Ways To Increase Mobile App Engagement And Give Users Personalized Experience

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Faithful users mean a lot for your app, it is an established truth. So you should do your best to attract as many users as possible. To implement it, you should elaborate a strategy that will help you acquire new users and make your app popular among them. First, of course, you should think about**mobile app development**. And then your main goal is to build the right mobile app engagement strategy.

Let's check it out what mobile app engagement is and what important issues you should consider.

What is mobile app engagement?

User engagement means a wish of the user to stay in the app and interact with it.Engagement is an indicator that is calculated according to the following formulausually:

engagement rate = comments + likes + shares * number of visitors.

This formula makes it possible tomeasure in-app engagement. So this is the main way to understand how popular your mobile app is. Engagement is the process when you start building relationships and interaction with users/customers, capture their attention, increase the loyalty of customers and the number of downloads. Also, if you lost a specific number of users, you should perform so-called re-engagement, i.e. you must make changes in your app that will make lost or passive users start using your app again.

A piece of statistics

But app's number of downloads cannot be the main factor of user engagement. Even if it is downloaded for many times, it cannot be a guarantee that a customer will keep on using the app, make purchases and so on. According to mobile app engagement statistics fromof users stop using an app and remove it after only one use! And**62%**rarely use an app more than 12 times.

The following question may arise: why should you think about retention of old users? Maybe, is there any sense in the engagement of new users if you already have

them? Well, statistics suggests otherwise. According to**Forbes**, acquiring of new users will cost you**7-8 times**more than retention of existing users. So, statistics speaks for itself. Mobile app user engagement is a long and hard process that requires many efforts from you. But retained users mean a lot for your app. So we will give you main recommendations on how you should engage users and make them your loyal customers.

How to increase mobile app engagement or main strategies to follow

Here we will provide you with main tips andapp engagement strategieson how you can attract more users to your mobile app and what your app should have if you want to increase customers' loyalty towards your product.

Steps you should undertake to increase user engagement:

Make a comfortable onboarding process

The onboarding process is the process of user adaptation in your mobile app. Simply put, it is the first impression of users towards an app. So it is very important to let people feel comfortable when they adapt to your app, it will decrease abandonment rate in a few times and mobile user engagement will be performed successfully. Thus, if the use of your app requires too many complicated steps from users, they won't waste their time puzzling out how your app works.
Effective onboarding process should include a few important steps to make your audience grow: **Sliding Tutorial by** *[Cleveroad](#)*
We have an open source Sliding tutorial library that allows anybody to createtutorial for any kind of apps for Android operating system. Pay your attention to thedetailed development processand find a link to our GitHub profile below.

Push notifications are essential

Everybody knows what push notification is. Many apps use it and it is quite natural because push notifications are very important for app user engagement. As a rule, such notifications can increase user retention significantly. If users receive notifications on a regular basis, their application engagement into app remains much higher.

Why is push notification important for your app? First, its main purpose is toremind users about important eventsand changes in your app, and that your app is active. If you customize push notifications, you will be able to send them to each user considering their preferences and interests. Also, if you want to return users, you can send them notification indicating that there is a new discount or some serious improvements. It will help you find the right way on how to increase engagement of app users.

Not everybody reacts to push notification, but, as a rule, notification can catch the attention of a user and make him/her visit your app to find out what's new out there.

Successful example
Netflix servicehas improved the level of mobile app user engagement due to simple reminders about new series or movies on the basis of each user's viewing history.

Thus, each userreceivespush notification only about the content that is interesting specifically to him or her.

Give users personalized experience

Personalization is a considerable way to give users a new level of experience where. Each user will be oriented to his/her own preferences with your app, so mobile personalization is one of the most important factors to consider. If users see that your app considers their interest, there is a higher probability that they will keep on using your app and they will recommend it.

It is necessary to have the main information like location and preferences about each user, and here necessary metrics will help you. As for metrics, we will speak about it below. So, when you know the preferences of a user, customized content will be displayed on the screen of his/her app. The conversion rate will grow in a half since all people like personalized messages.

However, don't overload users with too many messages, and monitor properly everything you send. Otherwise, it will lead to failures and growth of abandonment rates.

Motivate your users

If you want to increase app user engagement, you shouldgive specific incentivesto your customers. Rewards, premium coupons, discounts and so on will motivate people to use your app and be your faithful users. Everybody wants to receive interesting bonuses that will let them save on and get their benefit. Many mobile app engagement campaigns keep up with this simple rule.

You just need to create thematic offers based on your app's nature, and they will be different in each app, so keep it in mind. But there are common bonuses that you can provide users with from time to time. For example, one day of free premium features for all customers that use a free version of your app. Perhaps, it will motivate people to buy a premium version and use it. Profit for both parties!

Successful example
Amazon retail companyis the one that can boast about many loyalty programs. For example, Amazon suggested all buyers to join Prime membership for 99$ per year. In turn, this program provides users with free shipping, free additional storage for photos and video, live streaming music and movies etc. Thus, users can save on much more than $99 and Prime membershipgivesobvious benefits to all members.

Don't ignore feedbacks!

If you constantlyask your users to give their feedbacks concerning your app, its features, whether it be negative or positive comments, it makes people have more trust towards your app. They will see that their opinion is important to you, you want to interact with customers, and they will appreciate it.

Moreover, it is a better way to receive a negative feedback than users will leave bad comments in app stores - it may have a rather negative influence on your app's popularity, agree? That is why interaction with users means a lot. It will have a direct positive impact on mobile app user engagement, and you will get a double profit.