

THE

# CMO

CHEAT SHEET

THE 2016 STATE OF MOBILE IN 16 STATS

BROUGHT TO YOU BY:

 **Apptentive**

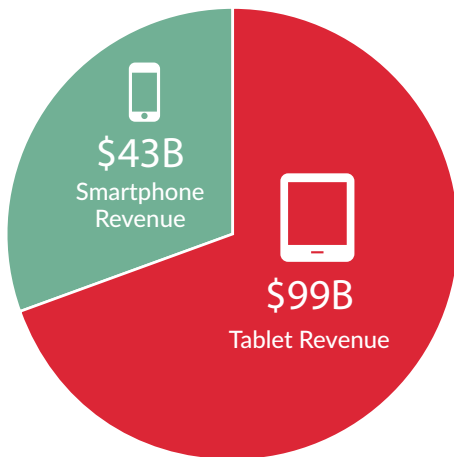
# The Mobile Industry at a Glance

It's no secret that mobile is everywhere. But just how big is the mobile opportunity—and what are you missing out on by not making mobile a major component of your marketing strategy? Check out these shocking stats on the mobile industry's past, present, and future to find out!

1

Mobile Commerce is a  
**\$142 billion industry.**

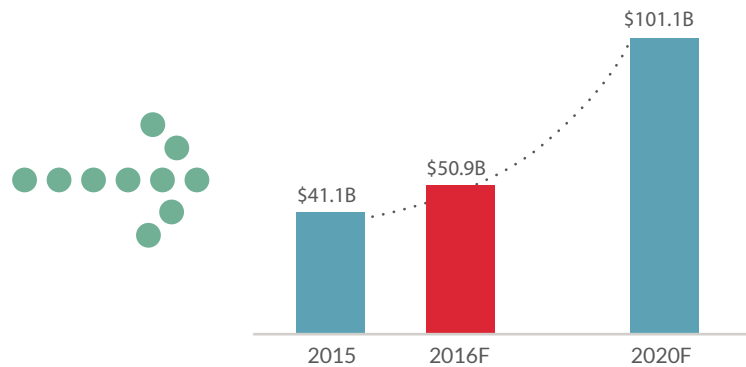
Source: [Forrester](#), 2015



2

...**\$51 billion** of which is apps.

Source: [App Annie](#), 2016

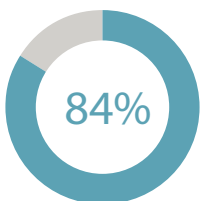


And growing exponentially.

The real impact of mobile transcends the device.

3

In 2015, mobile drove over  
**\$1,000,000,000,000**  
in in-store sales in the U.S. alone,



with 84% of shoppers  
using mobile devices before  
or during a shopping trip.

Source: [Deloitte](#), 2014

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**55%** of retailers  
indicate the primary  
purpose of mobile  
marketing is to  
**drive in-store sales.**

Source: [BSR Research](#), 2015

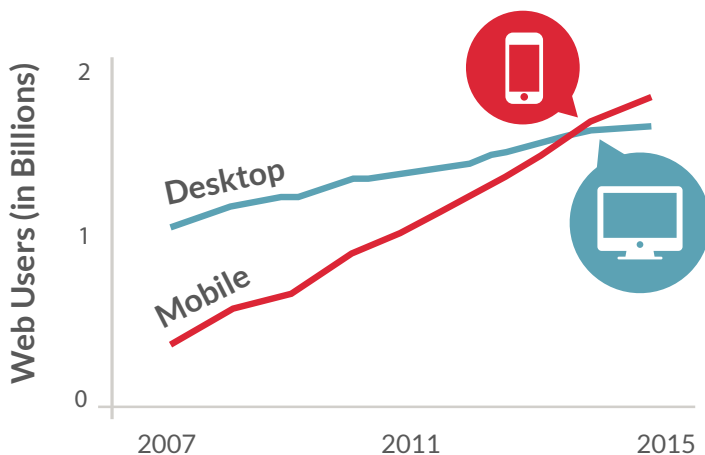
# A Portal to the Customer

Of course, mobile's not just where the money's at. It's where the customers are. Your customers.

5

In 2014, the number of mobile web users **surpassed desktop** web users for the first time.

Source: [comScore](#), 2015



6

And in 2015, for the first time ever, the average American spent **more time in mobile apps than on TV.**



...averaging **198 minutes per day.**

Source: [Flurry](#), 2015



7

By 2020, **90% of the world's population**

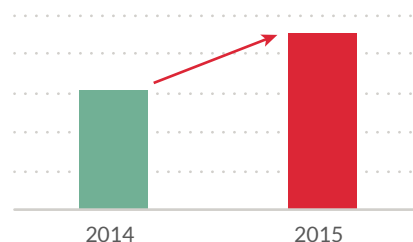
over six years old will own a mobile phone.

Source: [Ericsson](#), 2014

8

In 2015, the average American checked their phone **46 times a day.**

Source: [Deloitte](#), 2015



That's a **50% increase** in usage from 2014.

9

The fastest growing faction of mobile users? The **55-and-older** consumer segment.

Source: [comScore](#), 2015

And it's not just millennials.

# Mobile's Role in Closing the Customer Experience Gap

The ubiquity of mobile allows it to serve as a direct touchpoint between you and your customers, wherever they may be, to make customer communication efficient, effective, and scalable.

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The typical company only hears from **4% of its dissatisfied customers**. The rest simply stop frequenting your business without providing any indication why.

Source: "[Understanding Customers](#)" by Ruby Newell-Legner, CSP

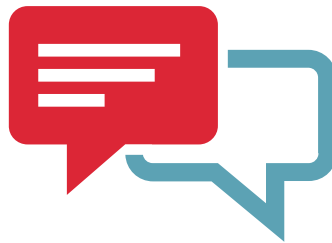


So how do you reach the other 96%? By meeting them where they're already at: **The mobile channel.**

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**86% of customers welcome brand communication** over their mobile apps and devices.

Source: [Mblox](#), 2014



12

**98% of whom would provide feedback in-app** if proactively prompted.

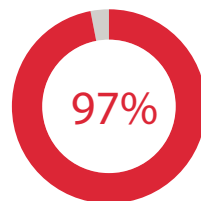
Source: [Appaptive](#), 2016

When you engage customers on **their** terms, it's a win-win.

13

**97% of those who feel their feedback has been heard and incorporated** are likely to continue to use your services.

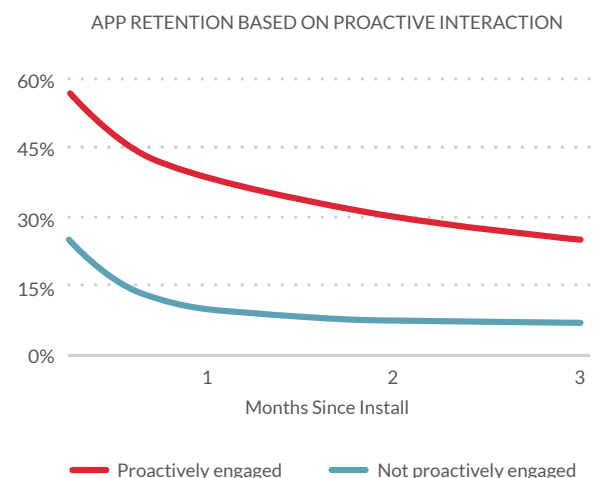
Source: [Appaptive](#), 2016



14

Customers proactively engaged with in-app are **4x likelier to continue** to use your app three months later.

Source: [Appaptive](#), 2015



# Finding ROI in Mobile

Marketers know mobile is the future; and yet, many remain hesitant to jump on the mobile bandwagon. Why? Because investments in mobile, and apps in particular, are seen as hard to measure the returns of—and equally hard to get buy-in for.



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Only one in every three marketers feels comfortable measuring mobile ROI.

Source: [Forrester](#), 2016



16

Even though **four out of five** would increase their mobile marketing spend if they had a better sense of ROI.

Source: [Millward Brown Digital](#), 2015

## BONUS!:

### Measuring the ROI of Mobile

So how *do* you measure mobile marketing? We asked hundreds of mobile product managers for their favorite metrics. Here's what they had to say:

#### WHAT METRICS DO MOBILE PMs REPORT ON?



And speaking of metrics, here are some benchmarks to guide your progress:

#### RATINGS

Average rating of an iOS app <sup>1</sup>	★★★★★ 4.0 stars
Average rating of an Android app <sup>2</sup>	★★★★★ 4.1 stars

#### TIME IN APP<sup>4</sup>

Average session length for a gaming app	7.55 minutes
... for a retail app	2.85 minutes
... for all apps	4.35 minutes

#### ACQUISITION<sup>3</sup>

Average iOS customer acquisition cost	\$1.78
Average Android customer acquisition cost	\$2.51

#### RETENTION<sup>5</sup>

Average 28-day retention for a shopping app	78.6%
... for a health & fitness app	74.9%
... for a food & drink app	59.8%
... for a photo & video app	51.7%

Sources: <sup>1</sup>[Scott Logic](#), <sup>2</sup>[AppBrain](#), <sup>3</sup>[Eiksu](#), <sup>4</sup>[Statista](#), <sup>5</sup>[Apptentive](#)

## The Mobile Opportunity's Knocking. Are You Ready to Answer It?

Seize the mobile opportunity with our collection of free guides on mobile app development, marketing, and product management.

Dive in at [www.apptentive.com/resources/](http://www.apptentive.com/resources/)

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