



# MOBILE APP MARKETING STRATEGY

for Merchants





## Optimize App Store Presence

**70%** of users find apps through searches.

High-quality visuals increase downloads by **50%**



Searching...

**70%**



Installing...

**50%**

**MageNative Benefit:**

Optimize app listings to stand out.



## Leverage Social Media

**30%** of referrals come from social media.

Targeted ads boost engagement by **50%**

Your friend has invited  
you to join...

Use code...

**30%**



Offers on your Favourite  
items

Avail Now

**50%**



**MageNative Benefit:**

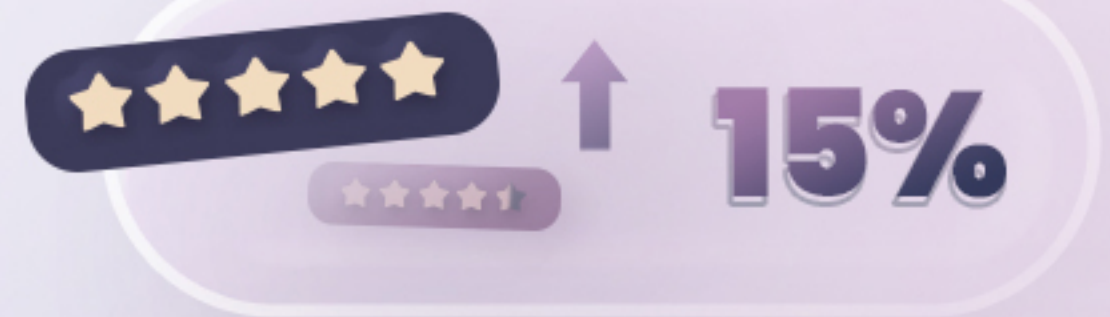
Integrate with social platforms for  
targeted campaigns.



## Encourage Positive Reviews

Higher ratings (4.5+) increase downloads by **15%**

**80%** of users trust reviews.



**MageNative Benefit:**

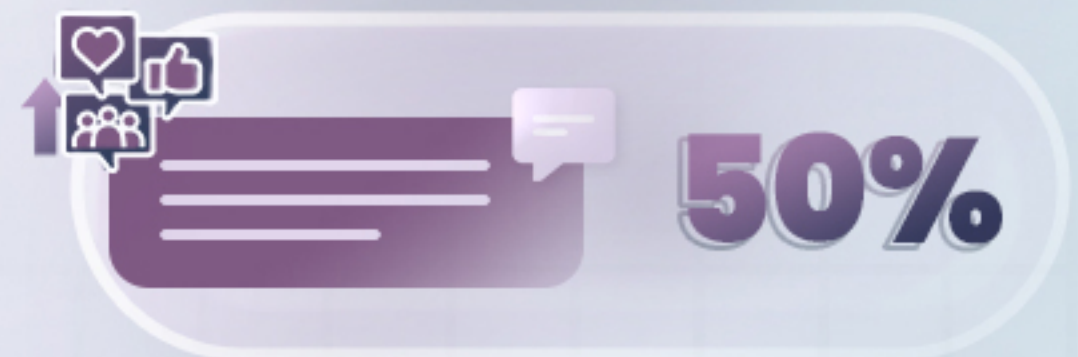
Tools to request and manage reviews, maintaining a high rating.



## Implement Push Notifications

**65%** higher retention

**50%** increase in engagement with personalized notifications.



**MageNative Benefit:**

Send personalized push messages to keep users engaged.



## Use In-App Messages

**30%** higher conversion

**25%** reduction in churn with contextual messages.



**MageNative Benefit:**

Deliver timely information & offers through in-app messaging.



## Offer Incentives and Rewards

**20–25%** increase in user acquisition with referrals.

**30%** boost in retention with loyalty rewards.



**MageNative Benefit:**

Implement referral & loyalty programs to attract & retain users.



## Optimize for User Experience (UX)

**60%** of users uninstall apps due to poor UX.

Regular updates improve retention by **50%**

Are you sure you  
want to uninstall?

**60%**

New update found!

**50%**

**MageNative Benefit:**

User-friendly builder & regular updates ensure a smooth UX.



## Utilize Analytics for Continuous Improvement

**40%** better decision-making with insights.

**50%** performance boost through user behavior analysis.



**60%**



**50%**

**MageNative Benefit:**

Analytics tools to optimize app performance.



## Run Email Campaigns

**20%** increase in downloads through email marketing.

**40%** higher retention with personalized emails.



**20%**



**40%**

**MageNative Benefit:**

Integrate with email marketing tools for targeted campaigns.

# READY TO BUILD YOUR MOBILE APP?

Reach Out To Our Seasoned Team Of  
Mobile App Experts For Tailored Guidance

