

# User Acquisition & Engagement in Mobile-First

Anthony Blatner

Jackrabbit Mobile 

# Background

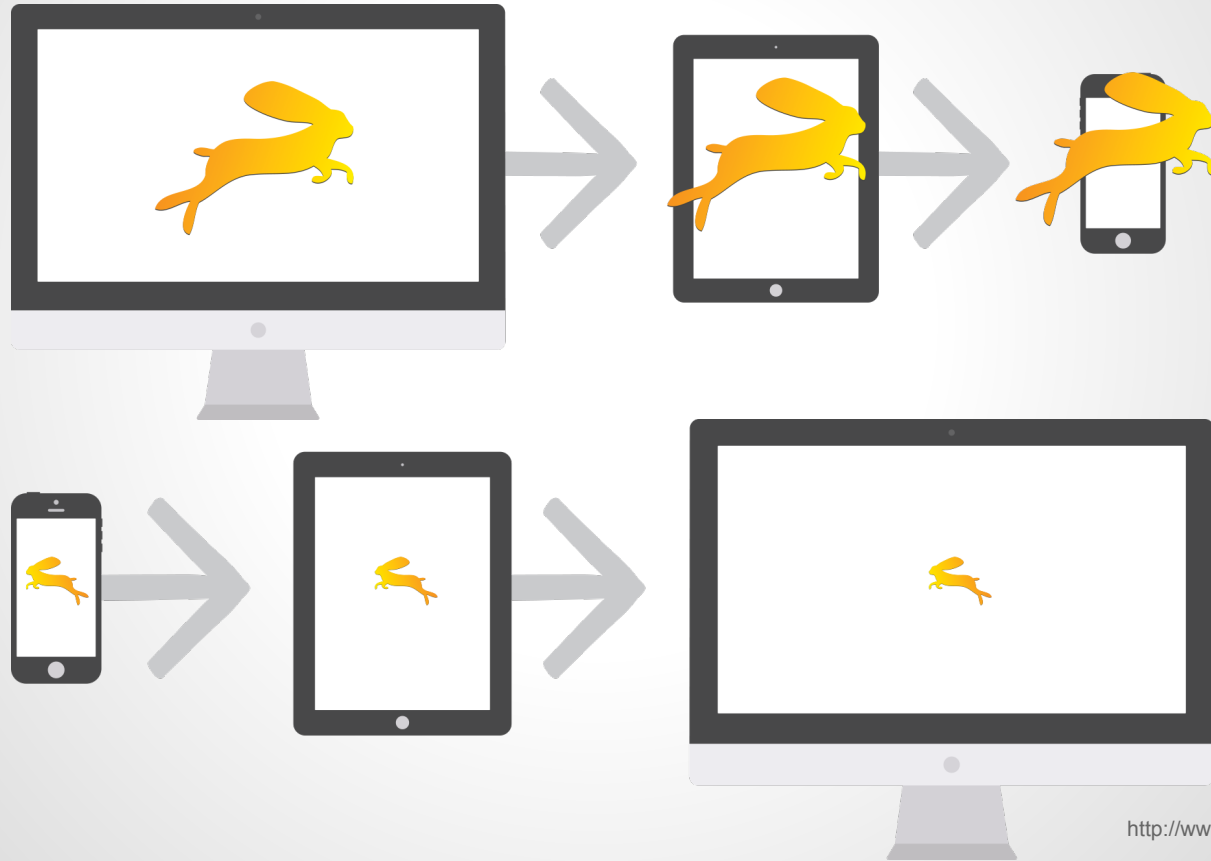
Jackrabbit Mobile 



# Topics

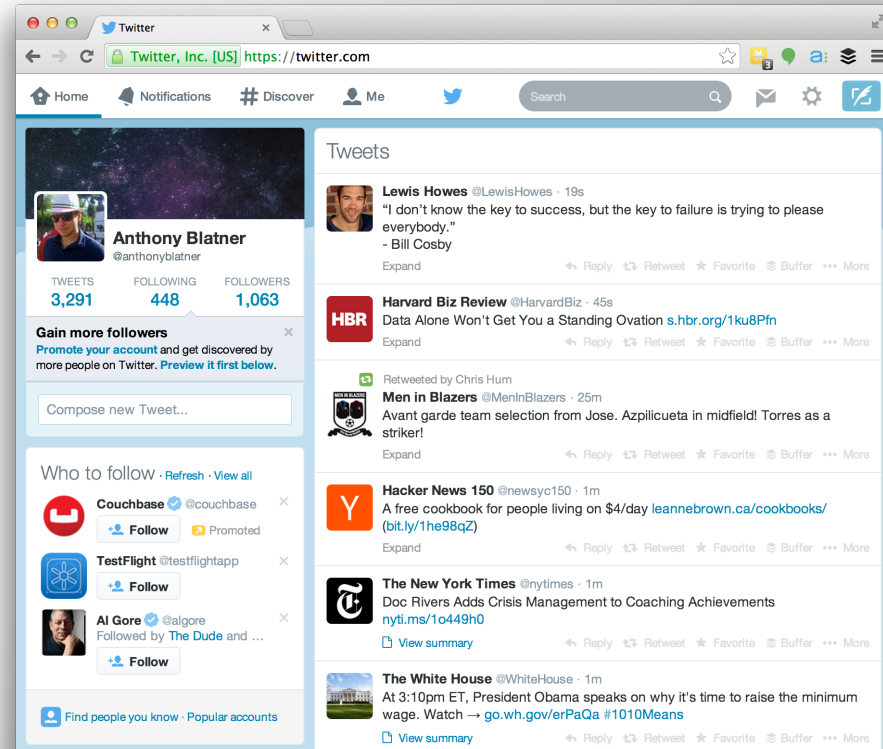
- Mobile First
- User Acquisition
- User Engagement
- Tactical Examples
  - Startups
  - Enterprise

# What is Mobile First?



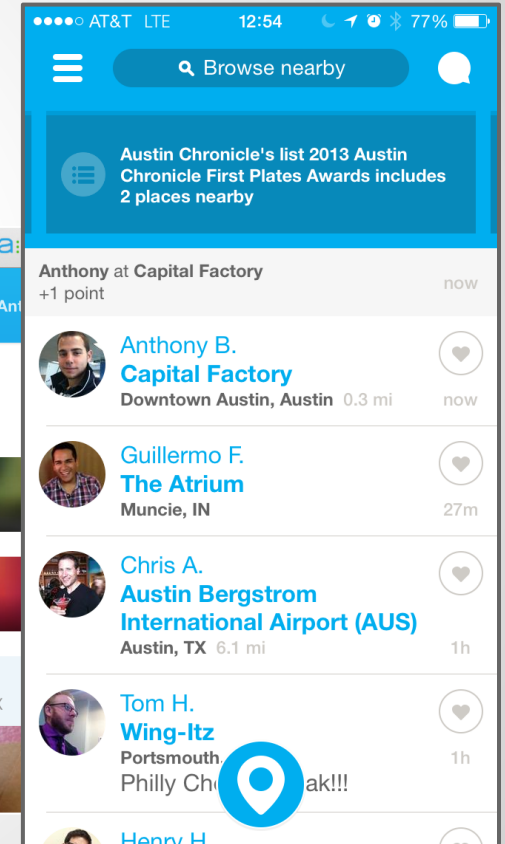
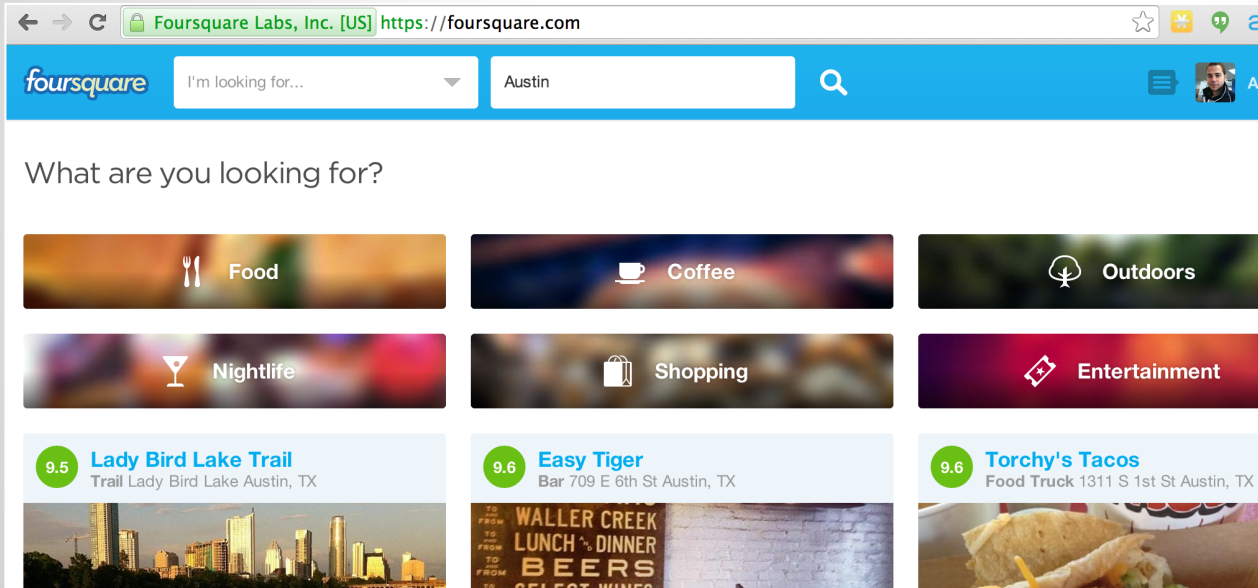
# What else is Mobile-First?

## Content



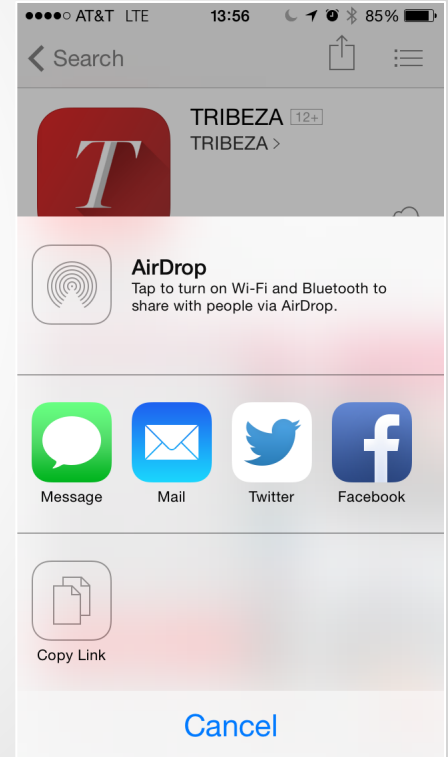
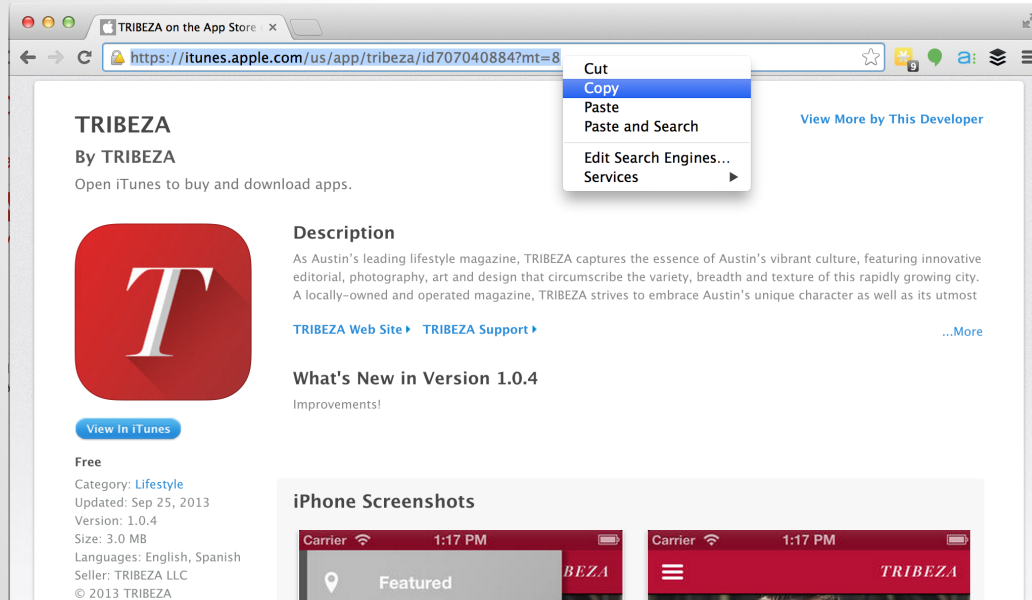
# What else is Mobile-First?

## Context



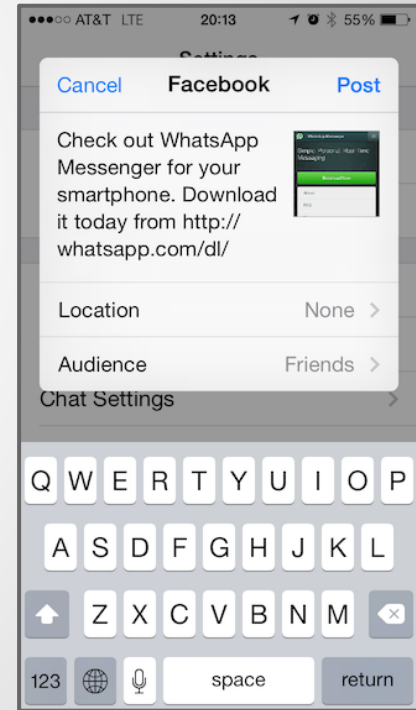
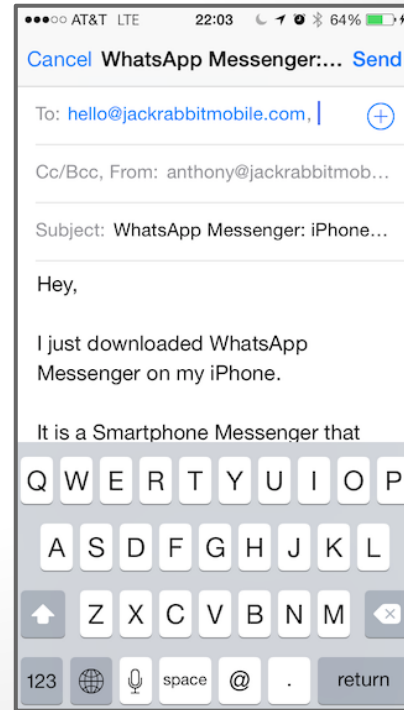
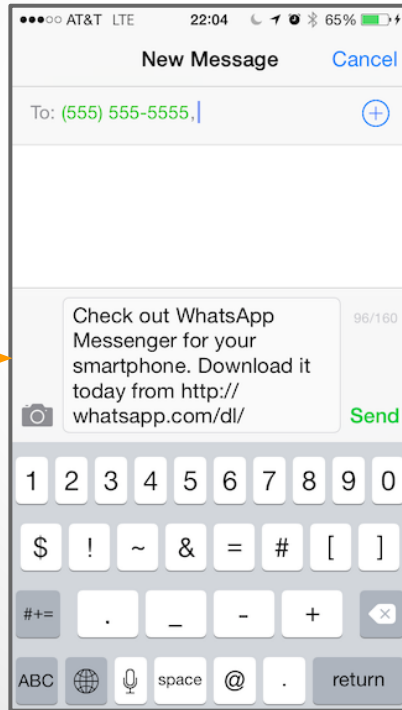
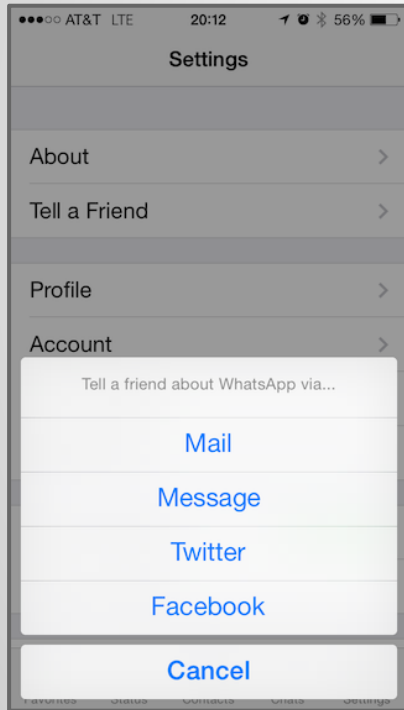
# User Acquisition

## How does your platform spread?



# User Acquisition

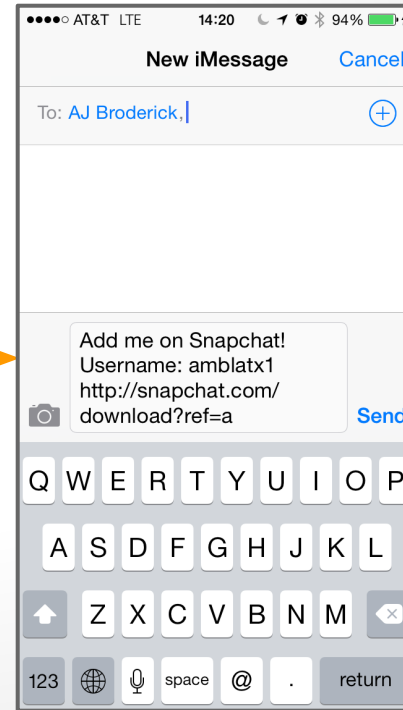
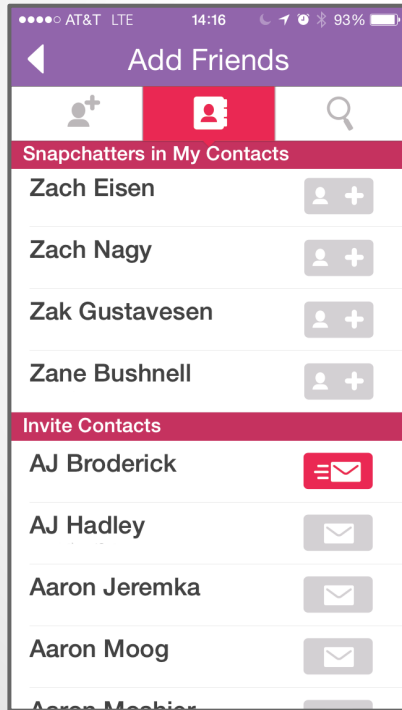
## Referrals: User Driven Invites





# User Acquisition

## Referrals: User Driven Invites



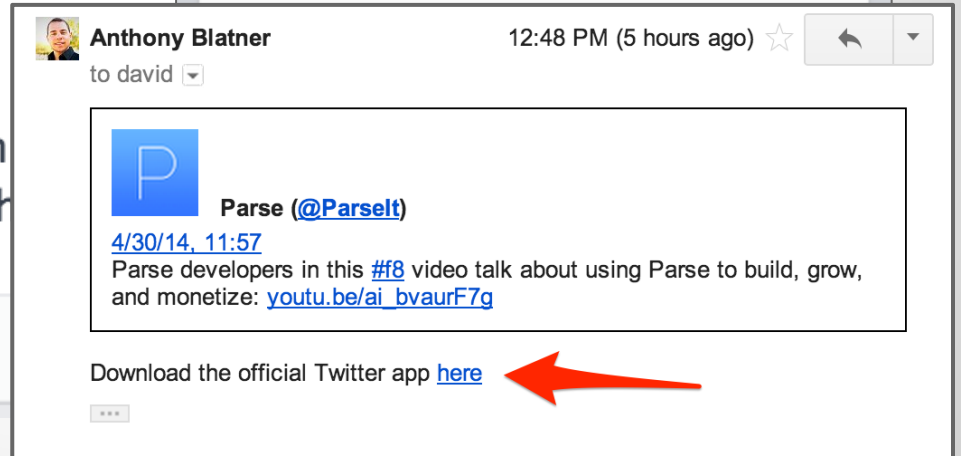
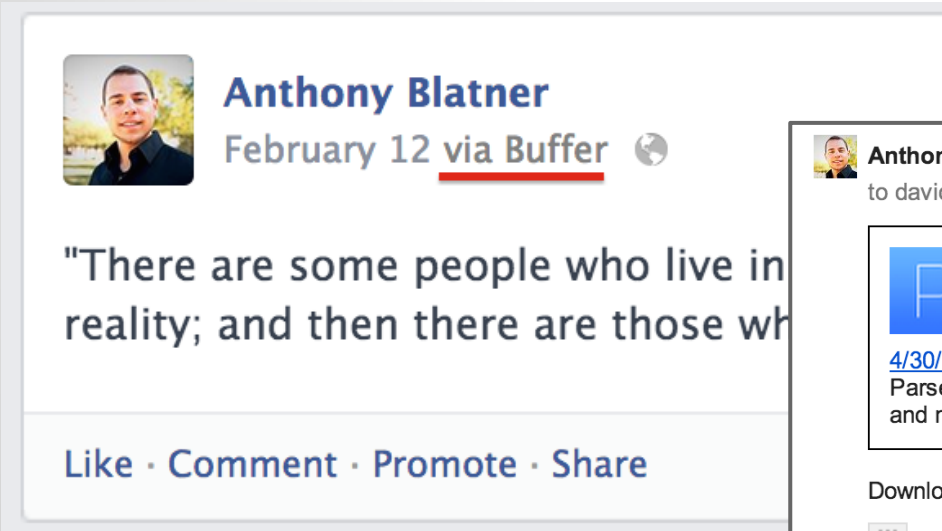
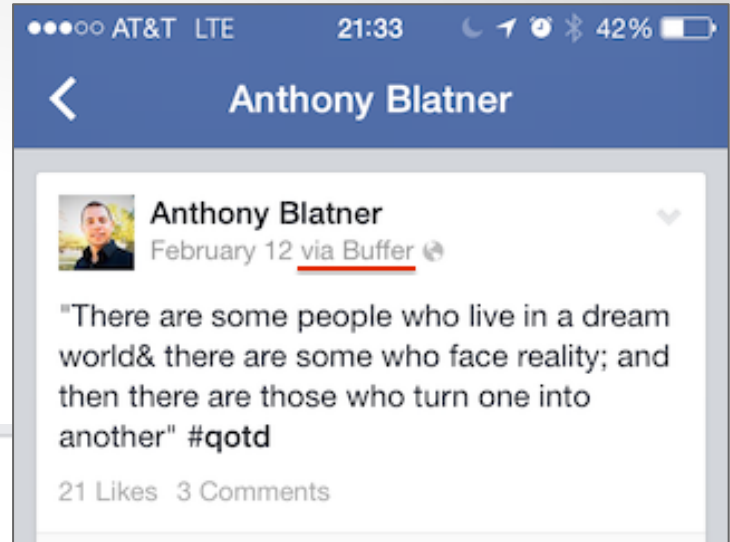
# User Acquisition

## Referrals: User Driven Invites

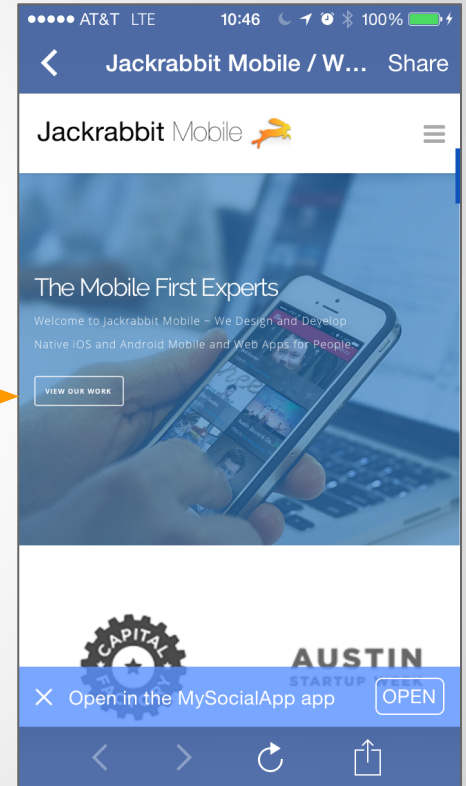
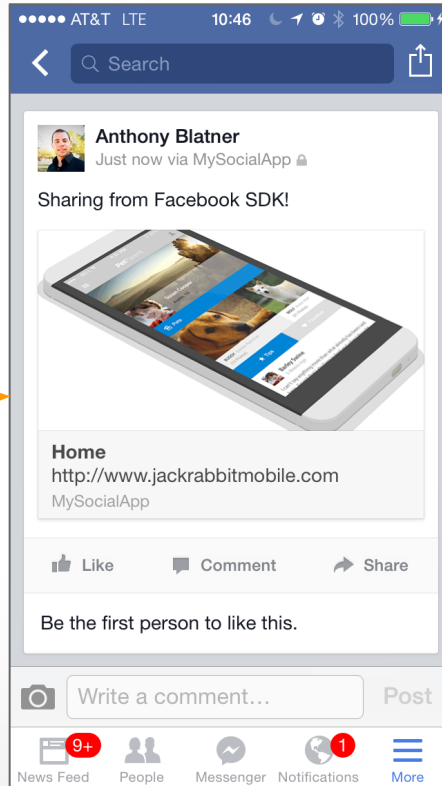
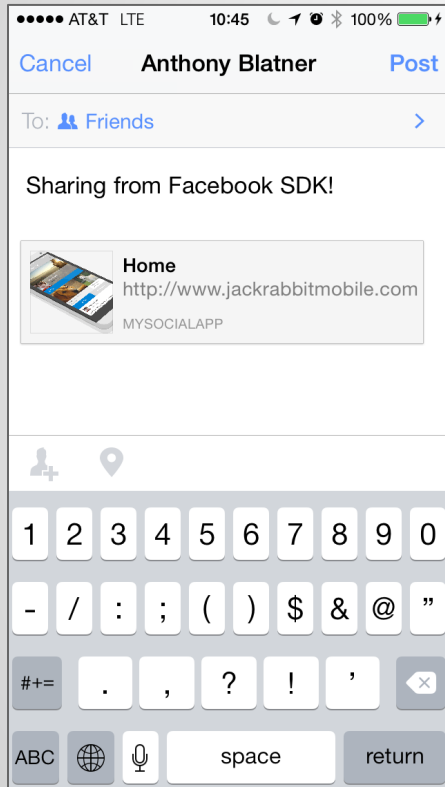
- **Step 1: Identify user interaction points**
  - Share, Send, Collaborate
- **Step 2: Analyze communication channel**
  - In-app, Email, Phone, ...
- **Step 3: Integrate**

# User Acquisition

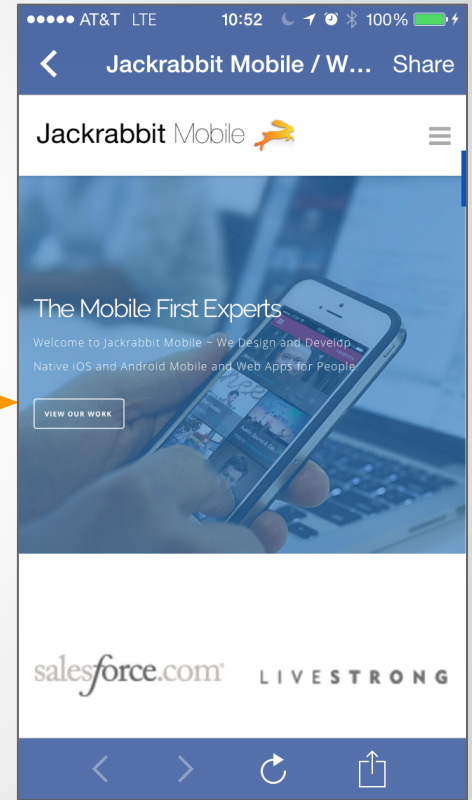
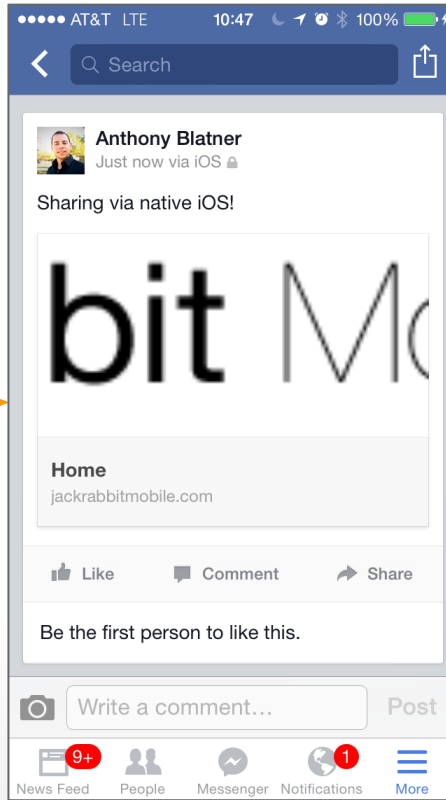
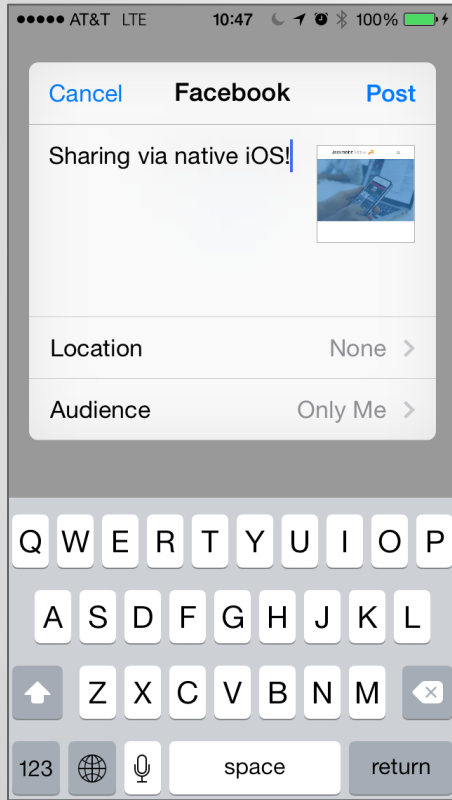
## Content Backlinks



# User Acquisition



# User Acquisition



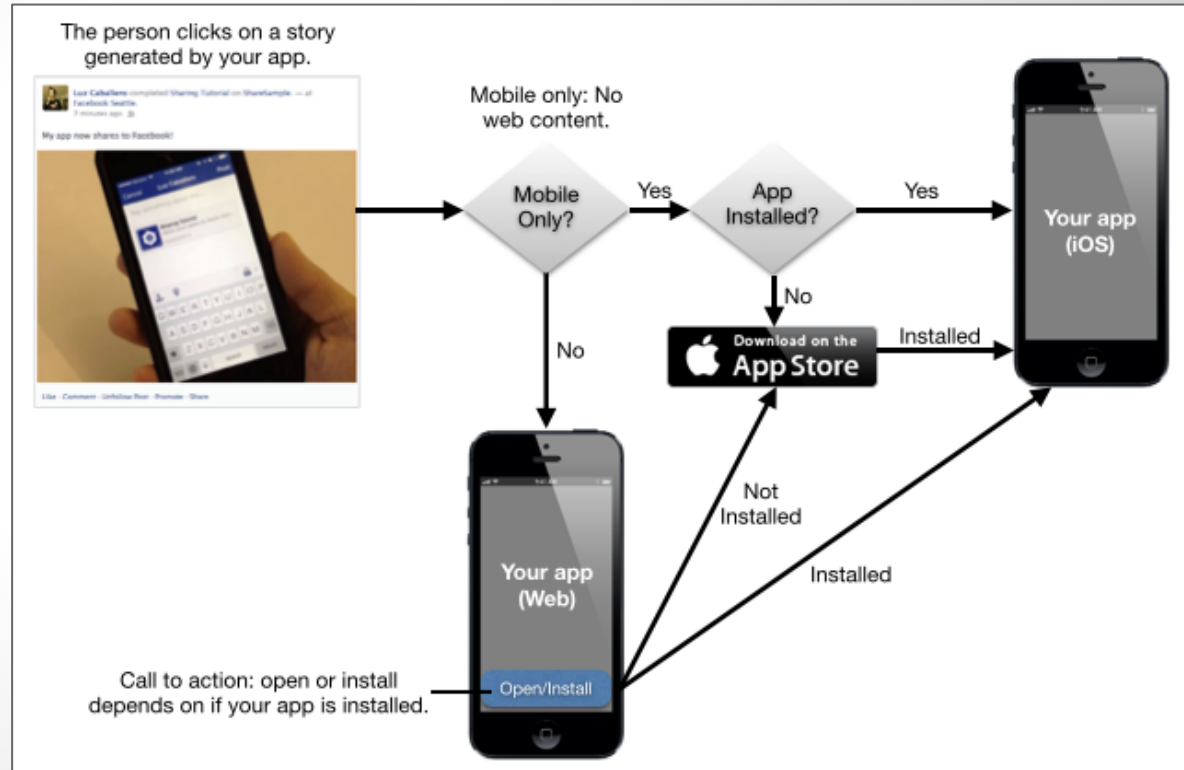
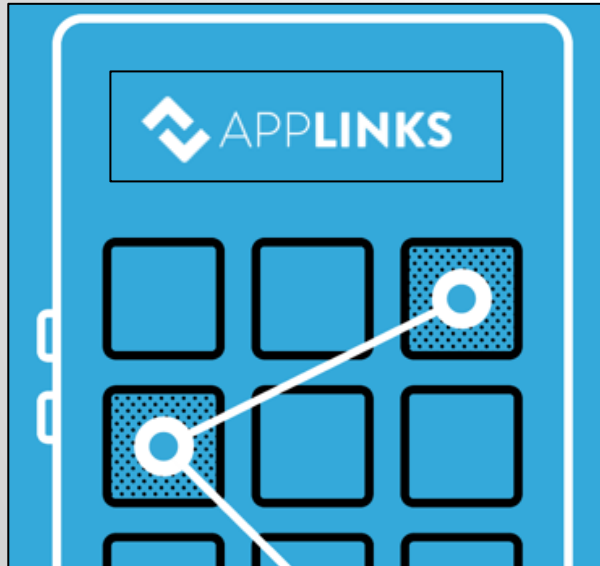
# User Acquisition

## Content Backlinks

- Same interaction points
  - Link content back
- Opportunities
  - Emails
  - Social Media

# User Acquisition

## Deeplinking



# User Engagement

Engagement → Activity → Traffic → Rankings  
→ Ratings → More Users → Opportunity

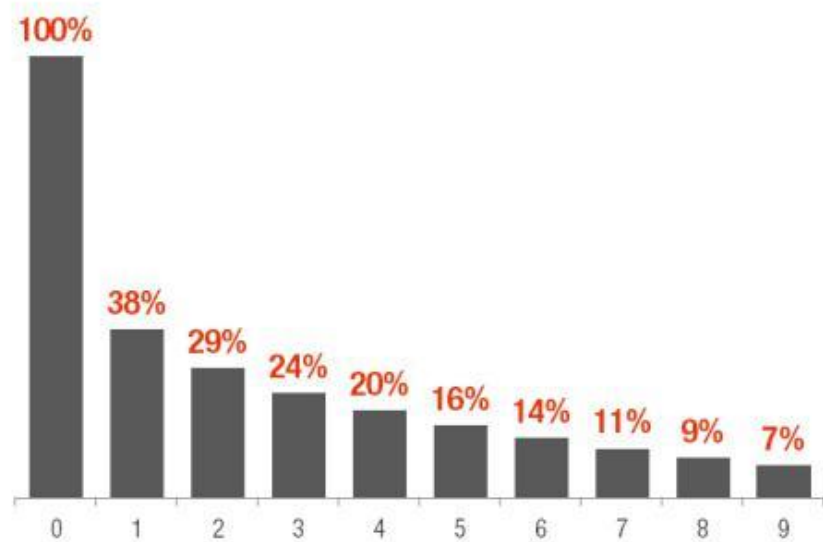
But...





# User Engagement

iOS & Android App User Retention, Months Since A

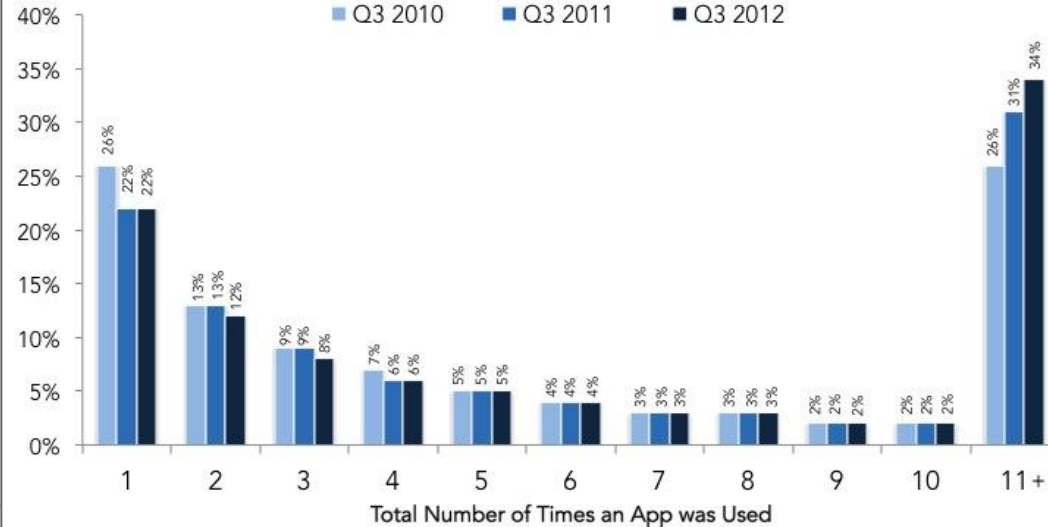


FLURRY

Source: F

## App User Retention

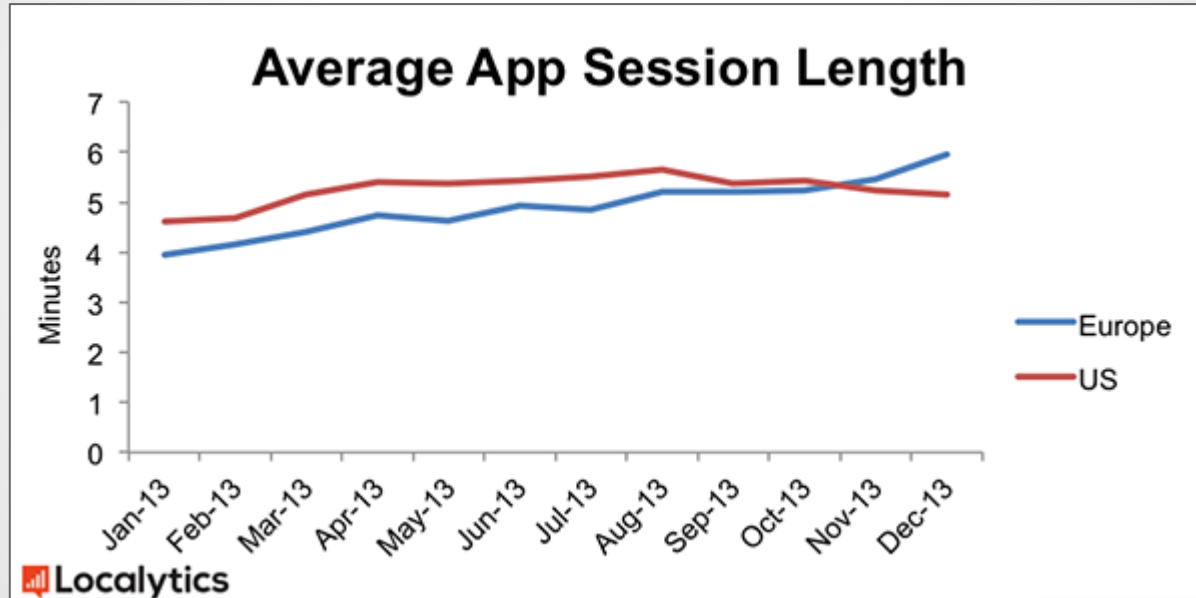
(Retention of App Users Acquired in Q3 2010 vs Q3 2011 vs Q3 2012)



Localytics

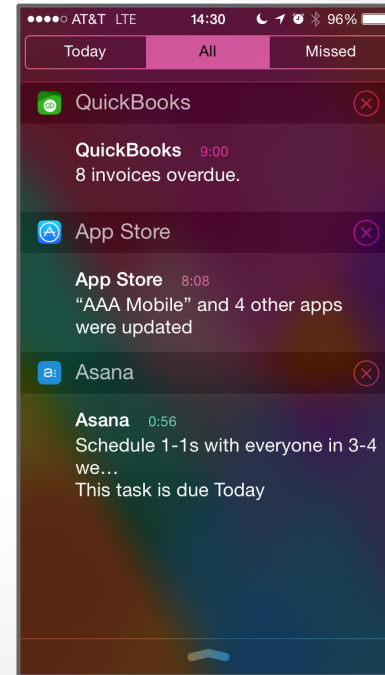
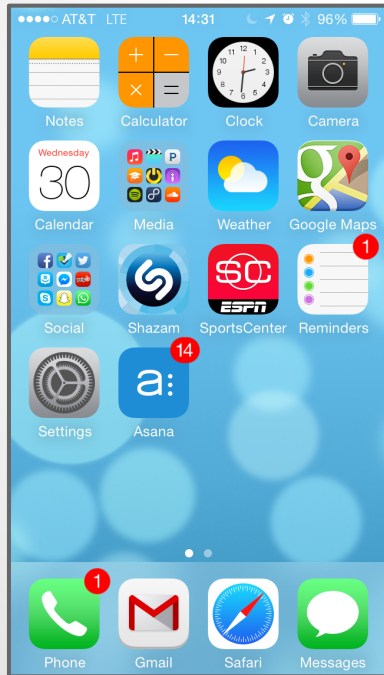
Source: Localytics July 2013

# User Engagement



# User Engagement

Alerts → Badges & Push Notifications → Attention



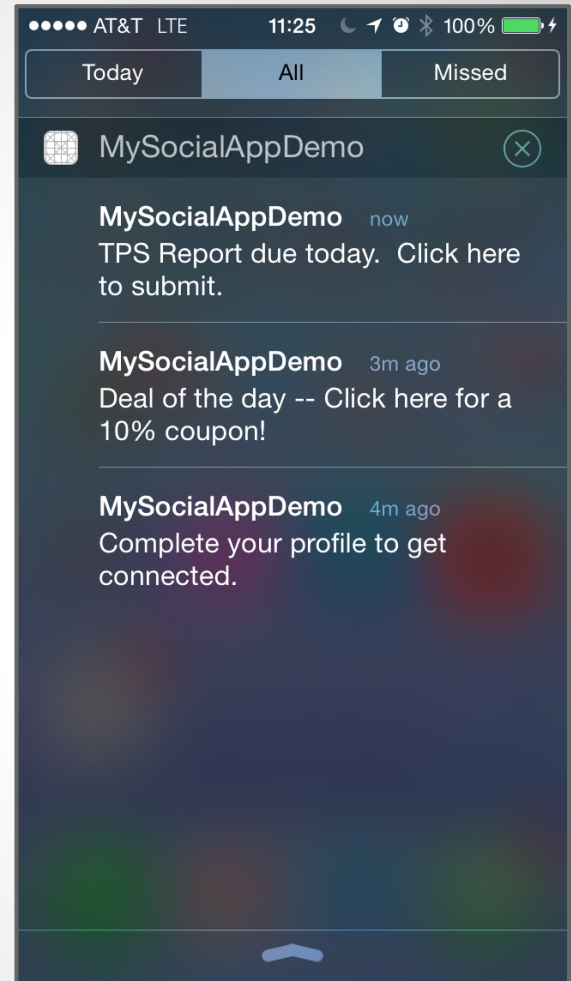
# User Engagement

Alerts → Badges & Push Notifications → Attention



# User Engagement

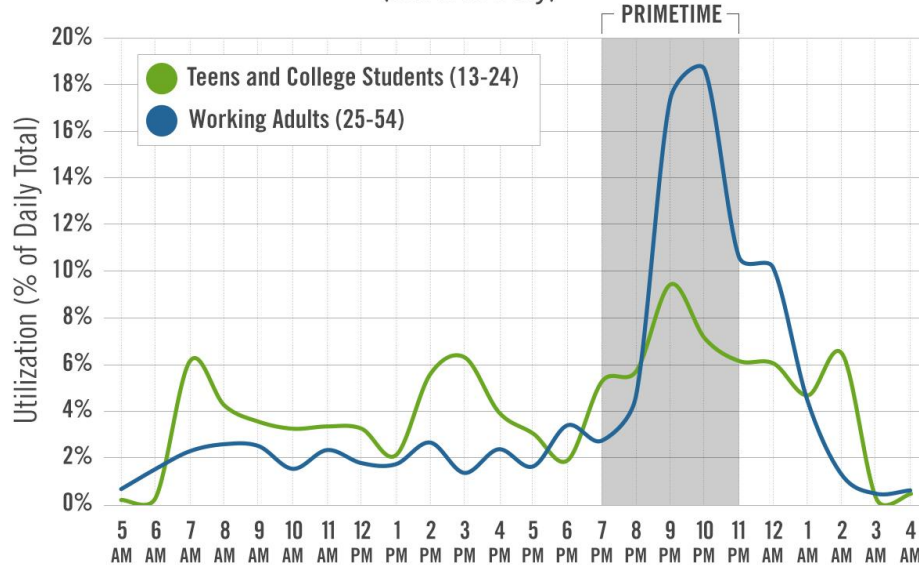
```
{  
  "aps": {  
    "alert": "Complete your  
    profile to get connected.",  
    "badge": 3  
  },  
  "action": "completeProfile",  
  "code": "82SH33K",  
}
```



# User Engagement

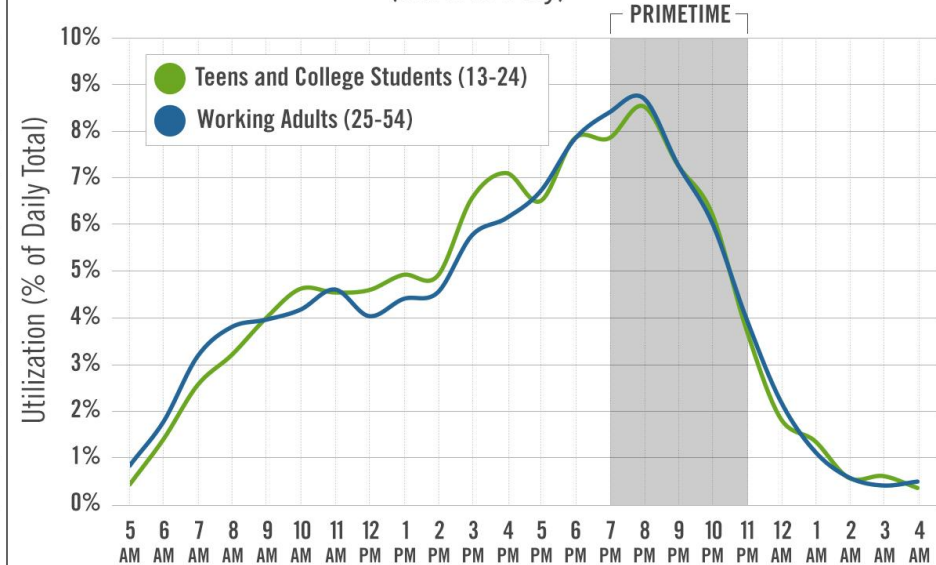
## Productivity & Utility App Usage by Hour of Day

(tablets only)



## Gaming, Media & Entertainment App Usage by Hour of Day

(tablets only)



# User Engagement

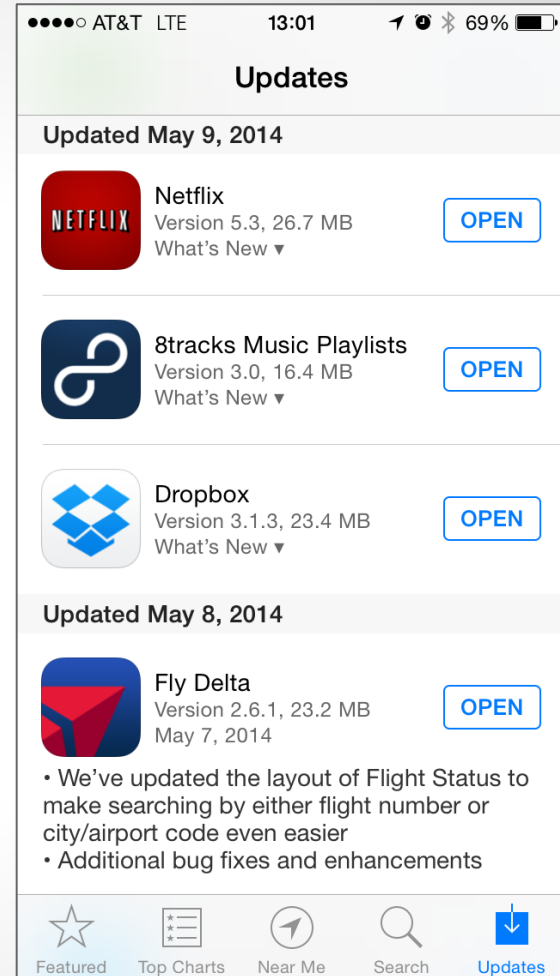
Push Notifications → hold their hand

- Opportunities
  - Events
  - Information
  - Time
  - Location

# User Engagement

## Frequent Updates

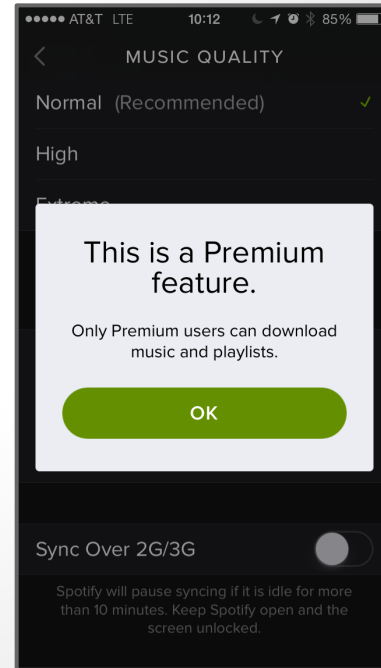
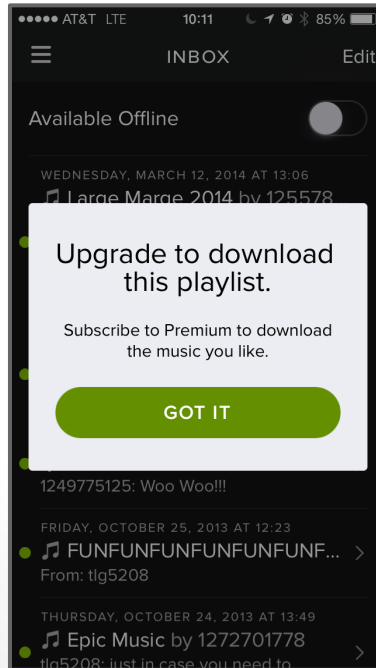
- Increase Visibility
- Explain Features





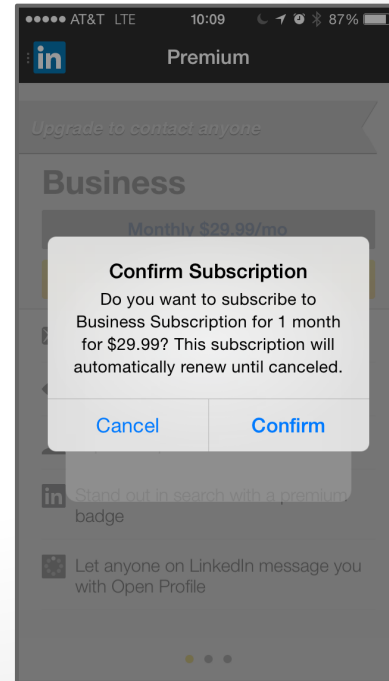
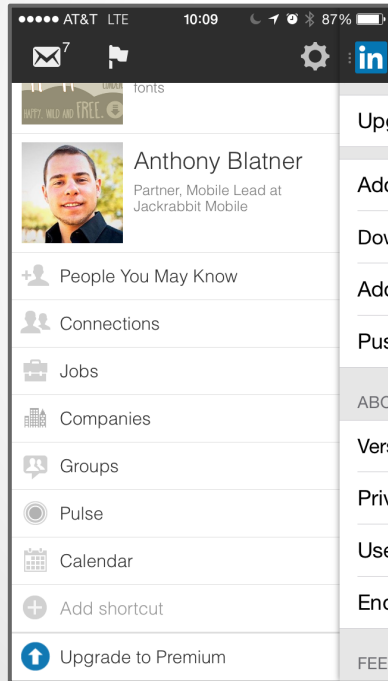
# User Engagement

Previews, trials, premium features, in-app purchases



# User Engagement

Previews, trials, premium features, in-app purchases



# Conclusion

**User Acquisition** = Visibility & Accessibility

**User Engagement** = Attention & Touch Points

# Conclusion

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**Tools:** [jackrabbitmobile.com/SaaS-2014](http://jackrabbitmobile.com/SaaS-2014)

Jackrabbit Mobile 