Alchemer

2023 Mobile Customer Engagement

Benchmark Report

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Executive Summary

In 2022, brands gave a voice to more of their customers than ever before. The teams who acted on customer feedback improved retention, reduced churn, and weathered economic storms with more certainty than their feedback-light competitors. Leveraging customer feedback acted as a cheat code for brands in the 2022 marketplace—and it's not slowing down in 2023.

As we have for the past eight years, Alchemer Mobile collected data from hundreds of millions of consumers across 1,000 iOS and Android apps, each with a minimum of 5,000 active users. This data includes more than 1.2 billion app installs.

The research from Alchemer Mobile shows that teams working on apps of all sizes were able to capitalize on the increased amount of customer feedback to make meaningful improvements to their mobile offerings.

The mobile channel continues to be a direct channel to consumers across industries. Mobile customer feedback changed product roadmaps, improved ROI, drove revenue, and got companies closer to achieving overall business goals.

There are three feedback strategies winning brands should prioritize in 2023:

1. Close customer feedback loops.

Capturing the right feedback and taking action on it is just the first step. Close the loop by telling customers their voices were heard—and show them what improvements were made.

2. Invest in retention early.

Proactively engage with customers within the first 30 days to reduce the risk of churn and improve customer lifetime value.

3. Be wherever your customers are.

Know your customers well enough to predict their behavior, including where they'll engage. Mobile is the best channel for in-app feedback, but a sophisticated feedback strategy should cover multiple channels.

Key Findings

7X industry standard

Alchemer Mobile's benchmark for **30-day retention is 67%**—seven times the industry standard, according to Business of Apps, driven by proactive consumer engagement.

↑ 83% with Love Dialog

When consumers engaged with an Alchemer Mobile Love Dialog in the first 30 days, **retention went up to 83%** on average.

4.7 avg rating

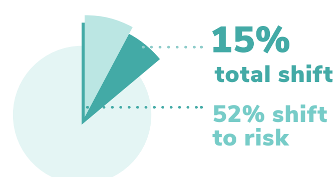
Benchmarks for Alchemer Mobile's customers are a **4.7 average star rating,** 90,774 star ratings, and 719 app store reviews.

180%

The number of mobile surveys brands send to consumers has **increased 180% over the past five years** but response rates have stayed consistent, indicating that consumers will share feedback when asked for it.

13%

Alchemer Mobile's benchmark for **in-app survey response rates is 13%**—much higher than the industry average of average of 5%, according to Business of Apps.



15% of consumers shifted their emotions between Fan and Risk audience segments. Within the shifted emotions, 52% (7.8%) switched from Fan to Risk, and 48% from Risk to Fan. This allows companies to understand how to adapt their app to shift more Risks to Fans.

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What's Inside

Jump ahead by using the links below.

Methodology

Alchemer Mobile'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 growth.

For this report, Alchemer Mobile collected data from hundreds of millions of consumers across 1,000 iOS and Android apps, each with a minimum of 5,000 active users. This data includes more than 1.2 billion app installs.

The report was created for companies seeking to understand how their customer feedback and engagement metrics stack up against their marketplace.

While this is our first year publishing this report as Alchemer Mobile (read more about Alchemer's acquisition of Apptentive), this is our eighth consecutive year conducting this research. Data from our 2022, 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 comes from 1.2 billion app installs across 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. All apps included in the data are Alchemer Mobile 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 2022 through December 2022. 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 Alchemer Mobile'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 Alchemer Mobile customers.

2022 Mobile Landscape at a Glance

Mobile adoption accelerated in 2022, with consumers spending 3% more time on their devices daily and new app downloads increasing by 11%. (data.ai, February 2023)

Mobile shopping hit an all-time high on Black Friday 2022—accounting for nearly 50% of all sales among the top 100 internet retailers in the US. In 2023, dollars spent in retail apps are predicted to migrate to experiences, including in the travel, events, sports, and health app categories. (data.ai, December 2022)

For brick-and-mortar businesses, apps that communicate between the mobile consumer and in-store experience – effectively **closing the communication loop** – will keep inventory full while reducing the burden on employees. (McKinsey, January 2023)

Companies that don't close the loop increase their churn by a minimum of 2.1% every year. Companies that do close the loop decrease their churn by a minimum of 2.3% per year. And customers are 21% more likely to answer the next survey if you close the loop. (Customer Gauge, 2023)

Nearly 90% of VoC and CX measurement programs use email surveys to collect customer feedback. Yet 61% of respondents said their companies do not have a formal process for closing the customer feedback loop. (Forrester, 2022).

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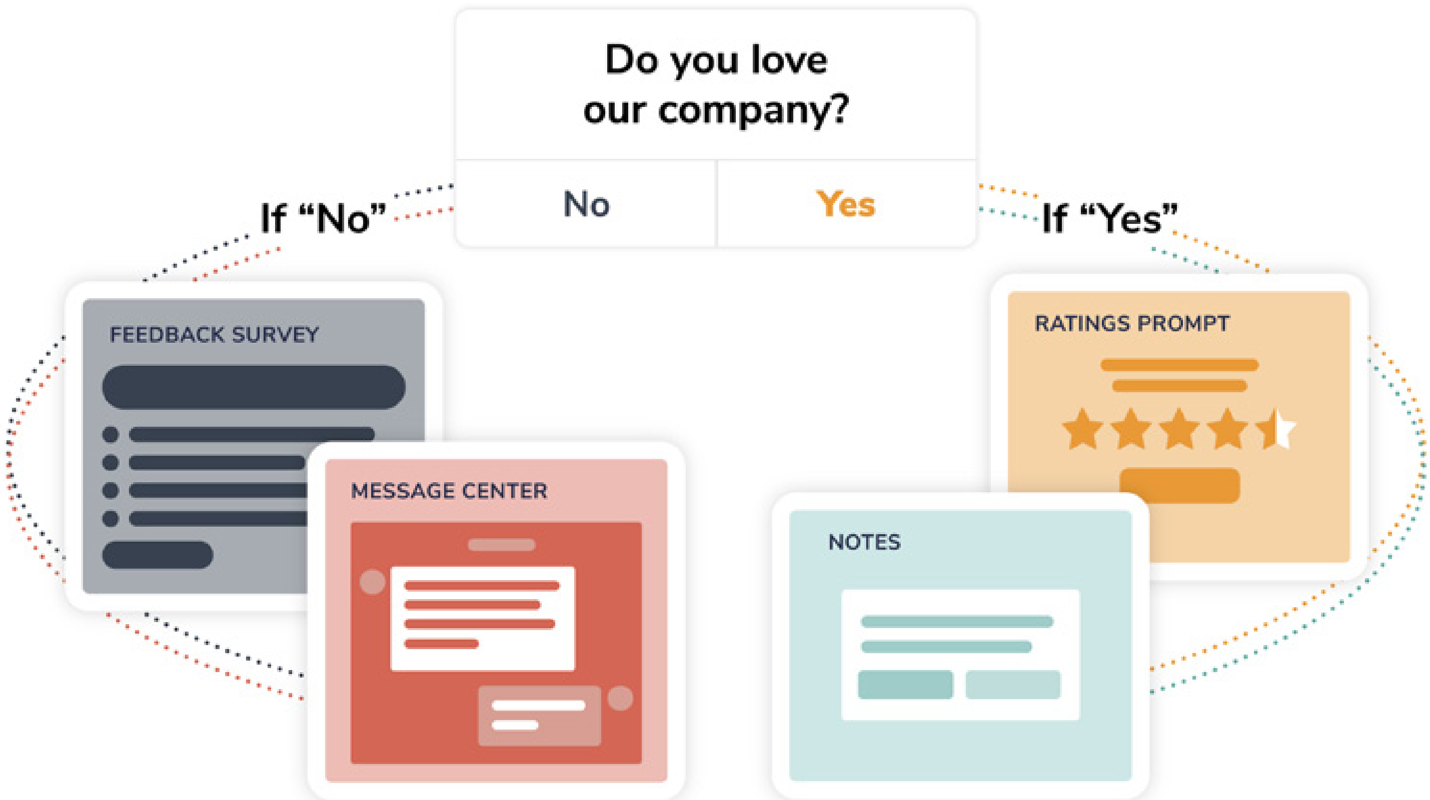
Mobile App Marketplace Trends

Mobile Consumer Sentiment

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



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In 2022, **94% of all consumers who were prompted by a Love Dialog responded "Yes" or "No"** rather than closing out of the prompt. On iOS, the number was even higher at 96%, compared to 88% 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 brands to take a quick, regular pulse of consumer health and happiness over time.

In 2022, **64% of prompted consumers responded that "Yes," they loved the brand**, which makes up our Love Percent. 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.

2022 Love Dialog Conversion Rate

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

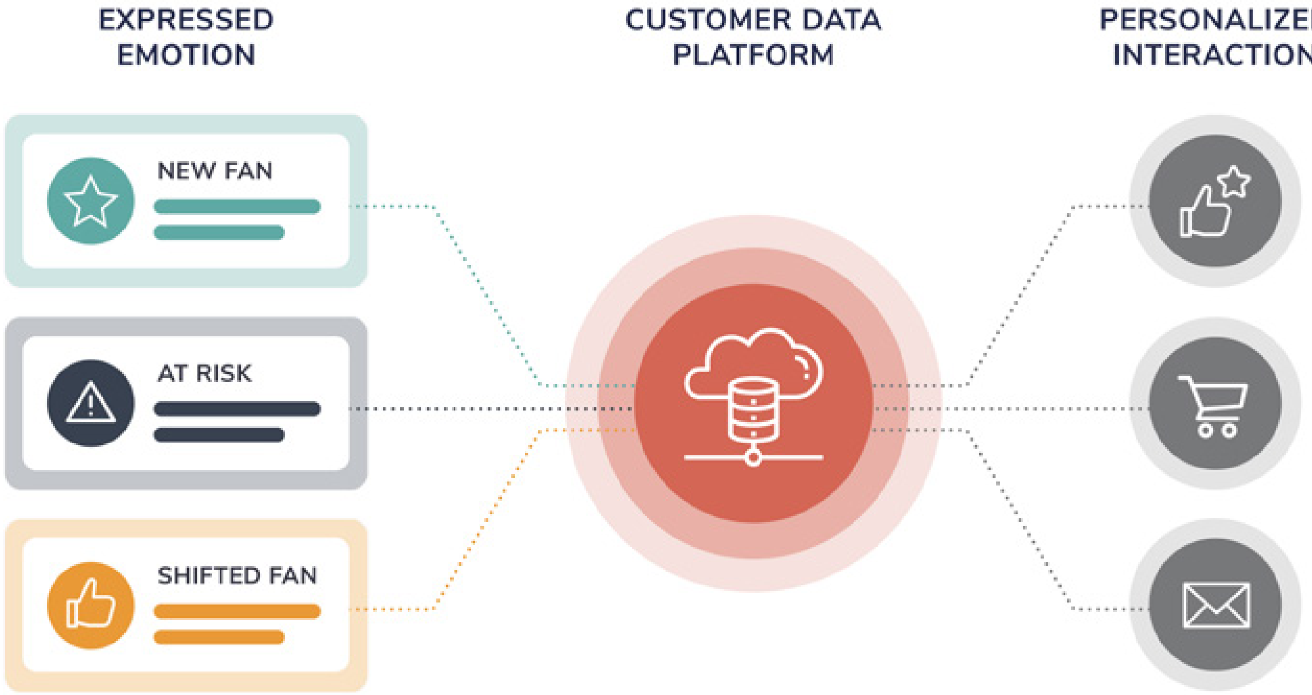
2022 Love Percent

Total consumers who respond "Yes" to Love Dialog prompts

To learn more about how you can use the Alchemer Mobile Love Dialog to measure customer sentiment, visit alchemer.com

Expressed Sentiment

Brands use Fan Signals® to measure both the voice of the customer and their sentiment over time. With this feedback, brands are able to easily improve the value of their biggest fans, predict churn from those at risk, and enhance first-party data profiles to offer more personalized experiences. Fan Signals allows Alchemer Mobile customers to capture expressed sentiment across time and touchpoints, identifying Fans, Risks, and when sentiment shifts—down to individual customer IDs.



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To measure emotion data, we group customers 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

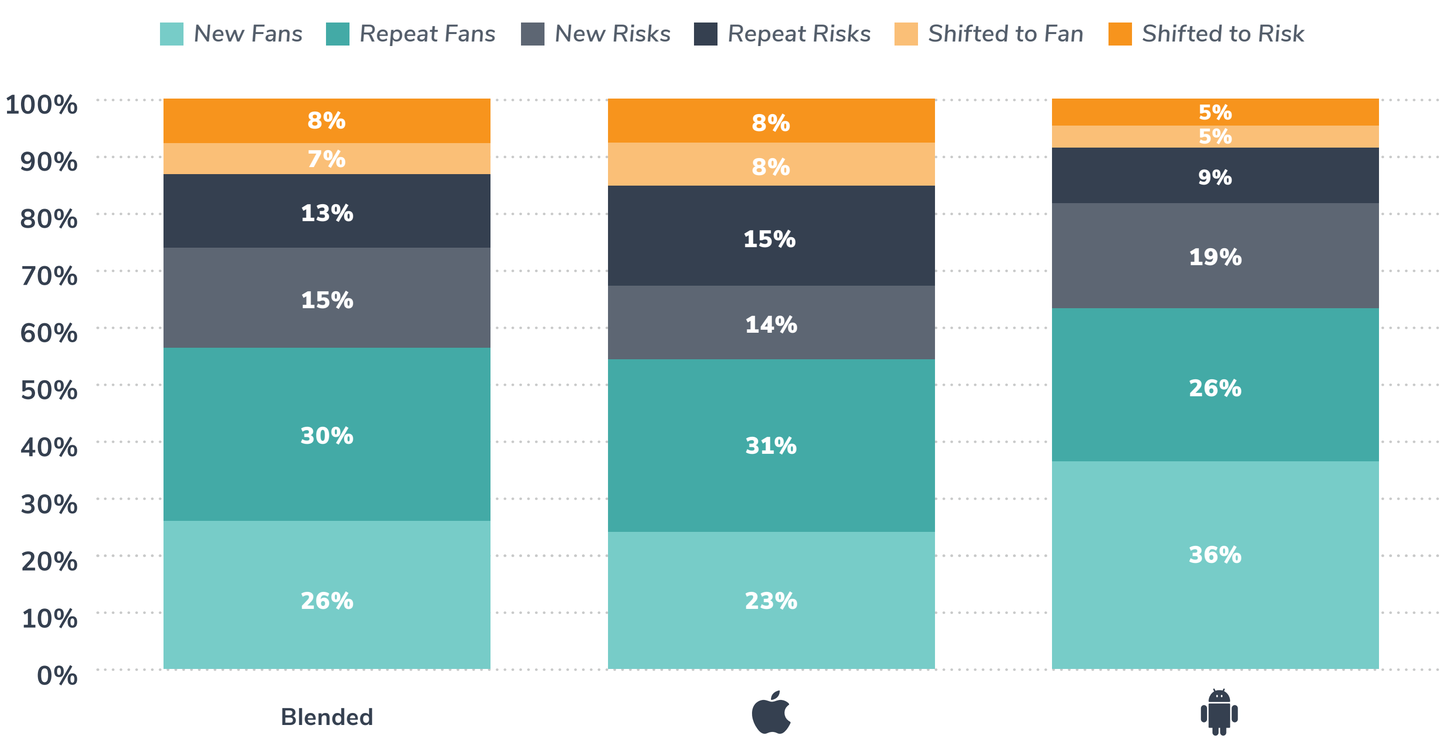
Repeat Risks
Customers who have expressed negative emotion at least twice in a row

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

Last year, brands continued to leverage the mobile channel to gather in-app feedback from their customers at a regular cadence. **Repeat Fans (30%) outpaced New Fans (26%)**, which means brands got better at prompting consumers with the Love Dialog more than once. In return, consumers regularly responded with their feedback, sticking around long enough to be prompted multiple times. The regular cadence of asking for, receiving, and following up on consumer feedback allows brands to create continuous feedback loops and improve customer experiences based on feedback.

Expressed Consumer Emotion by Segment in 2022



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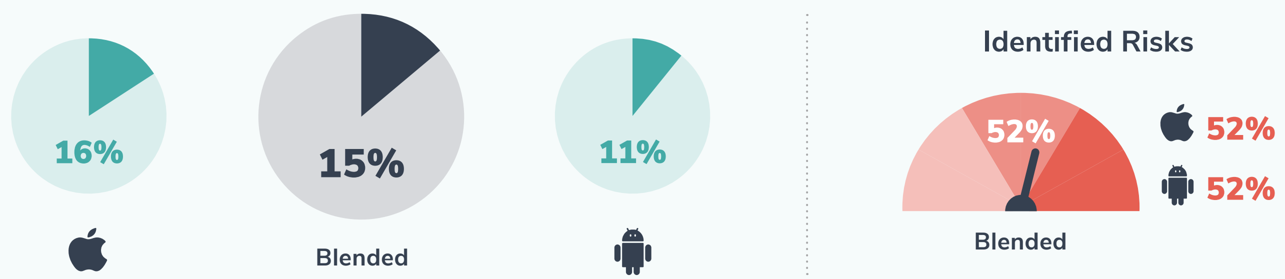
An average of **15% of consumers shifted their emotions in 2022** (Shifted to Fan or Shifted to Risk). Within the shifted emotions, **an average of 52% of consumers shifted from Fan to Risk**. Most companies are unable to predict churn before it happens, which is why being able to identify shifts in emotions as they happen is so important. By measuring real-time changes in sentiment, 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 2022 (Reclaimed Fans + Lost Fans)



To learn more about how you can use Alchemer Mobile's Sentiment Analysis feature to measure customer sentiment, visit alchemer.com

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

Retention

In the midst of uncertain economic headwinds, proving resiliency and reliability is crucial to keep resources. While customer acquisition and ratings and reviews are externally-visible success indicators of a brand, customer retention plays the biggest role in increased customer lifetime value (CLTV) and improved ROI. Last year, brands across industries engaged more of their consumers than ever before, pushing investment behind retention over acquisition. And as a result, retention benchmarks soared.

Across the mobile marketplace, 30-day retention rates are rapidly declining. The average mobile app saw a 30-day retention rate between 4-10% in 2022 (Appsflyer and Statista, 2022), down from 15-20% in 2021 (Appsflyer and Statista, 2021). There are a few factors at play, including changes to consumer privacy regulation, economic instability, and an ever-expanding marketplace of apps.

However, 30-day retention did not decline for Alchemer Mobile customers, who saw an average 30-day retention rate of 67%—seven times the industry standard, driven by proactive consumer engagement.

67%

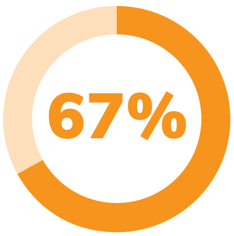
average 30-day retention rate seen by Alchemer Mobile customers

90-day retention for the average mobile app falls between 20-30% (Appsflyer 2021). **Alchemer Mobile data shows an average 90-day retention rate of 58%—twice the industry average.** If consumers engaged with a Love Dialog in the first 90 days, **their average retention rate went up to 63%.**

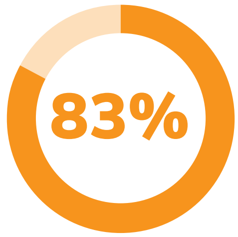
Annual retention is generally not reported due to the acceptance of high consumer churn, but many companies who have shifted their strategies away from acquisition toward retention have begun benchmarking annually. Across all apps in our dataset, **42% of consumers who used the app in January 2022 were seen in December 2022.** If the consumers saw an Alchemer Mobile interaction in January, 60% were still seen in December—an improvement of 43% just from mobile teams being proactive about gathering consumer feedback.

2022 Retention Benchmarks for Alchemer Mobile Customers

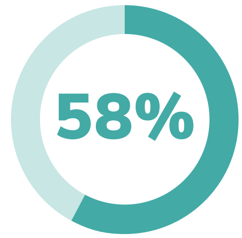
Average 30-day Retention



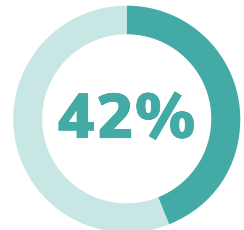
30-day Retention **After Love Dialog**



Average 90-day Retention



Average Annual Retention



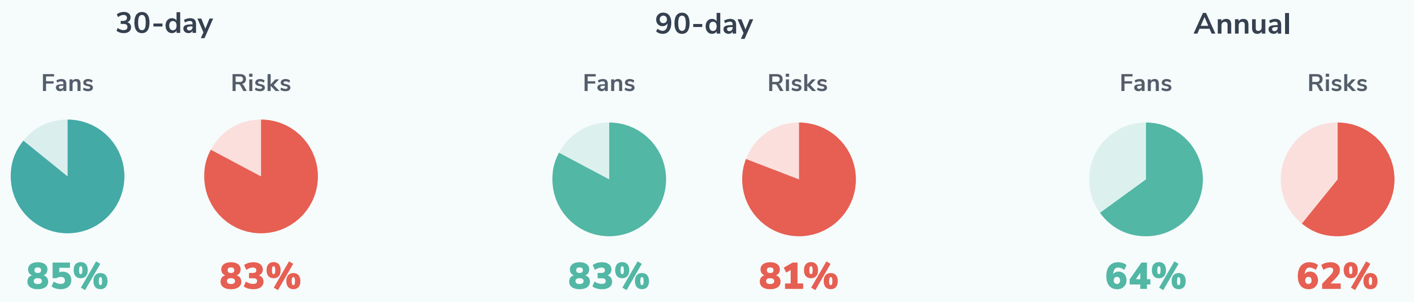
2022 Monthly Consumer Retention for Alchemer Mobile Customers

Subsequent Months	0	1	2	3	4	5	6	7	8	9	10	11
January	100%	67%	63%	60%	57%	54%	52%	50%	49%	47%	44%	42%
February	100%	70%	64%	61%	57%	55%	53%	51%	49%	46%	44%	
March	100%	68%	63%	59%	57%	54%	52%	49%	46%	44%		
April	100%	69%	63%	59%	56%	54%	51%	48%	46%			
May	100%	68%	63%	58%	56%	53%	49%	47%				
June	100%	68%	62%	59%	55%	51%	49%					
July	100%	67%	61%	58%	53%	50%						
August	100%	68%	62%	56%	53%							
September	100%	67%	60%	56%								
October	100%	64%	58%									
November	100%	66%										
December	100%											

Comparing churn risk for people who responded “Yes” to the Love Dialog (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. **However, in 2022, the churn risk to both Fans and Risks was within percentage points throughout the year.**

2022 Retention 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.

To learn more about how you can use Alchemer Mobile to improve your retention rates, visit alchemer.com

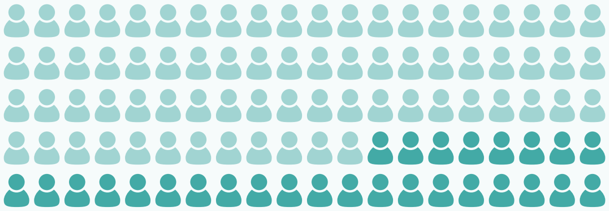
Interaction and Response Rates

The mobile channel remained a primary communication channel across industries as brands leveraged their apps to regularly engage consumers. In response, consumers interacted more with brands through their apps, without disrupting their in-app experience to share feedback outside of the app.

Among Alchemer Mobile customers, interaction rates, or the percentage of people who are prompted with an interaction, rose slightly to an average of 28% in 2022. The average response rate, or the percentage of people who provide a response when shown an interaction, to in-app interactions was 92%—meaning the overwhelming majority of consumers interacted with and responded to the brand's outreach.

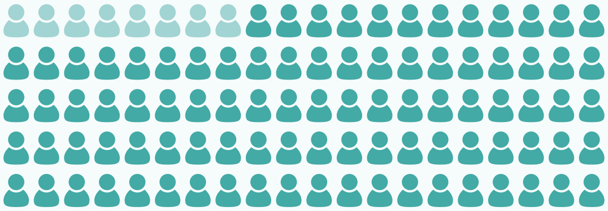
2022 Average Interaction Rate

28%



2022 Average Response Rate

92%



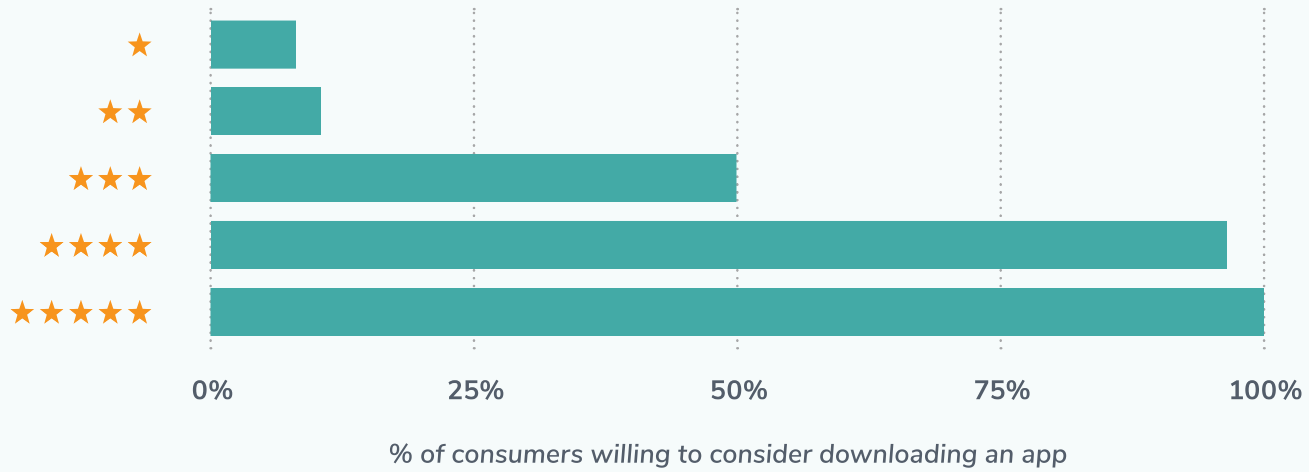
To learn more about how you can use Alchemer Mobile to improve interaction and response rates, visit alchemer.com

Ratings and Reviews

While ratings and reviews aren't the only indicator of a successful app, the opportunity cost of a star is huge. Ratings are a star score from 1-5 stars that may or may not also contain a review. A review has a star rating as well as a text comment.

For example, **moving a three-star app to four stars can lead to an 89% increase in the number of people viewing an an app and those downloading the app.** Plus, the lower the star rating, the less likely consumers are to download an app.

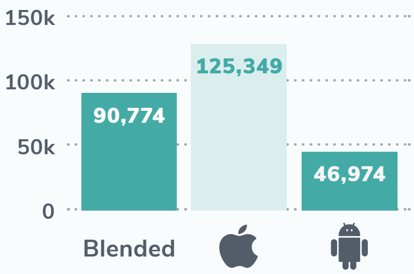
Minimum Star Rating Needed for Alchemer Mobile Consumers to Download an App



Across the apps included in our study, the **average star rating was 4.7.** Apps had an average of **90,774 star ratings** and an average of **719 app store reviews.**

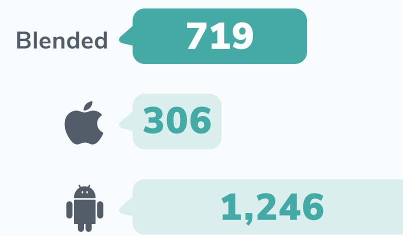
2022 Ratings and Reviews Benchmarks Among Alchemer Mobile Customers

Average Number of Ratings



Average Star Rating

Average Number of Reviews



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.

There were also differences in the **distribution of star ratings** in both app stores. Below is the 2022 distribution across both iOS and Android, by app category.

2022 Average Star Rating

Business Services	4.77	4.6
Education	4.72	4.47
Finance	4.8	4.63
Food and Drink	4.79	4.51
Healthcare	4.82	4.57
Media & Entertainment	4.66	4.45
Personal Services	4.71	4.68
Shopping	4.82	4.53
Travel	4.77	4.56
Utilities	4.75	4.42

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2022 App Store Ratings: iOS Among Alchemer Mobile Customers

	★	★★	★★★	★★★★	★★★★★
Business Services	1%	0%	2%	12%	85%
Education	3%	1%	2%	8%	86%
Finance	1%	0%	2%	10%	87%
Food and Drink	1%	1%	2%	10%	86%
Healthcare	1%	0%	2%	10%	87%
Media & Entertainment	3%	1%	3%	11%	82%
Personal Services	2%	1%	3%	14%	80%
Shopping	1%	0%	2%	9%	88%
Travel	3%	1%	2%	7%	87%
Utilities	3%	1%	2%	8%	86%

2022 App Store Ratings: Android Among Alchemer Mobile Customers

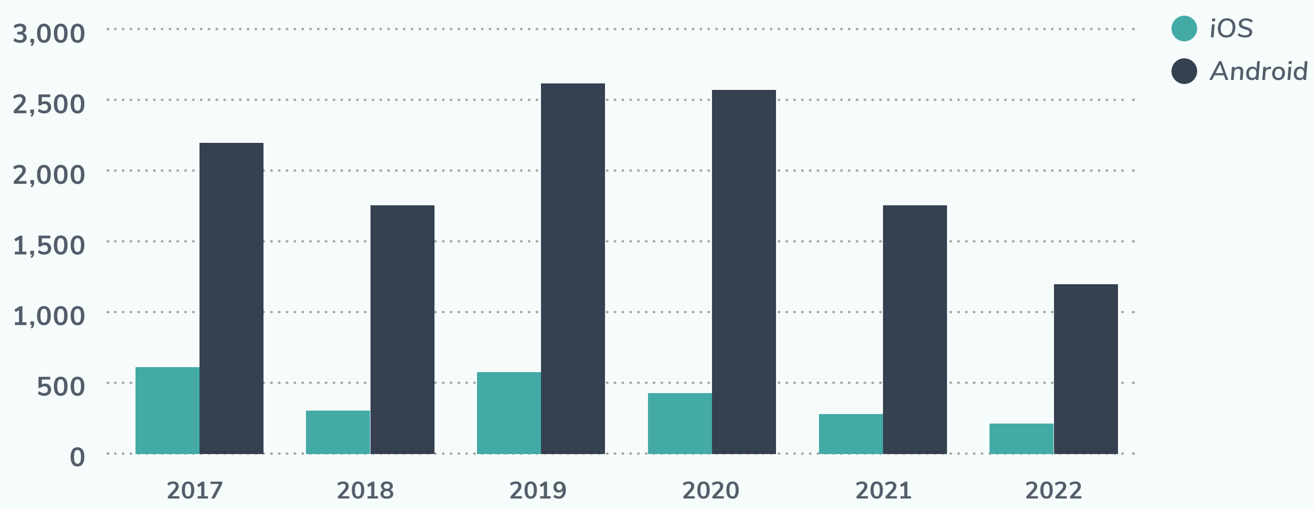
	★	★★	★★★	★★★★	★★★★★
Business Services	4%	1%	3%	14%	78%
Education	8%	2%	3%	10%	77%
Finance	4%	1%	3%	12%	80%
Food and Drink	7%	1%	3%	13%	76%
Healthcare	5%	1%	3%	15%	76%
Media & Entertainment	7%	2%	4%	15%	72%
Personal Services	1%	1%	3%	19%	76%
Shopping	6%	1%	3%	14%	76%
Travel	5%	3%	3%	11%	78%
Utilities	7%	2%	5%	13%	73%

Apple's release of iOS 11 and Google's 2020 release of the in-app review API simplified the rating process. While the changes made on both app stores made the process of rating an app easier and less disruptive to end-consumers, there was an unintended negative impact on the number of iOS and Android app store reviews. The average number of app store reviews continues to decrease each year due to decoupled rating prompts.

Decoupling refers to targeting customers for ratings separate from the audience that sees the Alchemer Mobile Love Dialog, or prompting for a rating at another point in your customers' journey that is not immediately after the Love Dialog. While decoupling is best practice, adding a step in the consumer feedback journey means that it will be harder, and therefore less likely, for people to complete the path.

Below are the **average number of ratings both iOS and Android apps** saw over the past six years.

Volume of App Store Reviews Among Alchemer Mobile Customers



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

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2022 Average App Store Reviews by App Category Among Alchemer Mobile Customers

Business Services	420	1,219
Education	86	265
Finance	57	368
Food and Drink	1,050	4,904
Healthcare	190	816
Media & Entertainment	421	1,404
Personal Services	726	1,664
Shopping	344	1,477
Travel	951	1,904
Utilities	154	557

Editor's note: Ratings data is based on aggregates.

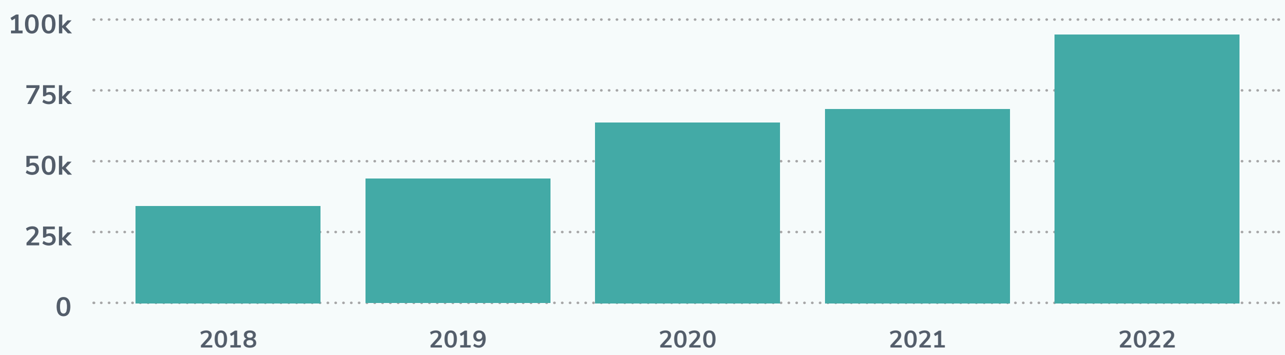
To learn more about how you can use Alchemer Mobile to improve your ratings and reviews, visit alchemer.com

In-app Surveys

The best product decisions are informed by an abundance of data from a representative cross section of a customer base, and mobile in-app surveys are often the best way to get it.

Among Alchemer Mobile customers, there was a meaningful increase of 24% in the number of in-app surveys sent in 2022 compared to 2021. Brands are talking to more consumers and are more comfortable engaging with them over longer periods of time, particularly through closing feedback loops by telling consumers their voices were heard. **The past five years show an incredible 180% growth in the number of in-app surveys brands send.**

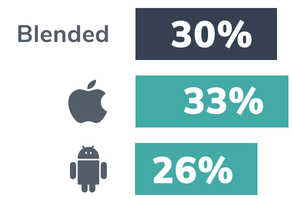
Total In-app Surveys Sent, by Year



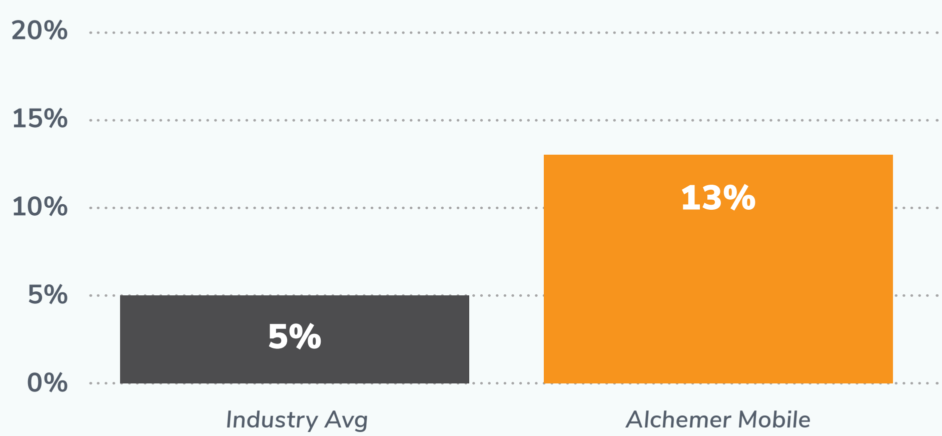
In addition to sending more surveys, teams using Alchemer Mobile sent surveys to a larger segment of their customers in 2022. **The average number of consumers prompted to answer surveys was 30%.** The more consumers you hear from, the more holistic your feedback will be.

In 2022, Alchemer Mobile customers received an **average in-app survey response rate of 13%**—almost three times the industry average of 5% (Business of Apps). Even though the number of consumers prompted for in-app surveys went up, the response rate held constant year-over-year, showing that when brands connect with consumers for feedback, it's often met with enthusiasm and action.

Consumers Prompted for In-app Surveys in 2022

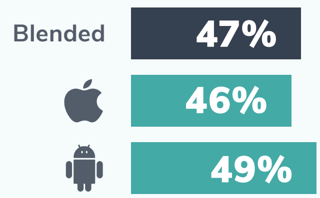


2022 Response Rate for In-app Surveys Among Alchemer Mobile Customers

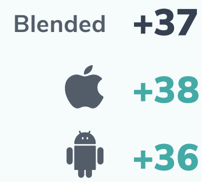


Not all in-app surveys are delivered in the same way, and when consumers are given the choice to opt in or out, response rates soar. **In-app surveys that are linked to using a Note, saw an average response rate of 47%**. Notes and Actions are powerful Alchemer Mobile features that allow users to take action. Said another way, about half of all end-consumers across both operating systems responded to Note-linked surveys.

Response Rate to Note-linked Surveys in 2022



NPS in 2022



The average NPS for Alchemer Mobile customers in 2022 was +37 ("good" scores typically fall between +40-50, depending on industry). But NPS is just a surface-level indicator and, by itself, is pretty useless. 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.

Alchemer Mobile advocates 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.

To learn more about how you can use Alchemer Mobile to improve your in-app survey responses, visit alchemer.com

Key Take-Aways

So, what did you learn?

First, **the mobile industry continues to evolve.** Mobile app adoption continued to increase as did spending in many categories. Survey usage reached an all-time high. Many VoC and CX programs effectively collect customer feedback (nearly 90%), but many do not have a formal process for communicating with customers or app users about their feedback.

Second, **Alchemer Mobile features like Love Dialog and Fan Signals can have a significant impact on adoption and retention.** Fan Signals alone represent a major data point for CX professionals, marketers, and customer service/support; as customer emotion shift, smart communicators will respond with messages, promotions, and surveys to improve or better seize the opportunity.

Third, **mobile app retention will continue to be an important metric for mobile product owners/ managers.** With retention rates on the decline, app developers in all categories are likely to focus on keeping the customers they have, in addition to generating new users. Product owners/managers will likely seek out tools in 2023 to better understand why customers churn and develop programs to improve app retention.

Fourth, and perhaps most importantly, **all business leaders should take an interest in closing the customer feedback loop.** Collecting feedback is a great first step, especially from mobile customers. But communicating with customers about their feedback is becoming a differentiator in the marketplace. Considering the customer journey, including mobile app touchpoints, is essential for closing the feedback loop.

If you have questions about this report, please reach out to Marketing@Alchemer.com.

Learn more about how Alchemer can help improve your mobile app experience. For more information about Alchemer Mobile, visit Alchemer.com/Mobile.

Alchemer

How Mobile Teams Should Respond

In 2022, brands gave a voice to more of their customers than ever before. Alchemer Mobile's customers reached more than 1.2 billion consumers alone, allowing these brands to make better product and resourcing decisions from a larger, collective customer perspective. The teams who acted on feedback improved retention, reduced churn, weathered economic storms with more certainty, and delivered more products and services consumers would buy than their feedback-light competitors. Leveraging customer feedback acted as a cheat code for brands in the 2022 marketplace—and it's not slowing down this year.

There are three feedback strategies winning brands should prioritize in 2023.

1. **Close customer feedback loops.**

   Capturing useful feedback and taking action on it is just the first step. Close the loop by telling customers their voices were heard—and show them what improvements were made.

   Proving to your customers that their voice drove impactful change is a powerful way to build loyalty and reduce churn. But many companies struggle to follow up on their customers' specific feedback in a personalized way, due to the difficulty of scale or limitations across their platforms. Responding to customer feedback in a personalized way is a powerful incentive proven to increase future survey response rates and drive customer loyalty. It's rare enough to be an unexpected delight, and closing the feedback loop validates the time and effort your customers put into sharing their thoughts, and demonstrates their input is driving real change.

   There are four steps to take in closing customer feedback loops:
   - Capture feedback
   - Analyze feedback
   - Act on feedback
   - 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 2023 have figured out a way to incorporate all four into an ongoing practice.

And always remember the golden rule: **All feedback is good feedback,** regardless of the medium through which it is collected or the sentiment behind it. Feedback is incredibly valuable and should always be treated as an opportunity to learn how you can make a better product and experience for your customers.

2. Invest in retention early.

Proactively engage with customers within the first 30 days to reduce the risk of churn and improve customer lifetime value. **The first 30 days of a new customer's experience with a brand are a strong predictor of lifetime value.** Prioritize connecting 1:1 with all new customers by delivering the right message, at the right place, at the right time, and via the right medium within their experience, to lay the foundation for the rest of their relationship with your brand.

As you invest early, evaluate how you use retention to predict success. For some industries, like Media or Food and Drink, daily retention is a good indicator of engagement, but daily retention often provides a shortsighted view of lifetime value. This may require your team to reevaluate your current retention philosophy (e.g., are customers who do not return to an app every day really disengaged?), even up to the executive level.

As all industries shore up resources to face continued economic instability, making calculated investments in retention matters more than ever. Brands that take a holistic approach to retention—and typically have high retention rates—focus both on the short and long term.

3. Be wherever your customers are.

Product owners, researchers, and marketers share a common goal: to know their customers well enough to predict their behavior, including where they'll engage. Knowing the channels customers will engage with allows teams to invest resources in the right places; for example, to make data-backed changes to priorities on a product roadmap, to test new engagement points across mobile experiences, and more.

Mobile is the best channel for gathering in-app customer feedback. Consumers are now using mobile devices to engage with brands the majority of the time; in 2022, 59% of all internet traffic was mobile. If brands are going to be where there customers are, that means they need to have a strong mobile presence that proactively intercepts feedback whether a customer is on the go, browsing from their couch, or using an app as they sit in front of their computer because it's preferable to the desktop web experience.

But while mobile is the best channel for in-app feedback, all other channels are also part of closing the loop. Investing in a holistic feedback strategy means making calculated, collaborative investments across mobile, email, text, social, and more. To truly invest in customer relationships that stand the test of time means to know customers as well as they know themselves. **Offering the right messages at the right engagement points across a full digital experience is how brands will stand out in both expanding and consolidating marketplaces in 2023.**

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

Alchemer

Alchemer Mobile Customers in

Media & Entertainment

Media & Entertainment

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

Summary

The Media and Entertainment app category is broad—encompassing everything from news to games to sports, and consumer expectations and behavior vary between industries. Media apps are separated into six subcategories: News, Telco, Technology, Games, Sports, and Music.

Retention

While the Media and Entertainment apps averaged 61% 30-day retention (compared to the benchmark of 67%), retention is widely dependent on subcategory. Switching costs for Gaming are quite low, particularly in the first 30 days, where retention tends to be lower but more critical for success. For industries like Technology and Telco, customer switching cost is higher and app usage isn't as frequent, which impacts retention. **This year, teams across all industries should focus on long-term communication strategies and include their customers heavily in product roadmap planning to ensure they have a reason to come back—and a great experience when they do.**

Consumer Sentiment

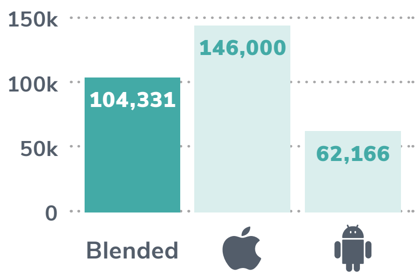
Media and Entertainment apps averaged a Love Percent of 70% compared to the overall benchmark of 65%—great news for the category. Customers were generally happy with their brand experiences across subcategories, particularly in Music (83%), Games (74%), and Technology (70%).

In-app Surveys

Customers were eager to share their feedback through in-app surveys as Media and Entertainment apps averaged a 15% survey response rate (compared to the 13% overall) benchmark. The high response rate can be attributed to mobile teams asking the right questions, launching the surveys at the right time within the app experience, or targeting consumers who want to be part of the in-app product experience. In order to provide better mobile experiences that keep customers coming back, mobile teams across Media and Entertainment industries need to give more of their customers a voice.

Ratings and Reviews

Average Number of Ratings

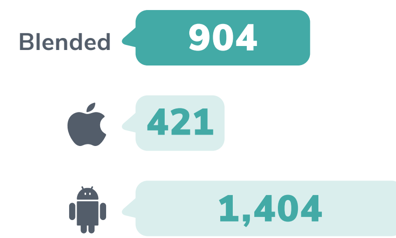


	Blended	iOS	Android
News	99,648	141,680	58,816
Games	43,899	34,234	63,229
Telco	93,155	145,117	48,617
Sports	85,420	147,680	30,942
Technology	19,325	14,852	26,353
Music	647,999	902,524	393,473

Average Star Rating

	Blended	iOS	Android
News	4.65	4.7	4.52
Games	4.41	4.36	4.47
Telco	4.52	4.62	4.24
Sports	4.81	4.83	4.7
Technology	4.53	4.71	4.36
Music	4.59	4.61	4.54

Average Number of Reviews



	Blended	iOS	Android
News	942	505	1,326
Games	817	186	2,080
Telco	728	265	1,140
Sports	773	481	1,137
Technology	318	201	519
Music	4,380	2,018	6,743

App Store Ratings Distribution

iOS

	★	★★	★★★	★★★★	★★★★★
Media & Entmt	3%	1%	3%	11%	82%
News	3%	1%	3%	12%	81%
Telco	4%	1%	4%	13%	78%
Technology	2%	1%	3%	11%	83%
Games	9%	3%	5%	11%	72%
Sports	1%	0%	2%	8%	89%
Music	5%	1%	3%	10%	81%

Android

	★	★★	★★★	★★★★	★★★★★
Media & Entmt	7%	2%	4%	15%	72%
News	6%	1%	3%	16%	74%
Telco	11%	3%	5%	14%	67%
Technology	7%	3%	5%	15%	70%
Games	6%	3%	5%	14%	72%
Sports	2%	1%	3%	13%	81%
Music	5%	1%	3%	14%	77%

Retention

	Average 30-day Retention	30-day Retention After Love Dialog	Average 90-day Retention	Average Annual Retention
Media & Entertainment	61%	80%	51%	34%
News	67%	84%	57%	40%
Telco	57%	78%	46%	28%
Technology	49%	66%	39%	24%
Games	37%	70%	26%	14%
Sports	51%	65%	38%	11%
Music	66%	89%	59%	46%

Consumer Sentiment

Love Dialog Conversion Rate

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

93%

Media & Entertainment

News	93%	Games	94%
Telco	87%	Sports	97%
Tech.	92%	Music	94%

Love Percent

Total consumers who respond "Yes" to Love Dialog prompts

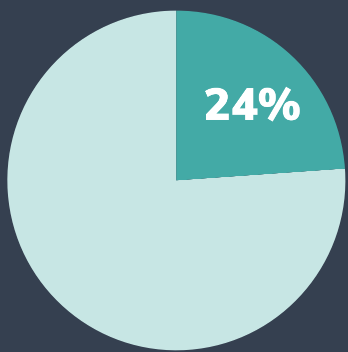
70%

Media & Entertainment

News	68%	Games	74%
Telco	62%	Sports	65%
Tech.	70%	Music	83%

Interaction and Response Rates

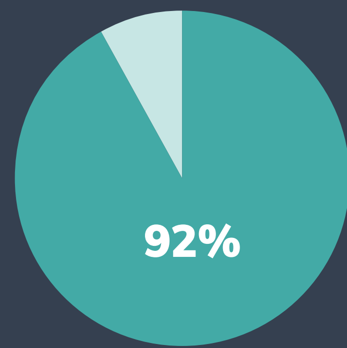
Average Interaction Rate



Media & Entertainment

News	31%
Telco	13%
Tech.	27%
Games	2%
Sports	43%
Music	35%

Average Response Rate



Media & Entertainment

News	93%
Telco	89%
Tech.	88%
Games	82%
Sports	97%
Music	93%

In-app Surveys

Average Response Rate for In-app Surveys

15%

Media & Entertainment

News	9%
Telco	27%
Tech.	37%
Games	17%
Sports	15%
Music	15%

Average Response Rate to Note-linked Surveys

49%

Media & Entertainment

News	66%
Telco	46%
Tech.	67%
Games	N/A
Sports	90%
Music	56%

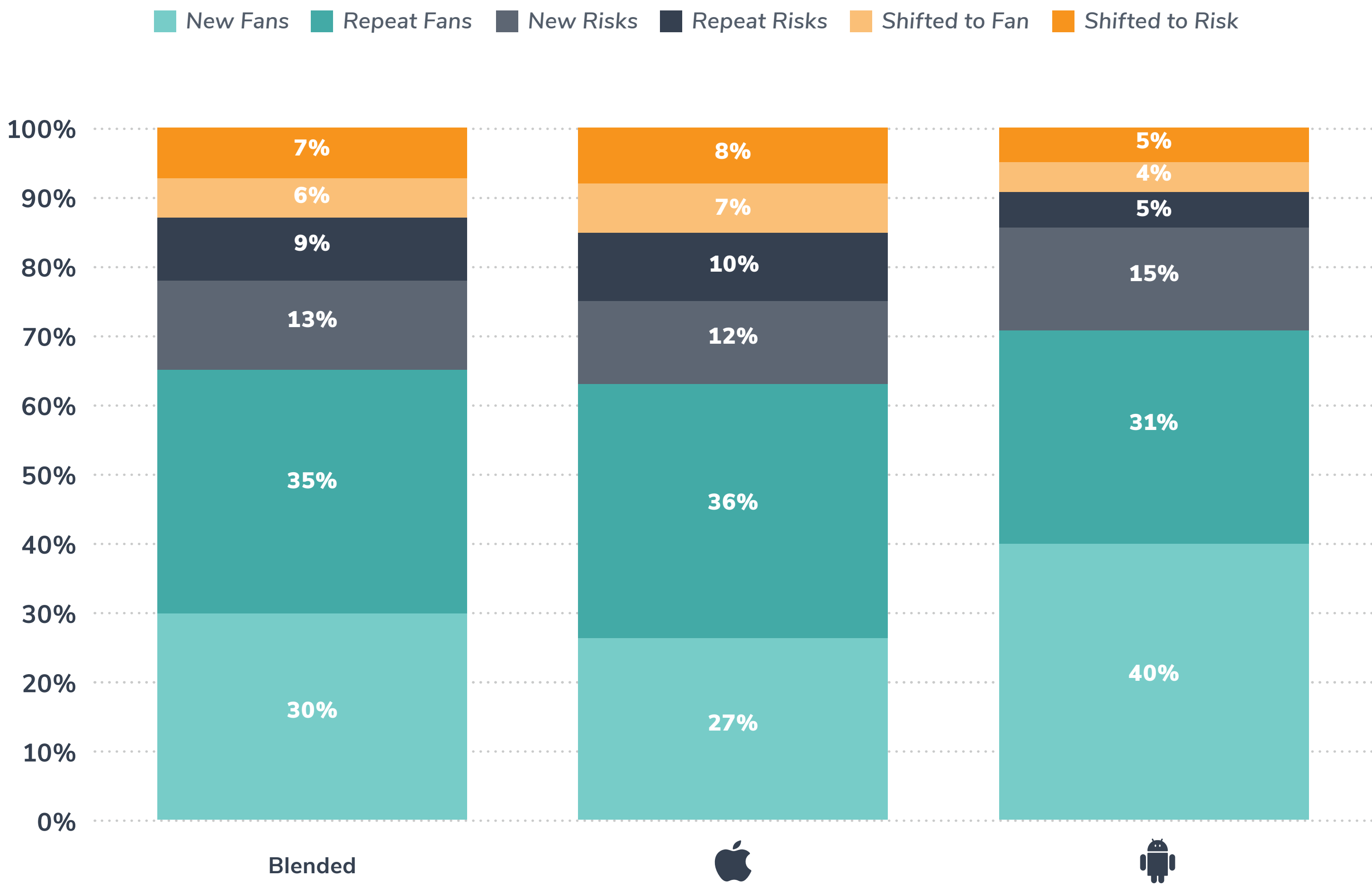
Percentage of People Prompted for Surveys

27%

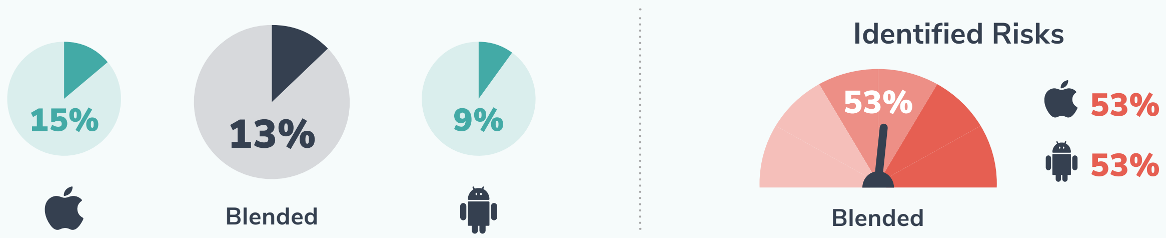
Media & Entertainment

News	31%
Telco	33%
Tech.	5%
Games	9%
Sports	44%
Music	1%

Expressed Consumer Emotion (Media & Entertainment)



Shifted Emotions

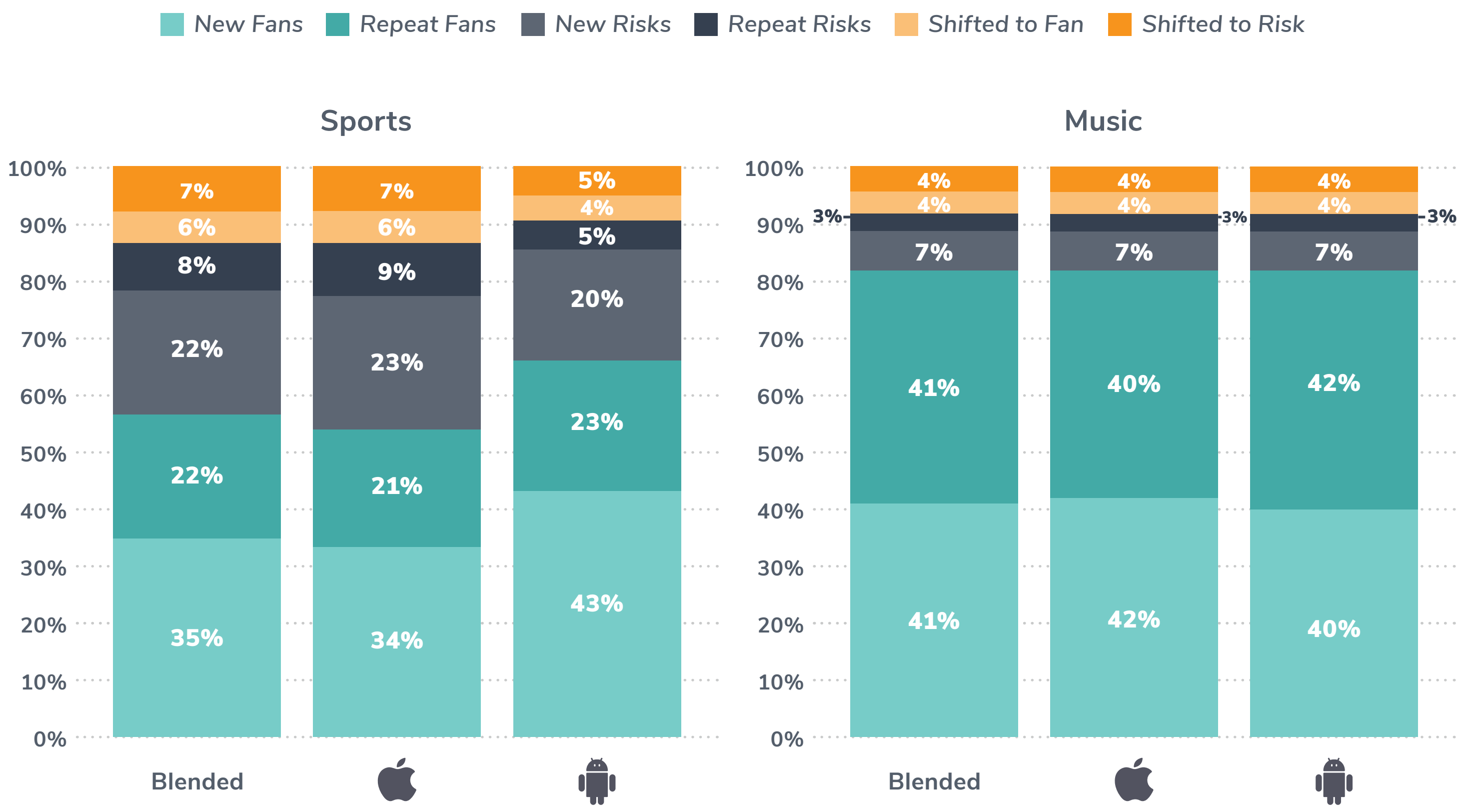


REQUEST A DEMO

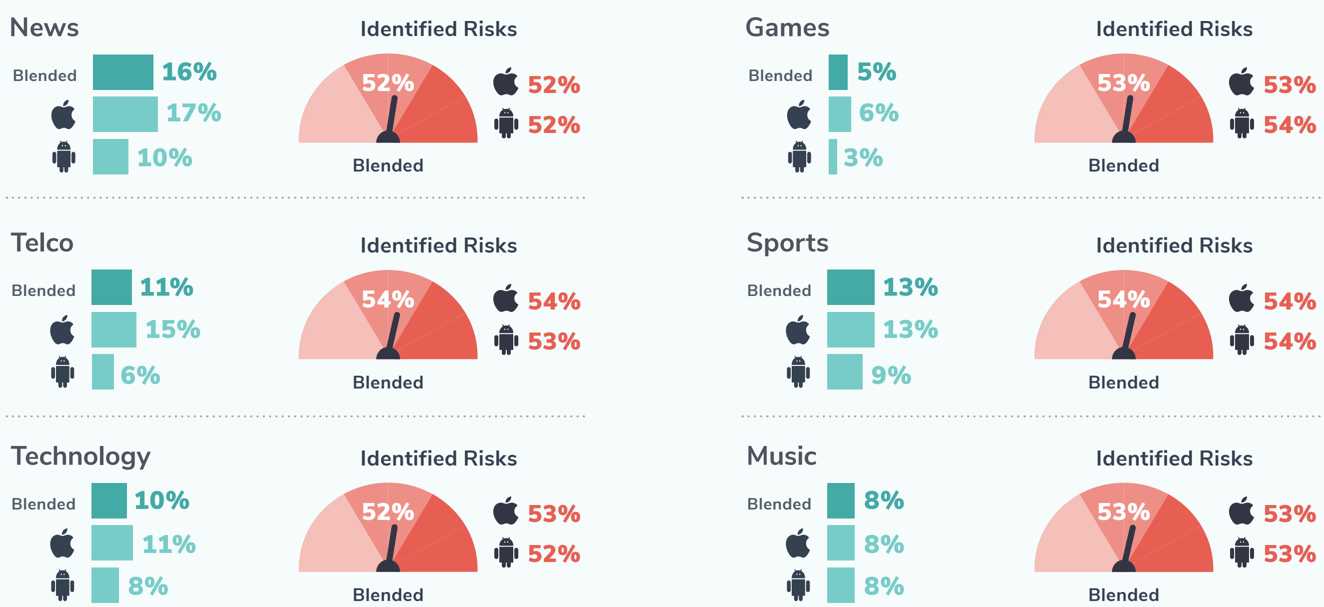
Expressed Consumer Emotion (Subcategories)

REQUEST A DEMO

Expressed Consumer Emotion (Subcategories)



Shifted Emotions



REQUEST A DEMO

Retention Rates for Fans and Risks

Media & Entertainment

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

30-day Retention

84% Fans

79% Risks

90-day Retention

82% Fans

77% Risks

Annual Retention

63% Fans

58% Risks

News

30-day	90-day	Annual
Fans: **86%**	Fans: **85%**	Fans: **67%**
Risks: **87%**	Risks: **84%**	Risks: **65%**

Telco

30-day	90-day	Annual
Fans: **82%**	Fans: **80%**	Fans: **61%**
Risks: **77%**	Risks: **71%**	Risks: **55%**

Tech.

30-day	90-day	Annual
Fans: **71%**	Fans: **67%**	Fans: **49%**
Risks: **69%**	Risks: **63%**	Risks: **44%**

Games

30-day	90-day	Annual
Fans: **72%**	Fans: **68%**	Fans: **40%**
Risks: **66%**	Risks: **55%**	Risks: **34%**

Sports

30-day	90-day	Annual
Fans: **79%**	Fans: **67%**	Fans: **52%**
Risks: **70%**	Risks: **59%**	Risks: **44%**

Music

30-day	90-day	Annual
Fans: **89%**	Fans: **88%**	Fans: **69%**
Risks: **88%**	Risks: **83%**	Risks: **62%**

Learn how Alchemer Mobile has helped Media & Entertainment app providers

Alchemer

Alchemer Mobile Customers in

Finance

Finance

Subcategories: Fintech, Banking, Insurance

Summary

Finance apps are separated in three subcategories: Fintech (credit score, mortgage, stocks and bonds, and loan consolidation.), Banking (banks and credit unions), and Insurance (auto, home, life, renters, and pet). Consumers in each subcategory have vastly different motivations and usage patterns, which we see represented in the data.

Retention

Finance apps typically have high retention rates, which held true in 2022. Collectively, the category had 30-day retention of 71% (compared to 67% across all categories), 90-day retention of 63% (58% overall), and annual retention of 45% (42% overall). 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 85% in Fintech, 75% in Insurance, and 91% in Banking—said another way, almost all Banking consumers were retained for three months after they engaged with a Love Dialog.

Consumer Sentiment

Love Percent was above the overall benchmark of 64% for all subcategories: Fintech was 78%, Banking was 79%, and Insurance was 73%. As we saw in the data above, customer retention comes easier to brands in the Finance industry because of the high cost of switching. But keeping customers retained in the app is no easy feat. Mobile teams proactively asking for in-app feedback are proving that they're able to keep customers active in their mobile channels, extending their reach and deepening their brand relationships.

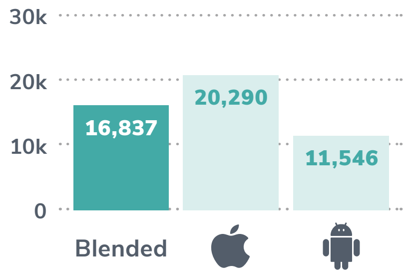
In-app Surveys

But when it comes to in-app surveys, Finance brands have room for improvement. The average survey response rate for the industry was only 11%, lower than the overall benchmark of 13% and particularly low in the Fintech subcategory at only 4%. When mobile teams used surveys presented with a Note to ensure customers were bought into the survey before presenting it, the results were fantastic: the average response rate to Note-linked surveys was 59%. This year, Finance brands should experiment with various engagement strategies across target segments and close loop with people when their feedback has been heard and acted on.

REQUEST A DEMO

Ratings and Reviews

Average Number of Ratings



Fintech	Blended	29,091
	iOS	32,499
	Android	24,168
Banking	Blended	8,581
	iOS	10,055
	Android	6,278
Insurance	Blended	81,388
	iOS	116,641
	Android	28,508

Average Star Rating

Blended 4.76

iOS 4.8

Android 4.63

Fintech	Blended	4.81
	iOS	4.83
	Android	4.78
Banking	Blended	4.73
	iOS	4.8
	Android	4.54
Insurance	Blended	4.72
	iOS	4.78
	Android	4.33

Average Number of Reviews

Blended 182

iOS 57

Android 368

Fintech	Blended	376
	iOS	119
	Android	726
Banking	Blended	88
	iOS	29
	Android	179
Insurance	Blended	692
	iOS	216
	Android	1,405

App Store Ratings Distribution

iOS

	★	★★	★★★	★★★★	★★★★★
Finance	1%	0%	2%	10%	87%
Fintech	1%	0%	2%	8%	89%
Banking	1%	0%	2%	10%	87%
Insurance	1%	1%	2%	10%	86%

Android

	★	★★	★★★	★★★★	★★★★★
Finance	4%	1%	3%	12%	80%
Fintech	1%	0%	2%	12%	85%
Banking	6%	1%	4%	11%	78%
Insurance	9%	3%	4%	13%	71%

Retention

Average 30-day Retention

71%

Finance

Fintech **67%**
Banking **85%**
Insurance **51%**

30-day Retention After Love Dialog

85%

Finance

Fintech **85%**
Banking **91%**
Insurance **75%**

Average 90-day Retention

63%

Finance

Fintech **57%**
Banking **78%**
Insurance **41%**

Average Annual Retention

45%

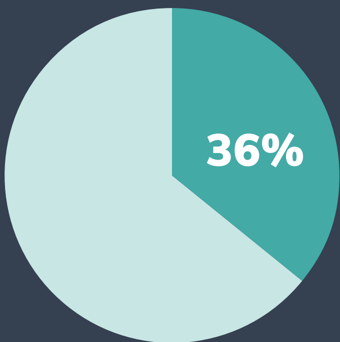
Finance

Fintech **38%**
Banking **60%**
Insurance **24%**

REQUEST A DEMO

Interaction and Response Rates

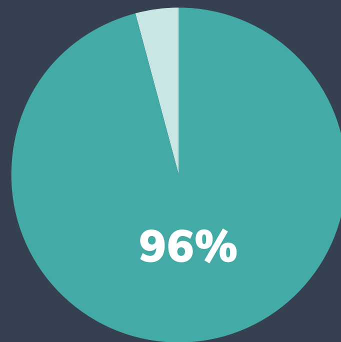
Average Interaction Rate



Fintech **31%**
Banking **38%**
Insurance **37%**

Finance

Average Response Rate



Fintech **95%**
Banking **97%**
Insurance **97%**

Finance

In-app Surveys

Average Response Rate for In-app Surveys

11%

Finance

Fintech **4%**
Banking **13%**
Insurance **12%**

Average Response Rate to Note-linked Surveys

59%

Finance

Fintech **87%**
Banking **61%**
Insurance **56%**

Percentage of People Prompted for Surveys

29%

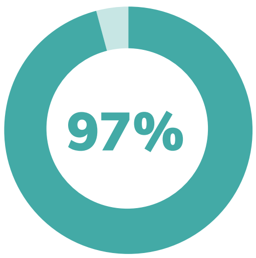
Finance

Fintech **23%**
Banking **27%**
Insurance **35%**

Consumer Sentiment

Love Dialog Conversion Rate

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

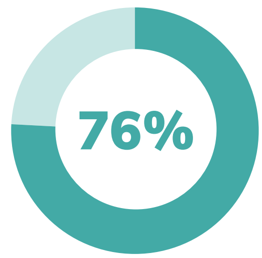


Finance

Fintech **95%**
Banking **97%**
Insurance **97%**

Love Percent

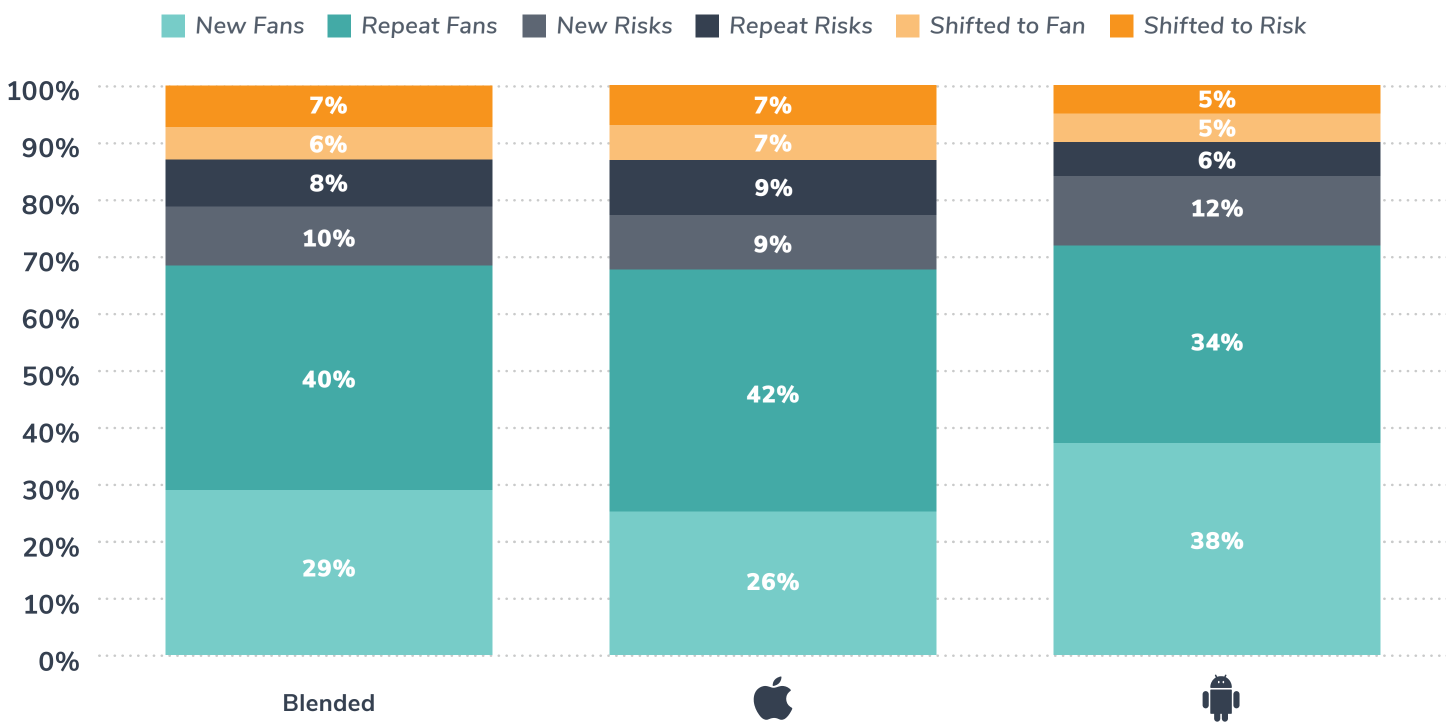
Total consumers who respond "Yes" to Love Dialog prompts



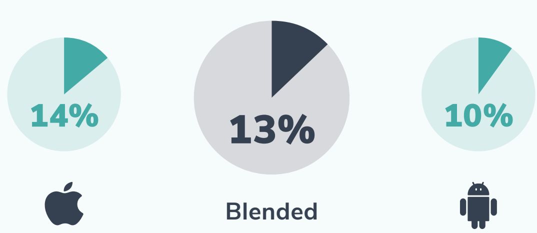
Finance

Fintech **78%**
Banking **79%**
Insurance **73%**

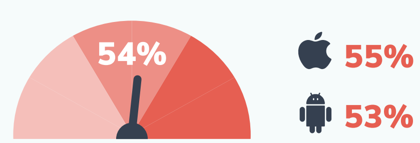
Expressed Consumer Emotion (Finance)



Shifted Emotions

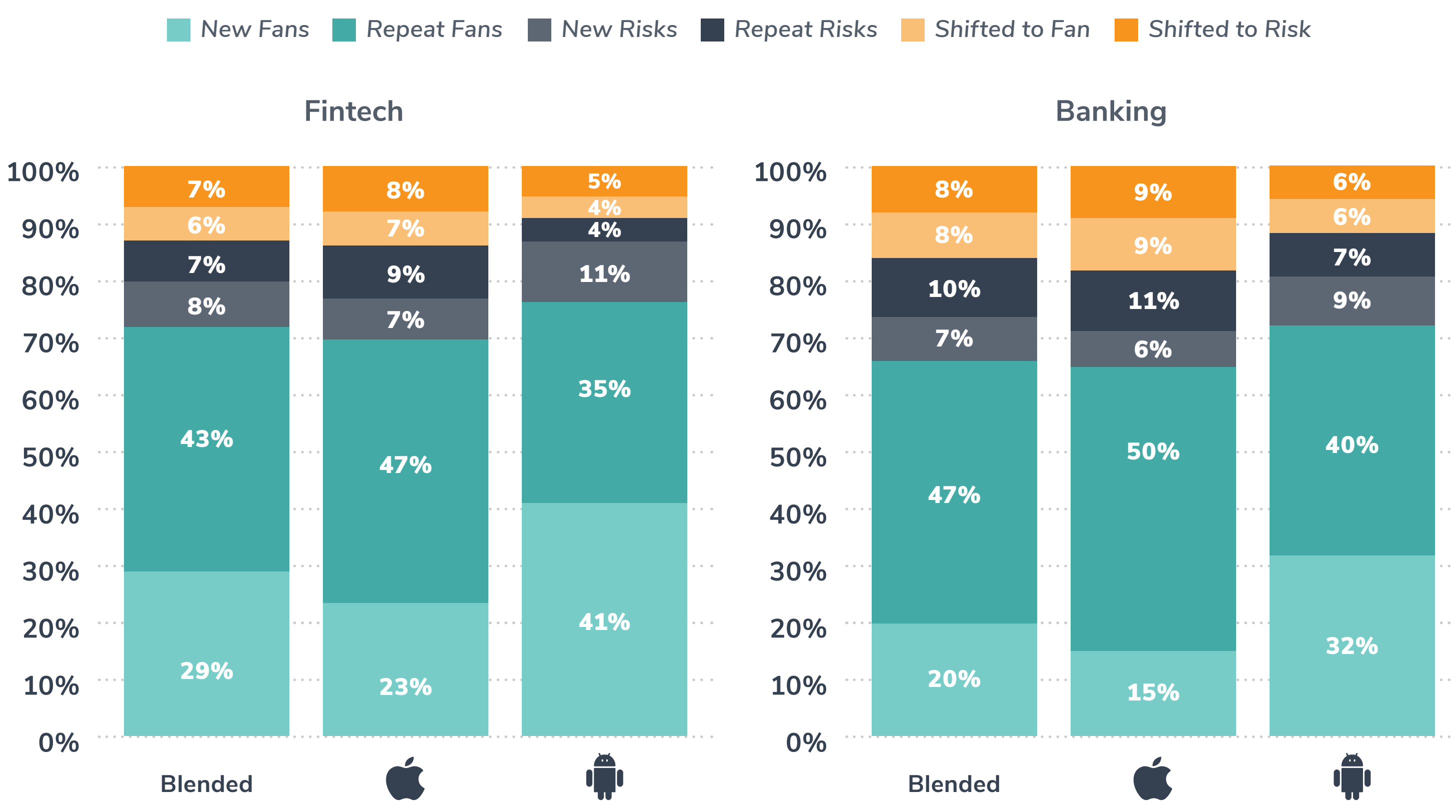


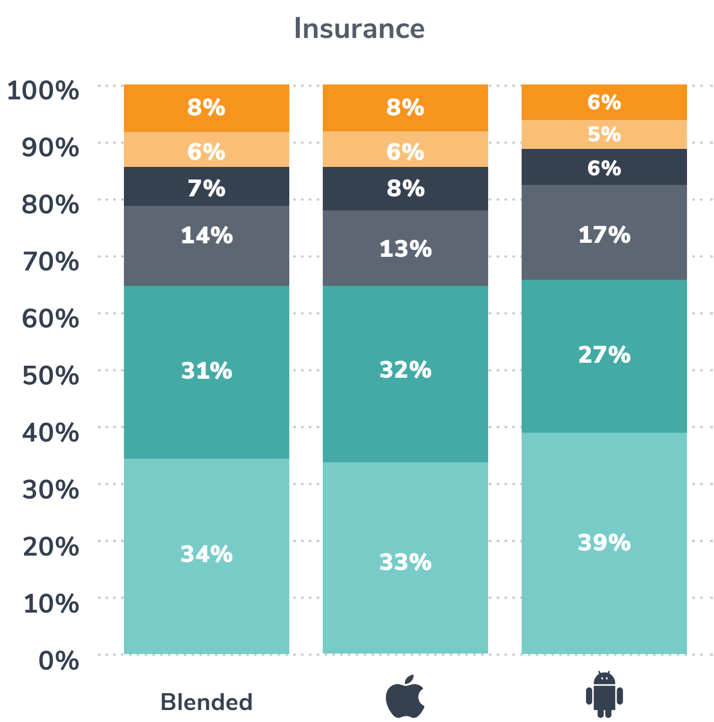
Identified Risks

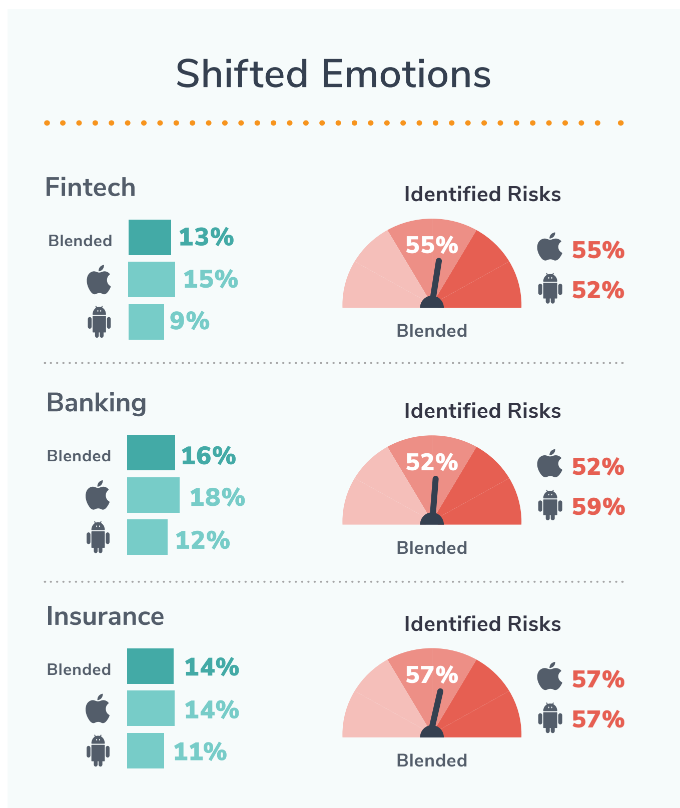


Blended

Expressed Consumer Emotion (Subcategories)







REQUEST A DEMO

Retention Rates for Fans and Risks

Finance

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

30-day Retention

86% Fans **82%** Risks

90-day Retention

78% Fans **73%** Risks

Annual Retention

64% Fans **59%** Risks

Fintech

30-day	90-day	Annual
Fans: **87%**	Fans: **87%**	Fans: **70%**
Risks: **84%**	Risks: **81%**	Risks: **64%**

Banking

30-day	90-day	Annual
Fans: **94%**	Fans: **92%**	Fans: **79%**
Risks: **93%**	Risks: **91%**	Risks: **77%**

Insurance

30-day	90-day	Annual
Fans: **77%**	Fans: **55%**	Fans: **45%**
Risks: **73%**	Risks: **53%**	Risks: **42%**

Learn how Alchemer Mobile has helped Finance app providers

Alchemer

Alchemer Mobile Customers in

Food & Drink

Food & Drink

Subcategories: Restaurant, Food Services

Summary

Food and Drink apps are separated into two subcategories: Restaurants (both Quick Service Restaurants and sit down) and Food Services (grocery, food delivery, and digital recipes).

Ratings

The average number of app store ratings for Food and Drink apps experienced a huge increase in 2021, particularly in Restaurants. Restaurant apps saw an average of 592,530 App Store ratings and 199,380 Google Play Store ratings, compared to the overall average of 90,774. Food Services apps saw an average of 56,273 App Store ratings, and 24,565 Google Play Store ratings. The increase shows that mobile order and pay continues to gain in popularity, even as COVID regulations and protocols for the industry wind down.

Retention

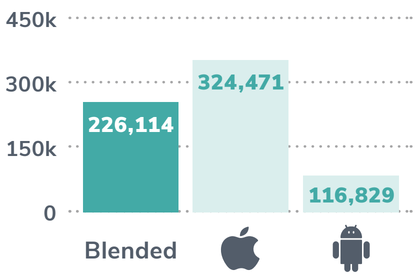
Retention was slightly above overall benchmarks for Food and Drink apps: 30-day was 69% (compared to 67% overall), 90-day was 61% (compared to 58% overall), and annual was 43% (compared to 42% overall). Above-average retention is particularly impressive in this industry as Food and Drink apps have a challenge retaining customers due to how many alternatives there are in both Restaurants and Food Services, coupled with the low cost of customers switching brand loyalty.

Consumer Sentiment

Food and Drink apps received a strong Love Dialog conversion rate of 93% (compared to the 94% benchmark), but Love Percent is an area of concern for Restaurant subcategory at 54% (compared to the 64% overall benchmark). For restaurants in particular, it's crucial that apps keep pace with their competitors on must-have features, like in-app ordering, and they must keep a pulse on things that may not be working. Customers expect features like multiple payment options—and they expect all of them to work at all times. It's imperative for restaurants to learn quickly of any defects and to fix them immediately since the switching cost to another restaurant is low. Also, customers expect inventory to be correct within the app at all times.

Ratings and Reviews

Average Number of Ratings



Restaurant	Blended	395,955
	iOS	592,530
	Android	199,380
Food Services	Blended	56,273
	iOS	81,942
	Android	24,565

Average Star Rating

Blended 4.72

iOS 4.79

Android 4.51

Restaurant	Blended	4.73
	iOS	4.82
	Android	4.5
Food Services	Blended	4.65
	iOS	4.68
	Android	4.56

Average Number of Reviews

Blended 2,920

iOS 1,050

Android 4,904

Restaurant	Blended	5,089
	iOS	1,865
	Android	8,312
Food Services	Blended	481
	iOS	187
	Android	814

App Store Ratings Distribution

iOS

	★	★★	★★★	★★★★	★★★★★
Food & Drink	1%	1%	2%	10%	86%
Restaurant	1%	0%	2%	9%	88%
Food Services	2%	1%	4%	14%	79%

Android

	★	★★	★★★	★★★★	★★★★★
Food & Drink	7%	1%	3%	13%	76%
Restaurant	7%	1%	3%	13%	76%
Food Services	5%	1%	3%	15%	76%

Retention

Average 30-day Retention

69%

Food & Drink

Restaurant **69%**

Food Services **67%**

30-day Retention After Love Dialog

85%

Food & Drink

Restaurant **85%**

Food Services **88%**

Average 90-day Retention

61%

Food & Drink

Restaurant **60%**

Food Services **60%**

Average Annual Retention

43%

Food & Drink

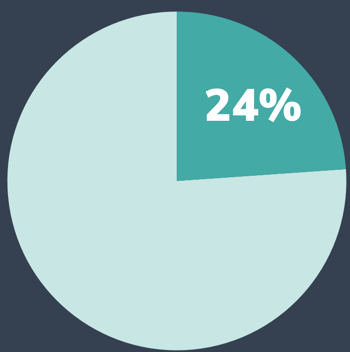
Restaurant **43%**

Food Services **47%**

REQUEST A DEMO

Interaction and Response Rates

Average Interaction Rate

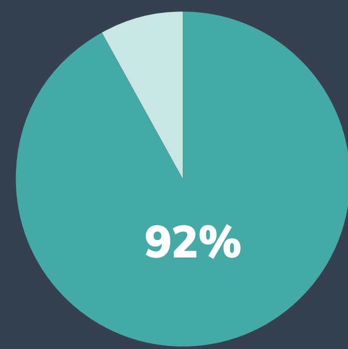


Restaurant **24%**

Food Services **20%**

Food & Drink

Average Response Rate



Restaurant **92%**

Food Services **88%**

Food & Drink

In-app Surveys

Average Response Rate for In-app Surveys

12%

Food & Drink

Restaurant **11%**

Food Services **26%**

Average Response Rate to Note-linked Surveys

37%

Food & Drink

Restaurant **36%**

Food Services **73%**

Percentage of People Prompted for Surveys

40%

Food & Drink

Restaurant **39%**

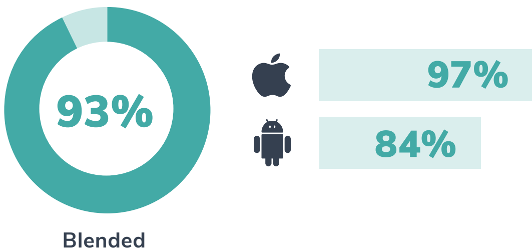
Food Services **57%**

Consumer Sentiment

Love Dialog Conversion Rate

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

Food & Drink



Restaurant

Blended 93%
97%
84%

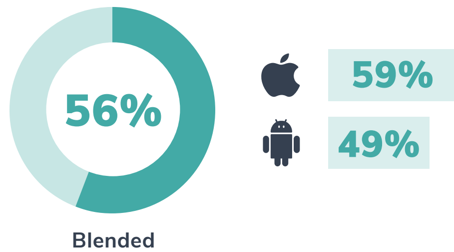
Food Services

Blended 95%
97%
92%

Love Percent

Total consumers who respond "Yes" to Love Dialog prompts

Food & Drink



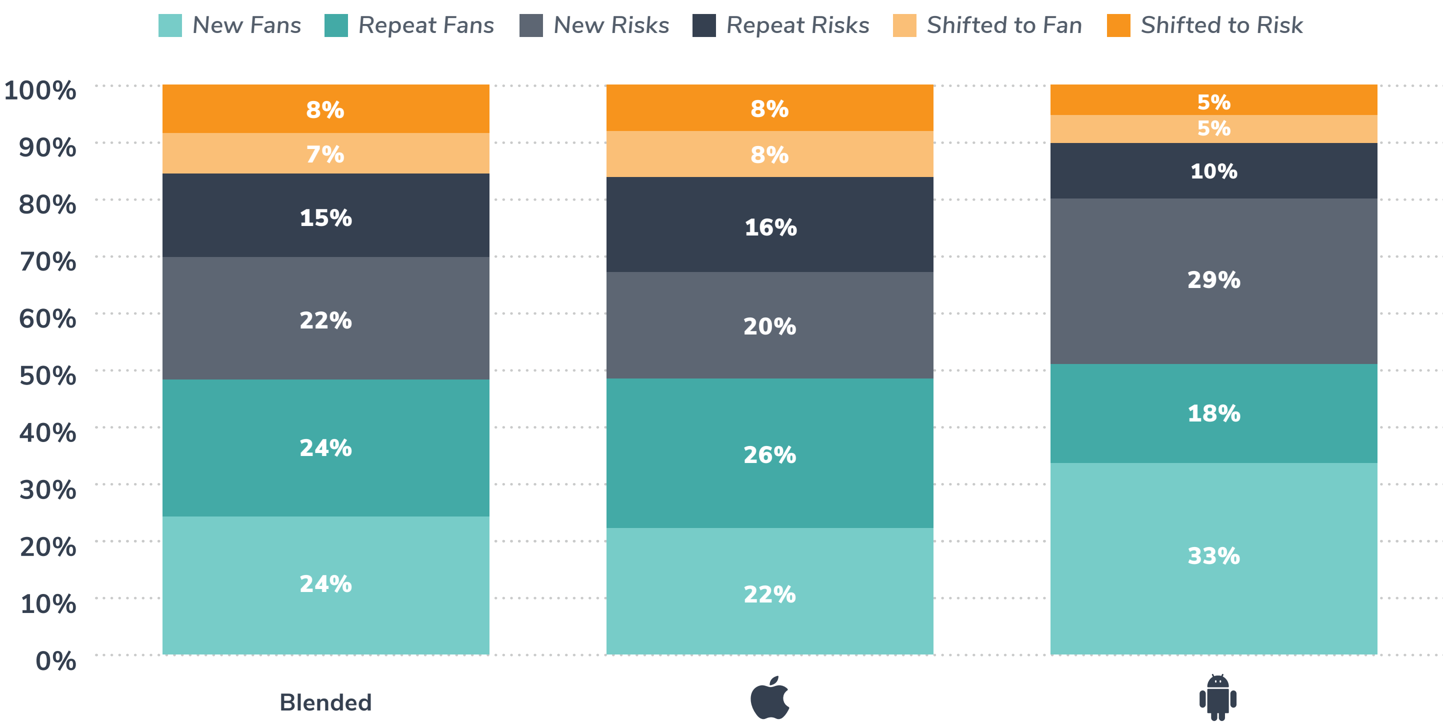
Restaurant

Blended 54%
58%
48%

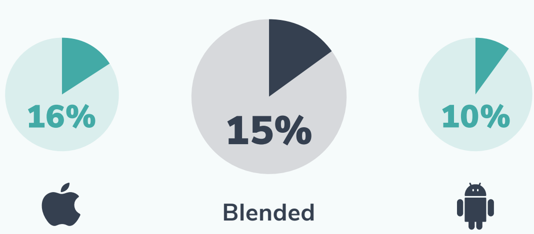
Food Services

Blended 74%
75%
70%

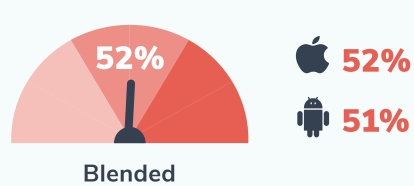
Expressed Consumer Emotion (Food & Drink)



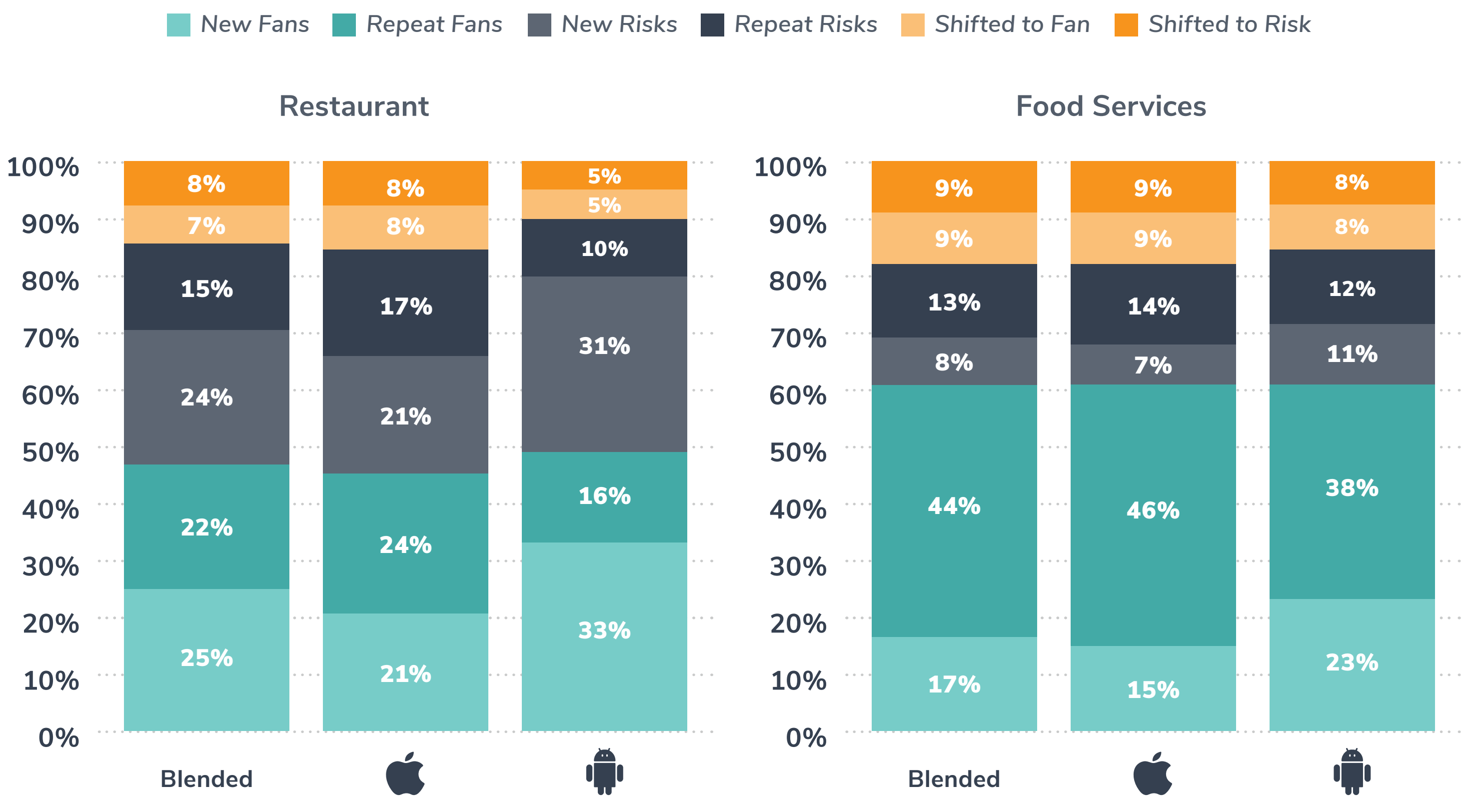
Shifted Emotions



Identified Risks



Expressed Consumer Emotion (Subcategories)



Shifted Emotions

REQUEST A DEMO

Retention Rates for Fans and Risks

Food & Drink

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

30-day Retention

87% Fans

85% Risks

90-day Retention

83% Fans

76% Risks

Annual Retention

67% Fans

62% Risks

Restaurant

30-day	90-day	Annual
Fans: **87%**	Fans: **82%**	Fans: **65%**
Risks: **85%**	Risks: **75%**	Risks: **61%**

Food Services

30-day	90-day	Annual
Fans: **90%**	Fans: **91%**	Fans: **78%**
Risks: **87%**	Risks: **88%**	Risks: **75%**

Learn how Alchemer Mobile has helped Food & Drink app providers

Alchemer

Alchemer Mobile Customers in
Healthcare

Healthcare

Subcategories: Medical, Fitness

Summary

Healthcare apps are separated into two subcategories: Medical (public health, condition management, reproductive services, and personal care) and Fitness (workout plans, fitness tracking, and nutrition).

Consumer Sentiment

Customers of Healthcare apps were generally happy last year. Medical apps had a Love Percent of 75%. Fitness apps were slightly lower at 65%, but both subcategories were higher than the overall benchmark of 64%. This year, 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.

Retention

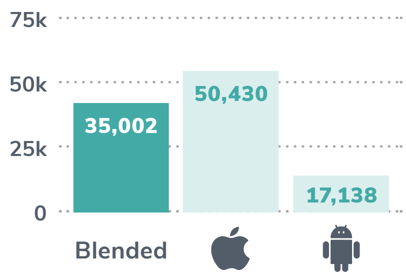
Retention was below overall benchmarks for Healthcare apps: 30-day was 45% (compared to 67% overall), 90-day was 35% (compared to 58% overall), and annual was 20% (compared to 42% overall). To understand why, each subcategory tells a separate story. From 2021 to 2022, Fitness apps dropped about five points at each stage throughout the year. Now that gyms and fitness centers have opened back up, people aren't relying on fitness apps as heavily anymore. Medical apps have their own usage challenges as frequency of use is typically low across the industry. However, people who use Healthcare apps love them as shown by the average Love Percent of 71% (compared to the overall average of 64%); they are simply using them less frequently.

In-app Surveys

In-app Survey benchmarks for apps varied widely depending on the subcategory. Medical apps prompted an average of 31% of their customers for surveys (compared to 30% overall benchmark), and received a 23% response rate as result—much higher than the overall benchmark of 13%. Conversely, Fitness apps only prompted an average 0.5% of customers for surveys, receiving an low 8% average survey response rate. Fitness apps are not talking to enough of their consumers, which is leading to low engagement rates across interactions. This year, understanding what will bring Fitness-app customers back into the experience and fixing technical in-app issues is paramount to success.

Ratings and Reviews

Average Number of Ratings



Medical	Blended	15,161
	iOS	18,597
	Android	11,081
Fitness	Blended	150,742
	iOS	252,041
	Android	49,443

Average Star Rating

Blended 4.76

iOS 4.82

Android 4.57

Medical	Blended	4.6
	iOS	4.68
	Android	4.44
Fitness	Blended	4.86
	iOS	4.88
	Android	4.73

Average Number of Reviews

Blended 460

iOS 190

Android 816

Medical	Blended	330
	iOS	138
	Android	581
Fitness	Blended	1,149
	iOS	461
	Android	2,066

App Store Ratings Distribution

iOS

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

Android

	★	★★	★★★	★★★★	★★★★★
Healthcare	5%	1%	3%	15%	76%
Medical	7%	1%	4%	17%	71%
Fitness	2%	1%	1%	12%	84%

Retention

Average 30-day Retention

45%

Healthcare

Medical **52%**

Fitness **36%**

30-day Retention After Love Dialog

73%

Healthcare

Medical **72%**

Fitness **80%**

Average 90-day Retention

35%

Healthcare

Medical **39%**

Fitness **26%**

Average Annual Retention

20%

Healthcare

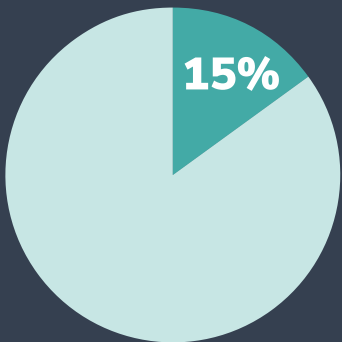
Medical **18%**

Fitness **13%**

REQUEST A DEMO

Interaction and Response Rates

Average Interaction Rate

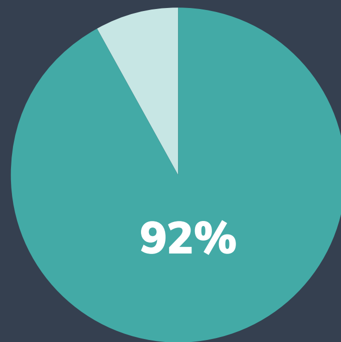


Medical **24%**

Fitness **11%**

Healthcare

Average Response Rate



Medical **92%**

Fitness **93%**

Healthcare

In-app Surveys

Average Response Rate for In-app Surveys

23%

Healthcare

Medical **23%**

Fitness **8%**

Average Response Rate to Note-linked Surveys

56%

Healthcare

Medical **57%**

Fitness **51%**

Percentage of People Prompted for Surveys

16%

Healthcare

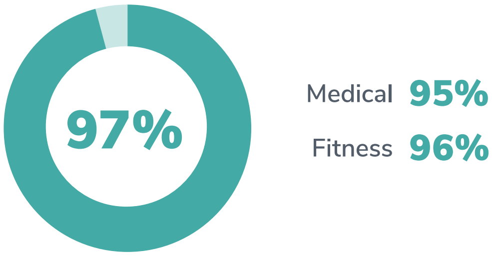
Medical **31%**

Fitness **0.5%**

Consumer Sentiment

Love Dialog Conversion Rate

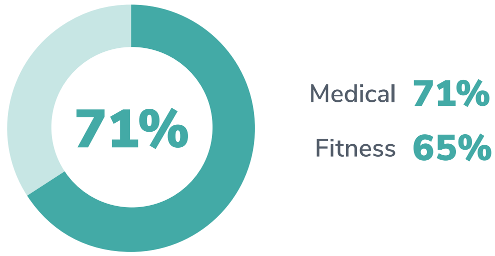
Consumers who responded "Yes" or "No" to Love Dialog prompts



Healthcare

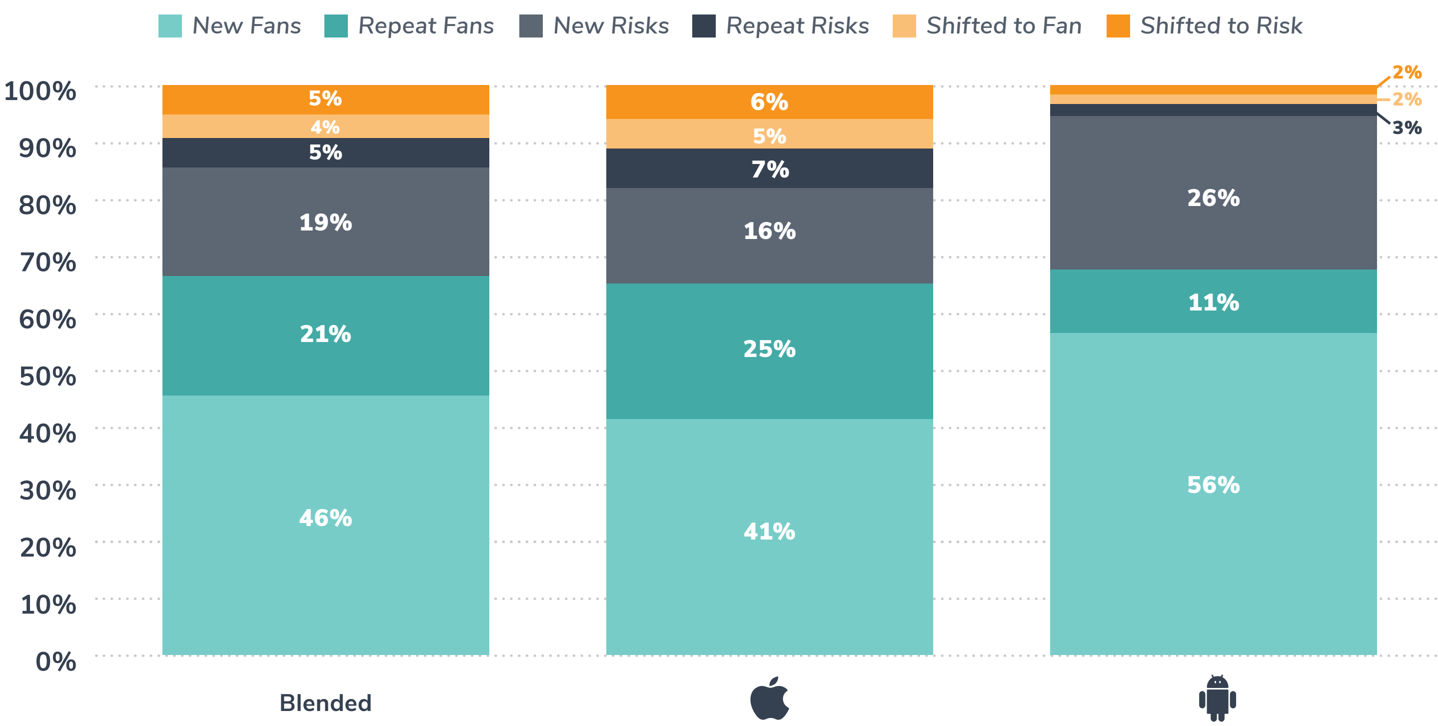
Love Percent

Total consumers who respond "Yes" to Love Dialog prompts

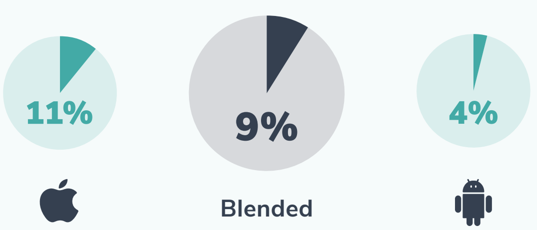


Healthcare

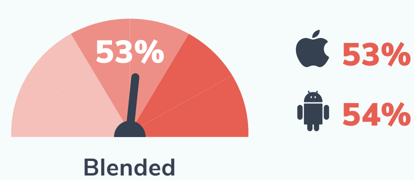
Expressed Consumer Emotion (Shopping)



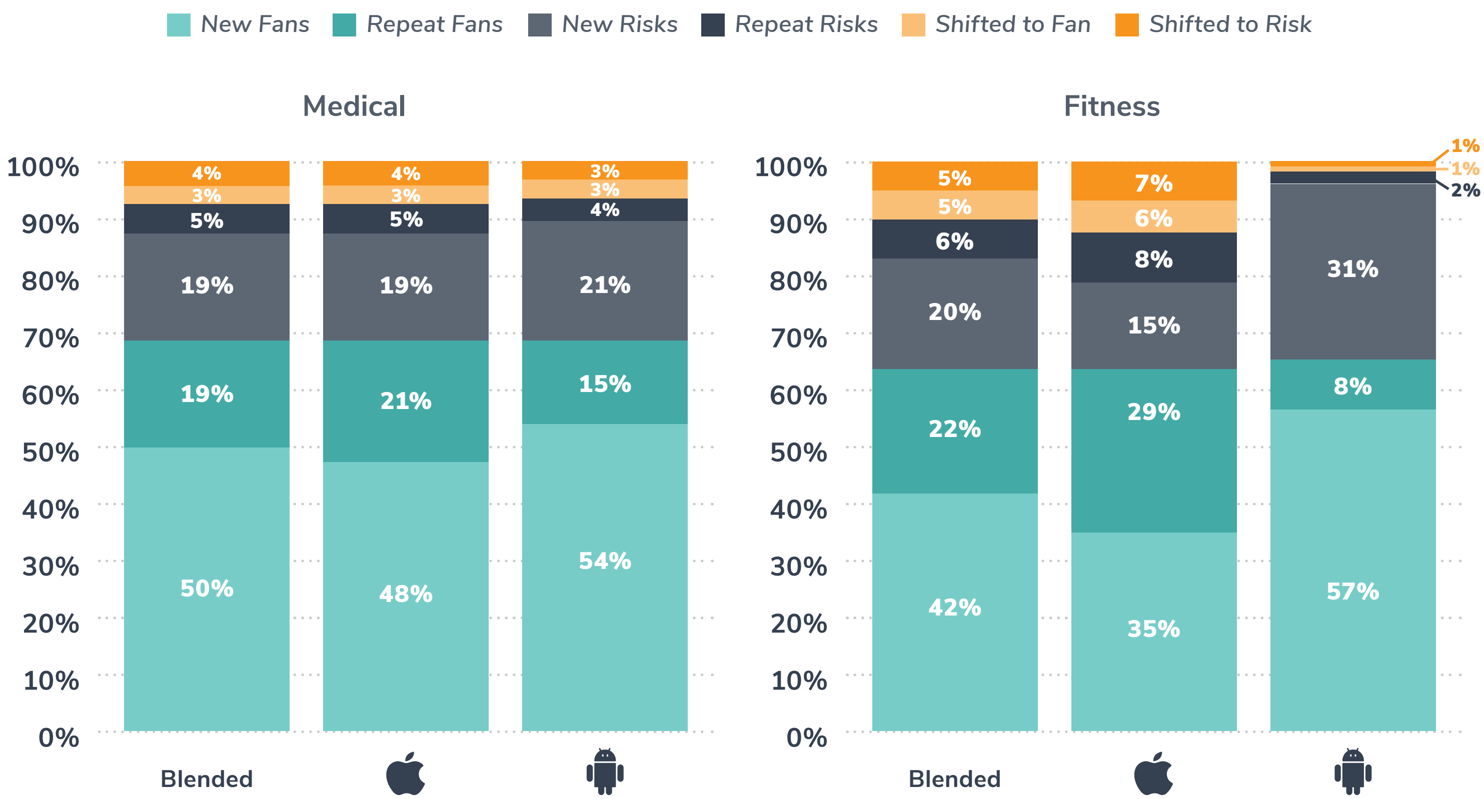
Shifted Emotions



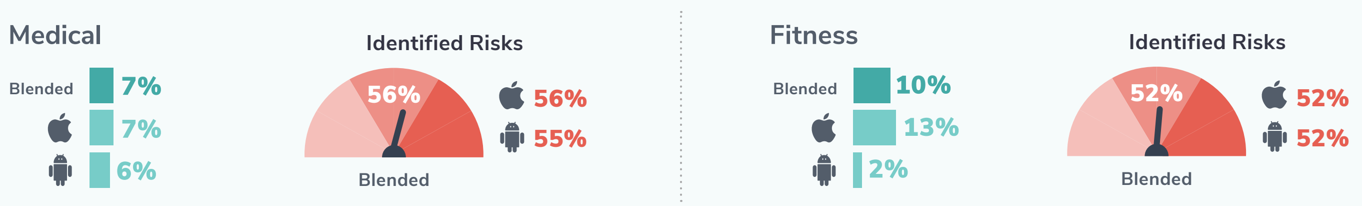
Identified Risks



Expressed Consumer Emotion (Subcategories)



Shifted Emotions



REQUEST A DEMO

Retention Rates for Fans and Risks

Healthcare

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

30-day Retention

76% Fans

73% Risks

90-day Retention

71% Fans

67% Risks

Annual Retention

53% Fans

47% Risks

Medical

30-day	90-day	Annual
Fans: **74%**	Fans: **73%**	Fans: **44%**
Risks: **68%**	Risks: **64%**	Risks: **36%**

Fitness

30-day	90-day	Annual
Fans: **79%**	Fans: **70%**	Fans: **63%**
Risks: **79%**	Risks: **68%**	Risks: **61%**

Learn how Alchemer Mobile has helped Healthcare app providers

Alchemer

Alchemer Mobile Customers in Personal Services

Personal Services

Subcategories: Home, Family, Tools

Summary

Personal Services apps are separated into three subcategories: Home (real estate, property management, and connected devices), Family (milestone tracking and family schedule management), and Tools (weather and travel conditions).

Retention

The industry saw an average 30-day retention of 80%, which is exceptional and above the benchmark of 67% across all industries. Apps in the Home subcategory averaged 74% 30-day retention, and apps in the Tools subcategory averaged an extraordinary 85%. When the Love Dialog was shown in the first 30 days, retention increased to an average of 90%—with apps in the Tools subcategory retaining a staggering 96% of consumers. Customers stayed engaged throughout the year, with the category averaging 74% 90-day retention (compared to 58% overall) and 59% annual retention (compared to 42% overall).

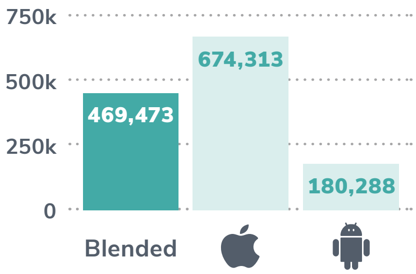
Interaction rates

Interaction rates across the industry were above the general average of 28% for each subcategory (Home 45%, Family 30%, and Tools 34%). As a result, the industry's average response rates were strong at 93% across the category (Home 90%, Family 97%, and Tools 96%) compared to the 92% overall average. Customers mostly engage with these apps for short periods of time, so interactions shown at the right place and time within the experience must be perfect in order to not be disruptive.

While interactions and retention were high for the category, surveys didn't quite hit the overall benchmark, particularly in the Home and Family subcategories. Home apps only surveyed 7% of their customers, and Family apps only surveyed 16%, both far below the overall average of 30%. Conversely, Tools apps prioritized surveys and surveyed 47% of their customers, and as a result, led the category in retention and engagement.

Ratings and Reviews

Average Number of Ratings



Home	Blended	470,049
	iOS	710,840
	Android	132,942
Family	Blended	11,736
	iOS	17,966
	Android	5,505
Tools	Blended	717,891
	iOS	882,549
	Android	429,741

Average Star Rating

Blended ★★★★★
4.71

iOS ★★★★★
4.71

Android ★★★★★
4.68

Home	Blended	4.77
	iOS	4.78
	Android	4.68
Family	Blended	4.48
	iOS	4.55
	Android	4.27
Tools	Blended	4.62
	iOS	4.6
	Android	4.69

Average Number of Reviews

Blended 1,115

iOS 726

Android 1,664

Home	Blended	687
	iOS	309
	Android	1,217
Family	Blended	184
	iOS	134
	Android	233
Tools	Blended	2,557
	iOS	1,816
	Android	3,853

App Store Ratings Distribution

iOS

	★	★★	★★★	★★★★	★★★★★
Personal Services	2%	1%	3%	14%	80%
Home	1%	0%	3%	13%	83%
Family	5%	1%	5%	11%	78%
Tools	3%	2%	4%	15%	76%

Android

	★	★★	★★★	★★★★	★★★★★
Personal Services	1%	1%	3%	19%	76%
Home	1%	1%	4%	17%	77%
Family	9%	3%	8%	14%	66%
Tools	1%	0%	3%	20%	76%

Retention

Average 30-day Retention

Personal Services

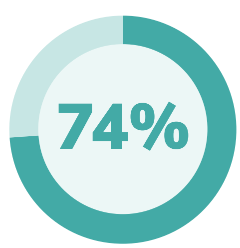
Home **74%**
Family **62%**
Tools **85%**

30-day Retention After Love Dialog

Personal Services

Home **82%**
Family **71%**
Tools **96%**

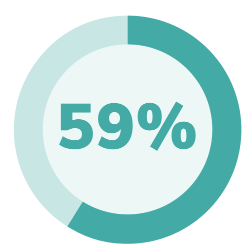
Average 90-day Retention



Personal Services

Home **64%**
Family **48%**
Tools **83%**

Average Annual Retention

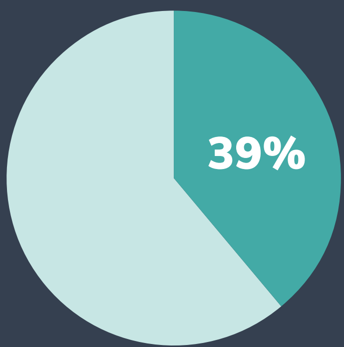


Personal Services

Home **46%**
Family **27%**
Tools **70%**

Interaction and Response Rates

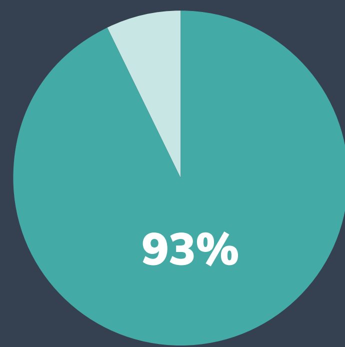
Average Interaction Rate



Home **45%**
Family **30%**
Tools **34%**

Personal Services

Average Response Rate



Home **90%**
Family **97%**
Tools **96%**

Personal Services

In-app Surveys

Average Response Rate for In-app Surveys

11%

Personal Services

Home **3%**
Family **33%**
Tools **13%**

Average Response Rate to Note-linked Surveys

11%

Personal Services

Home **25%**
Family **N/A**
Tools **9%**

Percentage of People Prompted for Surveys

24%

Personal Services

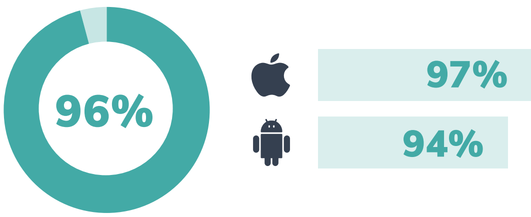
Home **7%**
Family **16%**
Tools **47%**

Consumer Sentiment

Love Dialog Conversion Rate

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

Personal Services



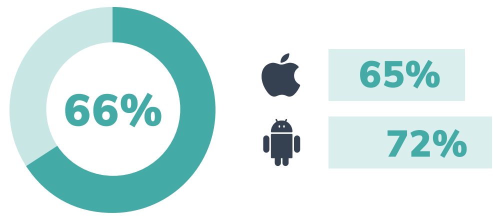
Blended

Home		Family		Tools	
Blended	92%	Blended	98%	Blended	96%
	95%		98%		97%
	84%		96%		94%

Love Percent

Total consumers who respond “Yes” to Love Dialog prompts

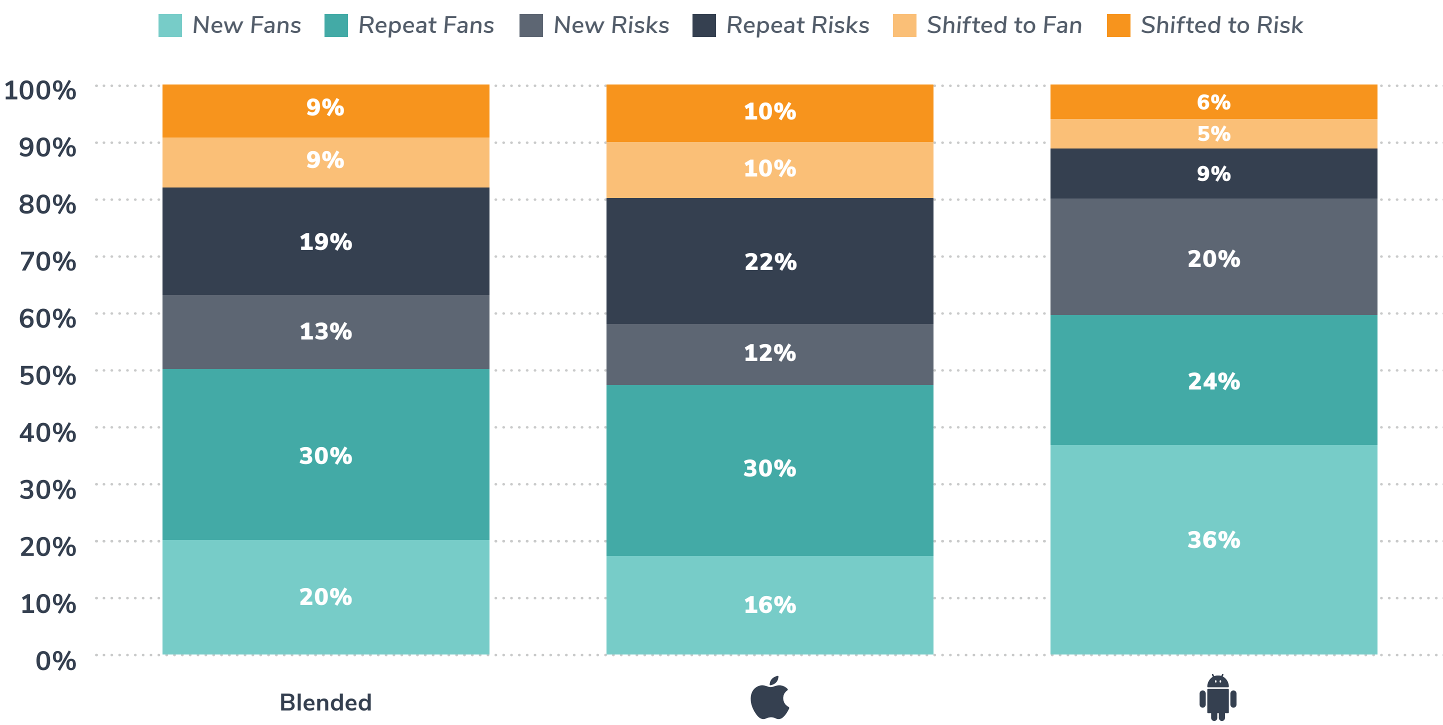
Personal Services



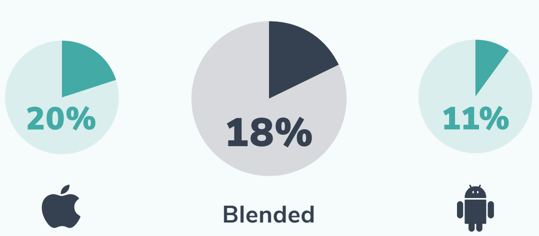
Blended

Home		Family		Tools	
Blended	56%	Blended	75%	Blended	66%
	57%		76%		65%
	54%		72%		72%

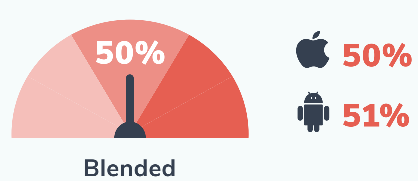
Expressed Consumer Emotion (Personal Services)



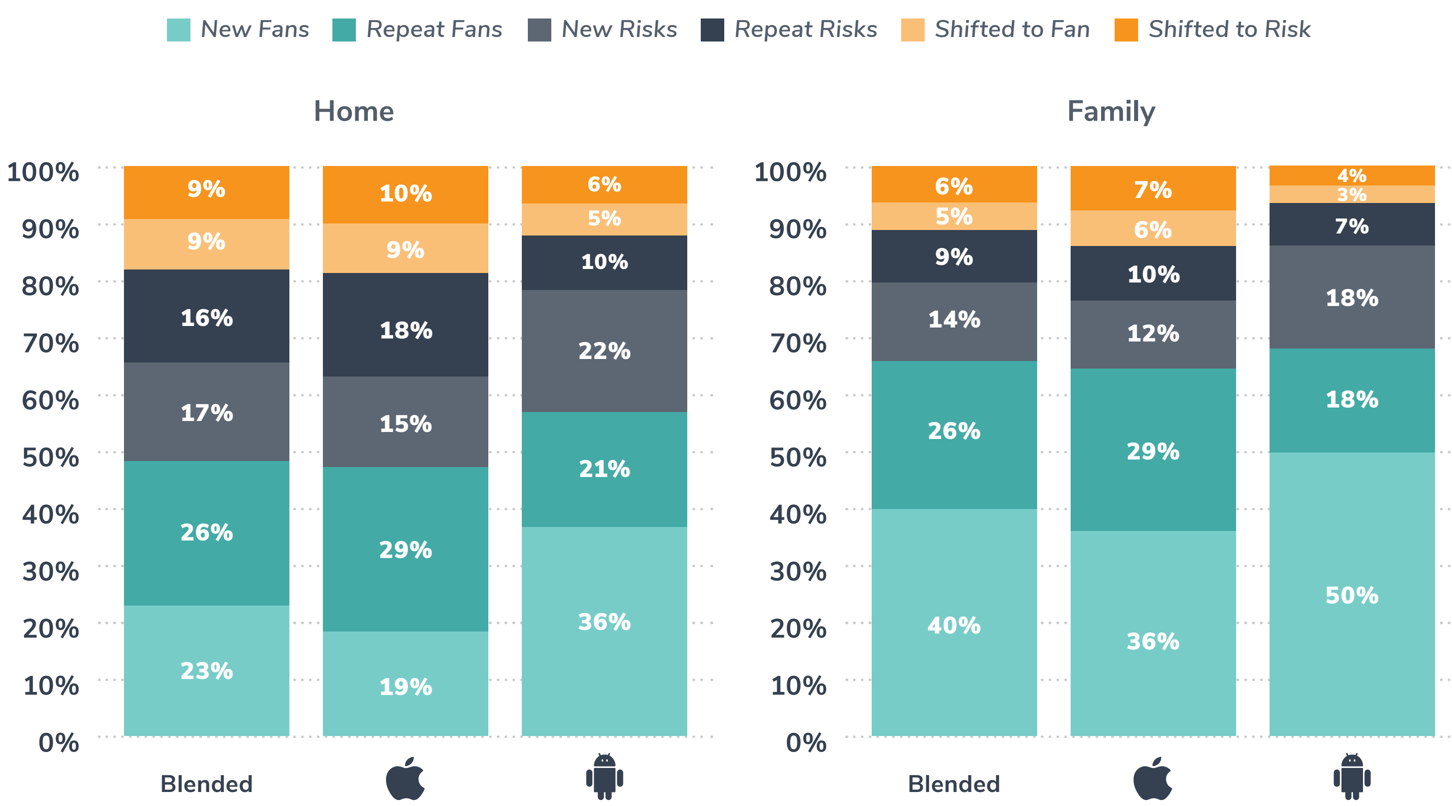
Shifted Emotions

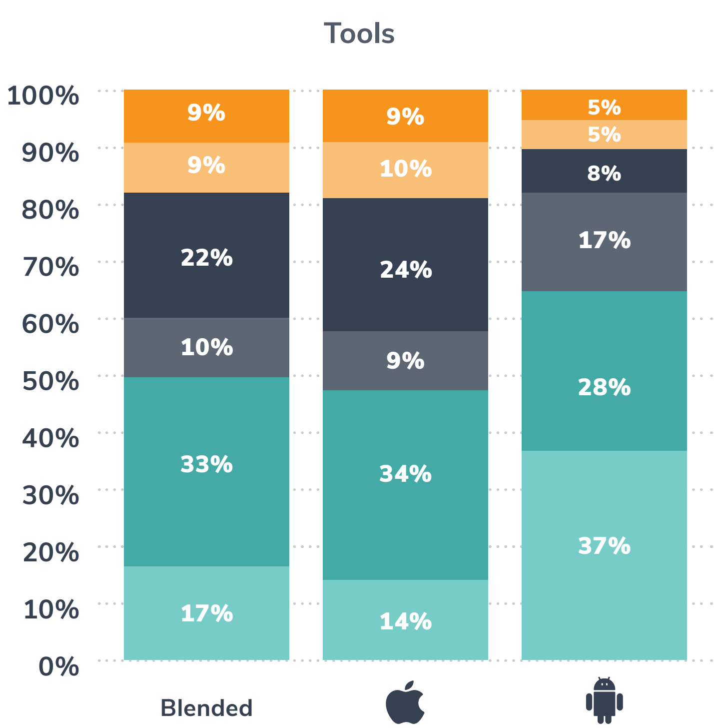


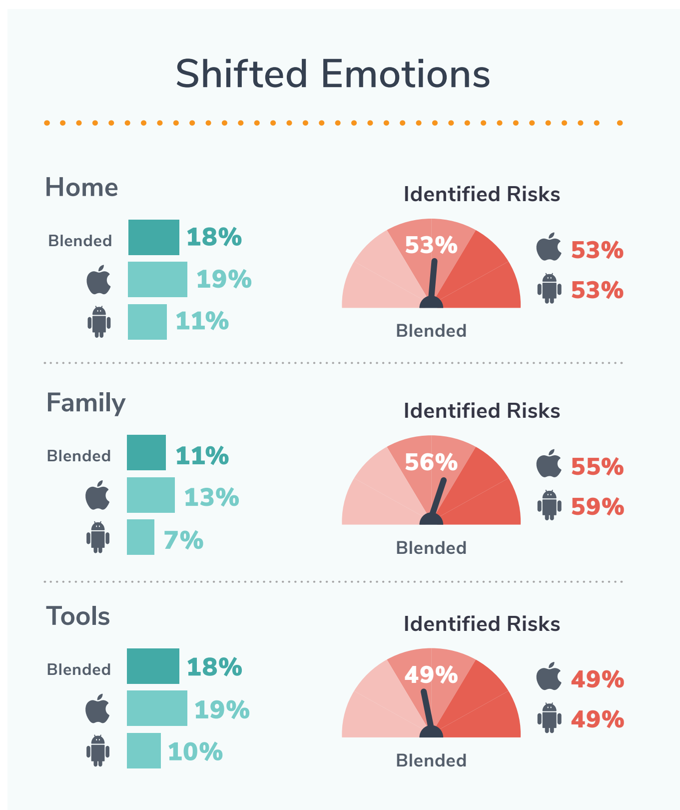
Identified Risks



Expressed Consumer Emotion (Subcategories)







Retention Rates for Fans and Risks

Personal Services

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

30-day Retention

91% Fans

89% Risks

90-day Retention

86% Fans

87% Risks

Annual Retention

75% Fans

75% Risks

Home

30-day	90-day	Annual
Fans: **84%**	Fans: **81%**	Fans: **65%**
Risks: **81%**	Risks: **82%**	Risks: **63%**

Family

30-day	90-day	Annual
Fans: **81%**	Fans: **71%**	Fans: **46%**
Risks: **82%**	Risks: **69%**	Risks: **46%**

Tools

30-day	90-day	Annual
Fans: **97%**	Fans: **91%**	Fans: **85%**
Risks: **96%**	Risks: **93%**	Risks: **86%**

Learn how Alchemer Mobile has helped Personal Services app providers

Alchemer Mobile Customers in

Shopping

Shopping

Subcategories: eCommerce, Retail

Summary

Shopping apps are separated into two subcategories: eCommerce and Retail.

In-app Surveys

Teams managing Shopping apps prompted more customers for in-app surveys in 2022 than the overall average (36% compared to 30% overall), particularly in Retail apps which prompted 53% of their customers for surveys. Generally it's positive to see more people getting prompted for feedback through surveys. However, when the number of customers prompted for survey feedback quickly increases, brands run the risk of a lower response rate. This is what happened to Shopping apps last year: the average survey response rate for eCommerce was 8% and for Retail was 12% (compared to 13% overall average).

Retention

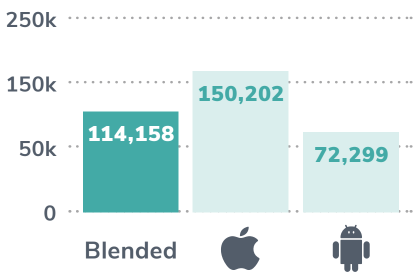
Retention was slightly below overall benchmarks: 30-day average was 64% (compared to 67% overall), 90-day average was 54% (compared to 58% overall), and annual average was 36% (compared to 42% overall). Specific to the category, Shopping apps saw a downward trend in retention from 2021, with averages a handful of points down at all points throughout the year. In a post-COVID world where stores are fully open once again, a small downward trend in app usage is somewhat expected.

Consumer Sentiment

Despite retention being slightly below overall benchmarks, retention rates for Fans and Risks was equal (81%) at 30 days. At 90 days, retention was actually higher for Risks (80%) than it was for Fans (79%). Annually, retention for Risks was 57% and 55% for Fans. Consistent results between both happy and unhappy customers challenges the assumption that most unhappy people will leave. 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. This year, Shopping brands should continue giving a voice to as many customers as possible, regardless of how happy or unhappy the data indicates they are.

Ratings and Reviews

Average Number of Ratings



eCommerce	Blended	94,826
	iOS	98,164
	Android	90,899
Retail	Blended	138,000
	iOS	215,250
	Android	49,713

Average Star Rating

Blended	4.74
iOS	4.82
Android	4.53

eCommerce	Blended	4.65
	iOS	4.8
	Android	4.46
Retail	Blended	4.81
	iOS	4.83
	Android	4.67

Average Number of Reviews

Blended	861
iOS	344
Android	1,477

eCommerce	Blended	829
	iOS	303
	Android	1,479
Retail	Blended	901
	iOS	398
	Android	1,475

App Store Ratings Distribution

iOS

	★	★★	★★★	★★★★	★★★★★
Shopping	1%	0%	2%	9%	88%
eCommerce	1%	0%	2%	10%	87%
Retail	1%	0%	2%	8%	89%

Android

	★	★★	★★★	★★★★	★★★★★
Shopping	6%	1%	3%	14%	76%
eCommerce	7%	2%	3%	14%	74%
Retail	2%	1%	3%	15%	79%

Retention

Average 30-day Retention

64%

Shopping

eCommerce **65%**

Retail **64%**

30-day Retention After Love Dialog

80%

Shopping

eCommerce **81%**

Retail **78%**

Average 90-day Retention

54%

Shopping

eCommerce **55%**

Retail **52%**

Average Annual Retention

36%

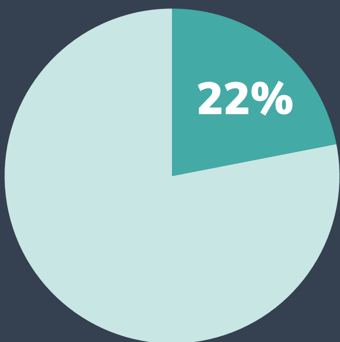
Shopping

eCommerce **36%**

Retail **36%**

Interaction and Response Rates

Average Interaction Rate

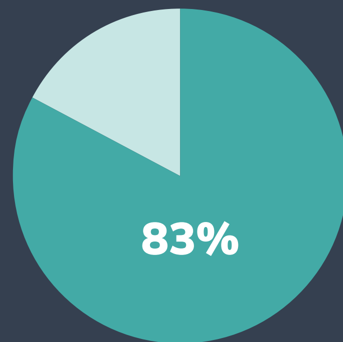


Shopping

eCommerce **25%**

Retail **19%**

Average Response Rate



Shopping

eCommerce **89%**

Retail **76%**

In-app Surveys

Average Response Rate for In-app Surveys

11%

Shopping

eCommerce **8%**

Retail **12%**

Average Response Rate to Note-linked Surveys

36%

Shopping

eCommerce **46%**

Retail **22%**

Percentage of People Prompted for Surveys

36%

Shopping

eCommerce **18%**

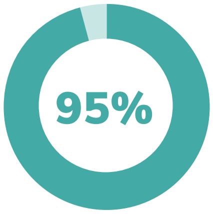
Retail **53%**

Consumer Sentiment

Love Dialog Conversion Rate

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

Shopping



Blended

95%

94%

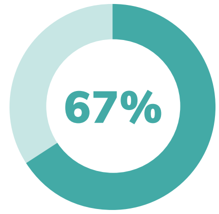
eCommerce	
Blended	97%
	98%
	94%

Retail	
Blended	93%
	92%
	94%

Love Percent

Total consumers who respond "Yes" to Love Dialog prompts

Shopping



Blended

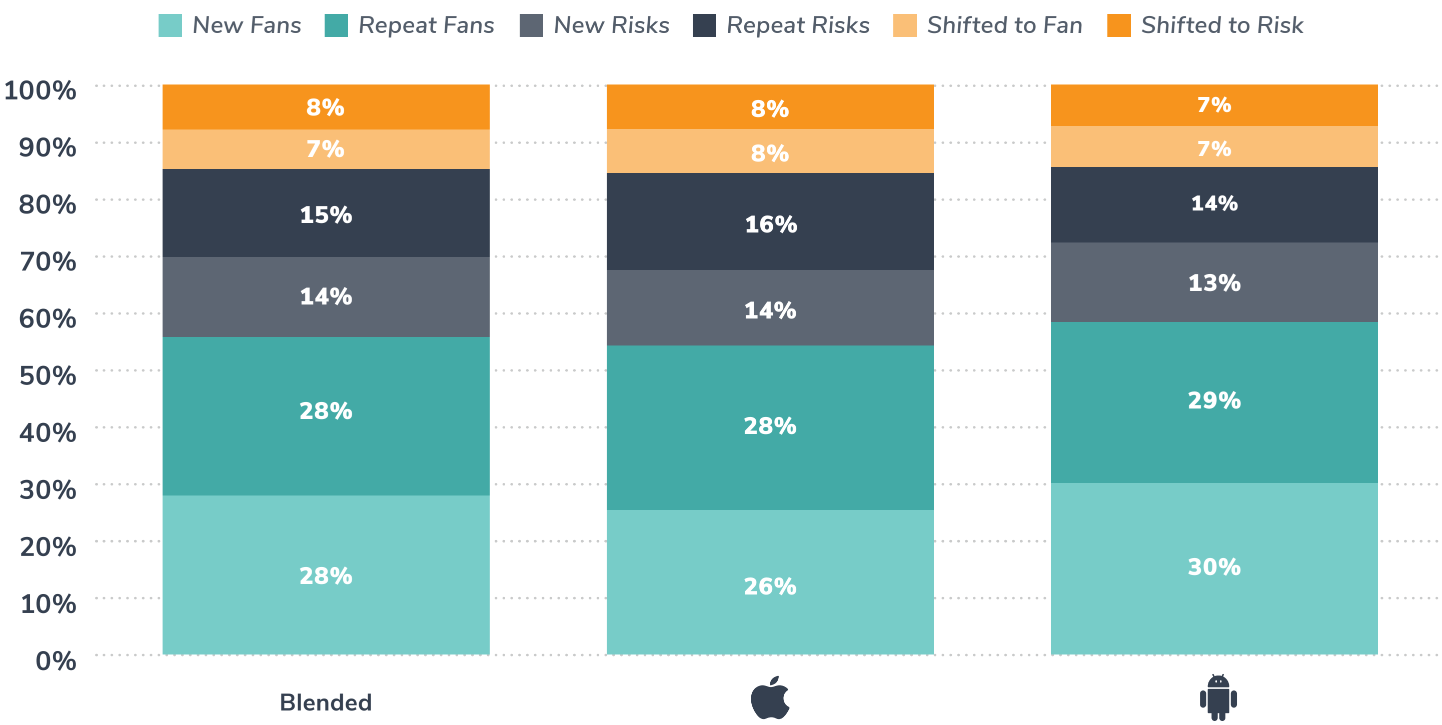
66%

69%

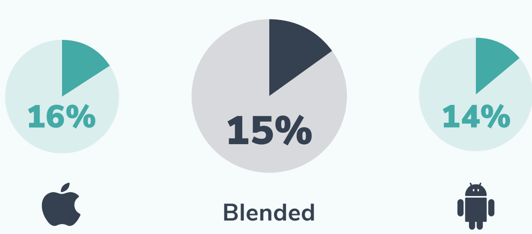
eCommerce	
Blended	67%
	66%
	67%

Retail	
Blended	67%
	66%
	71%

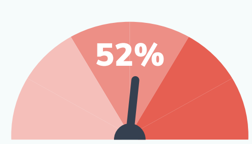
Expressed Consumer Emotion (Shopping)



Shifted Emotions



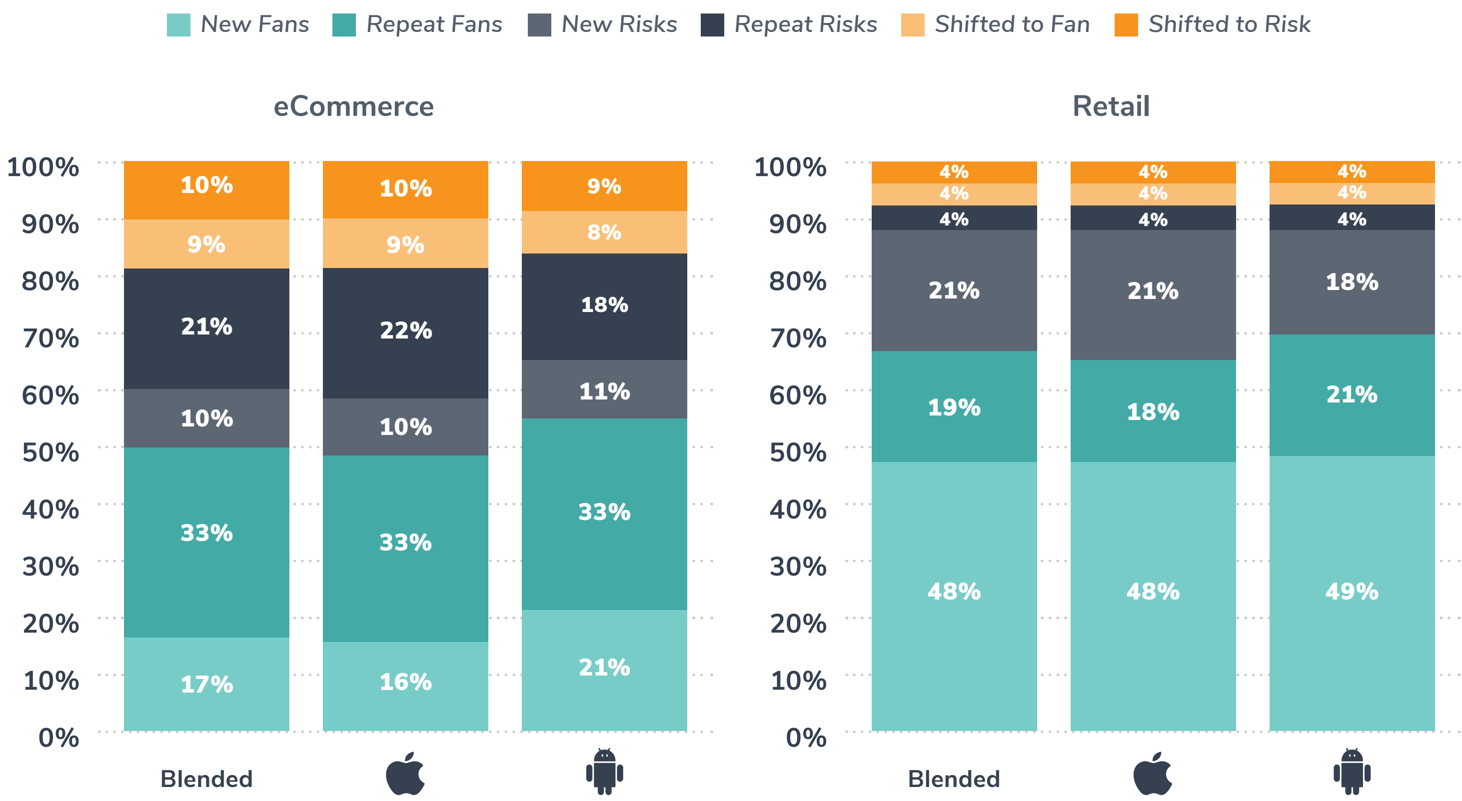
Identified Risks



52%

51%

Expressed Consumer Emotion (Subcategories)



Shifted Emotions

Retention Rates for Fans and Risks

Shopping

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

30-day Retention

81% Fans

81% Risks

90-day Retention

79% Fans

80% Risks

Annual Retention

55% Fans

57% Risks

eCommerce

30-day	90-day	Annual
Fans: **82%**	Fans: **82%**	Fans: **62%**
Risks: **82%**	Risks: **72%**	Risks: **62%**

Retail

30-day	90-day	Annual
Fans: **79%**	Fans: **75%**	Fans: **43%**
Risks: **75%**	Risks: **74%**	Risks: **39%**

Learn how Alchemer Mobile has helped Shopping app providers

Alchemer

Alchemer Mobile Customers in

Travel

Travel

Subcategories: Transportation, Hospitality/Tourism, Auto

Summary

Travel apps are separated into three subcategories: Transportation (airlines, trip bookings, and routing), Hospitality and Tourism (hotels, cruise lines, theme parks, and tours), and Auto (car rental and fuel rewards).

Interaction

Consumers were fully on the go again in 2022, and apps across the industry interacted with 29% of their customers, just surpassing the overall benchmark of 28%. Interactions were met with enthusiasm evidenced by a 90% response rate, just shy of the 92% overall benchmark.

Retention

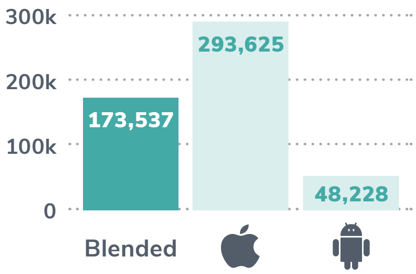
In 2022, retention benchmarks for Travel apps increased from 2021: 30-day was 56%, 90-day was 45%, and annual was 33%. These benchmarks are lower than overall retention benchmarks (overall averages are 67% for 30-day, 58% for 90-day, 42% for annual), primarily due to usage expectations in the Travel industry. People don't travel every day so the apps are used less frequently, but it doesn't mean that customers are disengaged or that they've churned. The 30-day retention after seeing a Love Dialog was high for the industry at 68% (compared to 83% overall), particularly in the Auto subcategory at 86%.

Consumer Sentiment

There was a meaningful difference between retention rates for Fans and Risks across all Travel apps, exposing challenges for the industry. At 30 days, an average of 71% of Fans were retained, and 64% of Risks; by the end of the year, an average of 53% of Fans were retained, compared to only 45% of Risks. In the Travel industry, the cost to switch between brands is quite low, so it's more critical for mobile teams to fix negative customer experiences as soon as possible. This year, Travel brands should continue giving both Fans and Risks a voice, and close the loop with people when their feedback has been heard and acted on.

Ratings and Reviews

Average Number of Ratings

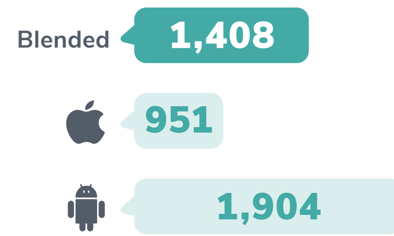


Transportation	Blended	98,824
	iOS	167,667
	Android	24,245
Hospitality/ Tourism	Blended	339,197
	iOS	578,305
	Android	65,931
Auto	Blended	85,383
	iOS	80,300
	Android	89,195

Average Star Rating

Transportation	Blended	4.8
	iOS	4.84
	Android	4.47
Hospitality/ Tourism	Blended	4.7
	iOS	4.73
	Android	4.42
Auto	Blended	4.8
	iOS	4.76
	Android	4.82

Average Number of Reviews



Transportation	Blended	485
	iOS	247
	Android	742
Hospitality/ Tourism	Blended	1,739
	iOS	1,114
	Android	2,542
Auto	Blended	3,948
	iOS	3,515
	Android	4,274

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	4%	1%	1%	6%	88%

Android

	★	★★	★★★	★★★★	★★★★★
Travel	5%	3%	3%	11%	78%
Transportation	6%	2%	4%	14%	74%
Hospitality/Tourism	6%	5%	4%	12%	73%
Auto	1%	0%	2%	8%	89%

Retention

Average 30-day Retention

Travel

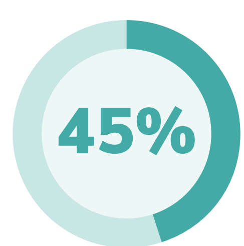
Transportation **55%**
Hospitality/Tourism **57%**
Auto **62%**

30-day Retention After Love Dialog

Travel

Transportation **63%**
Hospitality/Tourism **78%**
Auto **86%**

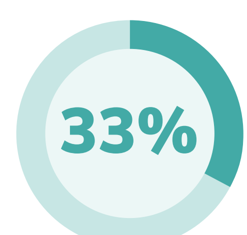
Average 90-day Retention



Travel

Transportation **42%**
Hospitality/Tourism **46%**
Auto **49%**

Average Annual Retention



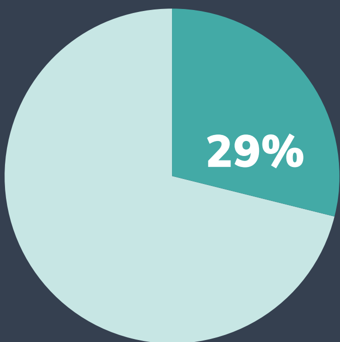
Travel

Transportation **32%**
Hospitality/Tourism **34%**
Auto **31%**

REQUEST A DEMO

Interaction and Response Rates

Average Interaction Rate



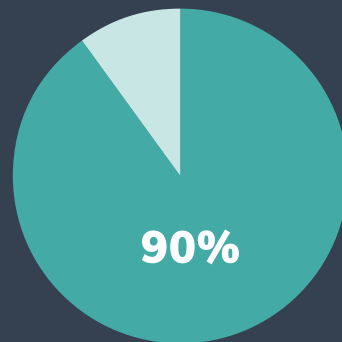
Transportation **43%**

Hospitality/ Tourism **21%**

Auto **32%**

Travel

Average Response Rate



Transportation **92%**

Hospitality/ Tourism **87%**

Auto **96%**

Travel

In-app Surveys

Average Response Rate for In-app Surveys

17%

Travel

Transportation **11%**

Hospitality/ Tourism **20%**

Auto **28%**

Average Response Rate to Note-linked Surveys

51%

Travel

Transportation **59%**

Hospitality/ Tourism **32%**

Auto **78%**

Percentage of People Prompted for Surveys

27%

Travel

Transportation **21%**

Hospitality/ Tourism **35%**

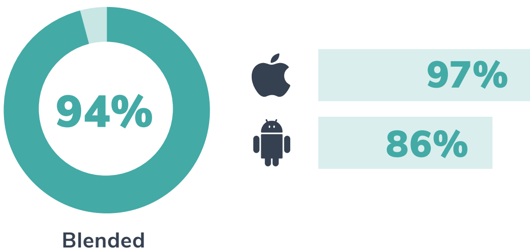
Auto **27%**

Consumer Sentiment

Love Dialog Conversion Rate

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

Travel



Transportation

Blended 93%
97%
80%

Hospitality/Tourism

Blended 94%
97%
89%

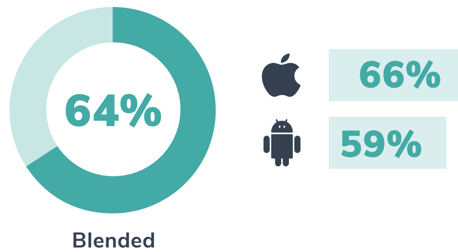
Auto

Blended 96%
97%
95%

Love Percent

Total consumers who respond "Yes" to Love Dialog prompts

Travel



Transportation

Blended 59%
61%
51%

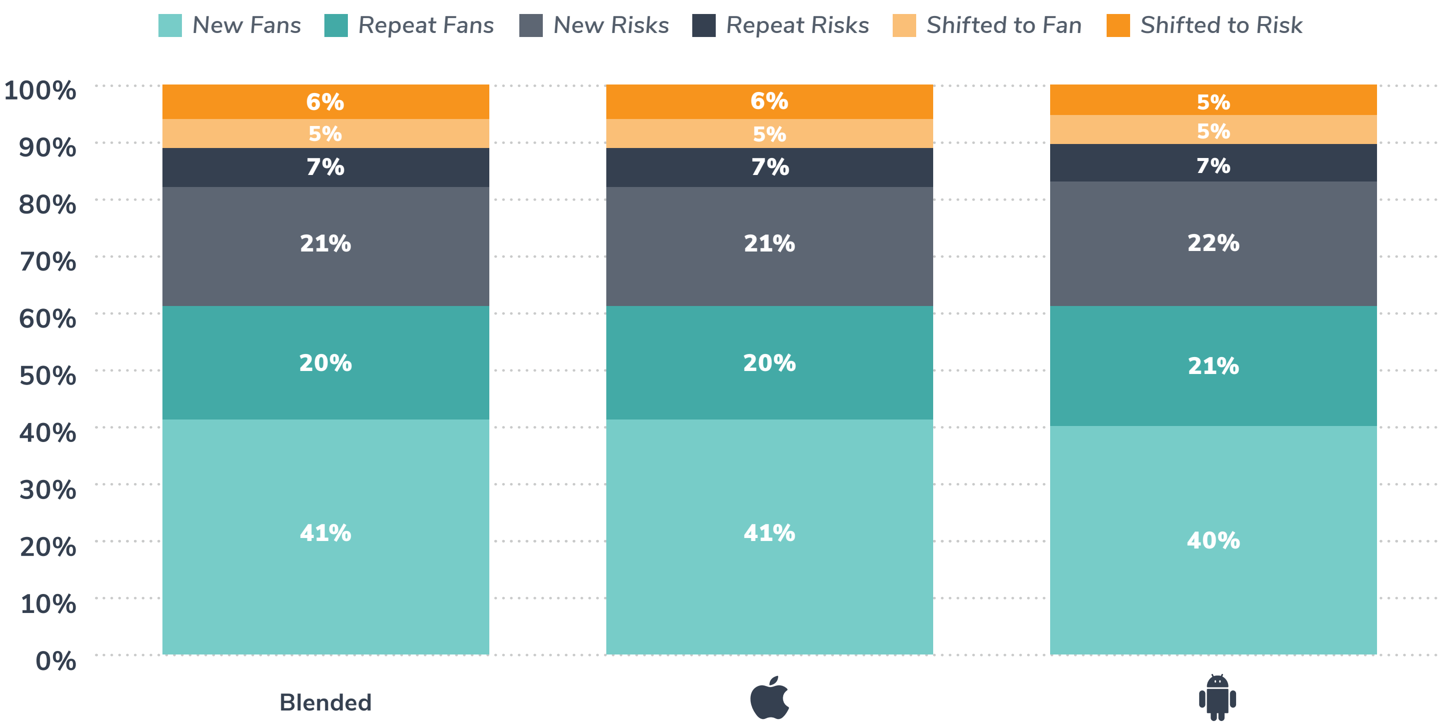
Hospitality/Tourism

Blended 70%
75%
61%

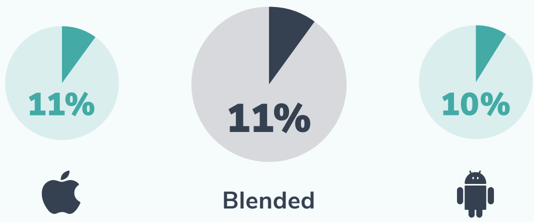
Auto

Blended 78%
78%
78%

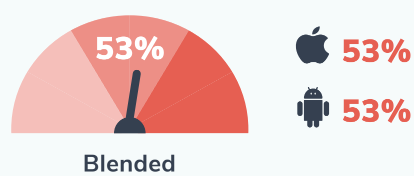
Expressed Consumer Emotion (Personal Services)



Shifted Emotions



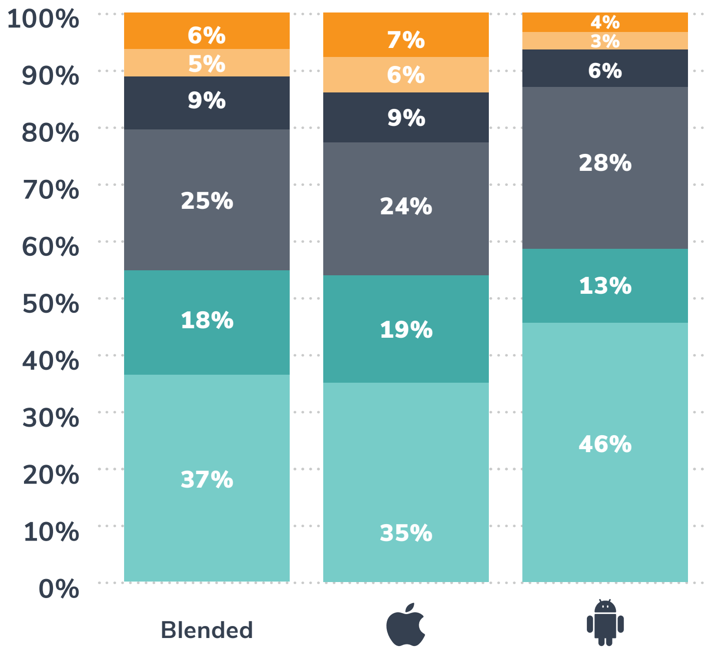
Identified Risks



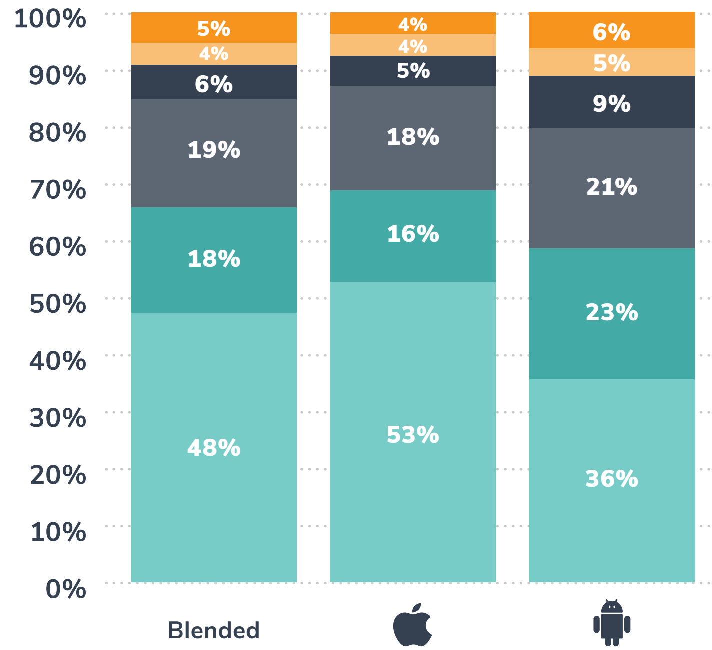
Expressed Consumer Emotion (Subcategories)

New Fans | Repeat Fans | New Risks | Repeat Risks | Shifted to Fan | Shifted to Risk

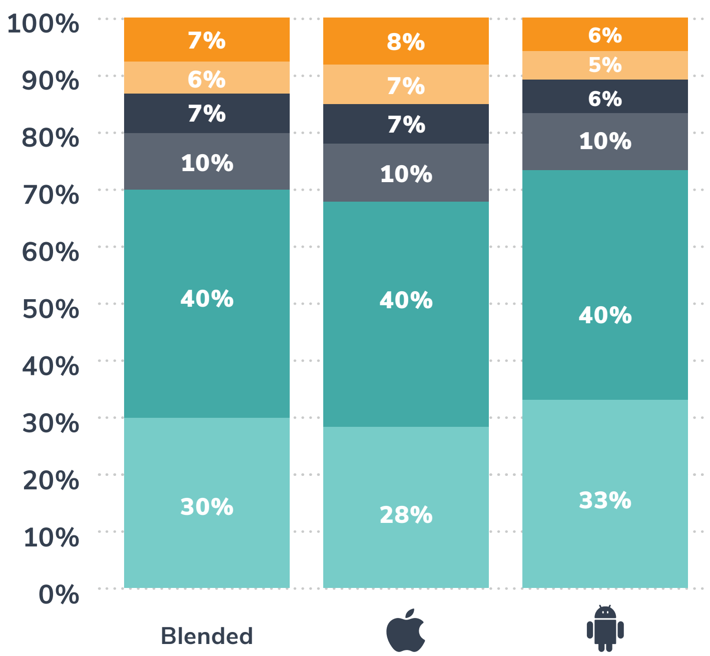
Transportation

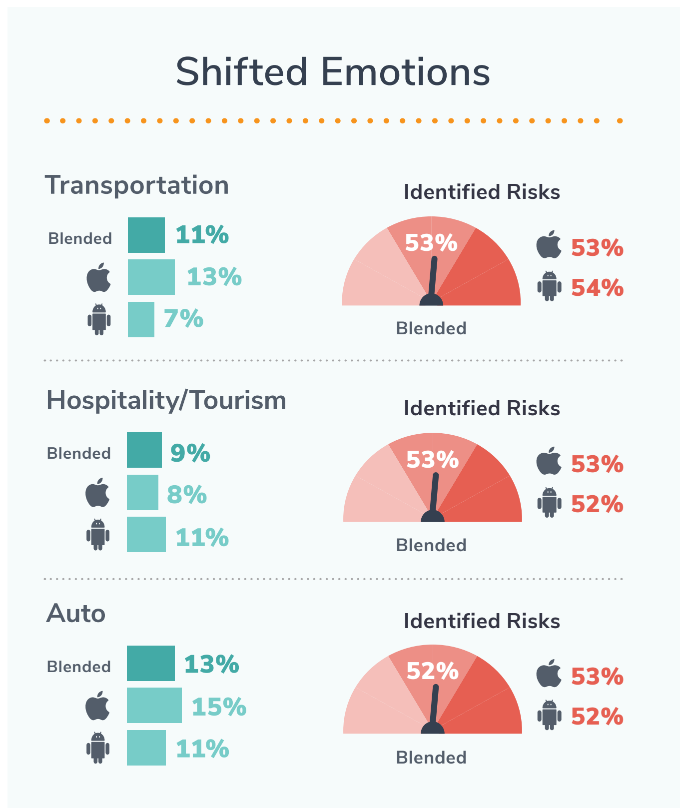


Hospitality/Tourism



Auto





Retention Rates for Fans and Risks

Travel

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

30-day Retention

71% Fans

64% Risks

90-day Retention

70% Fans

64% Risks

Annual Retention

53% Fans

45% Risks

Transportation

30-day	90-day	Annual
Fans:**66%**	Fans: **62%**	Fans: **49%**
Risks: **63%**	Risks: **60%**	Risks: **42%**

Hospitality/Tourism

30-day	90-day	Annual
Fans: **79%**	Fans: **74%**	Fans: **60%**
Risks: **74%**	Risks: **73%**	Risks: **52%**

Auto

30-day	90-day	Annual
Fans: **86%**	Fans: **86%**	Fans: **60%**
Risks: **88%**	Risks: **84%**	Risks: **58%**

Learn how Alchemer Mobile has helped Travel app providers

Alchemer

Alchemer Mobile Customers in

Utilities

Utilities

Summary

Utilities mobile teams prioritized giving their customers a voice in 2022, despite managing apps in an industry that's not necessarily exciting or heavily transactional. Utilities apps interacted with 50% of their consumers, almost doubling the overall benchmark of 28%. And when people were prompted for feedback, they gave it: on average, 97% of consumers responded to feedback prompts (compared to 92% overall).

Retention

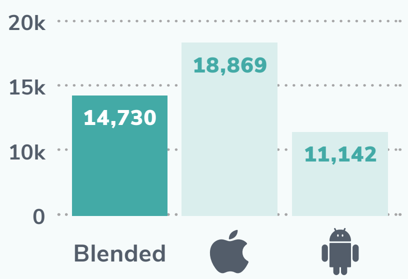
Retention remained a strength of Utilities apps with all benchmarks above general averages: 30-day retention was 70% (67% overall), 90-day was 62% (58% overall), and annual was 45% (42% overall). 30-day retention after Love Dialog soared at 88% (83% overall).

In-app Surveys

Utilities consumers were eager to share their feedback through in-app surveys as well, with an average 21% response rate (13% overall). The high response rate could be attributed to app teams asking the right questions, launching the surveys at the right time within the app experience, or targeting consumers who are keen to be part of the product-building experience.

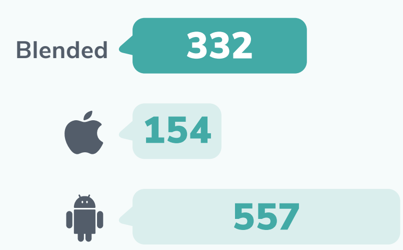
Ratings and Reviews

Average Number of Ratings



Average Star Rating

Average Number of Reviews



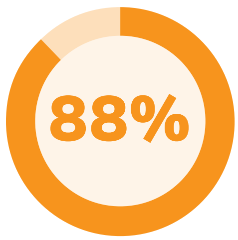
App Store Ratings Distribution

	★	★★	★★★	★★★★	★★★★★
iOS	3%	1%	2%	8%	86%
Android	7%	2%	5%	13%	73%

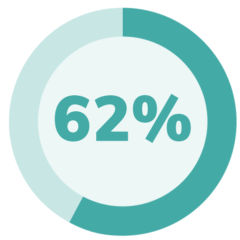
Retention

Average 30-day Retention

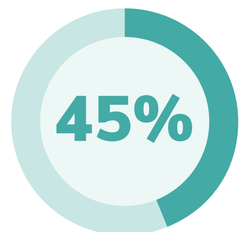
30-day Retention **After Love Dialog**



Average 90-day Retention

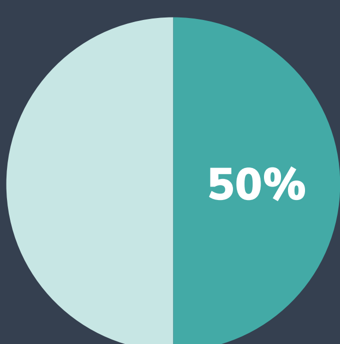


Average Annual Retention

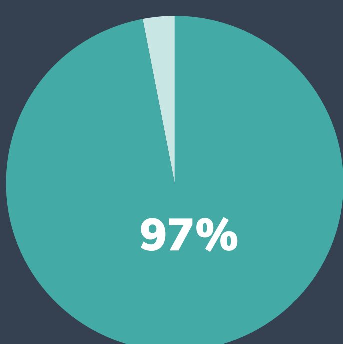


Interaction and Response Rates

Average Interaction Rate



Average Response Rate



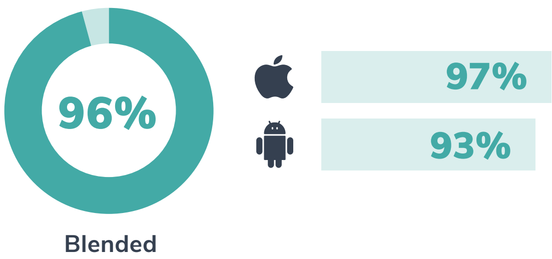
In-app Surveys

	Average Response Rate for In-app Surveys	Average Response Rate to Note-linked Surveys	Percentage of People Prompted for Surveys
Blended	21%	75%	29%
Apple	18%	67%	34%
Android	28%	28%	23%

Consumer Sentiment

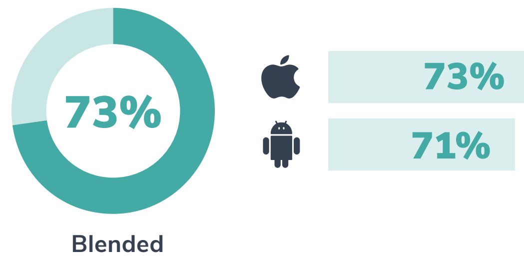
Love Dialog Conversion Rate

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

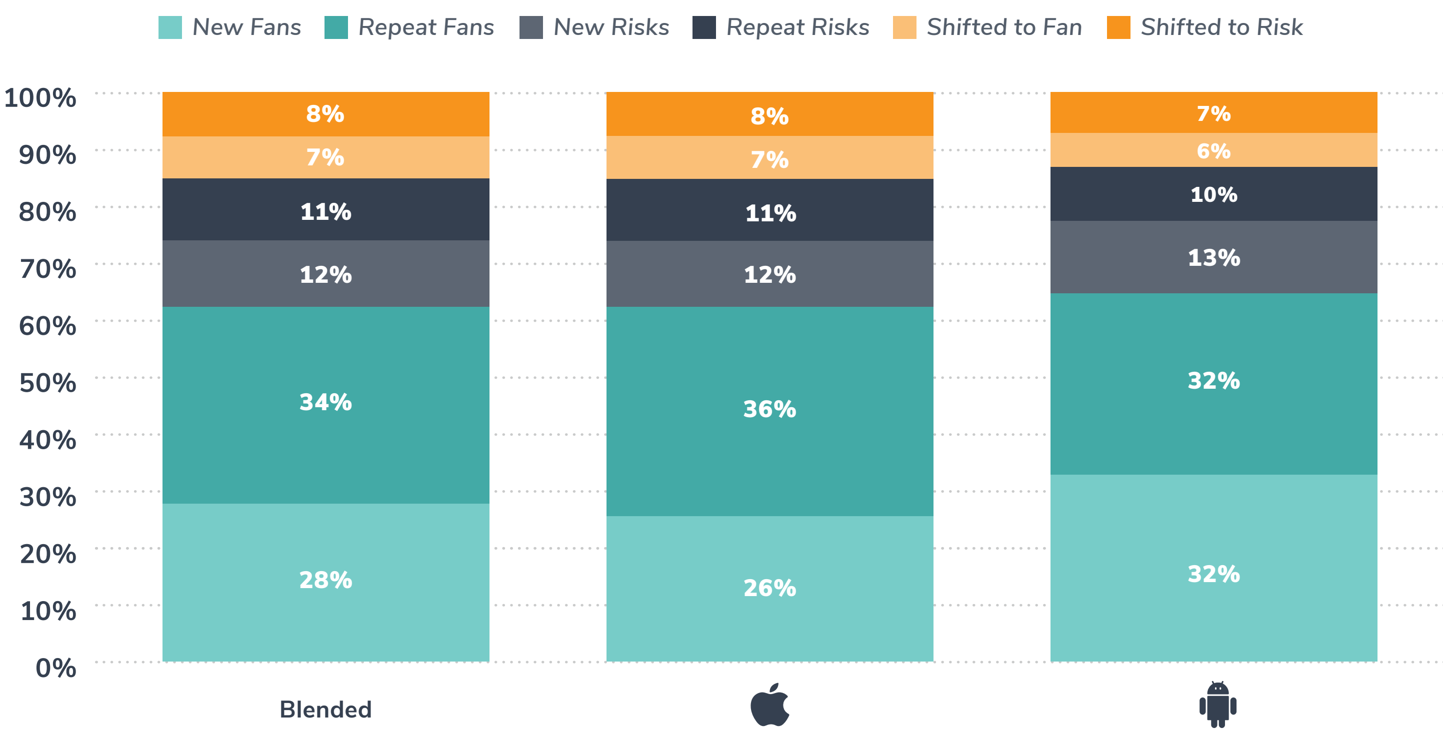


Love Percent

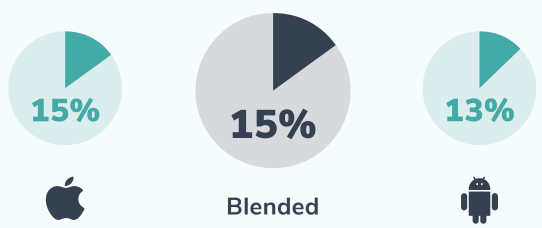
Total consumers who respond "Yes" to Love Dialog prompts



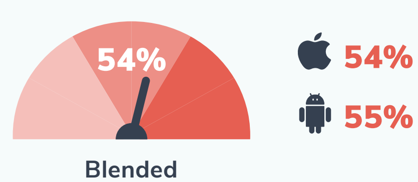
Expressed Consumer Emotion



Shifted Emotions



Identified Risks



Retention Rates for Fans and Risks

	30-day Retention	90-day Retention	Annual Retention
Fans	89%	88%	71%
Risks	86%	85%	65%

Learn how Alchemer Mobile has helped Utilities app providers

Alchemer

Alchemer Mobile Customers in

Business Services

Business Services

Summary

Apps in the Business Services category (including expense management, work collaboration, shipping, etc.) face a unique challenge of finding the right time and place to prompt for feedback. In 2022, mobile teams managing Business Services apps faced the challenge head-on by talking to more consumers, improving their surveys, and driving a high volume of app store ratings and reviews.

Interaction and Response Rates

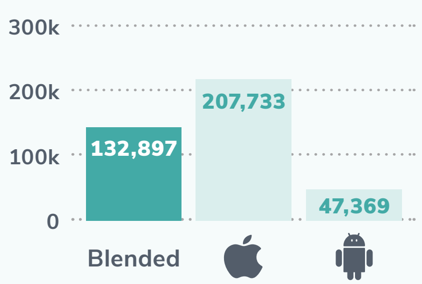
The benchmark for interaction rate is high for Business Services apps at 42%, compared to the overall average of 28%. While these mobile teams talked to more consumers than apps in other categories, response rates remained consistent at the overall average of 92%. Talking to more people did not cause a drop in interactions, which means interactions in this category asked the right questions, were well-timed, and were shown to the right consumer segments.

Retention

Retention benchmarks were slightly lower than overall averages: 30-day retention was 63% (67% overall), 90-day was 51% (58% overall), and annual was 32% (42% overall). 30-day retention after Love Dialog was at 78% (83% overall). Improving retention is critical, and in the coming year, apps in the category will benefit from closing the loop so customers know when their feedback was heard and what change it influenced.

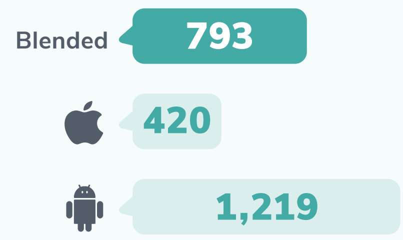
Ratings and Reviews

Average Number of Ratings



Average Star Rating

Average Number of Reviews



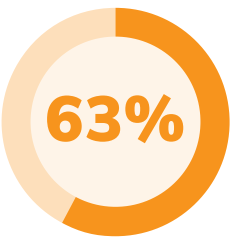
REQUEST A DEMO

App Store Ratings Distribution

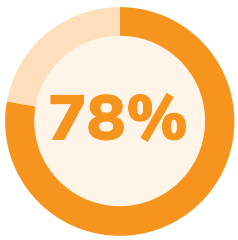
	★	★★	★★★	★★★★	★★★★★
iOS	1%	0%	2%	12%	85%
Android	4%	1%	3%	14%	78%

Retention

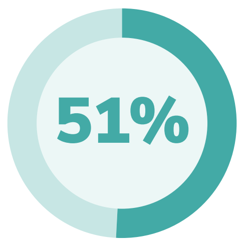
Average 30-day Retention



30-day Retention **After Love Dialog**



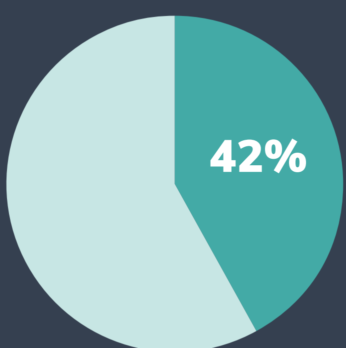
Average 90-day Retention



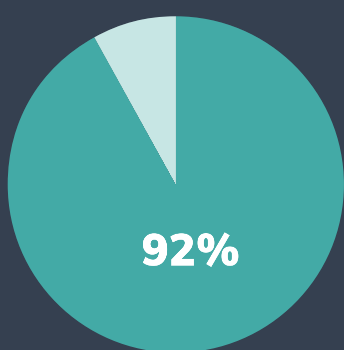
Average Annual Retention

Interaction and Response Rates

Average Interaction Rate



Average Response Rate



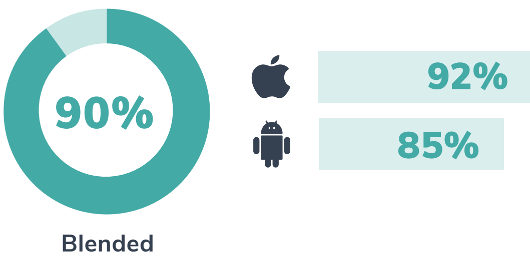
In-app Surveys

	Average Response Rate for In-app Surveys	Average Response Rate to Note-linked Surveys	Percentage of People Prompted for Surveys
Blended	12%	34%	30%
Apple	12%	35%	31%
Android	10%	33%	26%

Consumer Sentiment

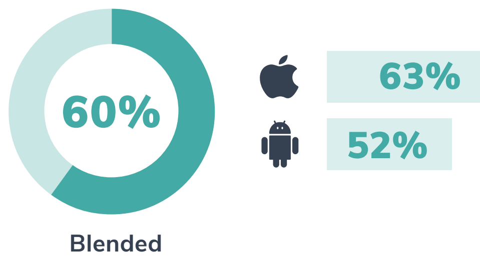
Love Dialog Conversion Rate

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

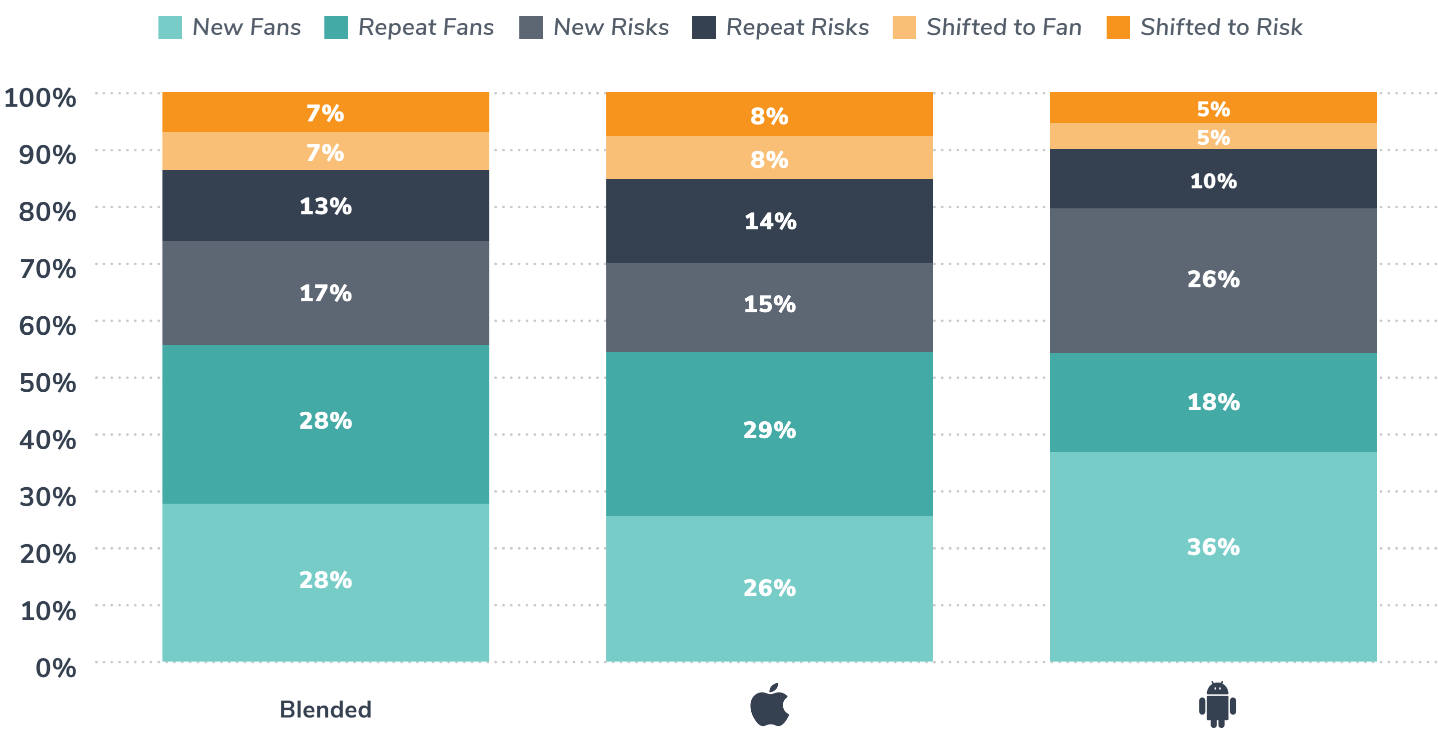


Love Percent

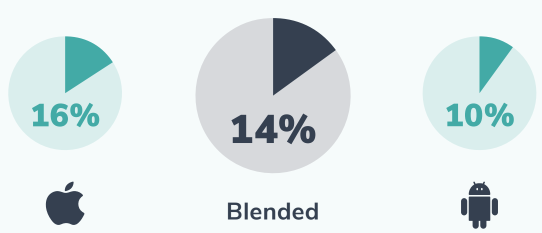
Total consumers who respond "Yes" to Love Dialog prompts



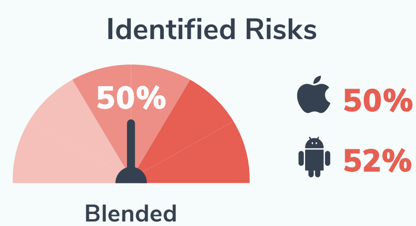
Expressed Consumer Emotion



Shifted Emotions



Identified Risks



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Retention Rates for Fans and Risks

30-day Retention	90-day Retention	Annual Retention
80% Fans	**66%** Fans	**39%** Fans
75% Risks	**62%** Risks	**33%** Risks

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Summary

Education apps saw a shift toward five-star ratings in 2022, with 4.72-star iOS and 4.47-star Android benchmarks. While ratings were generally positive, the volume of ratings and reviews for Education apps fell far below our overall benchmarks.

In-app Surveys

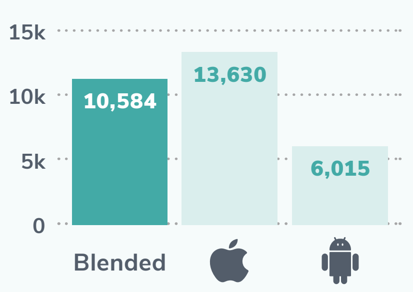
Education apps prompted only 12% of their consumers for in-app surveys, far below the overall average of 30%. They also retained fewer consumers than apps in other categories and benchmarks were low at all points throughout the year: 30-day retention was 44% (67% overall), 90-day was 27% (58% overall), annual was 11% (42% overall), and 30-day retention after Love Dialog was 60% (83% overall). In order to provide better mobile experiences that keep customers coming back, Education apps need to give more of their customers a voice.

Consumer Sentiment

Fewer fans shifted to risk (41%) than our general average of 52%, which seems positive at first. But Education apps also had a lower-than-average Love Percent of 55% (compared to 64% overall). The two metrics together suggest that Education mobile teams are not successfully closing the loop, nor are they asking people for feedback often enough. In 2023, Education mobile teams must reach out to more of their consumers at non-interruptive, intelligent times across their experiences—and then close the loop to let consumers know their feedback was heard.

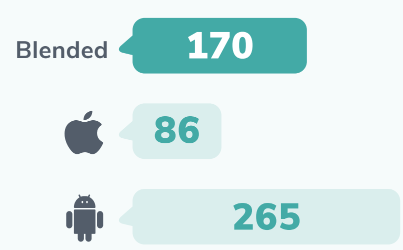
Ratings and Reviews

Average Number of Ratings



Average Star Rating

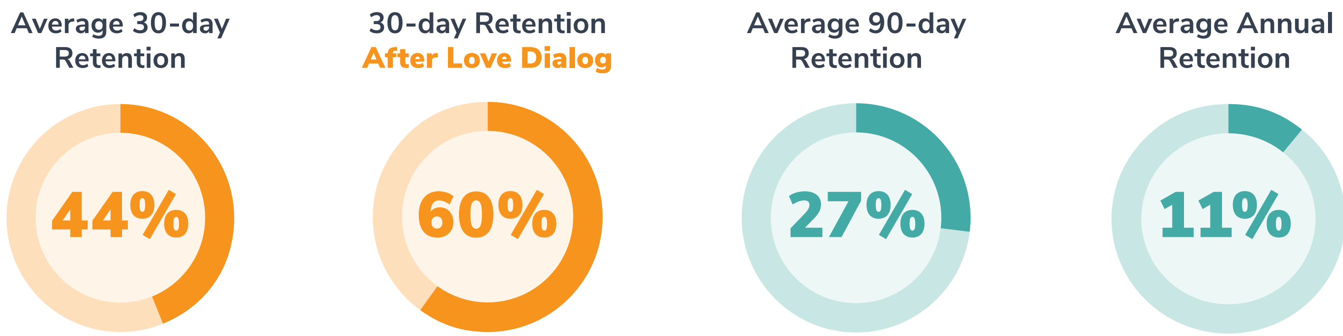
Average Number of Reviews



App Store Ratings Distribution

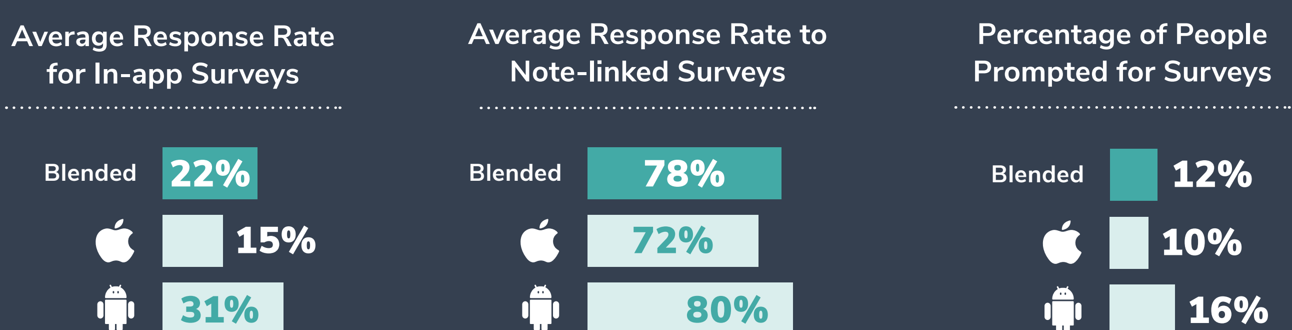
	★	★★	★★★	★★★★	★★★★★
iOS	3%	1%	2%	8%	86%
Android	8%	2%	3%	10%	77%

Retention



Interaction and Response Rates

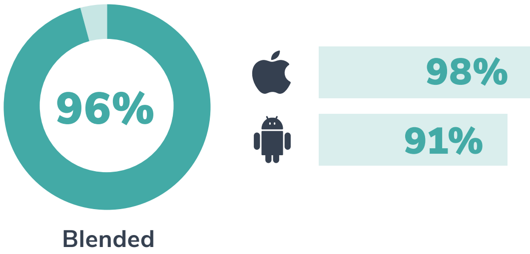
In-app Surveys



Consumer Sentiment

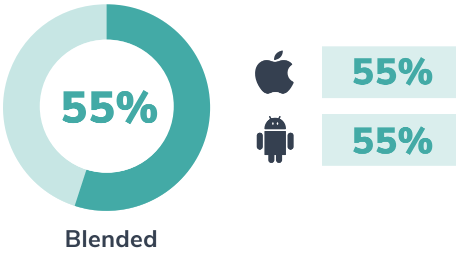
Love Dialog Conversion Rate

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

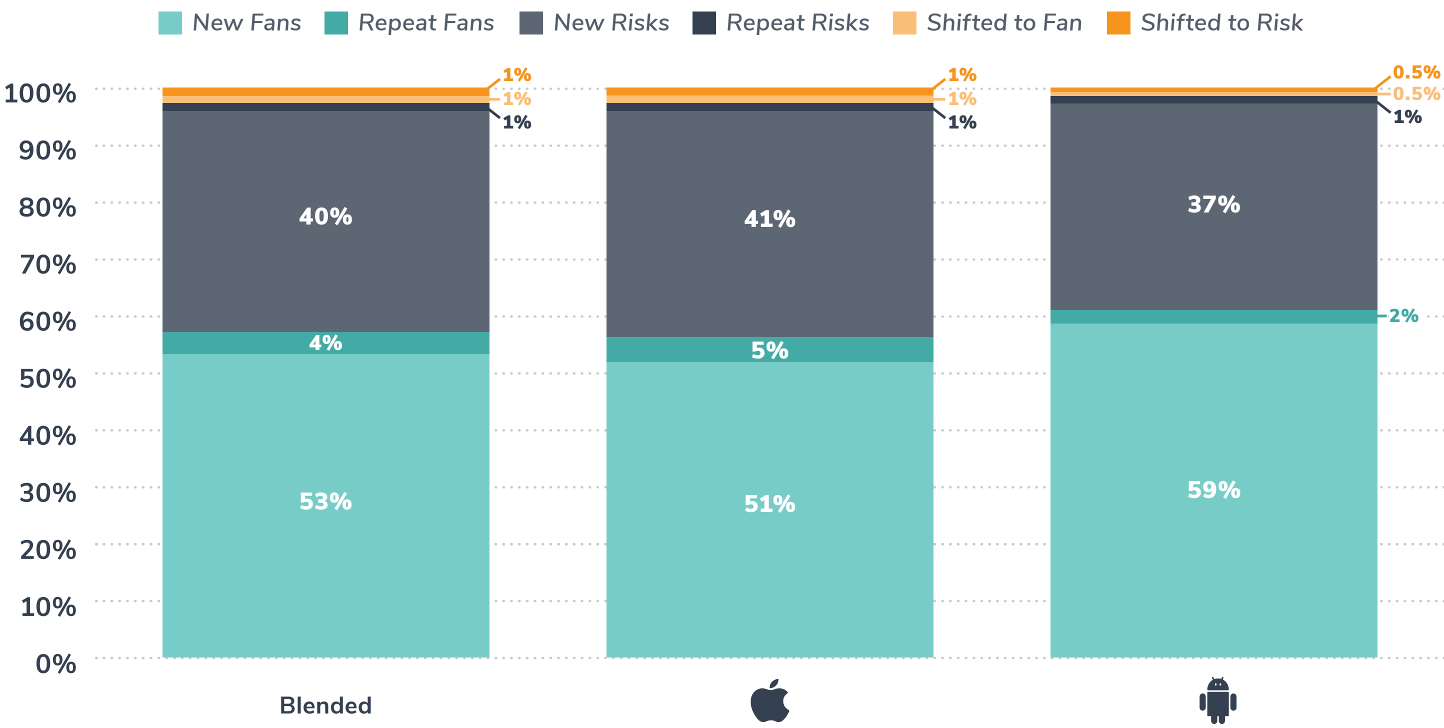


Love Percent

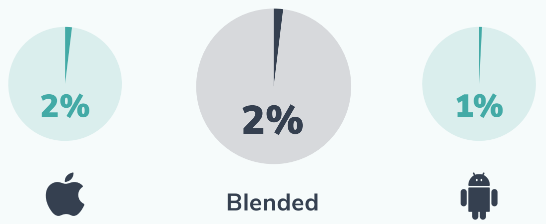
Total consumers who respond "Yes" to Love Dialog prompts



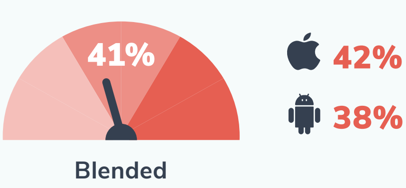
Expressed Consumer Emotion



Shifted Emotions



Identified Risks



Retention Rates for Fans and Risks

30-day Retention	90-day Retention	Annual Retention
69% Fans	61% Fans	24% Fans
69% Risks	59% Risks	21% Risks

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