THE MOBILE ENGAGEMENT METRICS CHECKLIST

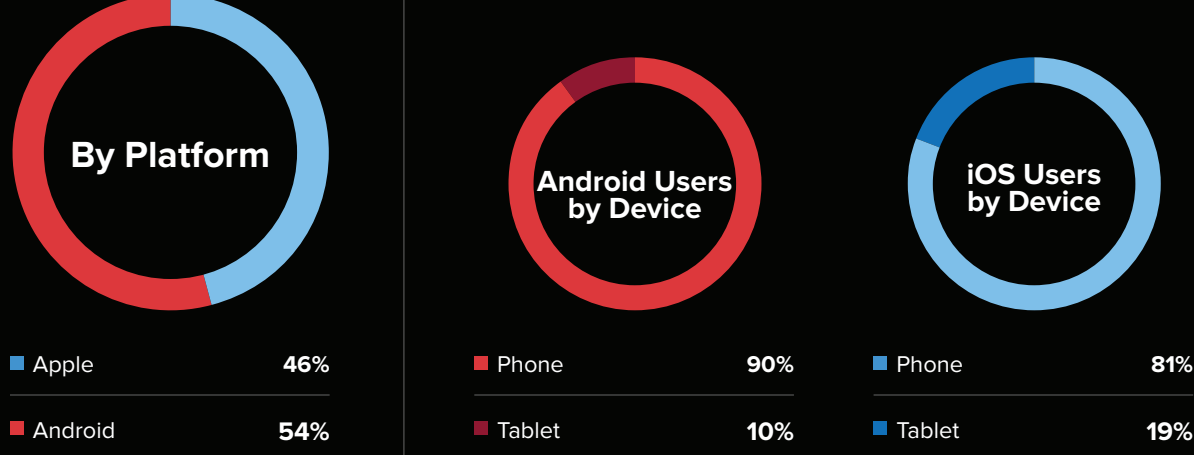## Make sure you're tracking the metrics that matter.

The mobile app industry has come a long way. Mobile marketers have a better idea of matters for success: it's all about engaged users. They're more loyal, they bring in more revenue, and they're more likely to refer your app.

☑ **USERS | The number of daily or monthly users.**
It's not about your total users, it's about how many active users you have. What makes users valuable to your business, and how do you determine who they are?

Percent of Users

By Platform

🟦 Apple	**46%**
🟥 Android	**54%**

Android Users by Device

🟥 Phone	**90%**
🟥 Tablet	**10%**

iOS Users by Device

🟦 Phone	**81%**
🟦 Tablet	**19%**

☑ **SESSION LENGTH | How long a user actively uses your app in a session, from open to close.**
There's no broad benchmark for this one: the right time depends on how long it takes your users to convert, like buying or registering for an event. Once you pinpoint the optimal session length, you can identify where in your app experience users typically abandon without converting.
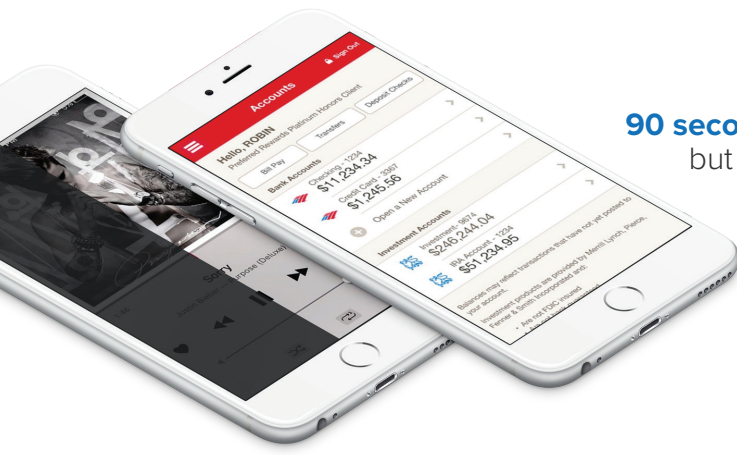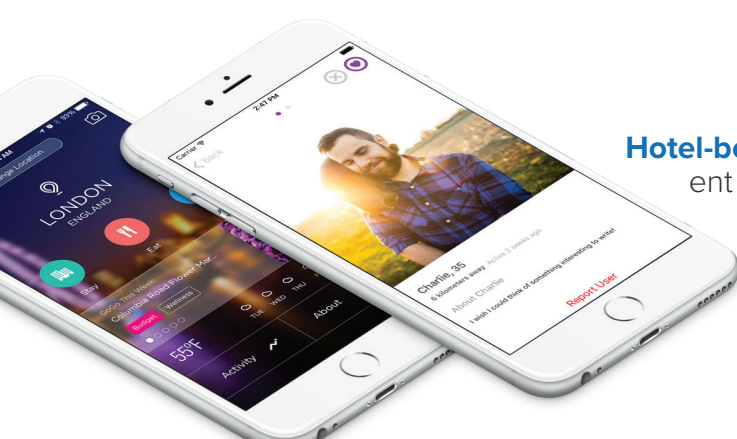
90 second sessions work for banking apps, but for music streaming that means you didn't even make it through a whole Bieber song.

☑ **TIME IN APP | How much time a user spends in your app over a period of time.**
How much time do your users spend in your app on average daily? Weekly? Monitor trends over time, because the right amount of time varies according to industry.

Hotel-booking apps are going to see different numbers than **a dating app.**

☑ **ACQUISITIONS | The number of users who download your app through a specific source.**
Tracking acquisition lets you see which campaigns and channels--organic search, paid campaigns, referrals, etc--result in the greatest number of valuable users long term.

Particularly important when you're running campaigns with paid **partners like Facebook.**

☑ **SCREEN FLOW | A user's path through your app.**
See where users are when they exit, and the paths they typically take to get to conversion. Tracking user flow through your app lets you discover which paths are favored by users and streamline them even more.

PRO TIP:
When you're optimizing app experience, start at the screen where most users abandon prior to conversion. What's confusing there?

☑ **RETENTION | The percentage of users who return to your app after their first visit.**
Who cares how many users you get if they don't stick around? Split retention rate based on device, segment and campaign, or custom dimensions like purchase frequency so you can target your marketing. Track retention over time to identify trends. Strong long-term retention rates indicate your user base is highly engaged, so you'll likely see better LTV and revenue.

📅 **36% of users** are still using apps one month after downloading. [Localytics]

☑ **LIFETIME VALUE(LTV) | How much revenue you expect to receive from a user over the course of their app use.**
When you know how much profit you can expect to receive from a user, you can calculate how much you can spend to acquire new ones (that's Cost of Acquisition). LTV is best used as a targeted metric--compare the LTV of users from different sources.

PRO TIP:
Customer satisfaction is know to increase LTV. Use feedback to gauge how your users are feeling.

Now that you know what you need to do to track engagement, take an in-depth look at your next step: app marketing campaigns.

The BEGINNER'S GUIDE to APP MARKETING

GET STARTED

Localytics