

INMOBI

REMARKETING

The Truth About Your App Users

App installs seldom translate into highly engaged users, leaving app developers to find innovative ways to retain their hard earned users. This is easier said than done.

AN AVERAGE USER HAS

6.5

Million apps to chose from¹

40 - 70

apps on their smartphone²

4 - 6

apps used daily²

9

apps installed per month³

Sadly,

90% of users uninstall an app within 7 days of installing it.⁴

What's more,

80% of apps are used just once before being deleted.³



SO WHY DOES AN APP GET THE BOOT?!

PRIMARILY BECAUSE OF THE LACK OF STORAGE SPACE

60%

of users run out of memory every week⁵

72%

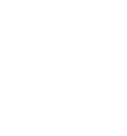
of smartphone users delete an app because they rarely use it⁶



SOME OF THE OTHER REASONS FOR APP UNINSTALL



Bad user experience



Complex registration process



Drains battery or data usage concerns

95%

BY DAY 30 OF AN APP INSTALL, 95% OF USERS HAVE BEEN LOST.⁷

APP MARKETERS ARE CONSTANTLY BATTLING POOR USER RETENTION RATES.



Looking Beyond App Installs

With such abysmal retention rates, it is no wonder, that apps struggle to monetize.

While acquiring users will always be an important first step, app marketers must aggressively leverage user retention techniques to keep their hard earned users.

It is time to look beyond app installs if app marketers hope to achieve any success.

Sources

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Thank you



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