11 Ways to Broadcast Your Media App
Essential Use Cases for Media Apps
Mobile Is the Center of Every Customer’s Life

According to App Annie, the app economy is stated to be worth $101 billion dollars by 2020. Not only are downloads growing, but the time spent inside apps — and revenue generated — continue to climb.

For this guide, we’ll follow the story of Melanie, a millennial who uses multiple media and entertainment apps on her phone. Media apps span a fairly wide range: news, music, sports, dating, photography, and social media could all fall under this expansive category. Here are 11 powerful use cases media brands can use to engage users like Melanie — from the first time she opens the app through multiple conversions and loyalty.
The customer journey isn't linear. It looks more like a bumblebee’s path as users jump from engagement to conversion, reactivation to loyalty. Smart marketers know how to re-engage at every mobile touchpoint.

The Customer Journey

1. Onboarding
   - Getting users to opt-in

2. Engagement
   - Getting users to interact

3. Conversion
   - Achieving your goal

4. Loyalty
   - Promoting users to advocate

5. Reactivation
   - Bringing back lost users

Uninstall
## What You’ll Get in This Guide

Inside this guide, you’ll learn how to engage users along every step of the customer journey, to drive more engagement and ROI.

Learn how to:

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Onboarding
1. Personalize In-App Content With Social Logins

Opportunity

Using Leanplum’s Visual UI Editor and personalization capabilities, you can simplify app registration with a social login and create a customized feed.

Strategy

Simplify your login by offering to automatically pull Melanie’s credentials from a social profile. You can personalize this by showing the login she prefers; for example, Melanie may use Facebook regularly, but her friend Matt only uses Twitter. Including a social login in your media app enables you to capture interests from her profile and curate a personalized feed of content that may interest her.

Benefit

From the first time she logs in, you can suggest playlists, videos, news articles, and more that are tailored to her interests.

A/B test the call-to-action and of the social login button to optimize the best-performing combination. Leanplum’s rich analytics will help you serve the content and experience each user wants.

Use our Visual UI Editor to personalize social logins based on user preferences; Facebook for one user, Twitter for another.
2. Ensure Adoption With Improved Onboarding

Opportunity

Three out of 10 users abandon an app after the first use, meaning your first impression is everything. Help Melanie see the value of your app with a short onboarding flow.

Strategy

Set up a series of in-app messages that guide her through your app's navigation and common flows. This is an opportunity to explain app functions that may be unintuitive, such selecting her favorite musical artists or the type of news topics she prefers to read. If Melanie abandons the onboarding process part-way through, send a push notification reminding her to complete registration.

Benefit

With Leanplum's integrated platform, you can A/B test any of these messages against a control group to maximize the number of users who complete the onboarding flow. With a single solution, Leanplum gives you the power to optimize both messaging and in-app content to create a great end-to-end user experience.

Use in-app messages to guide new users through your app's navigation and common flows.
3. Maximize Push Notification Opt-Ins

Opportunity

To communicate with users like Melanie throughout their lifecycle, it’s valuable to use push notifications. Unfortunately, only 40 percent of iOS users opt-in to push on average. Chances are, you will not get a user to opt-in if you display the default iOS prompt when they first open the app.

Strategy

Maximize your opt-ins with Push Pre-Permissions, which suppresses the default iOS prompt. Instead, Push Pre-Permissions enables an in-app message explaining the benefits of push at a time when Melanie is more engaged — such as when she discovers new content or shares something with a friend.

In your message, tell Melanie you’ll update her when her favorite artists release a new album or when breaking news occurs. The default iOS prompt will only appear once she agrees to Push Pre-Permissions. You can serve this as many times as you want until Melanie opts-in.

Benefit

A Leanplum customer that implemented this capability saw a 182 percent increase in push notification opt-ins. The app was able to successfully market to a larger percentage of its user base, positively impacting retention, loyalty, and monetization.
Engagement
4. Relay New Promotions to 100% of Users

Opportunity

Unfortunately, even when you utilize solutions like Push Pre-Permissions, Melanie may still opt out of push notifications, missing important announcements and deals that help her get the best possible experience inside your app.

Strategy

You can reach your full audience with App Inbox, a persistent in-app container of key notifications personalized to each user. This single-screen view of dynamic messages extends communication between apps and customers outside of push by synchronizing with other channels, such as email.

It’s a great way to alert Melanie to time-sensitive news or subscription promotions that she would otherwise miss, boosting app revenue. You can also include iOS app badges based on App Inbox content, alerting Melanie to check out what’s new from her phone’s home screen.

Benefit

Leanplum’s end-to-end solution means that your messaging, automation, and in-app content are all coordinated. In every messaging campaign, include deep links back to specific content. Then optimize in-app content for an integrated experience. You can customize everything and A/B test each variant for the best possible performance.

Reach your full audience with App Inbox, a persistent in-app container of key notifications personalized to each user.
5. Increase Trial-to-Paid Subscriptions

Opportunity

For news, music, and other media apps, you need to move Melanie past a free account by incentivizing paid subscriptions.

Strategy

Perhaps you want to promote an ad-free version of your music app or offer access to unlimited news articles. Regardless, you have a hook and you need to convince Melanie why it's worth paying a few dollars for a subscription.

Much like Push Pre-Permissions, there are optimal times in the user experience to ask them to convert. Set up a campaign in our Lifecycle Engine to A/B test a few moments in which Melanie is more likely to respond. For instance, after she listens to an ad in a music app, you could send an in-app message that asks her to buy a subscription.

The Lifecycle Engine enables you to build drip campaigns in one visual timeline. Every time Melanie does or doesn’t interact with your campaigns, you can influence the path she’s on to guide her towards the milestone. So if she doesn't respond to your in-app message, send an email asking her to buy the full version of your app. If she still doesn’t respond, follow up with a push notification promoting a limited-time discount on the subscription.

Benefit

Adding email to your messaging strategy empowers you to respond to activities in and out of the app with added speed and consistency. Plus, our rich text editor enables you to craft messages or upload responsive HTML5 templates that look great on desktop and mobile.

Increase trial-to-paid subscriptions by sending messages across channels and optimizing for higher conversions.

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6. Encourage In-App Purchases With a Native Experience

Opportunity

Find the most opportune time to ask Melanie to upgrade to a subscription or make a purchase. The last thing you want to is interrupt a great app experience with an intrusive ad.

Strategy

Using our Lifecycle Engine, you can build a new campaign of in-app messages natively branded to match your app’s UI. We offer open-source, pre-built templates, to customize messages with your brand experience. Choose a moment of happiness in which a user will be more likely to convert; for example, if a listener “likes” a song by an artist, ask them if they want to buy the album.

With Leanplum, you can cache the message until the segment hits this moment and then deliver in real-time as a response to the behavior.

Benefit

You can also coordinate the campaign with another channel, such as push notifications, sent via Optimal Time. This machine learning algorithm analyzes individual user’s app engagement patterns to automatically send when users are most likely to open.

Natively branded messages that match your UI create a smoother user experience. On top of that, one Leanplum customer who leveraged Optimal Time increased overall revenue by 17 percent. Make an impact on your business value by implementing this powerful capability.
Reactivation
7. Re-Engage Dormant Users With Segmented Broadcasts

Opportunity

Data shows that about one-third of users abandon your app after the first open. Make sure that your hard-spent acquisition dollars aren't wasted.

Strategy

To reactivate Melanie once she’s gone dormant, send her a push notification via Programmatic Delivery. This automatically sends messages to segments based on key behaviors. Messages occur in response to global events, like news updates, content releases, and promotions.

For example, alert Melanie inside a music app that her most-played artist released a new song. Or alert her in a news app that there's breaking news in her most-read topic. If she's a fan of science and technology, let her know that new NASA photos were released.

Benefit

In addition to initiating one-on-one conversations, as you would with our Lifecycle Engine, you can send broadcasts to segments of users most interested in that topic. Messages still feel relevant and personal, and you can target a much broader segment with each campaign.

Automatically send messages to segments based on key behaviors, in response to global events, like news updates, content releases, and promotions.
8. Rekindle App Excitement by Announcing New Features

Opportunity

Your app is rarely static and you want to keep users coming back. Use an omni-channel messaging strategy to let Melanie know when there are new and exciting features to check out.

Strategy

Best practice dictates that you should roll out new features gradually. Using this method mitigates the risk of any new release negatively affecting your user experience or churning app users.

You can manage the in-app experience, like logic changes, with our App Manager to bypass App Store resubmissions and launch changes in short order. A/B test with a hold back group to understand statistically significant changes. Looking at analytics, see if uninstall rates increase for that user segment or if there any unforeseen consequences. Having visibility into both positive and negative metrics will inform your roll-out decisions. For instance, you don’t want to increase short-term engagement but hurt retention.

Once you’re ready to deploy in full, automate two messages. First, trigger an in-app message explaining the new features the next time a user opens your app. If you have major feature enhancements that could bring back lapsed users, also trigger a push notification to those who have not opened the app in the last month.

Benefit

By testing the new feature with a subset of your customers, you don’t risk app churn. You will also have the confidence that the updates will yield great holistic results across metrics.
9. Leverage Just-in-Time Context for Richer Personalization

Opportunity

Sometimes, dormant users need hyper-contextual messages to re-engage. With Leanplum, you can leverage external data sources to enrich personalization.

Strategy

Linked Data enables you to pull just-in-time information, such as trending content, product recommendations, daily restaurant menus, or up-to-the-minute sports updates.

Alert Melanie inside a social networking app when content she’s produced is trending. Automate a push notification that says, “10 friends commented on your post. Tap here to see what they’re saying.” When Melanie comes back to your app, customize the in-app experience for deeper relevancy.

Coordinating your messaging with in-app content creates an integrated experience. For example, if you have a sports app, send a push promoting the Warriors score to Melanie in San Francisco. Then optimize the destination experience in-app with our Visual UI Editor, so you can serve the right content to Melanie, such as Steph Curry stats. If you’re sending a message to Matt in Washington, DC about the Wizards, ensure the home screen content showcases his favorite team.

Benefit

With Leanplum, you can treat each each customer as an individual. Deliver content that is relevant, contextually rich, and easily scales to millions of users.

Use Linked Data to pull just-in-time information, like sports updates, into your push notifications. Then, personalize the in-app content for a coordinated experience.
Loyalty
10. Get 5-Star App Store Ratings

Opportunity

Positive App Store ratings increase organic app installs and reduce acquisition costs — a win/win situation for your app. Adding to that, 96 percent of users say they would install an app with four or more stars.

Strategy

Get these positive ratings by asking Melanie to rate your app when she displays loyal behavior, during “happy” moments within your app. For example, a dating app could send Melanie a push notification or display an in-app message after she finds a new match. A sports app could prompt a push or in-app message to appear after her favorite team wins a game.

Benefit

This message should survey Melanie to learn if she is happy with the app. If she responds with a “yes,” ask her to provide a positive rating right at that moment, deep linking to the App Store reviews. If she responds with a “no,” don’t miss the opportunity to gather insights from her dissatisfaction. Deep link to a feedback page, where she can privately share ways to improve your app with your customer support team.

Benefit

You improve performance, user satisfaction, and drive more ROI.
11. Build Loyalty Through Social Sharing

Opportunity

80 percent of your revenue may come from 20 percent of your existing customers. Retaining your new user base and building a loyal following is critical to app success.

Strategy

Maximize social engagement opportunities for your most dedicated users. After Melanie creates a new playlist in a music app, trigger a behavior-based in-app message asking her to share it with her friends across social media. If she doesn’t engage, follow up a day later with a push notification.

Benefit

Draw from Leanplum’s rich user profiles to personalize the message with Melanie’s favorite social network — Twitter, Facebook, Instagram, etc. You can also segment your users with less social activity, so they don’t receive irrelevant messages, reducing the risk of app churn.

You can offer incentives for users who share posts with their friends on social media, with access to VIP rewards or in-app currency. This will help enlist new users and generate more loyalty from existing customers. Not only is word-of-mouth user acquisition free, but data shows that organic users retain longer.

Encourage social sharing by segmenting messaging so only the users most likely to share see the request.
Increased push notification opt-ins by 182%

“The Soft Ask feature enabled us to engage our users with personalized information that improves their in-app experience. Since implementing Leanplum, we’ve increased conversions and built customer loyalty.”

David Yitzhaki, Head of Mobile Marketing

Boosted items added to cart by 3.3%

“The platform’s ease of use, coupled with some excellent support from the Leanplum team, has helped us to increase our rate of A/B testing and has enhanced our learning of customer behavior on apps.”

Lee Mullins, Optimization Manager

Increased conversion rate by 15%

“Leanplum has been absolutely instrumental in helping us improve how we onboard new users, while at the same time keeping our current users happy. Having a holistic view of the impact to user behavior is the only real way to ensure you’re making the right call.”

Eric MacKinnon, Director of Product Management
Our Happy Customers

These 11 use cases will help you engage users during every step of the funnel. For some extra reading, check our Definitive Guide to Mobile Lifecycle Marketing.

If you'd like to schedule a personalized demo to learn how Leanplum can help you reach your mobile goals, reach out at hello@leanplum.com. Can’t wait to hear from you.

Get a Demo