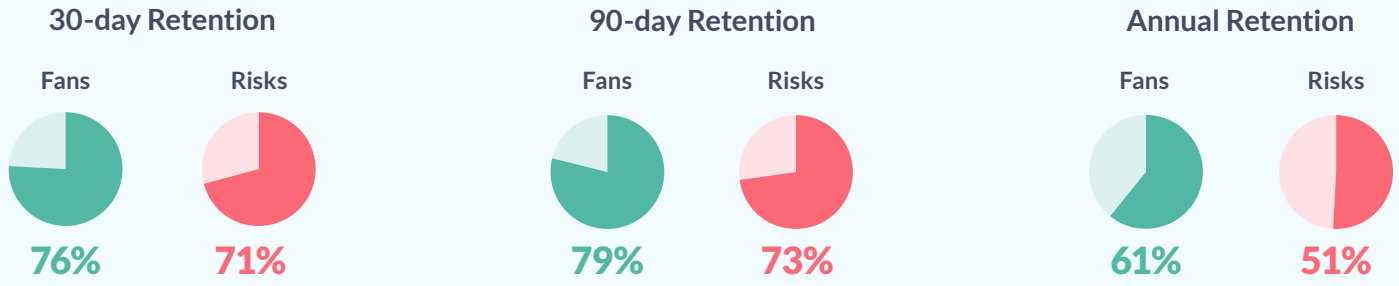
Shifted Emotions



Retention Rates for Fans and Risks

Fans are "Yes" responses, Risks are "No" responses to Love Dialog prompts

Travel



Transportation

30-day	90-day	Annual
Fans: **68%**	Fans: **72%**	Fans: **56%**
Risks: **64%**	Risks: **66%**	Risks: **49%**

Hospitality/Tourism

30-day	90-day	Annual
Fans: **78%**	Fans: **84%**	Fans: **60%**
Risks: **78%**	Risks: **77%**	Risks: **66%**

Auto

30-day	90-day	Annual
Fans: **91%**	Fans: **86%**	Fans: **58%**
Risks: **90%**	Risks: **82%**	Risks: **49%**

Summary of Travel Apps in 2021

In 2021, Travel began its road to recovery following interstate, national, and global travel restrictions brought on by the pandemic. The mobile investments teams made in 2020 paid off in 2021, fast-tracking the comeback Travel brands desperately needed after a year of uncertainty and low engagement, particularly in Transportation and Hospitality and Tourism. The Auto subcategory experiences less volatility in 2020, and saw 2021 benchmarks in-line with the year prior as a result. All industry and subcategory data are compared to overall app marketplace averages.

Last year, people were on the go again, using Travel apps in abundance after a year of sticking close to home. Mobile teams capitalized on increased activity by asking for more feedback, which resulted in impressive ratings. In every subcategory, Travel apps saw more ratings (153,654) than overall average (85,540), especially on iOS. Transportation apps went up the most with a 50% year-over-year increase; Auto and Hospitality and Tourism saw slight lifts.

Average star ratings for Travel apps were higher than the maco average (4.67) in every subcategory: Transportation (4.82), Hospitality and Tourism(4.69), and Auto (4.76). Additionally, both iOS and Android saw a shift in star distribution, with app ratings from four stars moving toward five stars. More five-star reviews is indicative that people were happier with the apps and overall brand experiences.

Retention benchmarks for Travel apps were up from 2020 throughout the year: 30-day was 51%, 90-day was 46%, and annual was 33%. These benchmarks are lower than overall benchmarks for retention (67% 30-day, 58% 90-day, 44% annual), primarily due to usage expectations; people don't travel every day so the apps are used less frequently, but it doesn't mean that consumers are disengaged or that they've churned. 90-day retention after seeing a Love Dialog was extremely high for this category at 76% (79% overall), but particularly in Auto at 85%.

Simply interacting with more consumers drove the great retention gains shown above. Mobile teams working in Travel clearly prioritized talking to their consumers early in their journeys, and as a result, the average interaction rate was 24% (26% overall average). In 2020, interaction rates went way down as brands only wanted to reach out to consumers with the most critical messaging during the height of the pandemic. In 2021, brands were able to have more free conversations with their consumers. And the increase in interactions did not come at the expense of response rates, which were extremely high at 94% (91% overall).

As a result of talking to more consumers, Travel apps benchmark for Love Percent went down slightly to 65% (64% overall), mostly on Android (60%). Transportation was the subcategory that was affected this the most, with a Love Percent of 57%. When teams tap into more of their silent majority by talking to more people, they get a more representative picture of how people feel. Sometimes, they aren't happy, but it's better to know in order to get the opportunity to act.

Apptentive

Utilities

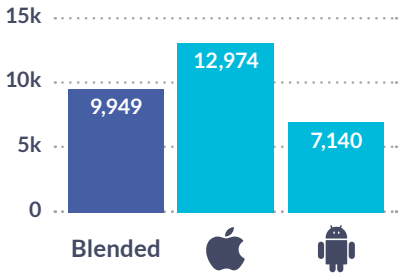
Utilities

> *Mobile has been a huge enabler of these heightened expectations, largely replacing the customer service agent of the past. There shouldn't be a limit to what types of transactions can be done on your phone."*

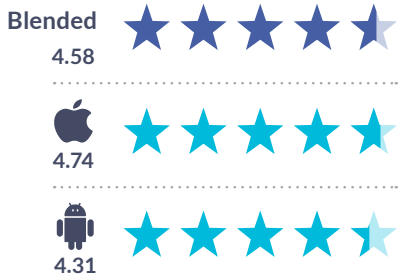
TOM HOUSE
CTO,
Noble

Ratings and Reviews

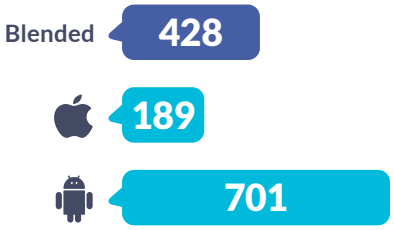
Average Number of Ratings



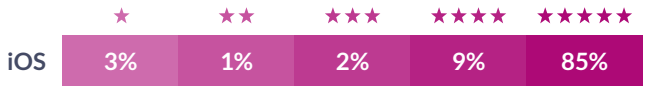
Average Star Rating



Average Number of Reviews

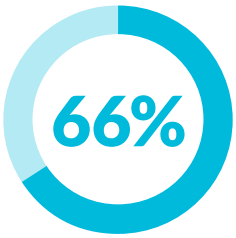


App Store Ratings Distribution

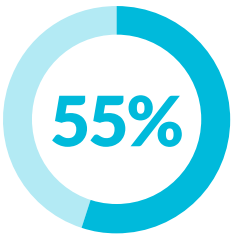


Retention

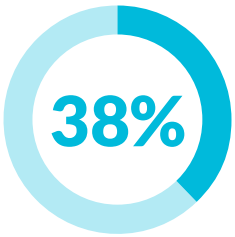
Average 30-day Retention



Average 90-day Retention

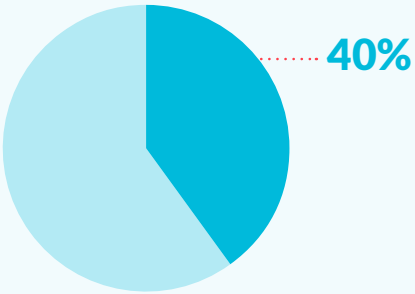


Average Annual Retention

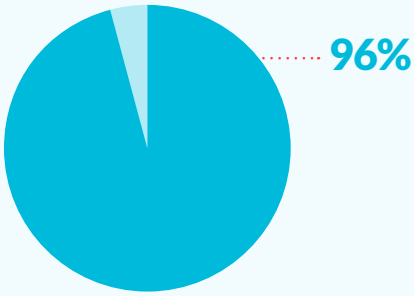


90-Day Retention **After Love Dialog**

Average Interaction Rate

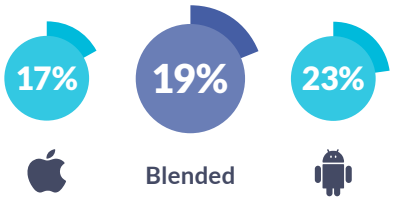


Average Response Rate



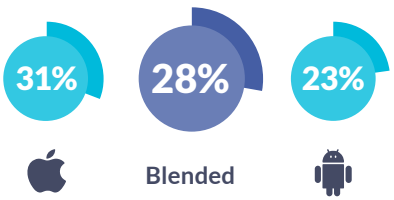
Surveys

Average Response Rate for In-app Surveys



Average Response Rate to Note-linked Surveys

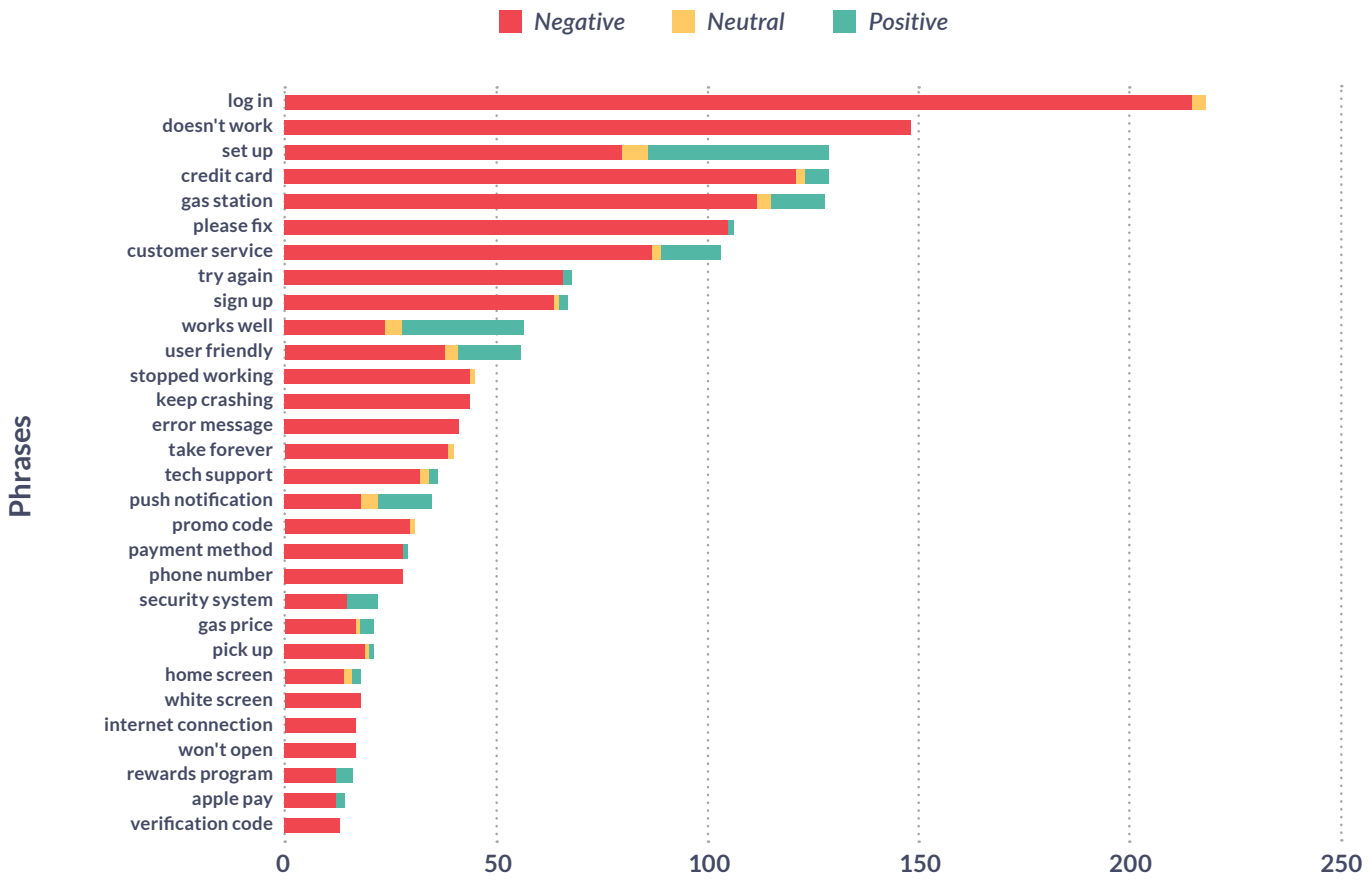
Percentage of People Prompted for Surveys



Popular Phrases

Log in
Doesn't work
Set up
Credit card
Gas station
Please fix
Customer service
Try again
Sign up
Works well

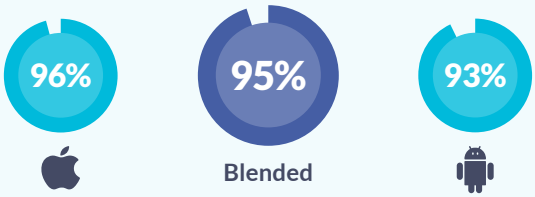
Popular Phrases with Sentiment Distribution



Consumer Sentiment

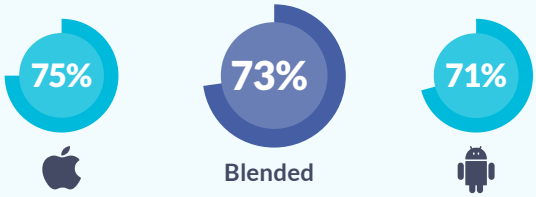
Love Dialog Conversion Rate

Consumers who responded "Yes" or "No" to Love Dialog prompts

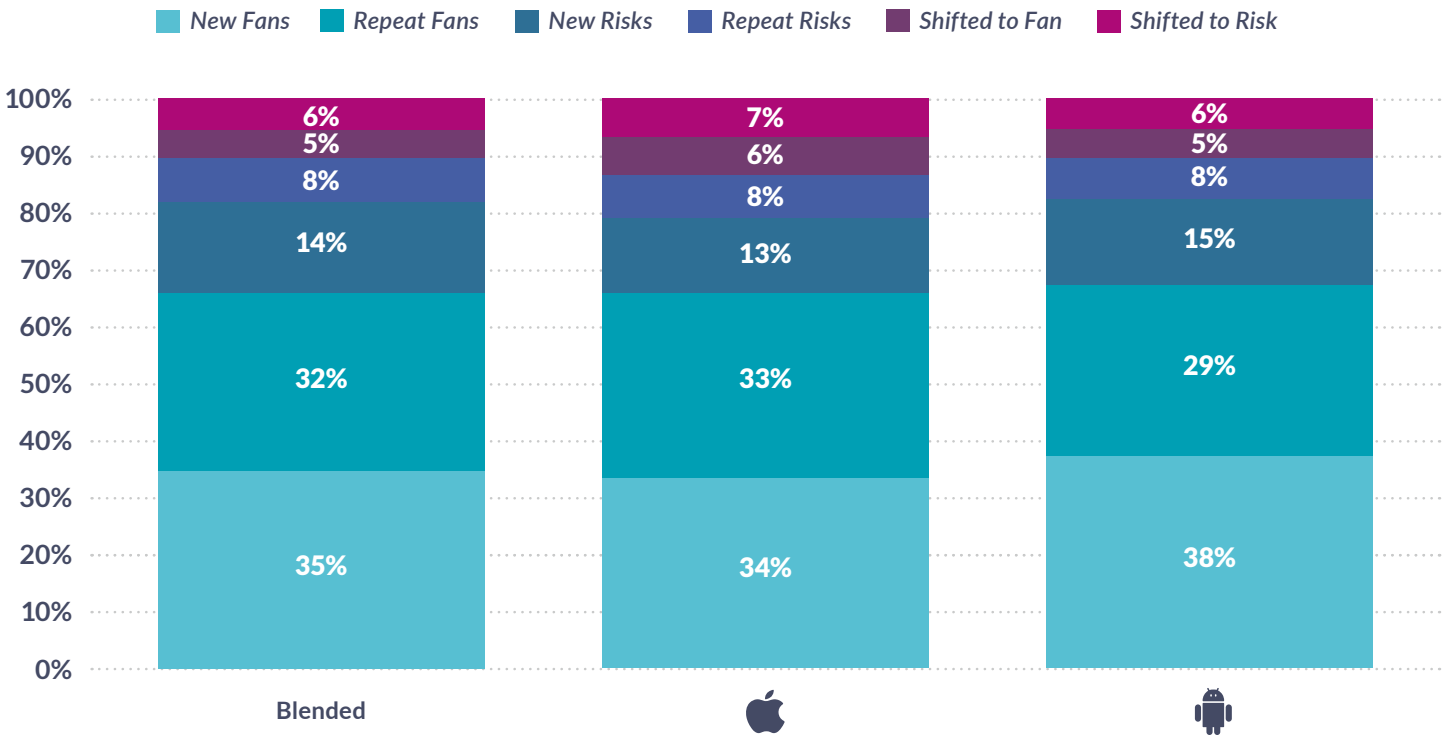


Love Percent

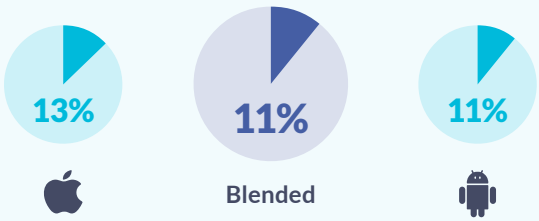
Total consumers who respond "Yes" to Love Dialog prompts



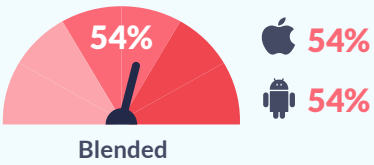
Expressed Consumer Emotion



Shifted Emotions



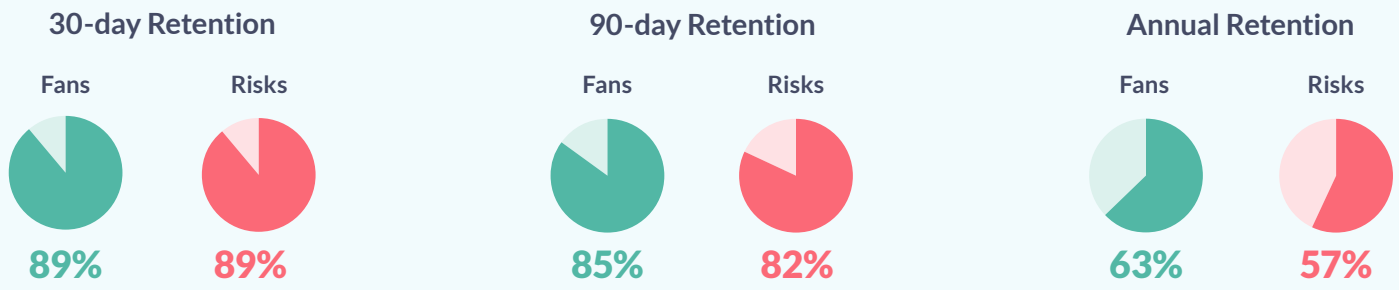
Identified Risks



Click here for an in-depth look at Expressed Sentiment and how we define Consumer Emotion.

Retention Rates for Fans and Risks

Fans are "Yes" responses, Risks are "No" responses to Love Dialog prompts



Summary of Utilities Apps in 2021

Brands in the Utilities industry faced various hurdles throughout 2021. Some companies (like those focused on manufacturing) faced issues across the year due to supply chain disruption, while others (like energy and security) were less volatile as the consumer marketplace leveled. Collectively, mobile teams working in Utilities prioritized reaching a larger number of their customers to better understand what improvements they could make to their mobile apps to provide a better, more holistic customer experience. All industry and subcategory data are compared to overall app marketplace averages.

Engagement benchmarks for interactions and responses in Utilities were impressive, with an average interaction rate of 40% (26% overall) and an average response rate of 96% (91% overall). Mobile teams improved how and where they engaged with their consumers, and their response rates went up as a result. They did it right, and they got the responses they hoped for.

Utilities apps made huge gains in retention in 2021. 30-day retention was 66% (67% overall), 90-day was 55% (58% overall), and annual was 38% (44% overall). While annual retention is still below the overall average, it's a 100% increase from their 2020 annual retention of 19%. Retention after Love Dialog (61%) was still lower than the overall average (79%), primarily due to not showing it to more consumers throughout the year. In 2022, mobile teams working in Utilities should show a larget number of consumers the Love Dialog at a regular cadence to understand sentiment and keep improving short and long-term retention.

More consumers loved Utilities apps than didn't, with an average 73% Love Percent (64% overall). Expressed sentiment in the industry also shifted, with New Fans (35%) and Repeat Fans (32%) outweighing New Risks (14%) and Repeat Risks (8%). Only 11% of consumers shifted their emotions throughout the year, trending slightly toward shifting to Risk at 54% (52% overall). This year, Utilities teams should continue asking for sentiment regularly over a longer period of time to get a better picture of emotional shifts.

Apptentive

Business Services

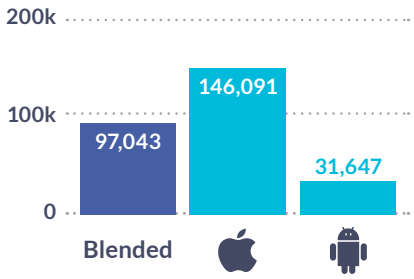
Business Services

> *Technology for the sake of technology is meaningless, but technology as an enabler of business innovation is a very powerful thing."*

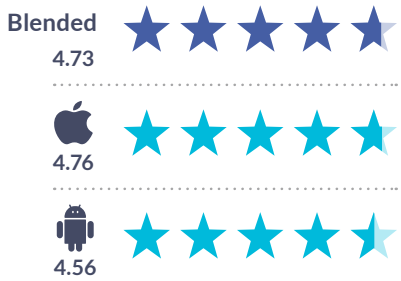
CHRIS WOOD
VP of Business Transformation,
FedEx

Ratings and Reviews

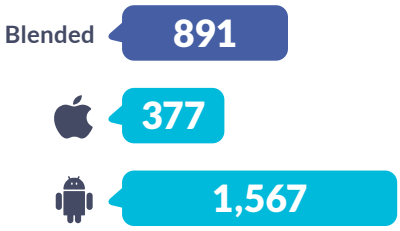
Average Number of Ratings



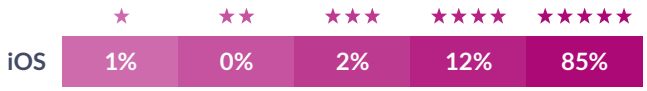
Average Star Rating



Average Number of Reviews

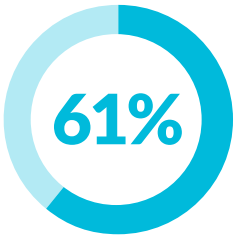


App Store Ratings Distribution

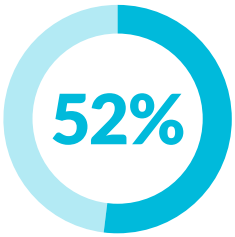


Retention

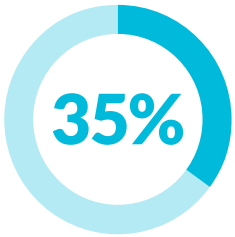
Average 30-day Retention



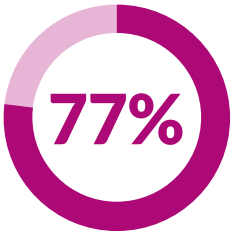
Average 90-day Retention



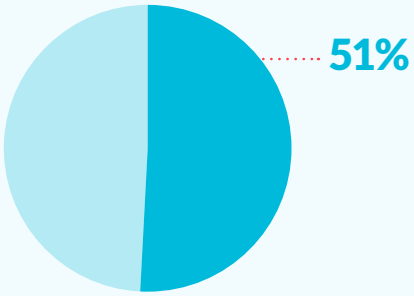
Average Annual Retention



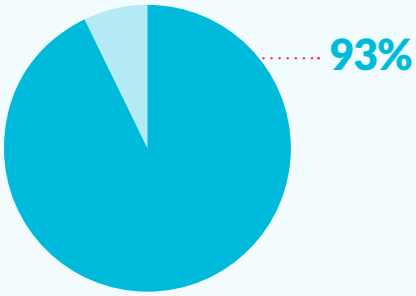
90-Day Retention **After Love Dialog**



Average Interaction Rate

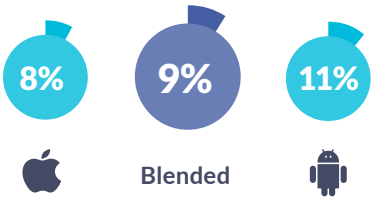


Average Response Rate

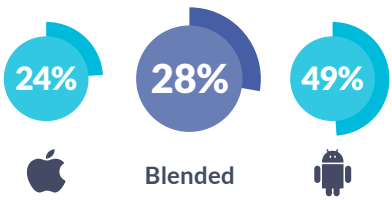


Surveys

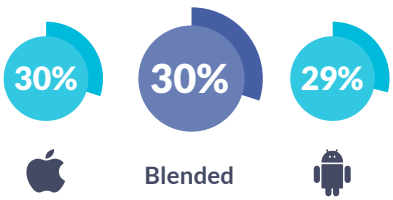
Average Response Rate for In-app Surveys



Average Response Rate to Note-linked Surveys



Percentage of People Prompted for Surveys



Popular Phrases

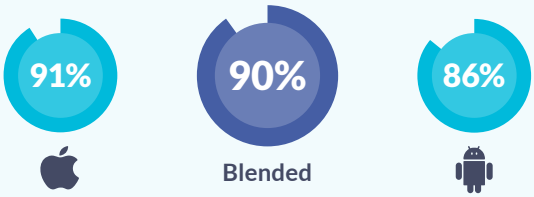
Customer service
Thank you
Log in
Tracking number
Sign up
User friendly
Doesn't work
Try again
Please fix
Sign in

Popular Phrases with Sentiment Distribution

Consumer Sentiment

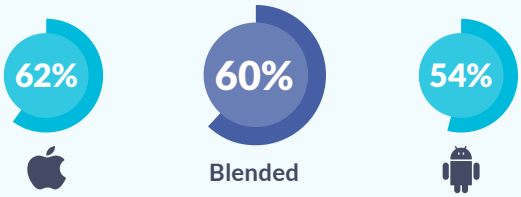
Love Dialog Conversion Rate

Consumers who responded "Yes" or "No" to Love Dialog prompts

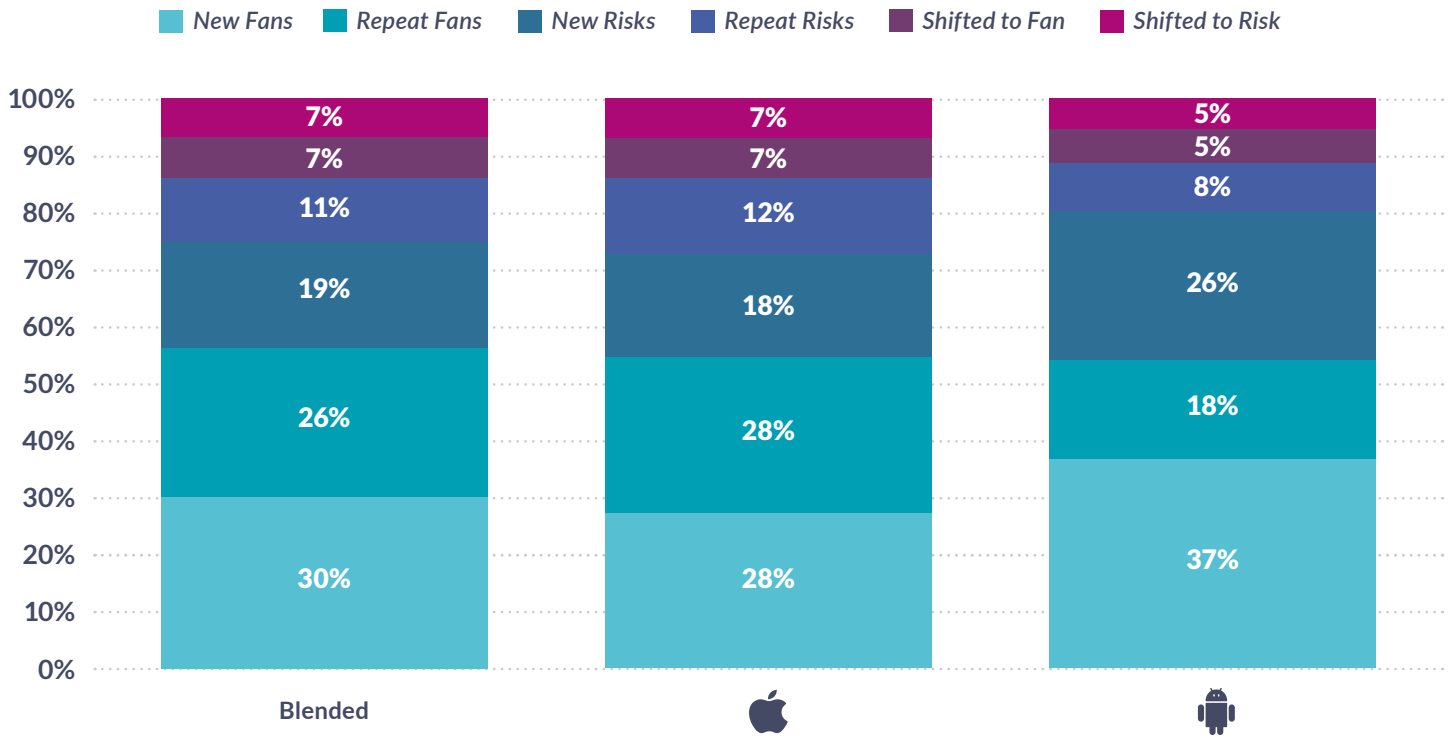


Love Percent

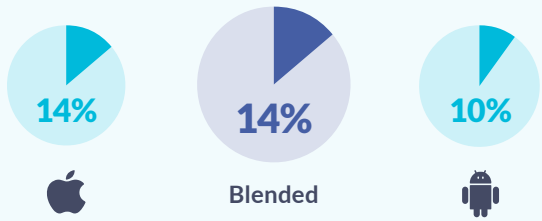
Total consumers who respond "Yes" to Love Dialog prompts



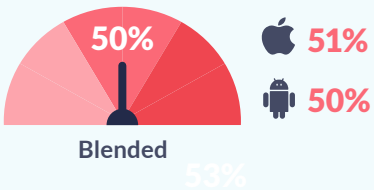
Expressed Consumer Emotion



Shifted Emotions



Identified Risks



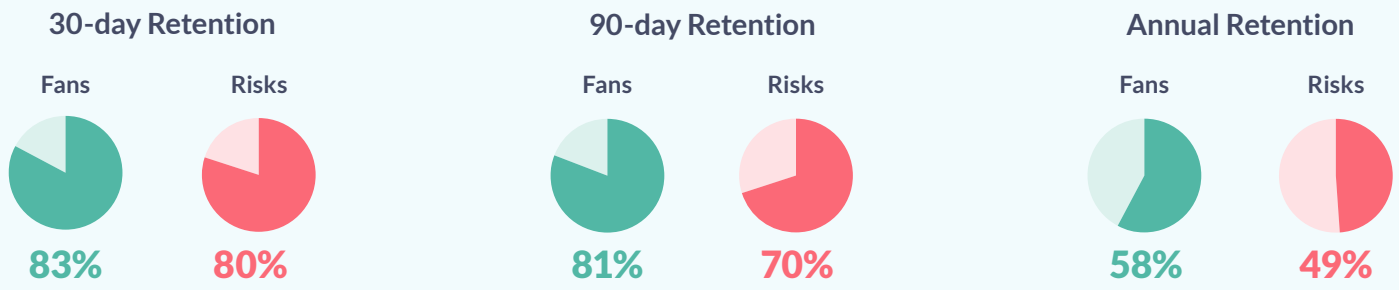
51%

50%

Click here for an in-depth look at Expressed Sentiment and how we define Consumer Emotion.

Retention Rates for Fans and Risks

Fans are "Yes" responses, Risks are "No" responses to Love Dialog prompts



Summary of Business Services Apps in 2021

Brands in Business Services had varied experiences in 2021. Those focused on shipping still felt the sting of the pandemic as local and national supply chains continued to reel. Others (like expense management or work collaboration) felt the investments they made in mobile in 2020 begin to pay off as the investment in remote work continued to be a priority. Brands working in monitoring and security faced hurdles more in-line with regular marketplace patterns. All industry and subcategory data are compared to overall app marketplace averages.

Engagement benchmarks around interaction and response rates were high, with Business Services apps boasting an average interaction rate of 51% (26% overall) and an average response rate of 93% (91% overall). Talking to more people across mobile experiences does not have to come at the price of interactions dropping—services apps prove that. As long as interactions are high-value and well-timed, more consumers will provide their feedback.

Business Services benchmarks closely matched overall averages across the board, including app store ratings, retention, Love Percent, and expressed sentiment. The ways consumers behaved within their apps and felt about their mobile experiences was indicative of companies who build and iterate on feedback-focused mobile products.

Business apps struggled with Surveys last year, with an average response rate of only 9% (13% overall) even though teams prompted 30% of their consumers, above the overall survey prompt average or 28%. Apps in this industry face a unique challenge of finding the right time and place to prompt for feedback as consumers generally use services apps for one-time use cases, like paying a bill or checking a stat. It will serve mobile teams in this industry to continue carefully combing through their mobile experiences to find engagement points that are not disruptive in order to ask for feedback.

Apptentive

Education

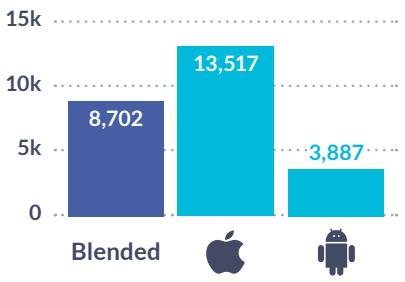
Education

> *The pace of digital transformation in the education sector has accelerated immeasurably over the past two years."*

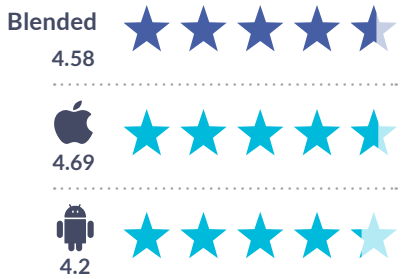
BERNARD MARR
Author and Advisor,
Forbes

Ratings and Reviews

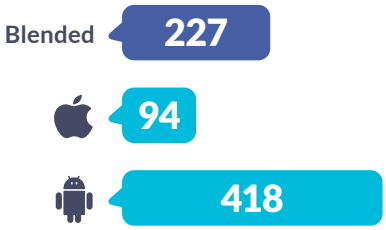
Average Number of Ratings



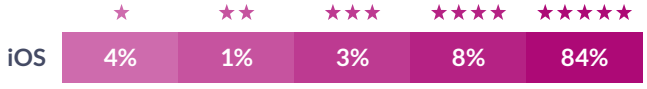
Average Star Rating



Average Number of Reviews

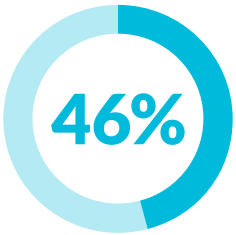


App Store Ratings Distribution

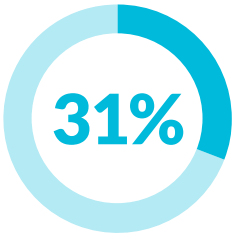


Retention

Average 30-day Retention



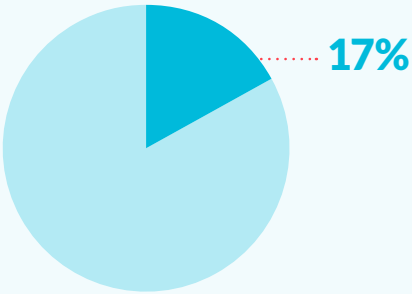
Average 90-day Retention



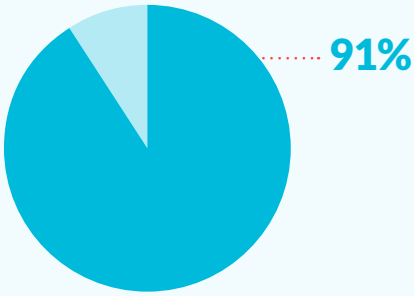
Average Annual Retention

90-Day Retention **After Love Dialog**

Average Interaction Rate

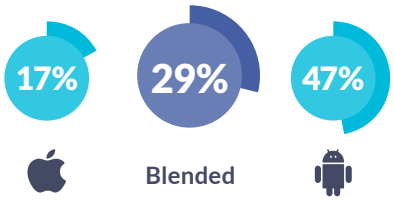


Average Response Rate

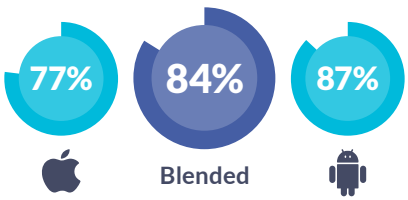


Surveys

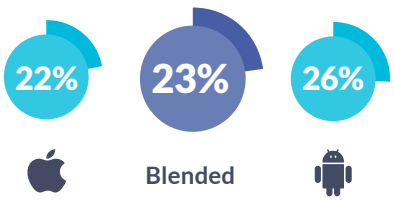
Average Response Rate for In-app Surveys



Average Response Rate to Note-linked Surveys



Percentage of People Prompted for Surveys



Popular Phrases

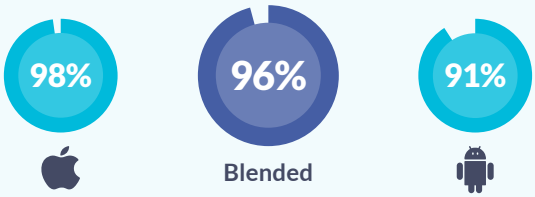
Every time
Log in
Doesn't work
Sign in
Thank you
Customer service
5 star
Apple TV
Muy buena
Sign up

Popular Phrases with Sentiment Distribution

Consumer Sentiment

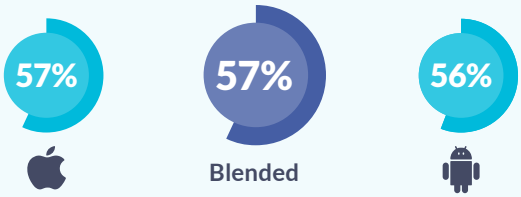
Love Dialog Conversion Rate

Consumers who responded "Yes" or "No" to Love Dialog prompts

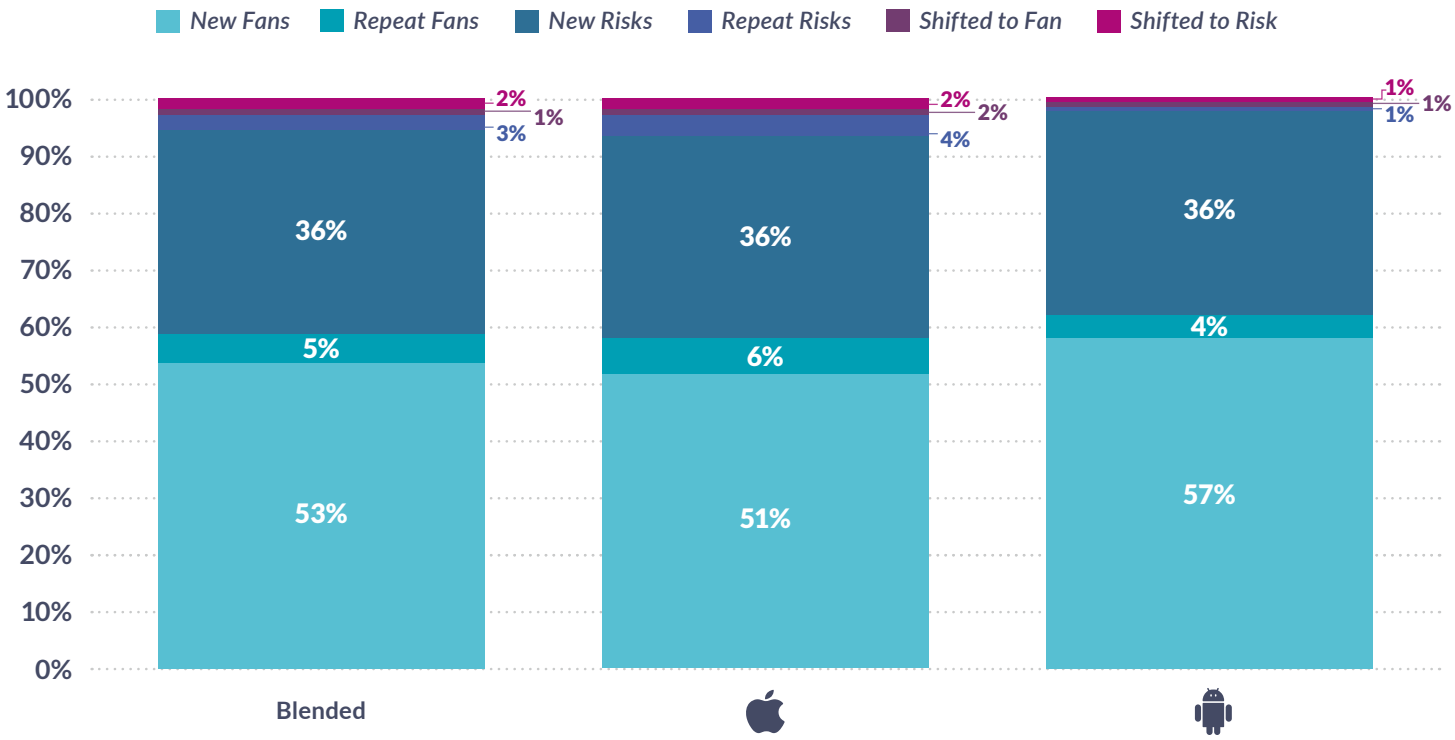


Love Percent

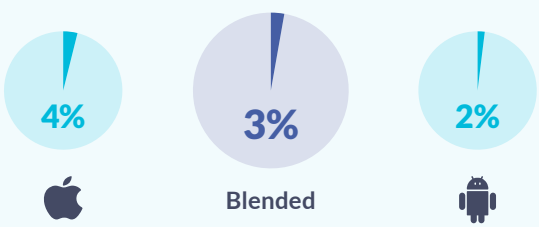
Total consumers who respond "Yes" to Love Dialog prompts



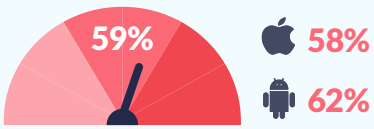
Expressed Consumer Emotion



Shifted Emotions



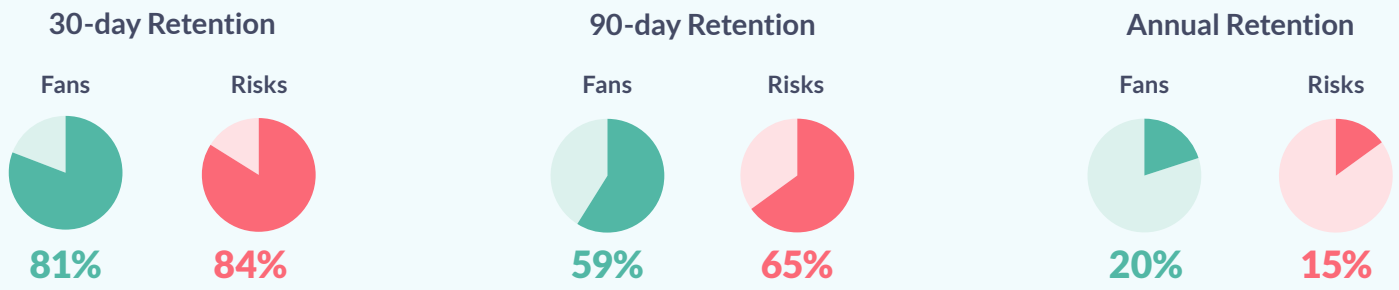
Identified Risks



Click here for an in-depth look at Expressed Sentiment and how we define Consumer Emotion.

Retention Rates for Fans and Risks

Fans are "Yes" responses, Risks are "No" responses to Love Dialog prompts



Summary of Education Apps in 2021

The Education industry normalized in 2021 after reeling from the volatility it saw in 2020, particularly around app usage and adoption. As the marketplace balanced, mobile teams reevaluated their strategies around gathering customer feedback, and were able to make big gains across interaction benchmarks. All industry and subcategory data are compared to overall app marketplace averages.

Education apps saw a big jump in Love Percent at 57% (up from 48% in 2020). The increase is reflective of mobile teams getting better at talking to consumers at the right place and time within their apps, in addition to improvements to the apps themselves based on implementing feedback. App ratings shifted toward five-stars and away from one-star, resulting in a 4.73 average star rating on iOS and a 4.40 average star rating on Android—both big improvements from consumers taking to the app stores to express frustration the year prior.

Consumers responded positively to improved proactive outreach, resulting in better survey response rates. Education apps saw an average survey response rate of 29% (iOS was 17%, Android was 47%), up from 16% in 2020. As a result, annual retention for the industry was 10%—a 1.5x improvement from the year prior, but still well below the overall average of 44%.

These mobile teams are back on track in gathering and acting on customer feedback, but still have a ways to go to meet the overall averages seen across the broader app marketplace. In 2022, Education app publishers should consider talking to even more of their consumers at smart times across their experiences and closing their feedback loops, focusing on long-term retention as a key indicator of success.