

On Mobile Engagement

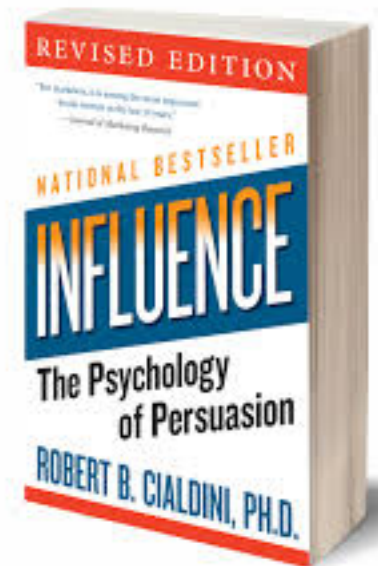
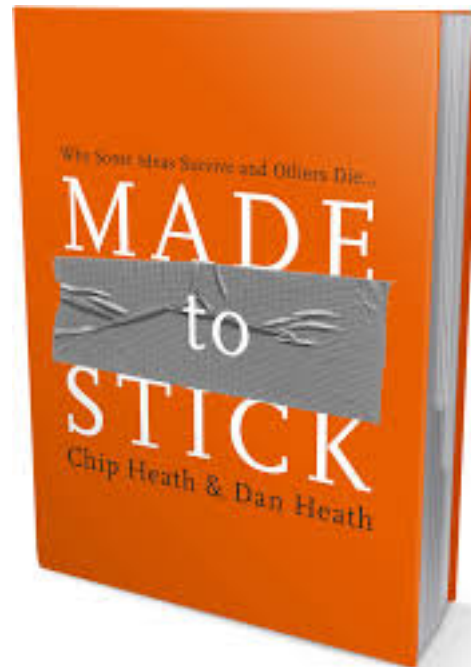
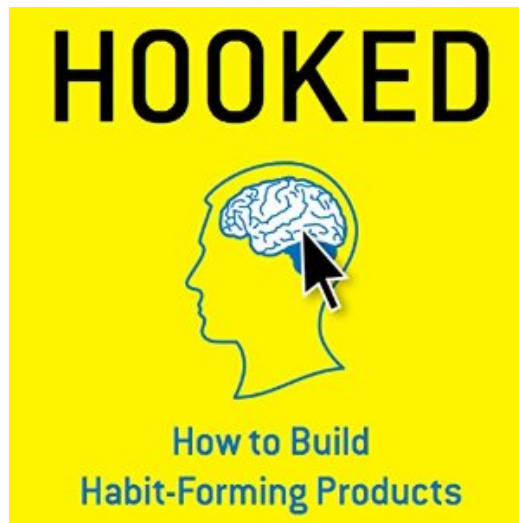
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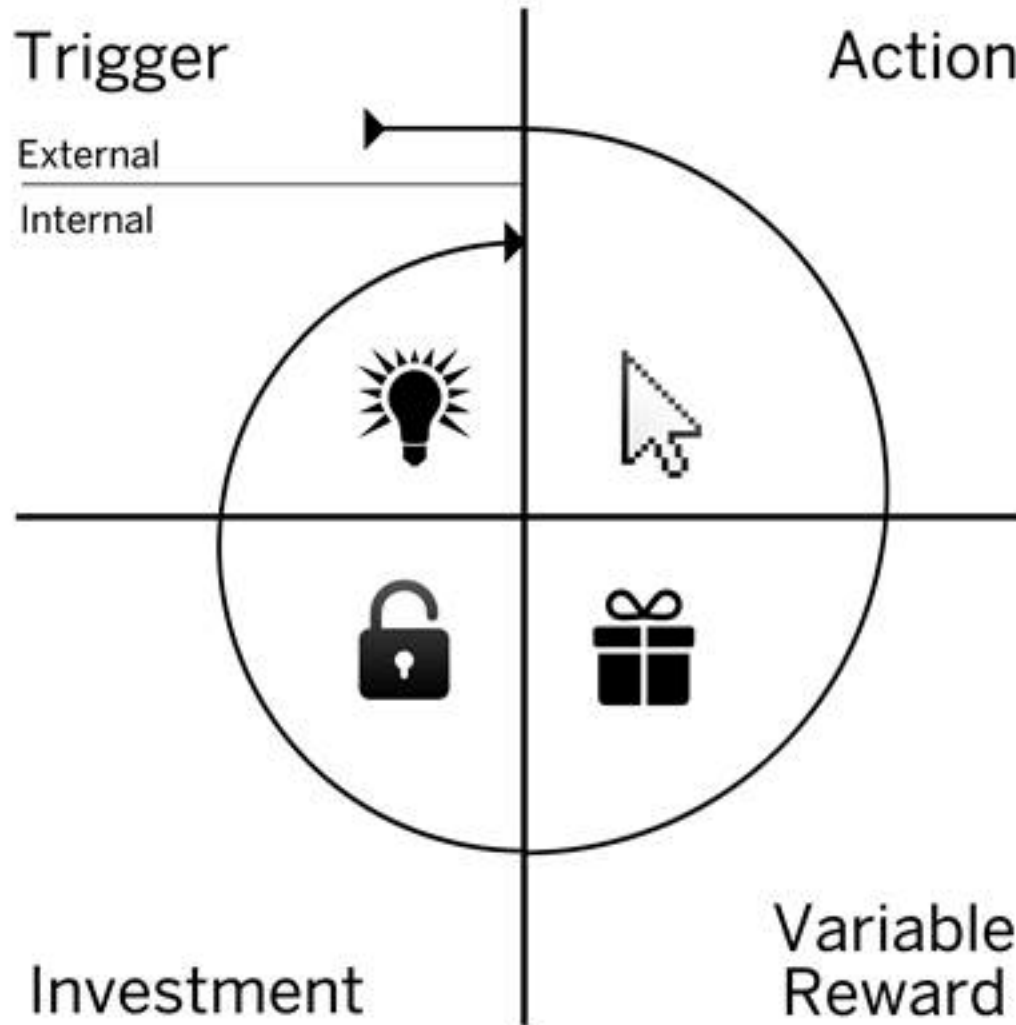
Attention (Deficit?) Economy

- More than 75% of mobile apps that are downloaded are not even opened once!
- Attention span is now down from 12 seconds to 8 seconds.
- User is bombarded for 4-5K “marketing” messages a day.

3 Influence and Engagement Models



The Hook Model



HOOKED



How to Build
Habit-Forming Products

NIR EYAL

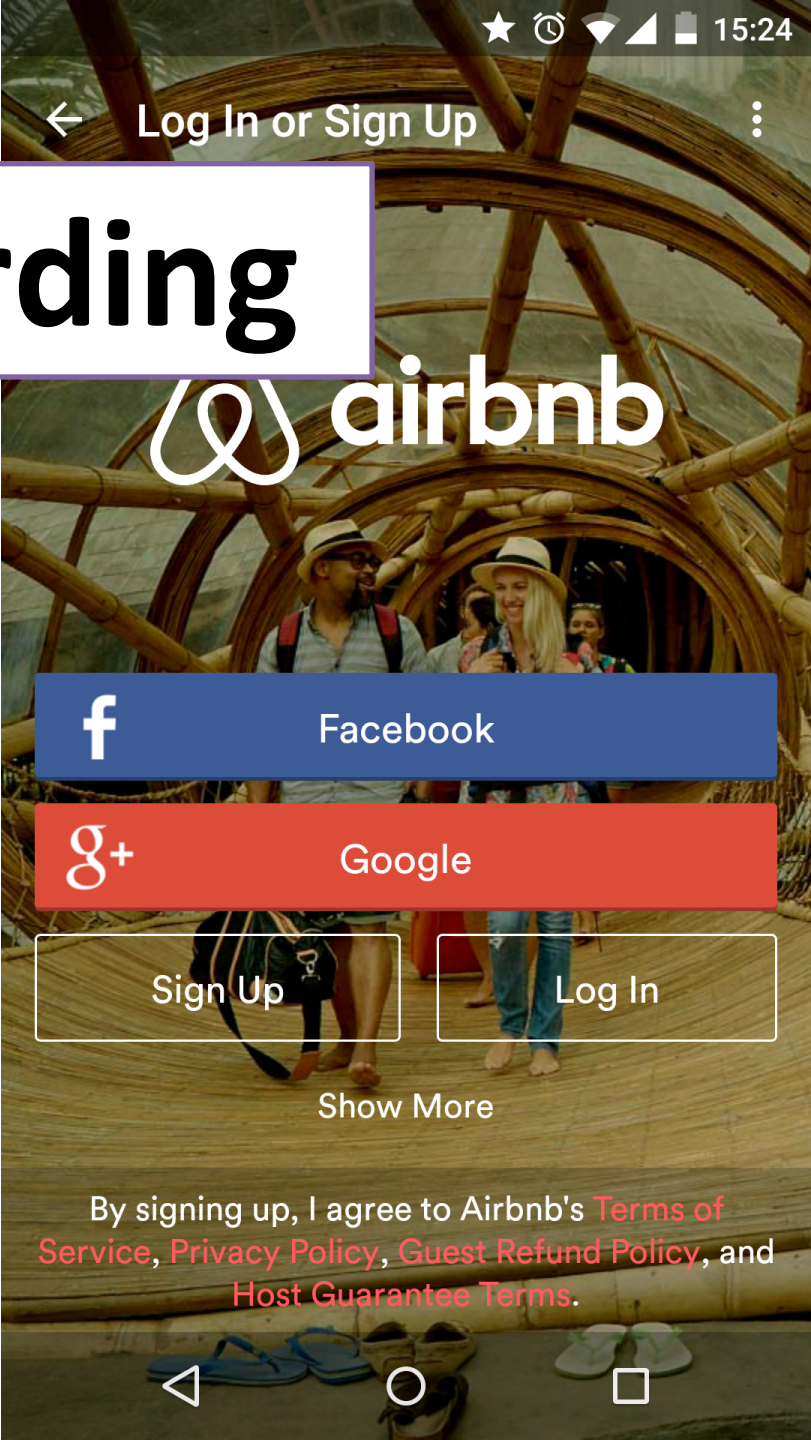
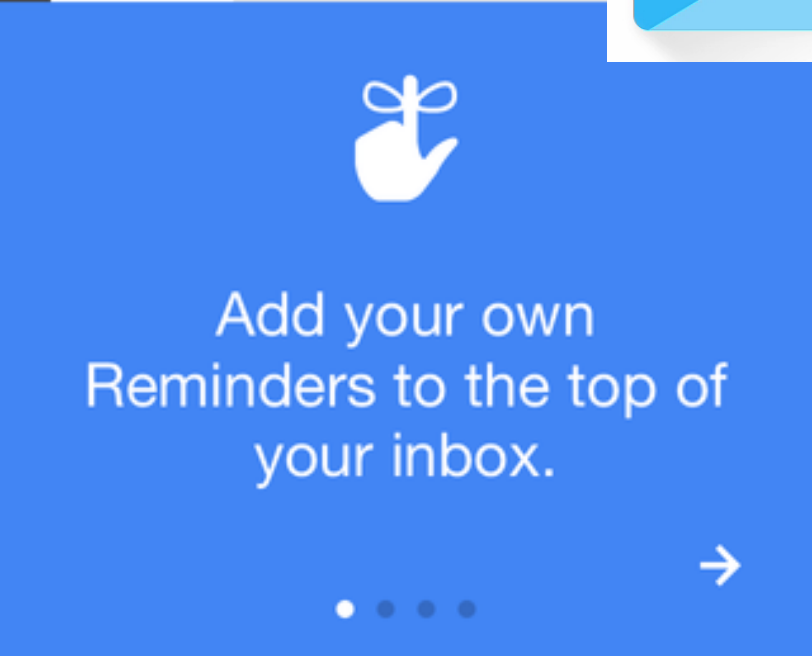
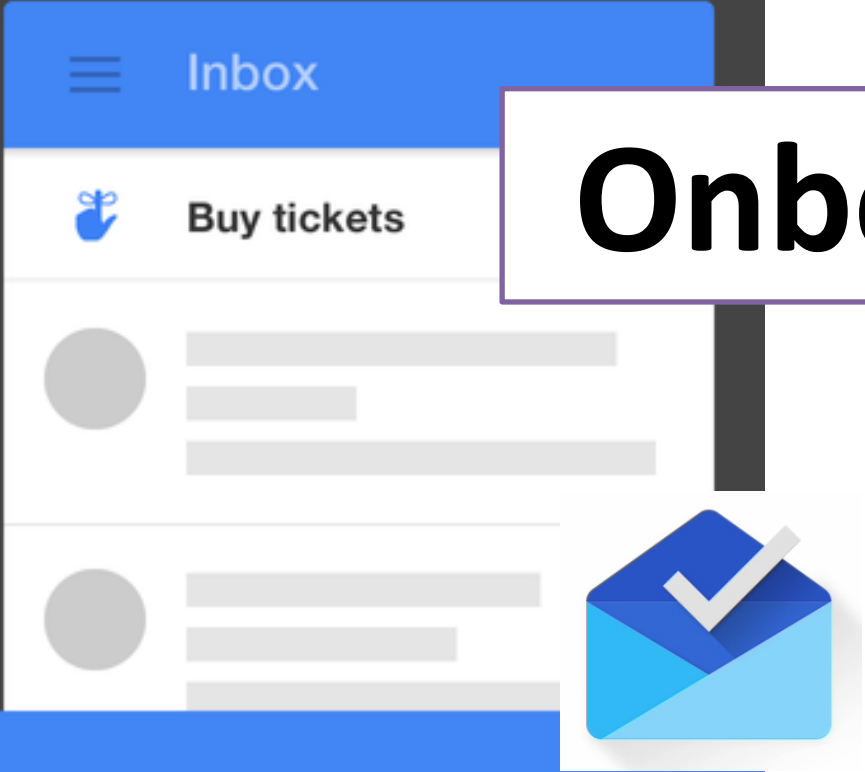
Elements Affecting Engagement

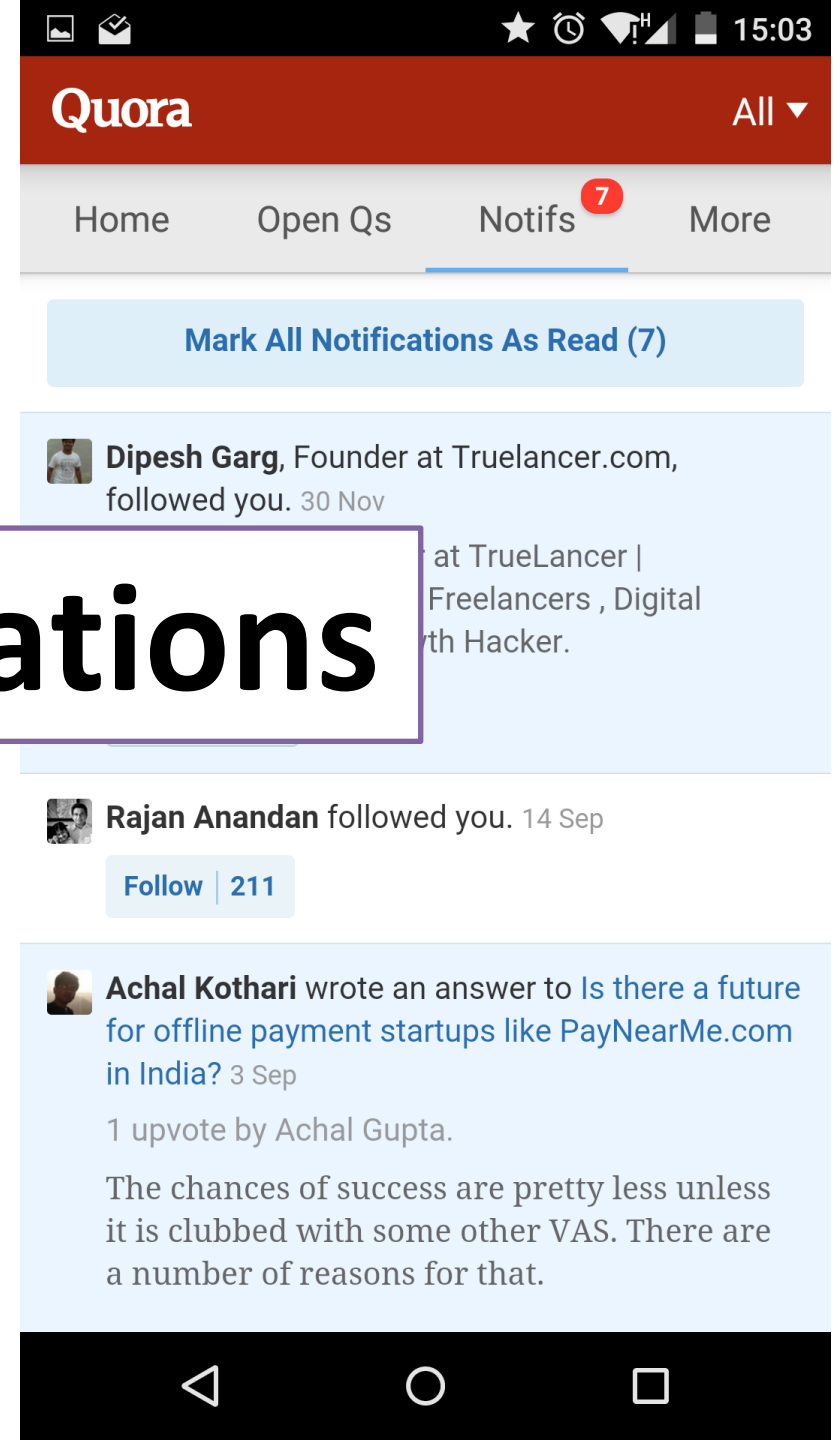
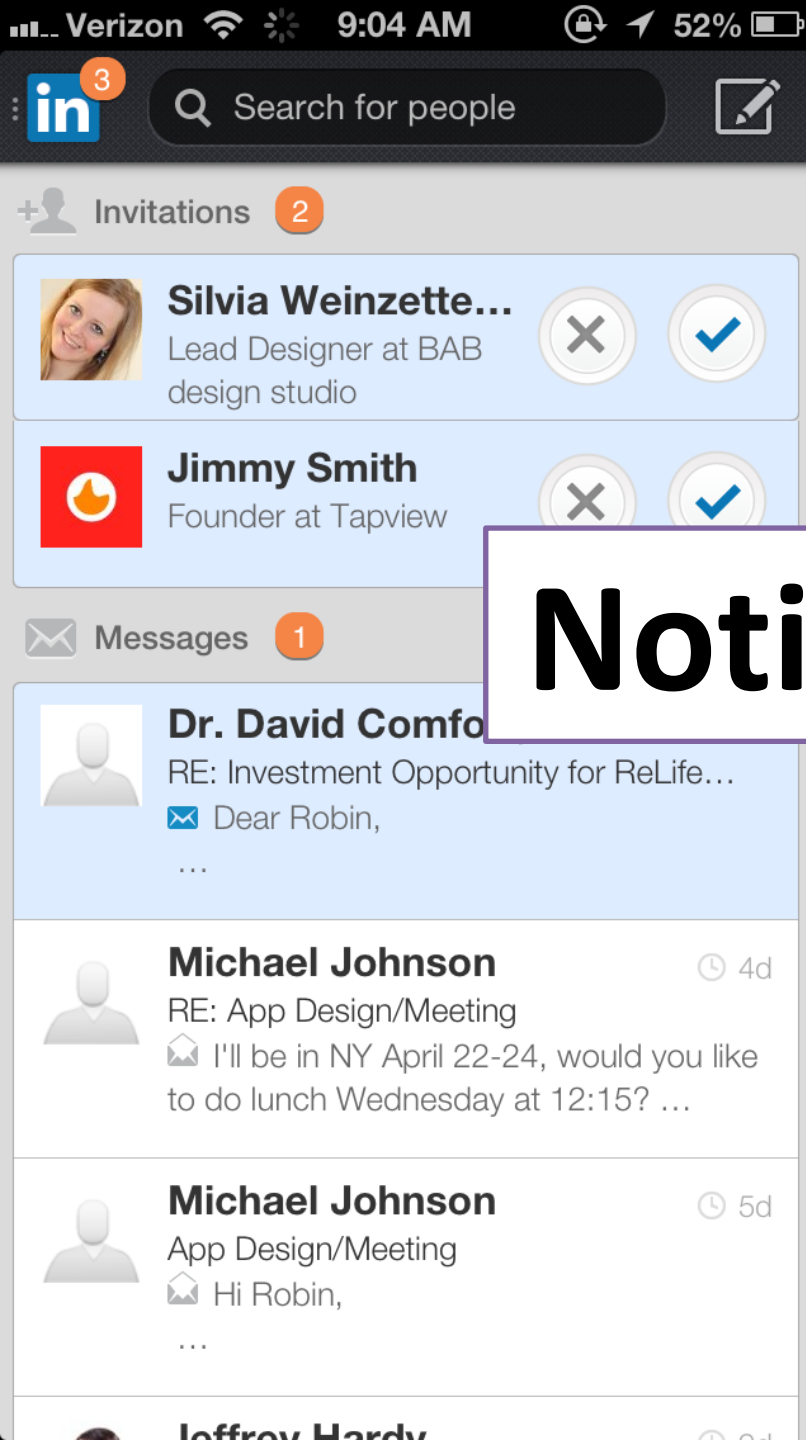
- Context
 - Sensors
- Emotions
 - Triggers, Feelings
- Motivation
- Action
 - Capability and Ease of Implementation
- Loyalty or Stickiness

Engagement and Retention

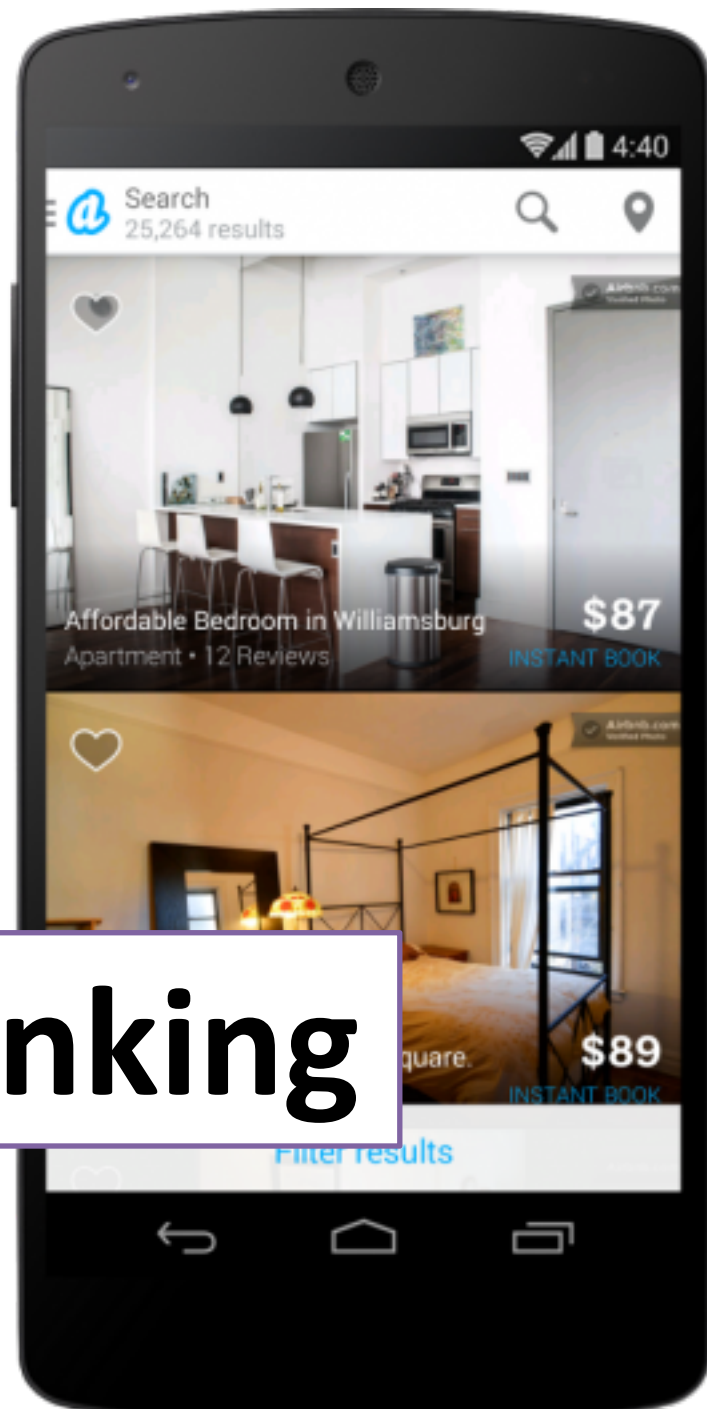
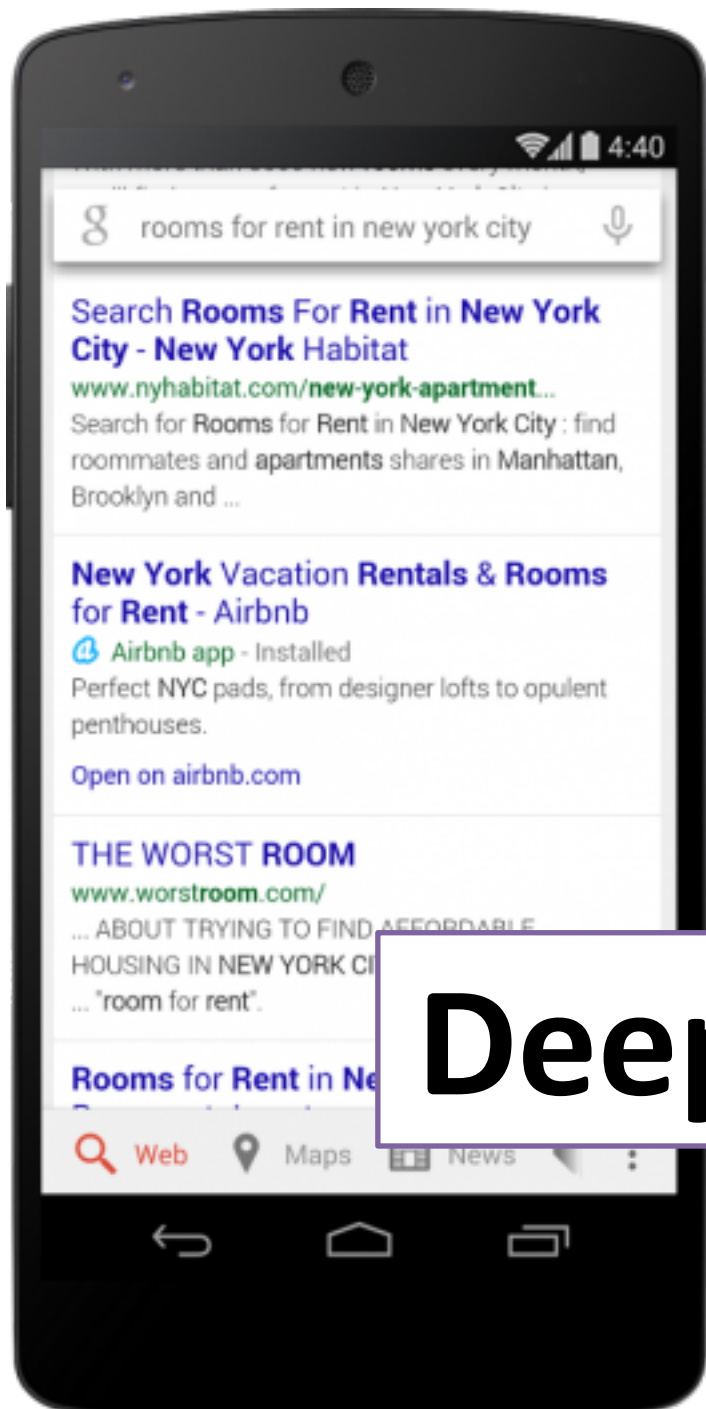
- Onboarding Flow
- Mobile CRM
- Distribution through Deep Linking & Chat
- “Aha” moments
- Content, Sharing and Virality

Onboarding





Notifications



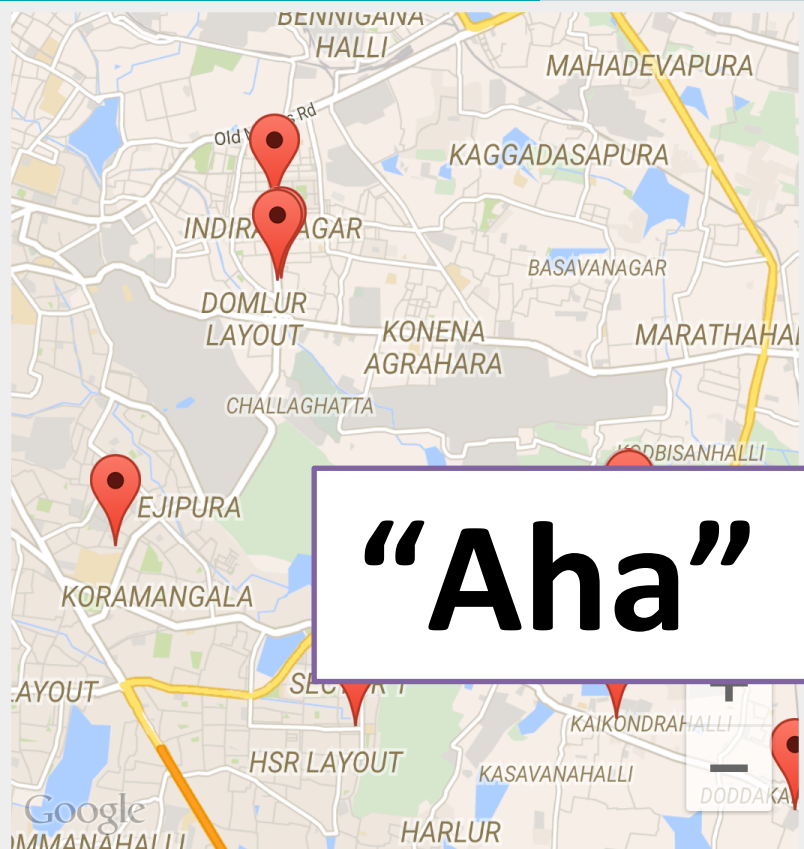
Deep Linking

Walnut

SUMMARY

STATS

MAP



"Aha" Moments

Nov 20, 21:20

CITIBANK CREDIT 2780

BON SOUTH

₹2,082.00

Not Categorised

→ India vs Australia

Today at 05:30

1ST INNINGS

Test - Brisbane Cricket Ground (Woolloongabba),
Brisbane



India

311/4 (83)



Australia

—

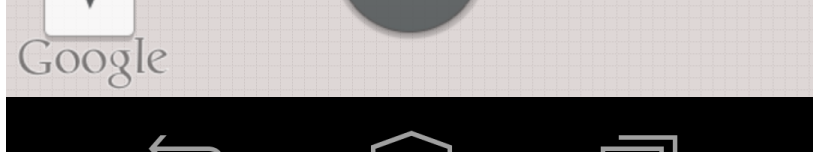
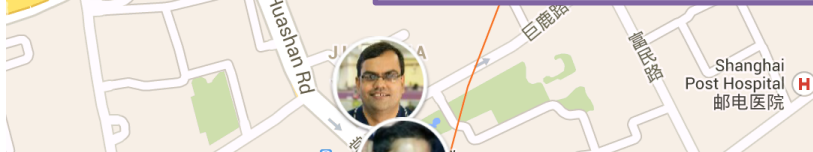
Stocks today

Updated: 49 minutes ago

↓ CAIRN 229.00 -6.65 -2.82%

↑ SBIN 302.85 7.25 2.45%

↓ BQF 63.40 -1.10 -1.71%



Content/Sharing/Virality



event #startuproots. I think they where Tookitaki, lumos, moojic, credii. Heard about lumos couple of times but others looks like MIA

6 7

Last night I was so high that I spent an hour searching for my phone... With my phone's flashlight.

Net: Focus on the User

- Where?
- Mindset?
- Emotion?
- Need/Want?
- Their natural response be?
- Implicit or explicit 'trigger'?
- Does your product solve their problem?

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Engagement by Product Stage

Pre- Product/Market Fit

- ✓ Induction/Trial
- ✓ Session Time



Growth

+ Time Between Sessions

Domination

- ++ User Investment
- ++ Sharing, Virality
- ++ NPS



Simplest Way to Measure

- Cohort analysis
- 1-, 7- and 30-day retention