LEANPLUM

The 6-Minute Guide to Mobile Marketing Automation

Mobile Marketing
Automation Challenges

As a mobile growth or customer relationship manager, you're tasked with optimizing your app's retention — but that's no easy feat. The average cost of user acquisition is higher than ever. According to Fiksu, the average cost-per-install (CPI) is about $2 per user, but is even higher for loyal users.

What's more, you need a ton of downloads to be considered a breakout, mainstream success. In fact, analyzing the top 100 apps in the App Store, the top-ranked apps have at least 5MM downloads. That's almost $10MM spent by apps in user acquisition.

To protect your acquisition investment, you need a strong retention strategy. Unfortunately, our data shows that the majority of users abandon your app after the first use.

- By day one, app retention is 21 percent
- By day 30, this number falls to five percent
- By day 90, it dwindles to 1.89 percent

Ensure app ROI by building a retention strategy focused on automated messages that drive users towards milestones at every step of the customer journey.

With so many mobile marketing tools fragmented around the industry, it can be difficult to:

Understand your audience.
You need to capture data about customers' behavior and interests to segment and target them in their preferred channels.

Time the moments.
You need the intelligence and technology to identify the right moment of engagement and react in real-time with a valuable exchange.

Orchestrate and automate across channels.
You need to coordinate campaigns across evolving engagements channels for each user — at scale.

We understand how challenging it can be to maintain customer engagement. That's why Leanplum provides a complete platform for improving customer connections, increasing retention, and boosting revenue.

In the following pages, we've laid out three key strategies to improve loyalty rates and drive more business impact.

Leanplum works with many teams to engage customers across the buyer journey and retain for the long term. Today, we help:

Marketing teams   **Mobile teams**   **Product teams**   **Optimization teams**
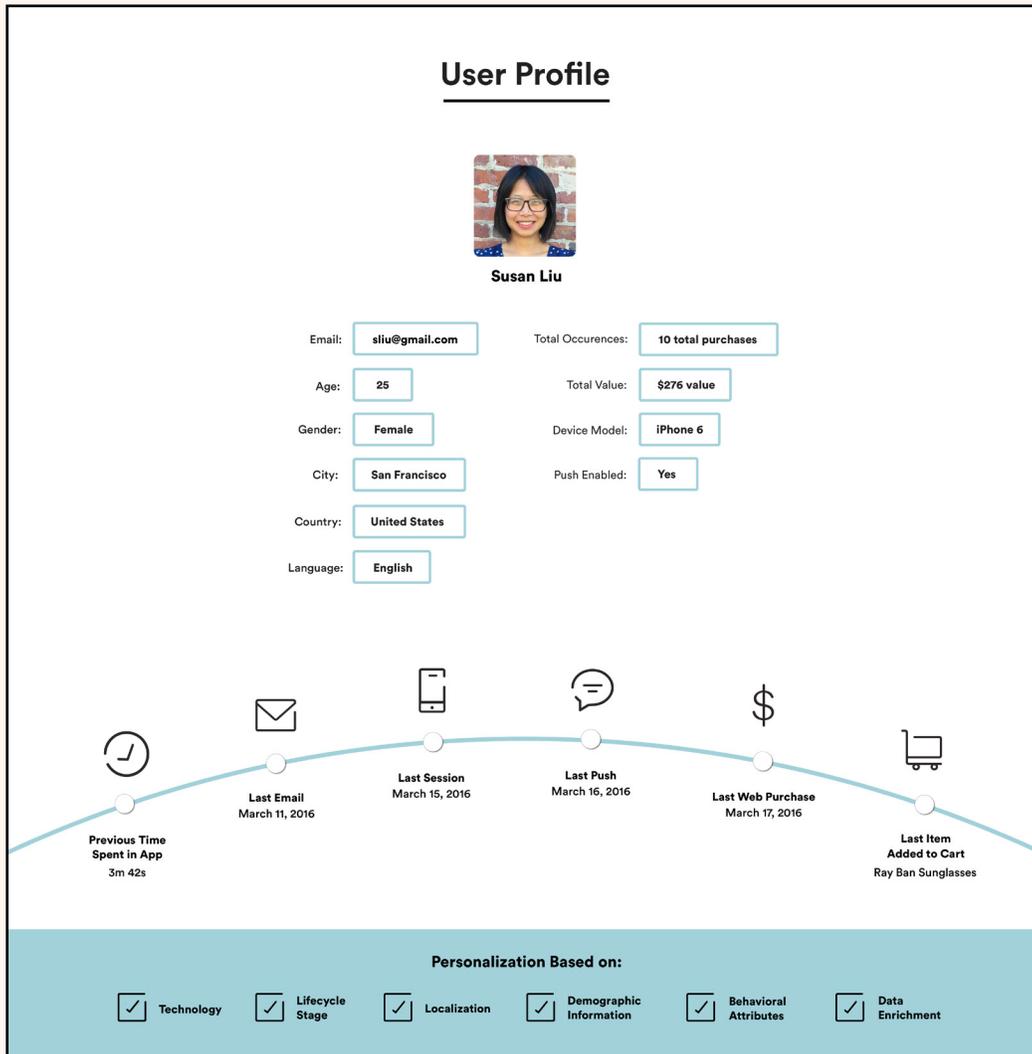
How to Win at Mobile Marketing Automation

Key Strategy #1:
Gather Deep Customer Intelligence

To know, engage, and convert your customers, you need to gather complete user insights. Luckily, a big mobile advantage is having access to rich data on what users like, dislike, and how they behave in your app.

You understand who someone is, the type of device they use, the time of day they prefer to use your app, the content that interests them, and more. This intelligence enables segmentation and targeting, from large cohorts all the way to the individual user, resulting in powerful personalization.

Leanplum provides holistic personalization, creating deep user profiles that power relevant messages and optimized in-app experiences. Information grows and deepens over time, capturing attributes mobile marketers can leverage.

Get access to deep user profiles with Leanplum.

Key Strategy #1:
Gather Deep Customer Intelligence (Cont.)

Use this rich data to segment and target push notifications, emails, and in-app messages designed to engage users, driving them toward key marketing milestones. You can also add unique event parameters or targeting rules for each message, based on user profiles, which is a great way to automate and personalize your marketing efforts.

Leanplum data shows that recognizing user behaviors is invaluable for app engagement. In fact, behavior-based push results in open rates 800 percent higher than generic blasts.

For mobile CRMs, it's critical to have an integrated platform that handles all your data and engagement needs, including the ability to personalize content that compels users to act. With that in mind, Leanplum helps create more valuable engagement for your customers, encouraging conversions and long-term loyalty.

To successfully engage the greatest number of users, maximize push notification opt-ins. On average, only 35 percent of users opt in to iOS push notifications. Increase your opt-ins with Push Pre-Permissions, which suppresses the default iOS prompt and instead showcases the value of push when users are more engaged — for example, after they favorite a product.

Once you get their opt-in, you can engage users with push notifications that draw them back into the app time and time again.

How to Win at Mobile Marketing Automation

Key Strategy #2:
**Automate Timely Messages Based on Behavior**

Once you understand whom your users are, you can automate messages to re-engage them at exactly the right time.

Start with transactional and service-level messages. With Programmatic Delivery, you can automatically send messages to segments based on key behaviors, in response to events like news updates, content releases, and promotions. For example, you might alert music app listeners that their most-played artist just released a new song, or readers in a news app of a breaking news alert in their area.

You can also take advantage of Linked Data to pull external, just-in-time information into your push notifications and emails, to give messaging campaigns more relevance. Linked Data enables you to pull from many sources, including:

- Real-time weather
- Available inventory
- Product recommendations
- Shipment status
- New sale items
- Daily restaurant menus
- Up-to-the-minute sports updates

You don't have to spend energy crafting manual shipment status alerts or product recommendations. Instead, set up automated messages that leverage dynamic, up-to-the-minute data to engage users and keep them coming back.
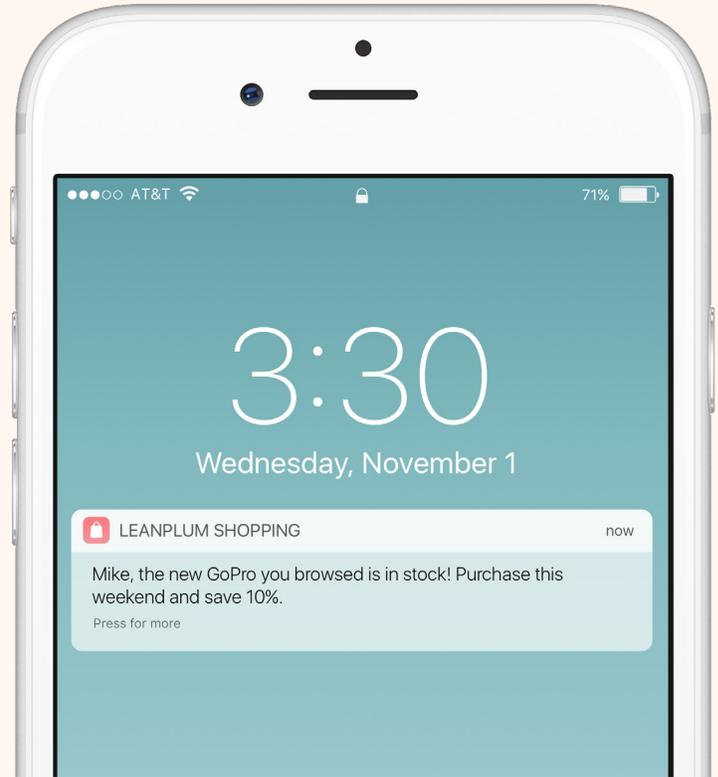
When it comes time to send messages, personalize the delivery time to improve your open rate. Leanplum's predictive machine learning algorithm, Optimal Time, analyzes individual app usage patterns and automatically sends messages when users are most likely to open. One Leanplum customer who leveraged this feature saw a 17 percent increase in overall company revenue.
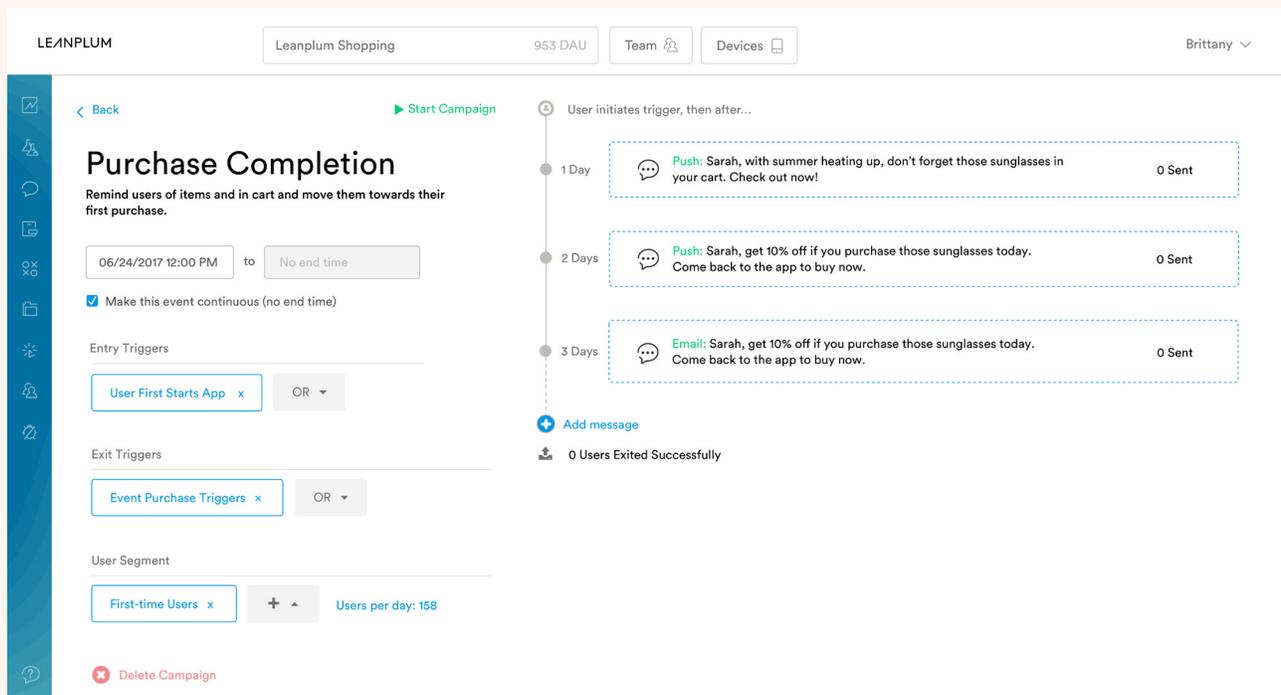
How to Win at Mobile Marketing Automation

**Key Strategy #3:
Coordinate Multi-Channel Campaigns**

With our Lifecycle Engine, you can build personalized drip campaigns in a visual timeline across messaging channels, such as push notifications, in-app messages, email, or app inbox. Use mobile marketing automation to:

- **Onboard** new users with tutorials that help them understand the app
- **Engage** users with a series of content or promotions relevant to their interests
- **Encourage** booking or shopping conversions with cart abandonment campaigns
- **Reactivate** users with new app features or personalized deals
- **Persuade** users to submit App Store reviews or share your app across social media

By setting up rules that determine campaign entries and exits, you can automatically respond to behaviors without sending unnecessary messages. If a shopper returns to purchase after the first push notification, they would exit the campaign without seeing further messages. This eliminates over messaging. If they don't engage, you can keep them in the lifecycle campaign until they convert, coordinating messages across multiple channels to reach them when and where they are most active.

Here's an abandonment campaign for a retail user who left a pair of sunglasses in their cart.
Start with push notifications and synchronize with email to reach those who opt-out.

How to Win at Mobile Marketing Automation

Key Strategy #3:

Coordinate Multi-Channel Campaigns (Cont.)

Once you bring users back into your app, optimize their experience with A/B testing. There is no limit to what you you can test with Leanplum.

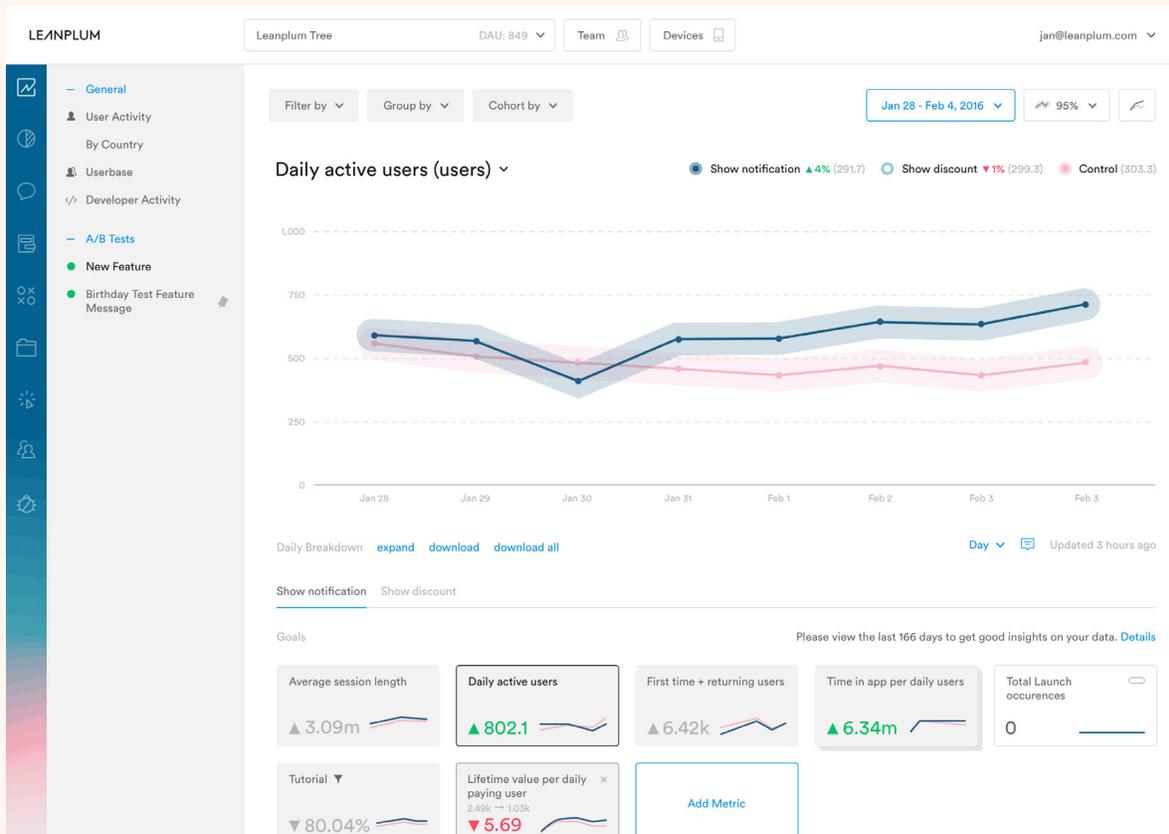Leanplum allows app managers to A/B test:

In-App UI

- **Buttons**
- **Text**
- **Images**
- **Hidden Elements**
- **App Logic**

Messaging

- **Audience Segments**
- **Timing**
- **Messaging Channels**
- **Onboarding Tutorials**
- **Push Pre-Permissions**

Channels

- **Push Notifications**
- **In-App Messages**
- **App Inbox**
- **Email**

After you A/B test, get holistic analytics on everything your customers do, to understand downstream behavior.

About Us

At Leanplum, we understand the challenges mobile teams face. Testing variables, reducing friction, and iterating on your app in a safe and responsible way is challenging. That's why Leanplum offers a fully integrated platform to enable meaningful engagement across both messaging and the in-app experience. Get everything you need in one integrated platform, including Messaging, Automation, Personalization, App Editing, A/B Testing, and Analytics.

Ready to take your app optimization to the next level? Download our guide, The 6-Minute Guide to A/B Testing. Or schedule a personalized demo to learn how Leanplum can help you reach your mobile goals and drive more business impact.

To drive more app ROI today, schedule your personalized demo with Leanplum.

Get a Demo