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# Mobile App
# Marketing Insights:

## How Consumers Really Find and Use Your Apps

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# EXECUTIVE SUMMARY

### Most installed apps are not used often.
The average app user has 36 apps installed on his or her smartphone. Only one in four of those apps are used daily, while 1 in 4 apps are never used. The most common types of apps used daily are social/communication and gaming apps.

### App discovery can occur outside of the app store.
While the app store and word of mouth are major sources of app awareness, search can also help consumers discover apps during moments of intent. In fact, one in four app users discover apps through a search engine.

### Search is effective in driving app downloads.
Although four out of five app users consider the price of an app important when deciding to download, search ads can also be effective in influencing the download. Among app users who were influenced by ads on a smartphone when downloading an app, 50% were prompted to download through search ads.

### Apps play a role during the purchase path.
One in two app users turn to apps to help make purchase decisions. Of these, 45% use apps to look for more business or product information, and 29% use apps further down the funnel to make a purchase, either online or offline.

### Incentives can renew app usage among abandoned users.
A third of app users stop using or uninstall apps because they lose interest. But incentives can be effective in renewing app usage. Of those who stop using apps, 30% would use an app again if offered a discount, and 24% would reuse an app if offered exclusive or bonus content.

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# BACKGROUND AND RESEARCH METHODOLOGY

Consumers spend an average of 30 hours per month in apps.[1] To understand the drivers behind app discovery and engagement, Google partnered with Ipsos MediaCT to conduct research on consumer app acquisition and usage behaviors.

## Methodology

A total of 8,470 respondents age 18–64 completed one of eight vertical specific online surveys focusing on smartphone app discovery, acquisition, usage, and abandonment. The study was fielded between September 12 and September 22, 2014.

Respondents met the following criteria for inclusion in this research:
- Smartphone users
- Have used any smartphone app in the past seven days
- Have used one of the following types of apps on their smartphone in the past 30 days:

| Retail | Travel | Social | Finance |
|--------|--------|--------|---------|
| Gaming | Entertainment | Local | Technology |

Ipsos MediaCT is the market research division within Ipsos that specializes in reaching, engaging, and more effectively understanding today's digitally driven consumer in the fast-moving media, content, and technology space.

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[1] **Nielsen,** http://www.nielsen.com/us/en/insights/news/2014/smartphones-so-many-apps--so-much-time.html

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# General app consumption

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