

# How Marketing Can Impact Mobile Engagement



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# "THE MOBILE EXPERIENCE"

We're constantly told about how important the mobile experience is.

*"Users have their phones with them at all times of day."*

*"Mobile is growing at an astonishing rate."*

Yes, mobile devices are our most personal devices and we engage in it every day of our lives. And yes, the UX on mobile is critical. But while marketing may own the mobile initiative, **they're hardly responsible for the actual user experience.**

Many mobile marketers have found themselves relegated to only 3 tasks:

- App ads
- App Store Optimization
- Push notifications / Emails

Yet none of these functions really have a high impact on the app experience itself.

It probably makes you cringe when users point out blatant changes that need to be fixed. Like that registration flow that needs some work...or that checkout flow that users abhor. Yet when you ask your dev team, they say that they'll create a story and add it to a future sprint. If you're like most teams, that **could mean 1 month or more**. Even for the tiniest of changes...



Idea



Story



Wait for  
next  
sprint



Code



QA



App  
Store  
Review

Talk about frustrating.

You probably know the customers (and what they need) much better than the engineering or product teams. Yet there's an obvious lack of control in the dynamic.

But isn't the whole point of the app to provide a great experience for users through another medium?

As of right now, that's not really happening.

# BUT WHY DOES THIS PARADIGM EXIST?

Simply put, because most marketing teams have far less control to change their app than they'd like.



## UPDATING THE APP TAKES FOREVER

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- The average review times for apps is ~7 days right now (assuming they accept the changes).
- Making any change takes forever, and requires extensive planning.



## YOU CAN'T MAKE CHANGES WITHOUT ENGINEERING HELP

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- On web, you can utilize Wordpress, Drupal, Unbounce, Leadpages, or similar platforms to change your website without getting knee deep in code.
- On mobile, all the changes are funneled through product and engineering.
- Well...you could use HTML/Web views, but they provide a horrible experience. And isn't that the whole point?



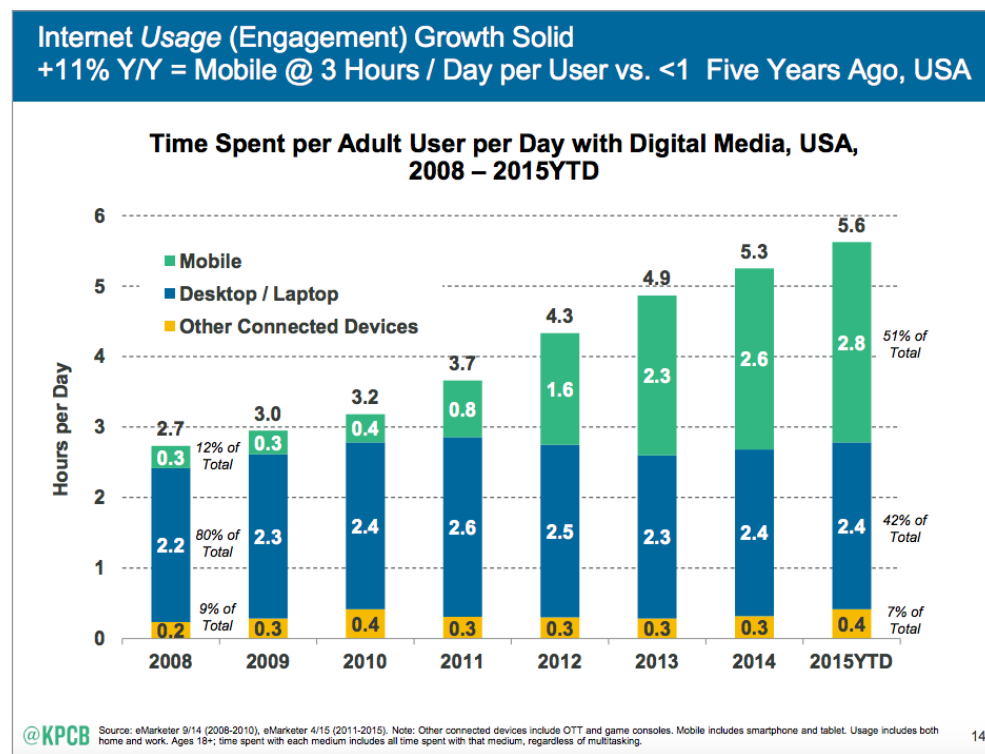
## CHANGES CAN'T BE REVERSED QUICKLY

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- Good marketing requires a lot of experimentation. Sometimes that means that things don't work out exactly as planned.
- On mobile, reverting to a previous version of the app is impossible. Instead, your eng team has to resubmit (and wait 7 days) or use one of their precious hotfixes.
- If anything goes wrong, **ever**, you have to have an engineer standing by...just to be sure.

The whole point of building a mobile app is to provide an amazing mobile-first experience. If you're not doing that and constantly improving your app, then why bother with one at all?

Well obviously because it's one of the most important channels to connect with users today.



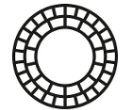
But you already knew that.

What we need are solutions to **help mobile marketers take ownership of the app experience**, not just the ads and messaging leading up to a download.

# DISTRIBUTED CONTROL OVER MOBILE APPS

Quite a few forward-thinking teams have already fixed this problem.

- They're able to make changes to their app instantly, without having to resubmit to the app store or get developer resources.
- They're highly data driven, and constantly running experiments to figure out what provides a better UX for their users.
- They can reverse changes on-the-fly, without having to grab dev resources
- They're able to take ownership of the app and make a measurable impact on the user experience.



Teams like Uber, Facebook, Twitter, Lyft, VSCO, and other tech giants have invested heavily in tools such as Feature Flags and A/B Testing to distribute control amongst multiple teams, rather than just for their iOS and Android teams. Because at the end of the day, these teams know that marketers, product, data science, and others are vital to understanding and best catering to the needs of users.

But what do you do if you don't have the resources to build out these tools for distributed control?

**Investing in this infrastructure means that you spend less time on your app and more time on the backend.** You're practically building a second product.

That's why we've taken the time to build tools for mobile teams to distribute more of the control across all mobile teams, whether they be marketing, growth, or even product.



We've provided tools so that non-engineers can get hands-on in all aspects of the mobile experience. Here's how you do it:

## VISUAL EDITOR

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- Select and change any UI element in the app, **instantly**. No coding required.
- Change text, images, button placement, layout, and more with our codeless editor.

## A/B TESTING

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- Conversion Rate Optimization for your mobile app.
- Run tests on new features, flows, copy, images, and more to iterate to a better UX using data from a convenient dashboard.

## FEATURE FLAGS

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- Gain web-like levels of control for mobile apps.
- Enable or disable features at a moment's notice, choosing exactly which users will see what features, and when.

Let's dive a little bit deeper into the specifics of what you can do with this toolkit.

What we've done is create a suite of tools that helps teams make significant changes to the app, test out different flows or features, and control how they get released to users without having to go through engineering every time.

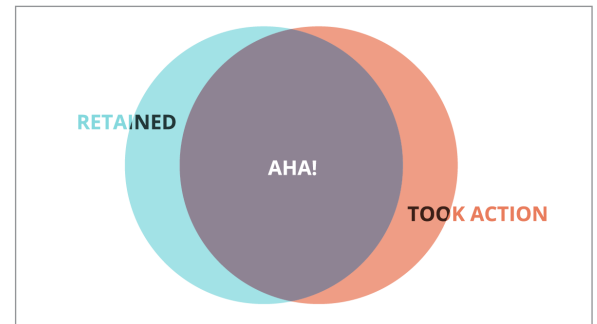
Let's break down how we use this technology to meet your specific goals.

# DRIVE ENGAGEMENT & RETENTION THROUGH A STRONG UX

## Drive Engagement & Retention Using Data

We already know that user retention rates are abysmal. 77% of users drop off after 3 days, and 95% drop off after 90 days. The problem is user onboarding. Most apps have problems with the following:

- Conveying value clearly
- Decreasing the friction it takes to get started
- Guiding users to their Aha! Moments



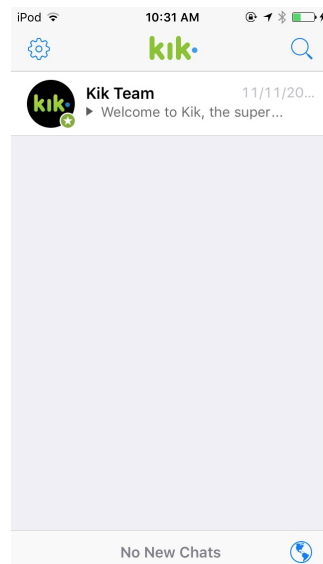
Using the toolkit will help you determine how specific changes affect user behavior, as well as key metrics. You can fully customize things such as your onboarding flow to get users more engaged, increasing user motivation and increasing their ability to get to their Aha! Moment.

## Big Wins with Low Effort

Using the Visual Editor allows you to instantly change any UI elements without ever needing a dev. With it, you can apply some specific techniques to quickly get big wins.

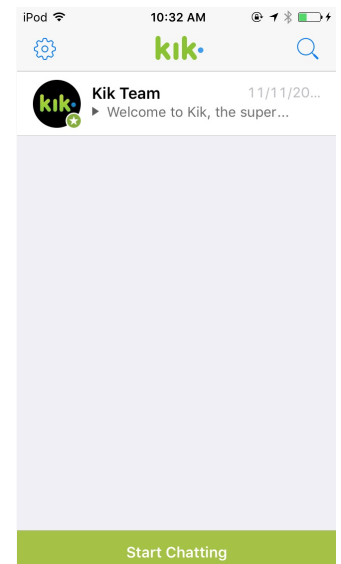
### ONBOARDING

Change colors, placement, text, images, and more to highlight specific next steps for users to take.



#### Highlight Next Steps

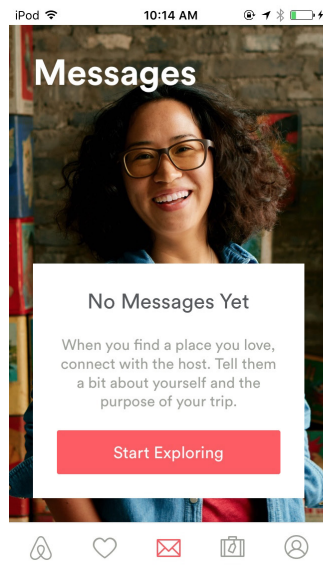
Make changes to UI and copy, without any coding.



## CHANGE EMPTY STATES

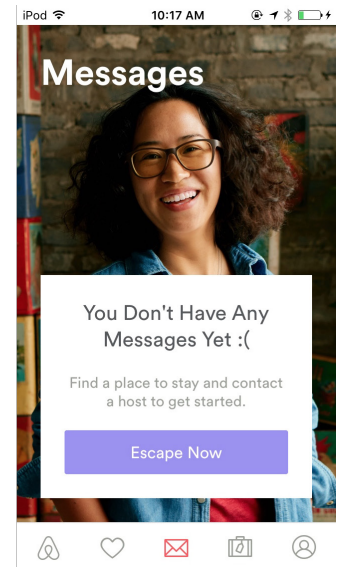
Utilize best practices to make sure new users are never confused when met with an empty screen.

Test out different variants to drive users to the right next steps.



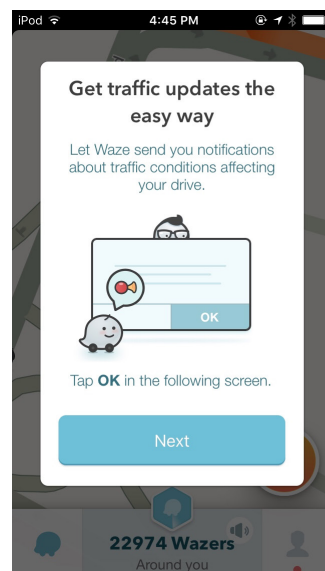
### Empty States

Make changes to UI and copy, without any coding.



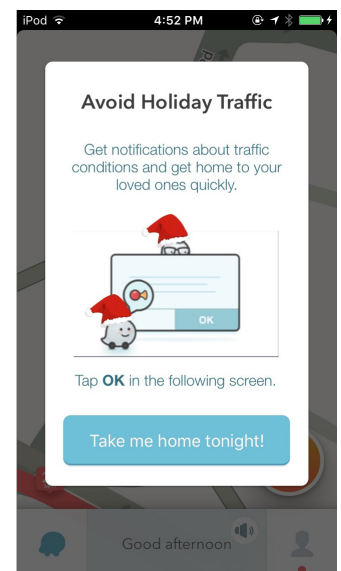
## TWEAK MODALS, INTERSTITIALS, AND BANNERS

Change the copy and images on modals, interstitials, and banners to best reflect what you want to convey to users.



### Easily Change In-App Content

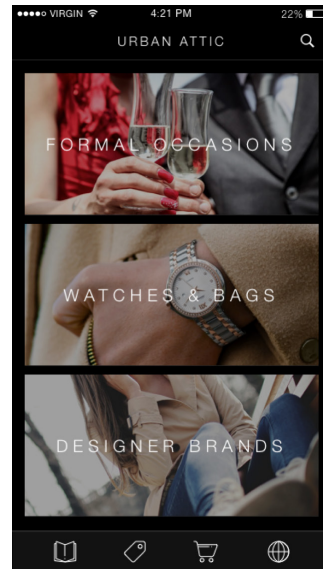
Modify images, copy, CTAs and more without coding or waiting for a review.



## PERSONALIZE THE UX FOR DIFFERENT SEGMENTS

When you deploy on mobile, teams typically have to send out one version to 100% of their users.

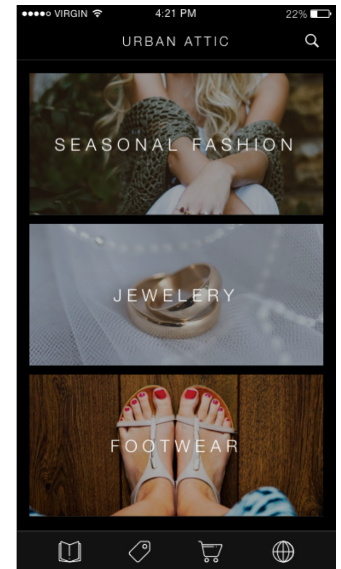
However, utilizing Feature Flags allows you to release different versions of your app to different segments of users.



### Personalized Apps

Deploy different versions to different groups of users

(Male on the left, Female on the right)



As a result, you're able to show different app experiences based on any user data such as gender, user behavior, geographical location, etc.

Now, you're able to personalize your app, rather than provide one generic experience for everyone.

# MAKE SMARTER, DATA-DRIVEN DECISIONS



## Drive Key Metrics with Quantitative Feedback

Use data to back decisions. Have a new login flow in mind? Test it out to make sure that it affects user behavior how you expect it to. Using A/B testing data will help you figure out what changes are driving KPIs down the funnel, whether it's login conversions or Day 90 retention.

Test out login flows, conversions, monetization, and more, then harness the data to apply learnings toward your app. A/B testing helps you make smart decisions, and using Apptimize will allow you to instantly deploy A/B test winners to users with the click of a button.



## Get Qualitative Data from Actual Users

You're also now able to run field tests to get early qualitative feedback from your users. Rather than deploy to millions of users at once, you can send out a new feature or change to a small, targeted group of individuals, then use the dashboard to scale it up to other groups as well.



## Conduct Highly-Targeted Releases

In addition to being able to run field tests, you can also choose individual users to send new versions to. Whether it's your CEO, investors, beta testers, reporters, loyal customers, or even celebrities, you can send them your newest features easily.

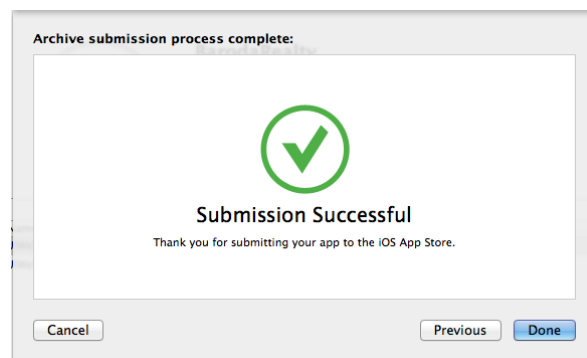
# GAIN CONTROL OVER THE UX

## Change the App without Resubmitting

With Apptimize's features, you can make instant changes to your app, turn on new key features, or deploy tests without ever having to do a resubmit. This takes a huge load off of engineering, allowing you to control and manipulate the app without berating them over every little change.

It also gives you the freedom to run lots of tests or make changes quickly, without having to create another eng. story and wait weeks or months to see the results.

If something ever isn't behaving as expected, you can turn it off instantly. Your devs won't have to use a hotfix and users will have minimum downtime.



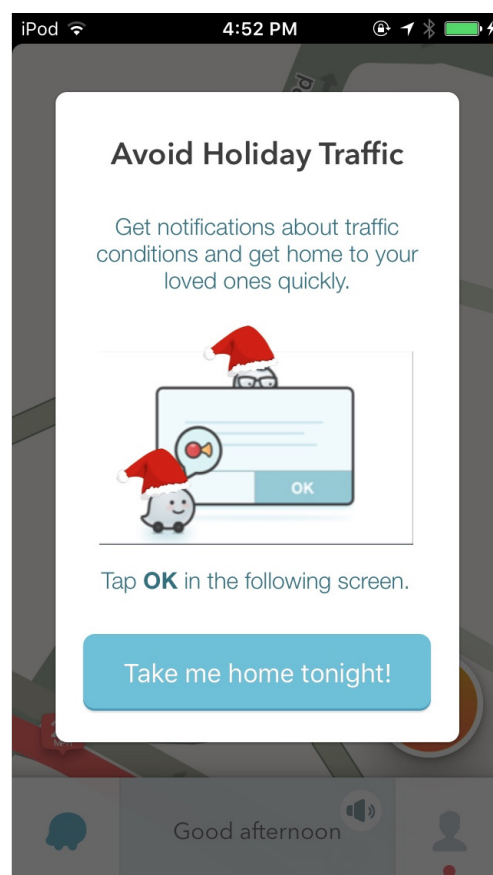
## Coordinate Your Marketing

The instant update feature allows you to make a surprisingly large number of changes to refine your app for whatever marketing messaging you're using.

Ordinarily, most teams avoid changing their app too often due to engineering constraints. Websites on the other hand, are often tweaked and optimized for the time of year or occasion.

With a simple swap of images and text (all done instantly) you can spice up your app for different seasons, holidays, or special occasions.

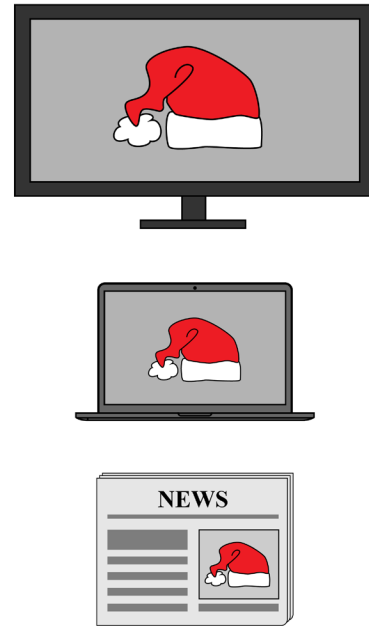
All without using HTML or web views.



## Time Campaigns Precisely

Feature Flags and Instant Update allow you to time and coordinate your entire marketing effort perfectly. Instead of waiting for an app store review, you can turn on specific features whenever you please.

This allows you to coordinate your entire strategy on web, mobile, print, ad, and TV and ensure a seamless experience across all touchpoints. Once your campaign ends, disable the changes with a click of a button.



## WRAP UP

Utilizing these techniques will help encourage distributed ownership over the mobile experience. Rather than having all the control bottlenecked into engineering resources, tools such as visual editors, A/B testing dashboards, and Feature Flags allow teams to make significant changes to the app and refine end users' experiences, without having to rely on other teams.

Mobile is still dominating in engagement, so we need to make sure that we're not providing a half-baked experience. With distributed control, this is no longer the case. More teams can apply their learnings and input easily.

And that's why we're here. We're all about helping you make a meaningful, measurable impact on the user experience.

**GET STARTED TODAY BY REGISTERING  
FOR AN ACCOUNT OR REQUESTING A  
DEMO ON OUR WEBSITE:**

[www.apptimize.com](http://www.apptimize.com)