



MEASURING RETAIL APP IMPACT:
**HOW TO IDENTIFY
MEANINGFUL METRICS**

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Measuring Retail App Impact: How to Identify Meaningful Metrics

At the start of the pandemic the retail industry had to react quickly to meet a changing shopping landscape by turning to mobile apps. But as you look towards the future it's time to think about the long term opportunities for your mobile app to drive demand and growth for your company.

Measuring and understanding your apps metrics can guide the way.



+140 billion

Users have downloaded nearly 140 billion new apps in 2021.
10 billion more than 2020.

Whether you want to improve your weekly engagement rates, decrease your uninstalls, or know which features your users want next, metrics are where you need to start. At Shockoe we've built over 100+ apps and helped retail companies big and small create meaningful change in their mobile solutions. Here's how we do it:



25% of consumers

Only use an app one time before abandoning it.

CHOOSE YOUR FRAMEWORK

When we create mobile apps we begin by grounding the app's impact in a framework. Doing so puts data into context, and helps expand our thinking when it comes to what impact means.

HEART Framework: Developed by Google the HEART Framework focuses on evaluating the user experience across five categories: happiness, engagement, adoption, retention, and task success. This framework is a great starting place for understanding user behaviors and building a larger view of your app's impact.



\$284 billion

Approximate mobile commerce in 2020.
Accounting for 45% of total revenues.

Goals, Signals, Metrics: At Shockoe our team begins each project by working with clients to understand their overarching goals. These could include ensuring customers use the device, or that they find the experience helpful. From there we look for signals, these are signs that we're meeting the goal, and finally metrics are the specific actions we'll measure.



\$88

Typical amount spent on a purchase in a shopping app

North Star Metric: To connect your mobile app to the rest of your company consider your North Star Metric. This model asks you to think of overarching metrics that will improve your entire organization. You can have more than one, but each team, activity, and decision should work to meet the goal you've set. This can be a good strategy for organizations looking to create broader change and set larger goals where mobile is just one part of the solution.



49%

Time spent on shopping apps grew 49% in Q1 of 2021

These frameworks can be used together or separately, but either way will help you get a bigger picture of the impact of your app.

HOW YOUR APP STACKS UP

With your framework in mind it's time to assess your app's impact. Consider questions like these. Remember, the more specific your answers are the easier it will be to create impactful change.

- How does your app compare to industry standards on metrics like returning users?
- What behaviors does your app encourage with users? Ex: time spent on app weekly, lowering call rates to customer service -
- What are your ROI metrics and what does the data show? Ex: higher app retention rate, increased sales through the app



\$135 billion

Amount spent in Apple Store and Google Play Store in 2021.

MAKE THE MOST OUT OF YOUR DATA

Once you've completed the steps above it's time to regroup with your team and map out the mobile app changes that make sense for your goals.

Remember that the mobile process is iterative, and you should plan to come back to this exercise regularly to check in on your goals, and how your metrics align.

When you're ready to improve download rates, develop the frameworks for your metrics, or rethink your user experience Shockoe has the expertise to help.

Together we will develop the right tactics and tools to meet your goals. Reach out today to get started on the mobile solution that creates measurable impact and helps you stand out from the crowd.