Personalized Marketing Strategies to Drive Active App Users

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(Newswire.net -- May 26, 2018) -- We live in a world in which mobile users will have more than 5 million apps from which to choose by 2020. For app developers and marketers, this means differentiating your app and attracting active users is more crucial than ever. When it comes to mobile app marketing, installs are just the beginning. Engagement, rather, is the bread and butter of your business model.

Here are three personalized marketing strategies meant to drive active app users.

Programmatic Advertising

App marketers are always striving to target the right users with the most effective content, all in an efficient manner. Programmatic advertising lives at the intersection of these three goals. Essentially, this process utilizes algorithms to automatically place ads. There are a number of benefits here. First of all, app marketing teams can focus more on planning the content of their ad campaigns rather than dealing with the bureaucracy that used to come with buying and selling ads.

But beyond making the entire process more efficient for everyone involved, programmatic advertising also allows for more targeted messaging via dynamic ads. These ads, assembled programmatically in real time based on advanced templates, are personalized to suit the mobile users viewing them. Showing dynamic advertisements to a target lookalike audience drives installs for users most likely to actually engage with your app based on performance data.

So, which aspects of dynamic ads can be automatically personalized in real time? Programmatic advertising examples for dynamic ads include assembling an ad's background, messaging, images, call to action and phone shell separately. The algorithms take care of plugging in these elements so users see an ad that truly "speaks to them," whether it's a banner, carousel, native ad or another form. This compels them to engage with the ad and, post-installation, your app.

Contextual Deep Linking (for Better Analytics)

Above all, app users seek convenience. Any extra hurdles standing between users and their desired actions within an app can serve as cause enough to abandon it altogether. Let's say a user had been previously considering a purchase within an ecommerce app. Expecting users to open the app of their own accord then navigate through the product catalogue or to the shopping cart leaves a lot to chance.

But serving the same user a dynamic retargeting ad with a deep link to exactly where they last left off in the sales funnel allows them to bypass the hassle. Suddenly, they find themselves on the correct product page—just a few taps away from owning it. Deep links serve to reduce in-app friction by eliminating manual navigation.

More specifically, "contextual deep links" onboard users by personalizing their in-app experience based on their information after they engage with an ad. This represents somewhat of a win-win because users experience customized content while marketers gain valuable information about user behavior as it pertains to ad campaigns. These findings can then go on to refine future efforts, streamlining ad spend and boosting post-install conversions.

Harnessing Social Proof

People tend to have opinions about the apps they use, whether positive or negative. Marketers can harness these opinions to make more informed advertising choices. For example, keeping close tabs on user reviews will help you discern what users see as the most valuable aspect of your app. What do they like? What are their common complaints regarding usability, design or features? Tapping into social proof allows marketers to get a feel for the true value of their app from a user perspective, then integrate this information into future marketing campaigns.

To solicit social proof, it's important to prompt active app users to leave a review. While you do not want your push notifications to border on invasive, busy users often forget to chip in their two cents until explicitly prompted. Make sure you're prompting users to leave a review at the most opportune time in your funnel, like after they complete some type of conversion.

Anything you can do to personalize your marketing messaging will help you attract users inclined to use your app after installing it.

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