An E-commerce Marketer's Guide To
MOBILE APP METRICS

Welcome to the E-commerce marketer's guide to
MOBILE APP METRICS!

E-commerce has been one of the most flourishing industries across the globe.

The transition of retail shopping to online shopping might have just required a "www". But, businesses today are highly sensitive to the users' rapidly evolving mindset, demands, and behavior. Hence, the importance of going beyond the web onto the 6-inch screens of the users' mobile phones is inevitable.

With over 2.7 billion smartphone users globally, the E-commerce businesses facilitated by mobile apps are booming and are not going to calm down anytime soon. With such a strong user base and the scope to rise above, E-commerce businesses are shifting their focus from website-only services onto 'mobile app-also' functionalities.

However, as users increasingly appreciate the multi-device and multi-channel shopping experience, E-commerce businesses, like yours, are rolling their sleeves up to cater to their users' demands and making sure to accelerate their revenues by all means possible.

It's time to change gears. It's time to start tracking your mobile applications a bit more in detail to ensure effective user engagement and retention on your mobile apps!

The first guide of the E-commerce masterpack is an outcome of our extensive experience of empowering E-commerce businesses across borders with extraordinary user engagement and retention solutions through the years!

Read on to find out everything about the important mobile app metrics you, as an E-commerce business, needs to track!

STAGES OF E-COMMERCE BUYER LIFECYCLE

Acquisition

When a potential buyer download your E-commerce mobile app or visits your website

Activation

The user signs up and scrolls through app features, products, prices, updates profile, adds products to cart, etc.

Engagement

The user performs any actions or engages with your mobile app (shortlists products, makes purchases, shares product links with others, etc.)

Conversion

The user makes a purchase.

Retention

The buyer continues to use your mobile app (makes more purchases, refers peers, checks out new products, signups for weekly product updates, etc.) uses other value-added services, and becomes a loyal user.

IMPORTANT E-COMMERCE MOBILE APP METRICS FOR ACCELERATED GROWTH!

Going beyond the basics! Let's take a deep dive into the metrics that you must track for various stages of the buyer lifecycle to ensure significant conversions through your mobile app.

MOBILE APP METRICS FOR ACQUISITION

Expecting your mobile app business to take a flight without attracting new users is an aberration! Thus, it is important to qualify your newly acquired users on the basis of the right qualifiers covered under this section.
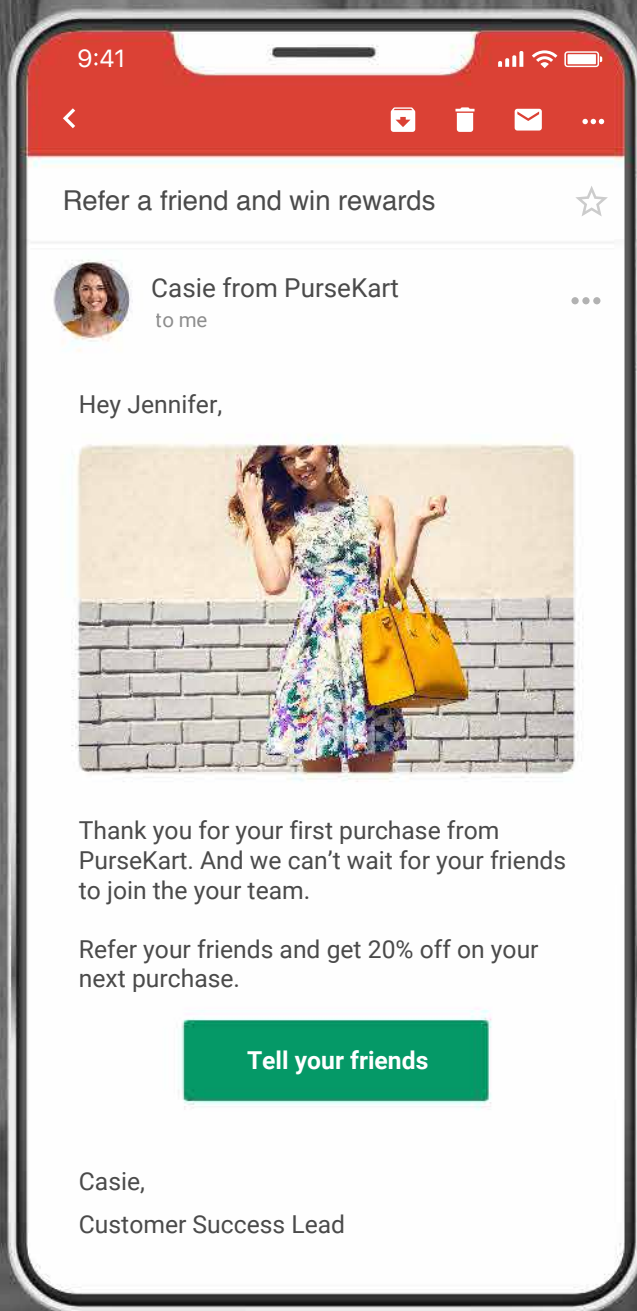
COST PER INSTALL (CPI)

CPI is the **average money you spent for every single mobile app download**. Make sure to streamline your CPI with your customer's LTV (Lifetime Value) in order to incur maximum profits!

$$CPI = \frac{\text{Ad spend (over a specific time period)}}{\text{Number of new app installs (in that specific time period)}}$$

WebEngage

Refer a friend and win rewards

Casie from PurseKart
to me

Hey Jennifer,

Thank you for your first purchase from PurseKart. And we can't wait for your friends to join the your team.

Refer your friends and get 20% off on your next purchase.

Tell your friends

Casie,

Customer Success Lead

LIFETIME VALUE (LTV)

LTV or CLTV (Customer Lifetime Value) is determining the **profits you can earn from your buyers throughout their journey** as buyers on your E-commerce mobile app. LTV projects the balance between the amount of money spent for the number of users acquired.

LTV =

Average value of conversion

×

Average number of conversions over a time period

×

Average customer life time

SHOPPERLANE   now
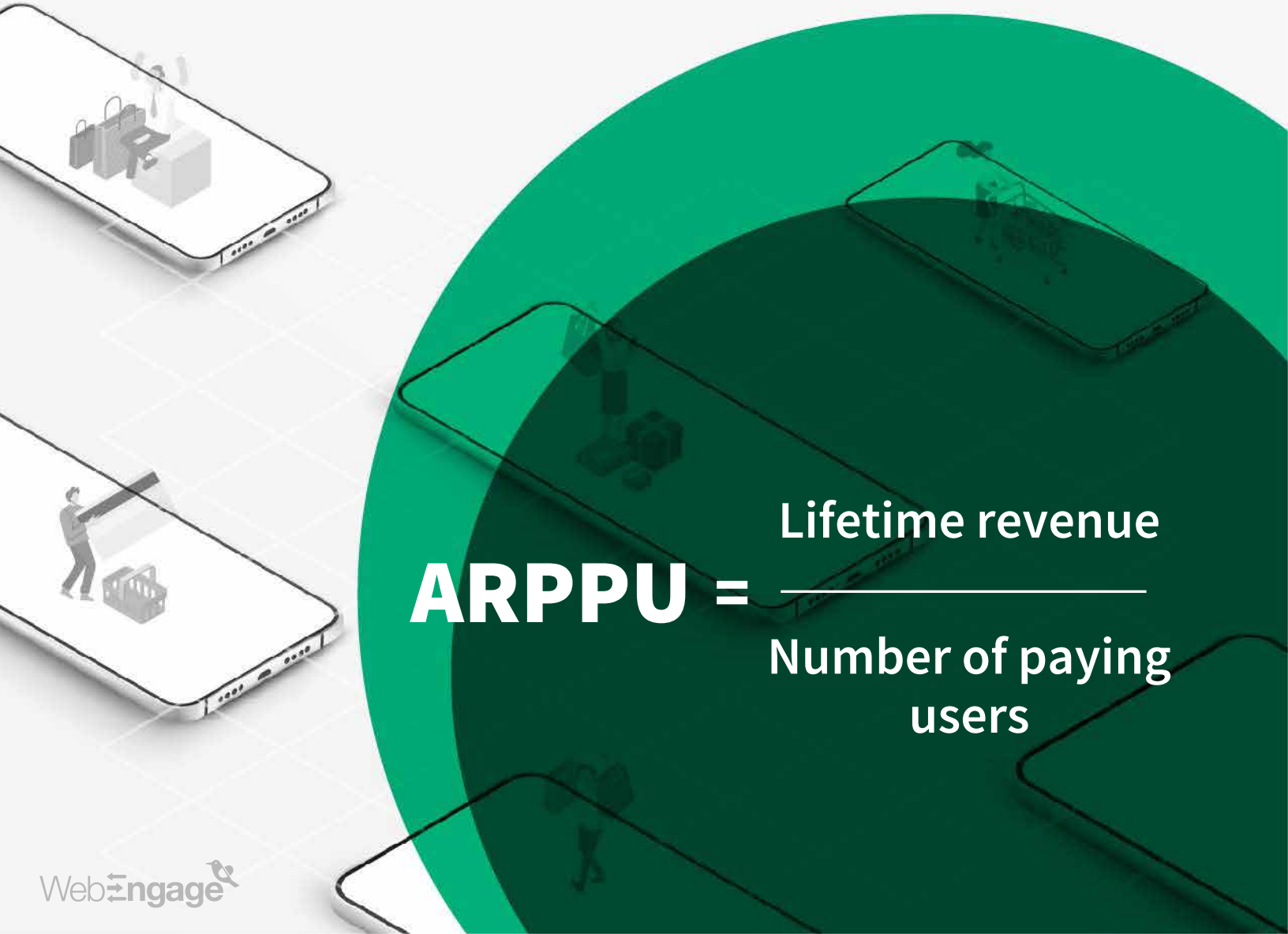
Season's new arrivals
Season's new arrivals are finally here.
Hurry! Check them out now.

AVERAGE REVENUE PER PAYING CUSTOMER (ARPPU)

You might have many users who have downloaded your E-commerce mobile app, but it is not necessary that all of them have made a purchase on your app. ARPPU is **tracking those users who have made a purchase** on your E-commerce mobile app and contributed to your business revenue.

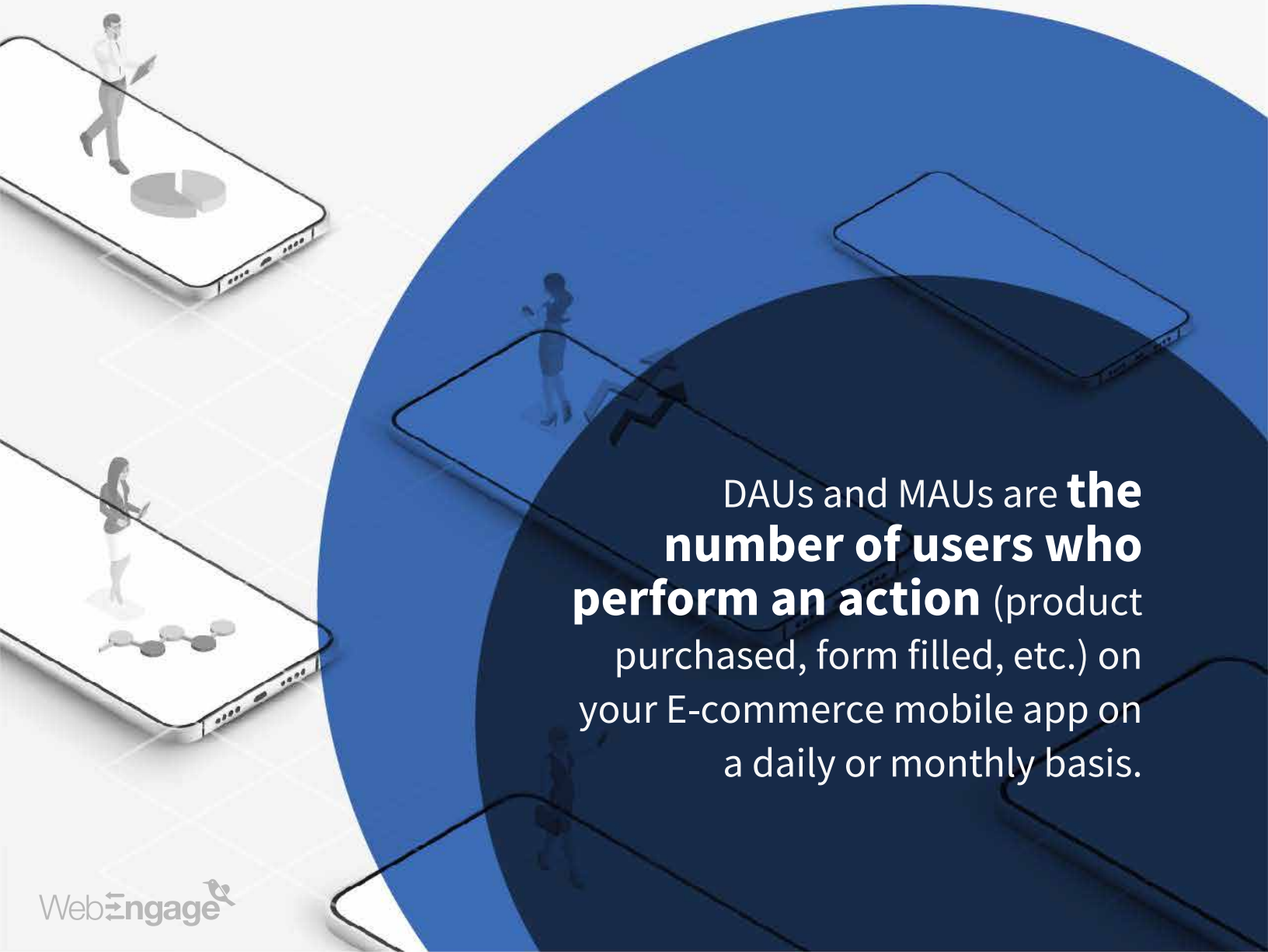$$ARPPU = \frac{\text{Lifetime revenue}}{\text{Number of paying users}}$$
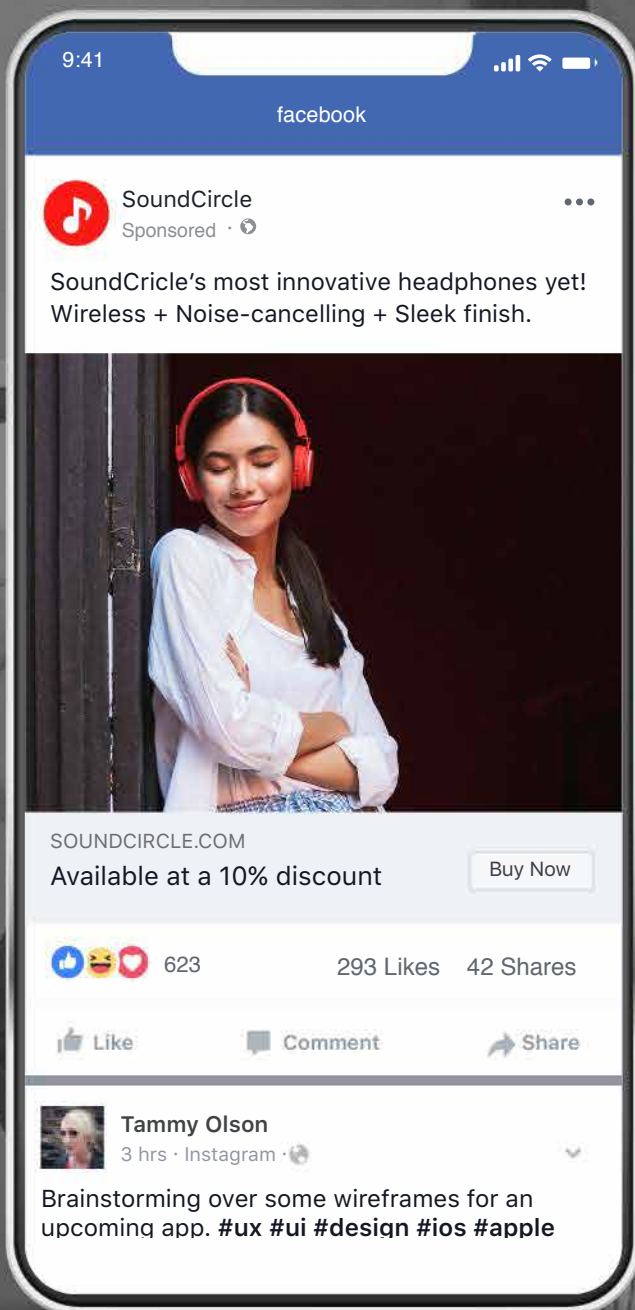
MOBILE APP METRICS FOR USER ENGAGEMENT

Strengthen the art of your E-commerce mobile app engagement by keeping a watch on the top four user engagement metrics for improved business growth.

DAU & MAU

Understand how engaging or useful your mobile app is and can also help you device powerful and highly-engaging conversion-focused campaigns by tracking Daily Active Users (DAUs) & Monthly Active Users (MAUs).

DAUs and MAUs are **the number of users who perform an action** (product purchased, form filled, etc.) on your E-commerce mobile app on a daily or monthly basis.

SPORTSKART

now

Hey Jason! Breaking a sweat at the gym with Nike's Gyming shoes you bought last month? Checkout the newly arrived Nike's running shoes.

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RETENTION RATE

By keeping a check on your mobile app's retention rate or user revisit rate, you can **boost the repeat purchases made by your users by upto 42%** in 30 days (D30) and upto 25% in 90 days (D90).

$$\text{RETENTION RATE} = \frac{\text{No. of users at the end of a time period} - \text{No. of users acquired during this period}}{\text{No. of users at the start of the time period}} \times 100$$

DailyEssentials

Thank you for placing your order with DailyEssentials, Violeta! Your perishables are temperature controlled until delivery. Est: 4:30-5:30pm

WebEngage

STICKINESS RATIO

Calculating the user stickiness ratio is important for E-commerce mobile app businesses like yours as it **indicates both, user retention and engagement**. It also determines the **value** your users derive from your app over months.

$$\text{STICKINESS RATIO} = \left[\frac{\text{Daily Active Users (DAU)}}{\text{Monthly Active Users (MAU)}} \right] \times 100$$

Club Mocha   now

Member-only Benefits!

Ann, being a platinum member of club mocha, you're entitled for a 20% discount on your next purchase.

WebEngage

CHURN RATE

It is the opposite of retention rate. Churn rate is the **rate at which your users uninstall** your E-commerce mobile app. Subscription cancellations and downgrades are considered as user churn too!

CHURN RATE = 1 − Retention rate
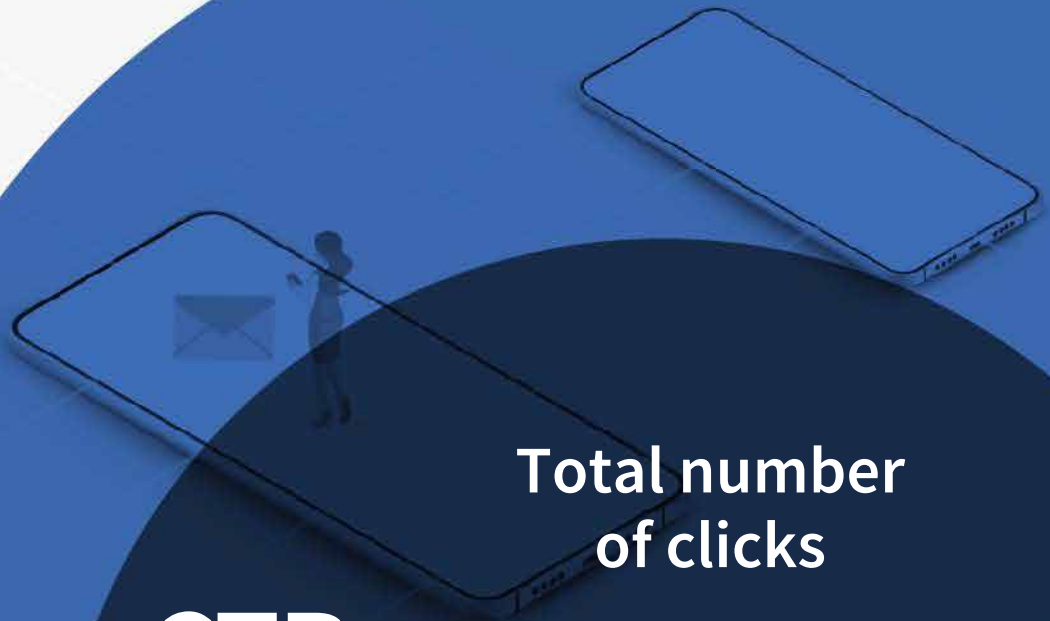
DailyEssentials   now

Bethany, our dairy products are flying off the shelves tomorrow. Shop now and receive a 10% discount on your order.

CLICK THROUGH RATE (CTR)

CTR is the most common term used mainly by marketers to **measure the success of the email, SMS, push notifications, etc.** triggered to the users for higher engagement and further for user retention.

$$CTR = \frac{\text{Total number of clicks}}{\text{Total number of impressions}}$$

SHOPPERLANE　　　now

We've a gift for you!

Leslie, just for you. The sandals you checked out earlier, are just in and are at a 5% discount for the next 24 hours.

Reserve for Pickup

Not today, thanks
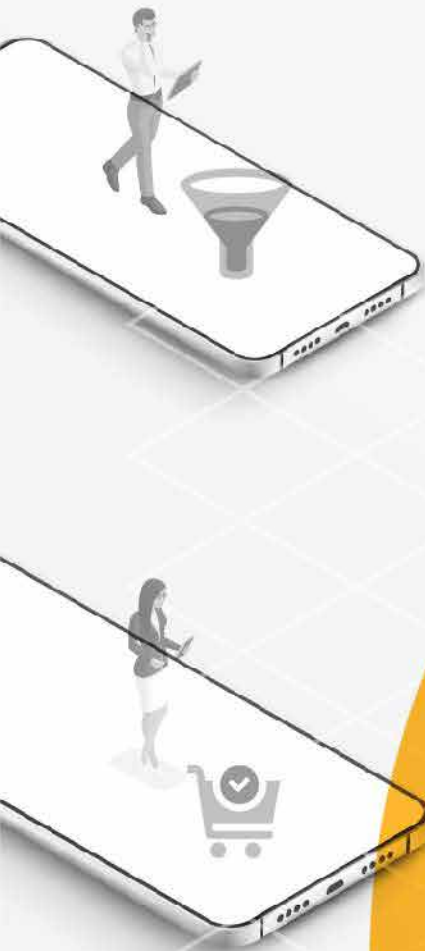
MOBILE APP METRICS FOR CONVERSION

Understanding your users at every checkpoint of their journey is valuable only when they convert into buyers. This transition from a user to a buyer has a direct impact on your revenue and the success of your E-commerce mobile app.

GOAL COMPLETION
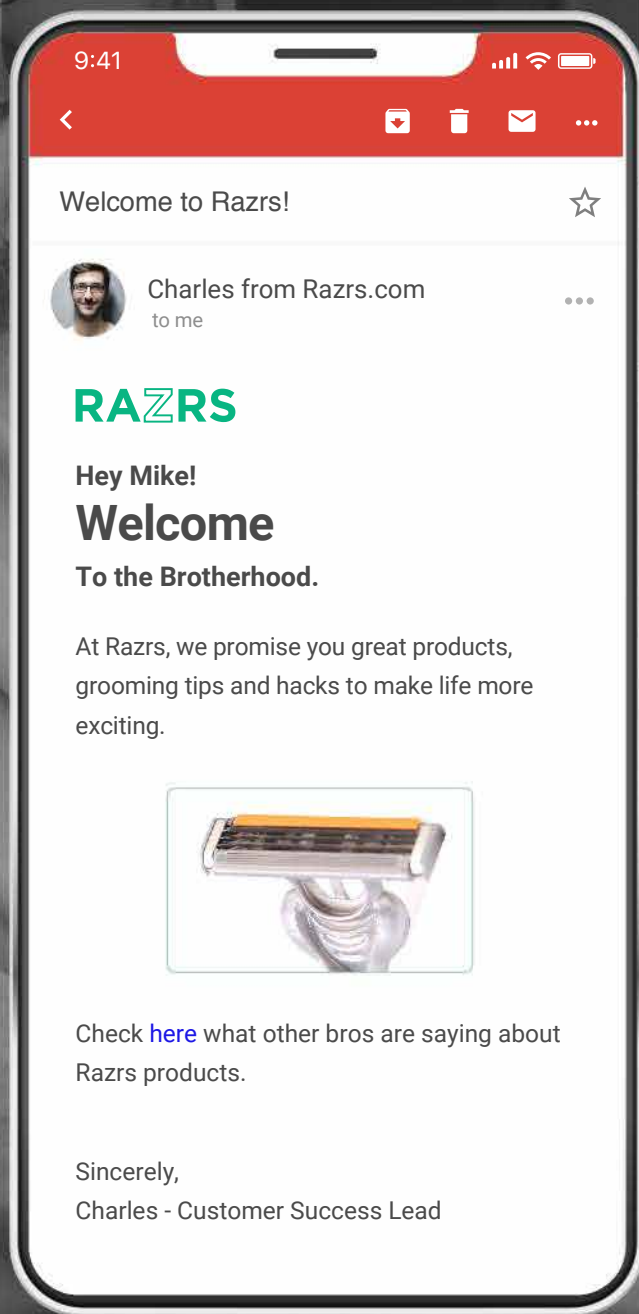
Ensuring the user's smooth **end-to-end onboarding process followed by the user's account activation** (how active are the users, what kind of activities are they performing on the app, etc.) are the key goals to measure for any E-commerce mobile app.

Additionally, 'sign up for the newsletter', 'make a purchase' or 'add to cart' - business goals can be many and completing them signifies that your users are not only interacting with your E-commerce mobile app but are also deriving actual value from it.
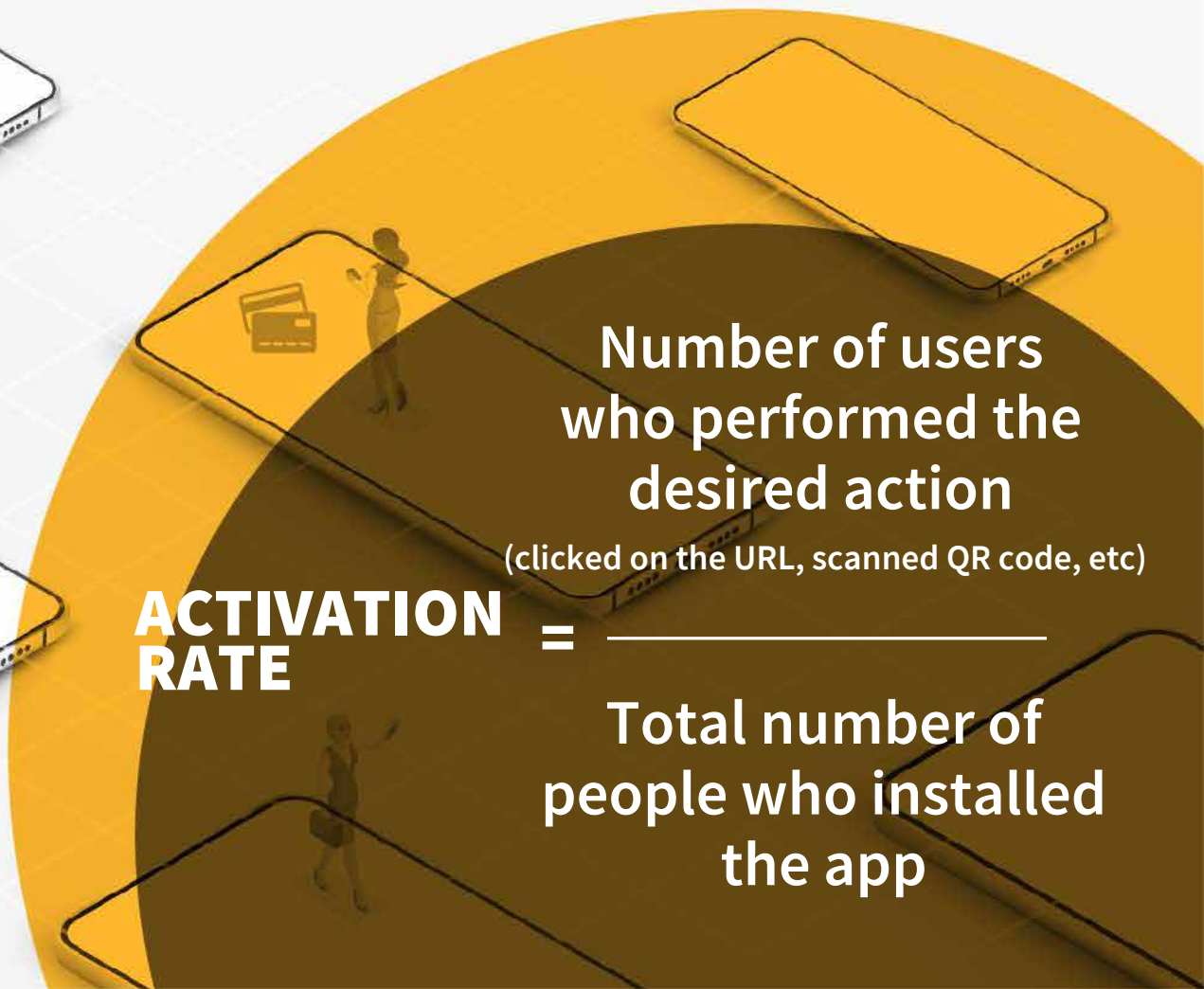
ACTIVATION RATE =

$$\frac{\text{Number of users who performed the desired action (clicked on the URL, scanned QR code, etc)}}{\text{Total number of people who installed the app}}$$

Things to keep in mind while setting goals for your E-commerce mobile app:

- Identify checkpoints with maximum user drop-offs

- Track goals that are time-consuming

- Look out for major in-app user experience spoilers

9:41

Welcome to Razrs!

Charles from Razrs.com
to me

RAZRS

Hey Mike!

Welcome

To the Brotherhood.

At Razrs, we promise you great products, grooming tips and hacks to make life more exciting.

Check here what other bros are saying about Razrs products.

Sincerely,
Charles - Customer Success Lead
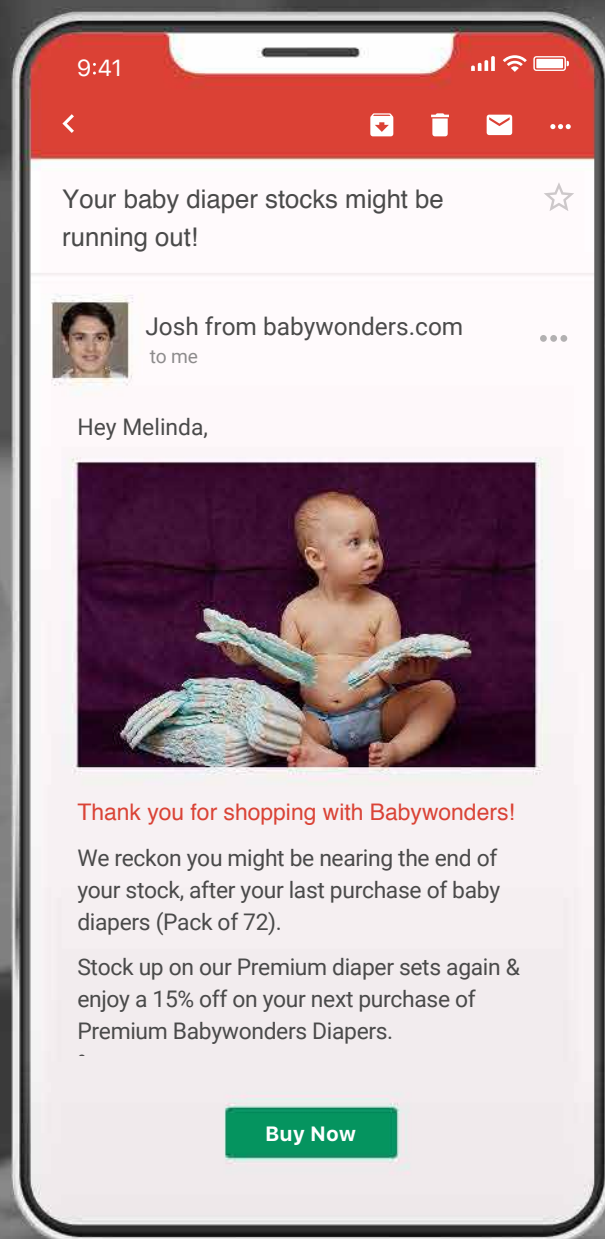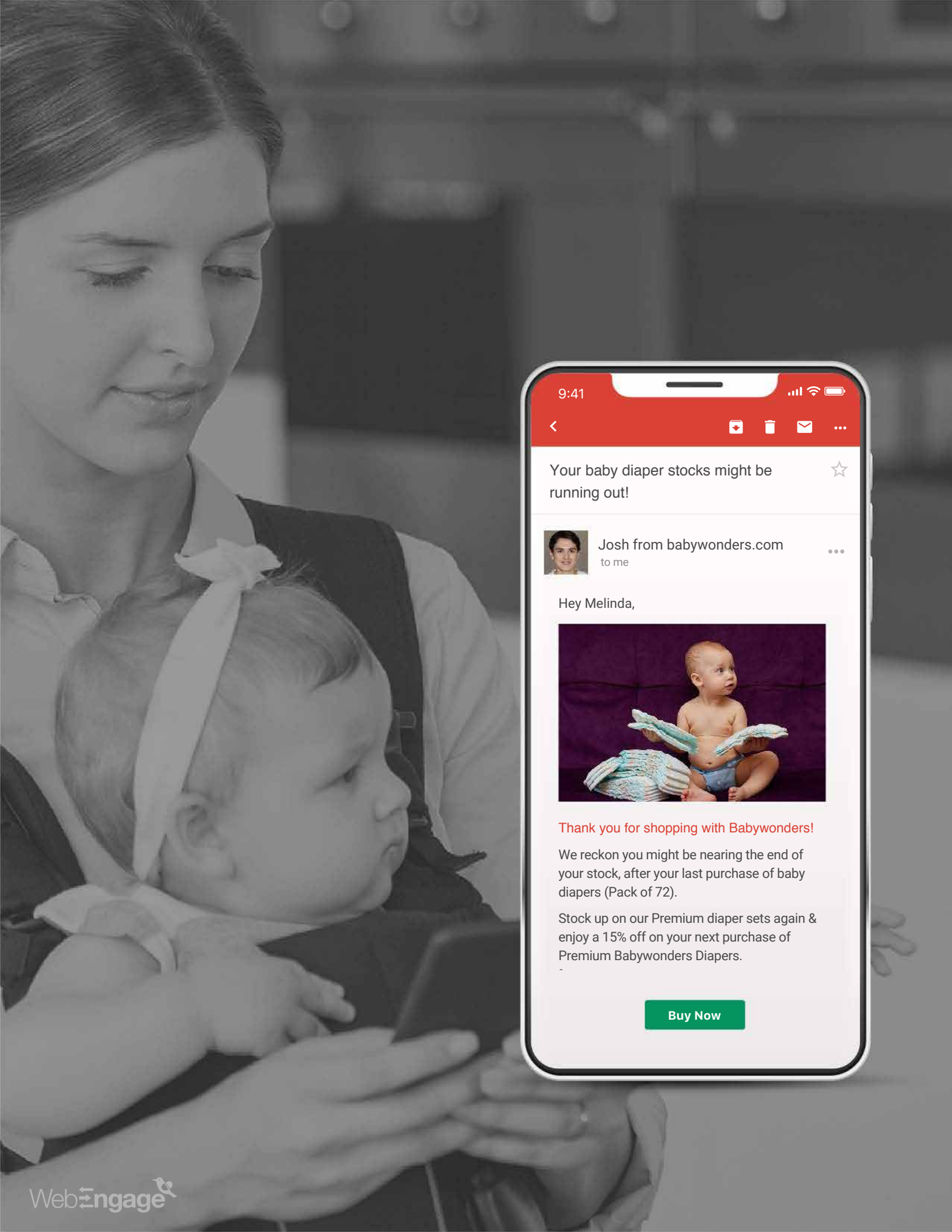
AVERAGE ORDER VALUE (AOV)

AOV or basket size is the **amount of money spent by your customers on every single order** they place on your app. It helps you to evaluate your product pricing and marketing strategies that directly affect your revenues!

$$AOV = \frac{\text{Total revenue}}{\text{Number of orders}}$$

WebEngage

9:41

Your baby diaper stocks might be running out!

Josh from babywonders.com
to me

Hey Melinda,

Thank you for shopping with Babywonders!

We reckon you might be nearing the end of your stock, after your last purchase of baby diapers (Pack of 72).

Stock up on our Premium diaper sets again & enjoy a 15% off on your next purchase of Premium Babywonders Diapers.

Buy Now

WebEngage
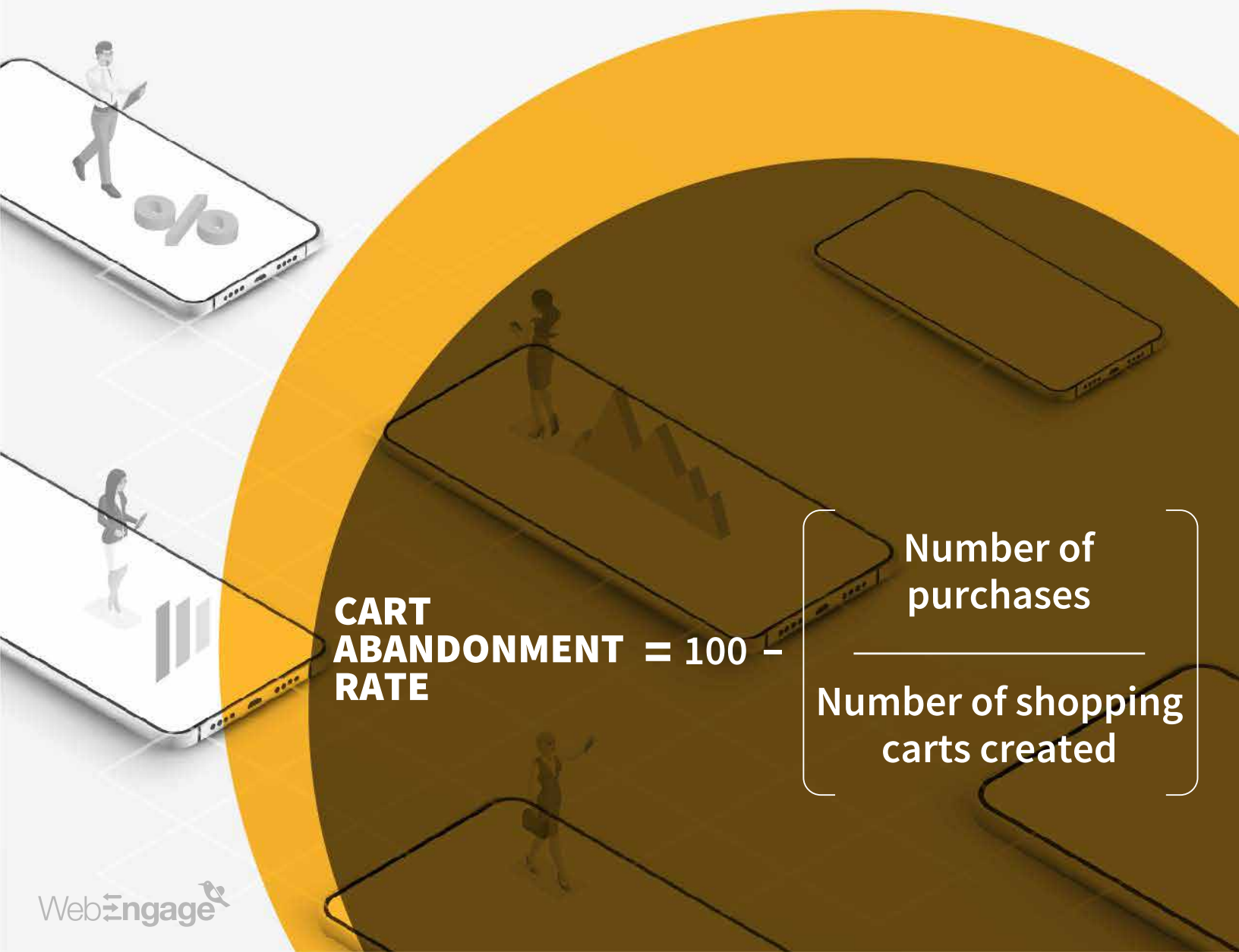
CART ABANDONMENT RATE

Tracking cart abandonment rates helps you to **understand your users' behavior and preferences** on the app better. It draws a clear picture about how efficient and seamless your checkout process is as well!

$$\text{CART ABANDONMENT RATE} = 100 - \frac{\text{Number of purchases}}{\text{Number of shopping carts created}}$$
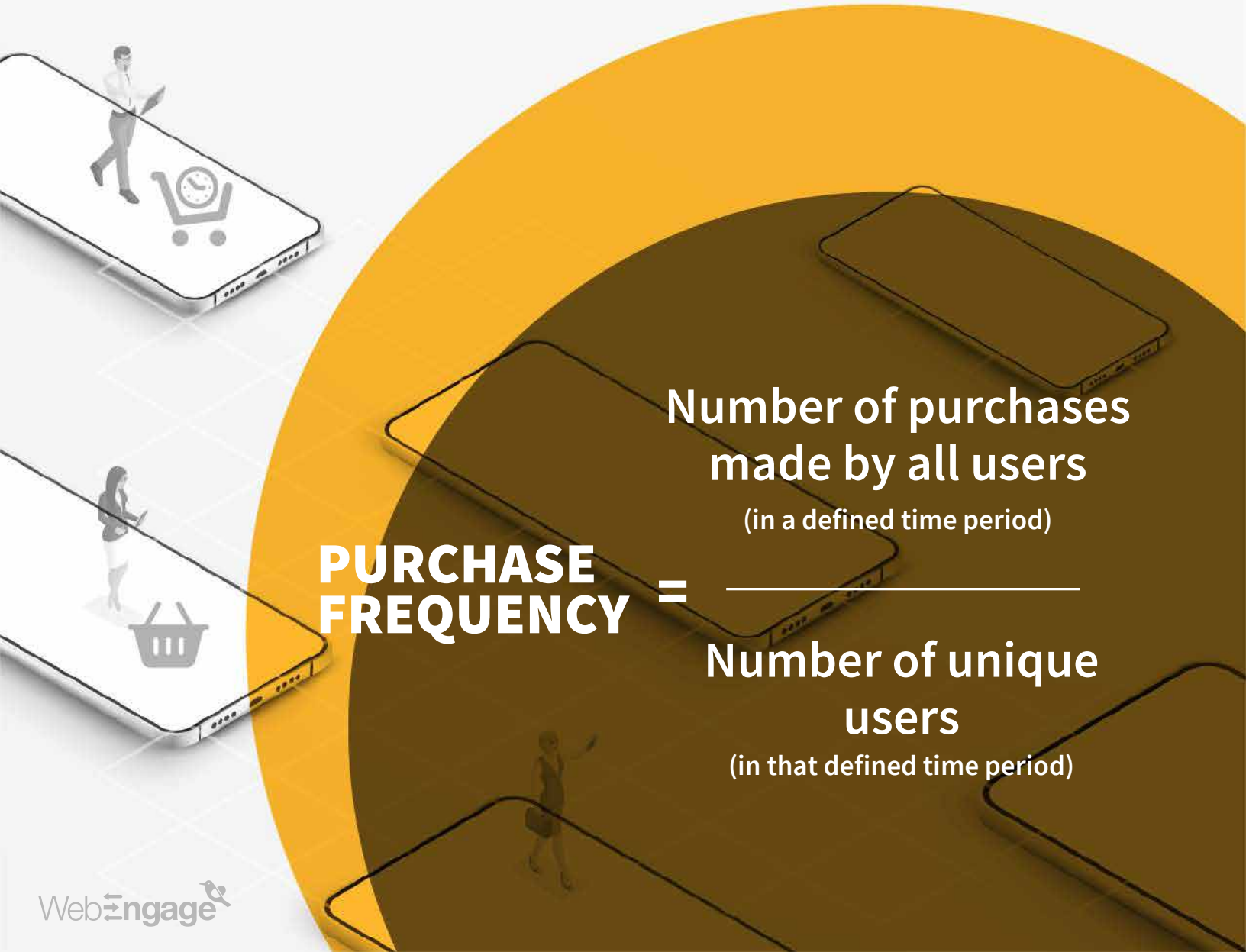
DailyEssentials   now

You have an abandoned cart!
Hey Judie! You still have some items lying in your cart post your last purchase.

PURCHASE FREQUENCY

It is the average number of purchases made by the users over a defined period of time (1 week, 1 month, etc.) As an E-commerce business, you can **get into the skin of users habits and interests to boost their purchase frequency**.

PURCHASE FREQUENCY =

$$\frac{\text{Number of purchases made by all users (in a defined time period)}}{\text{Number of unique users (in that defined time period)}}$$

WebEngage

Introducing CakeCrafters Rewards

CakeCrafters Rewards (member-only) lets you earn points on every order.

**Learn more**

MOBILE APP METRICS FOR PERFORMANCE

App performance is one of the most important things to track while measuring the seamlessness of your E-commerce business experience. And hence, it is important to address certain vital issues mobile apps usually encounter, on priority.

MOBILE APP LOAD TIME

If you're able to reduce your **E-commerce mobile app's load time to <2 secs**, then you can **withhold 25% of users from abandoning your mobile app**. Facilitating users with an agile and smooth experience is extremely important.
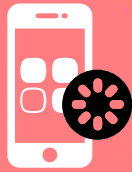
MOBILE APP CRASHES

Imagine your user is about to complete the purchase and suddenly the app shuts down or crashes. Damn! That's the kind of not-so-pleasing experience we're trying to notify you about. Mobile app crashes are common and app size acts as one of the key culprits. Build your E-commerce mobile app with approx **38MB (iOS) and 15MB (Android)**.

MOBILE APP DOWNLOADS

It is the number of users who have downloaded your E-commerce mobile app through various sources (Facebook, play store, app store, etc.) As per recent research, there are **592 million+ apps downloaded daily**.

MOBILE APP LATENCY

Mobile App Latency is the time taken by the app to respond to the users' actions (once a user clicks on something) on the app. An app's performance is considered at its best when it's optimized to **1 sec response time**.

USE THIS PAGE TO TAKE NOTES OF THE METRICS THAT YOU FEEL YOU MUST TRACK FOR YOUR E-COMMERCE BUSINESS!

Company name: _____

Product: _____

Key Metric: _____

Mobile app metrics: _____

Acquisition	Conversion

Engagement	Retention

MARKETING AUTOMATION FOR E-COMMERCE BUSINESSES

We hope that you've gotten a hang of all the key mobile app metrics you need to track to keep your E-commerce business soaring high!

However, tracking these app metrics isn't as easy. Plugin in with a full-stack marketing automation stack to measure these metrics. So that you can take data-backed decisions and deliver intuitive campaigns to convert and retain your mobile app users.

A multi-channel marketing automation platform has the potential to unify all your E-commerce user data in one place, help you segment your users based on their behavioral data, and deliver automated cross-channel communications via lifecycle journeys and campaigns.

Read the next guides and handbooks to find out more about marketing automation and E-commerce user engagement.

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BEST PRACTICES FOR MARKETPLACE ENGAGEMENT

GUIDE TO UNDERSTANDING INVENTORY-LED ENGAGEMENT

E-COMMERCE BRAND STORIES OF POWERFUL USER ENGAGEMENT AND RETENTION

POWERING THE E-COMMERCE REVOLUTION

CREATE ENGAGING CUSTOMER EXPERIENCES THAT MATTER

Get in touch for a personalized demo of the WebEngage marketing automation dashboard.

Schedule my free demo

WebEngage

WebEngage is a full-stack marketing cloud which gives a 360° view of your users & your marketing efforts (& everything else in between). Loaded with cross platform & cross channel analytics, the suite makes it possible to drive user engagement & retention with data driven, personalized campaigns through multiple channels, including the revolutionary Journey Designer.

Thousands of online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

TALK TO US TODAY

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🐦 **@Webengage** | **f** **/Webengage**

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