AIRSHIP + APPTIMIZE

The Time to Optimize Your App Is Now

How to Run Small Experiments That Get Big Results — Fast

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OPTIMIZE NOW

Introduction

How Can App Experimentation Help Right Now?

Whether you've had a slowdown, a surge in active users, or you're preparing for the "new normal," there are experiments that can help you improve UX, CX and ROI — fast.

Apptimize

Get instant experimentation and insights to optimize towards business goals

EASY INNOVATION

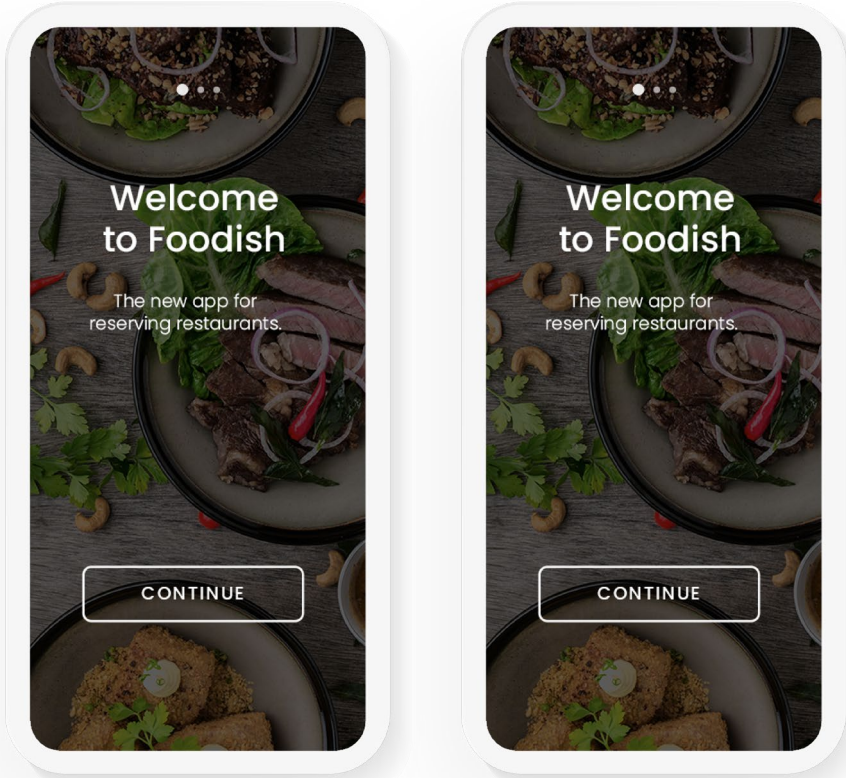
Empower anyone to run powerful tests without coding or analytic experience

FAST EXPERIMENTATION

Launch experiments and deploy new features in minutes

SCALABLE INSIGHTS

Run tests across any channel and see the direct business impact of changes for further optimization.



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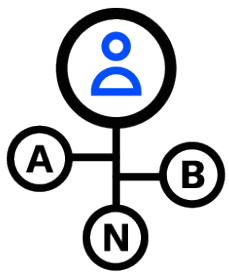
Experimentation Keeps You Ahead of the Competition

A culture of experimentation not only gives you the power for smarter decision making, it keeps you ahead of the competition by reducing waste, mitigating risk and improving revenue.

To learn about how to build a culture of experimentation, check out our blog post: "How a Culture of Experimentation Can Lead to 4x Growth."



REDUCE WASTE

Only put product resources towards ideas that will make the most impact.

MITIGATE RISK

Be more confident in your decisions with data to back them up.

IMPROVE REVENUE

Optimize the customer experience to drive conversions.

LIFECYCLE MARKETING

The Impact of Experimentation to Acquire, Grow and Retain Your Audience

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HOW TO ACQUIRE USING APPTIMIZE

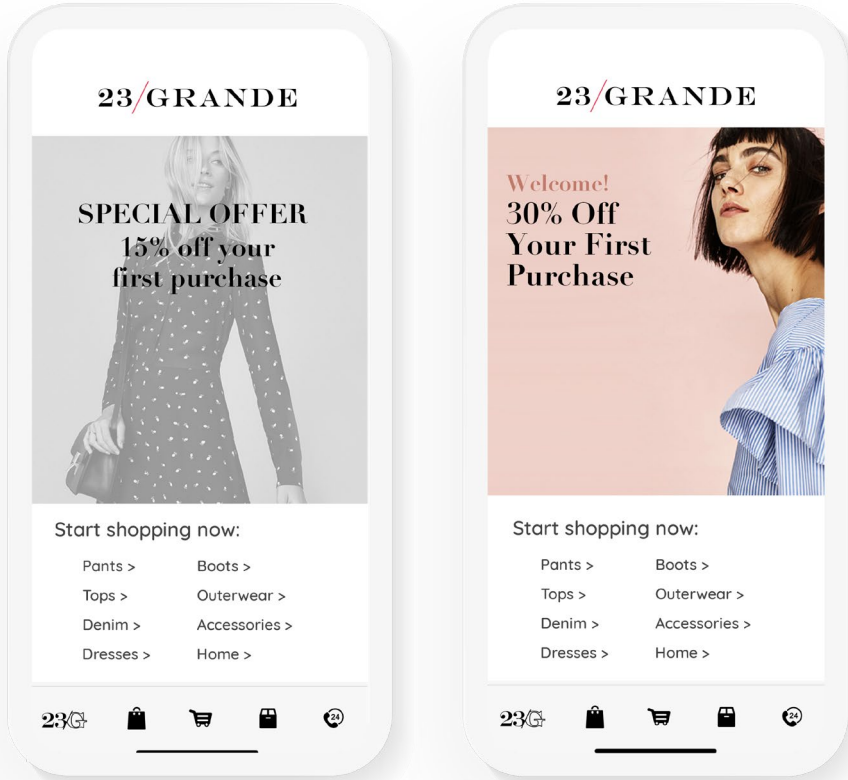
Bring Customers into the Digital Experience

ONBOARDING

A/B test and optimize the app onboarding flow.

WELCOME SERIES

Optimize the first experience across channels with consistent messaging by variant.



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HOW TO RETAIN USING APPTIMIZE

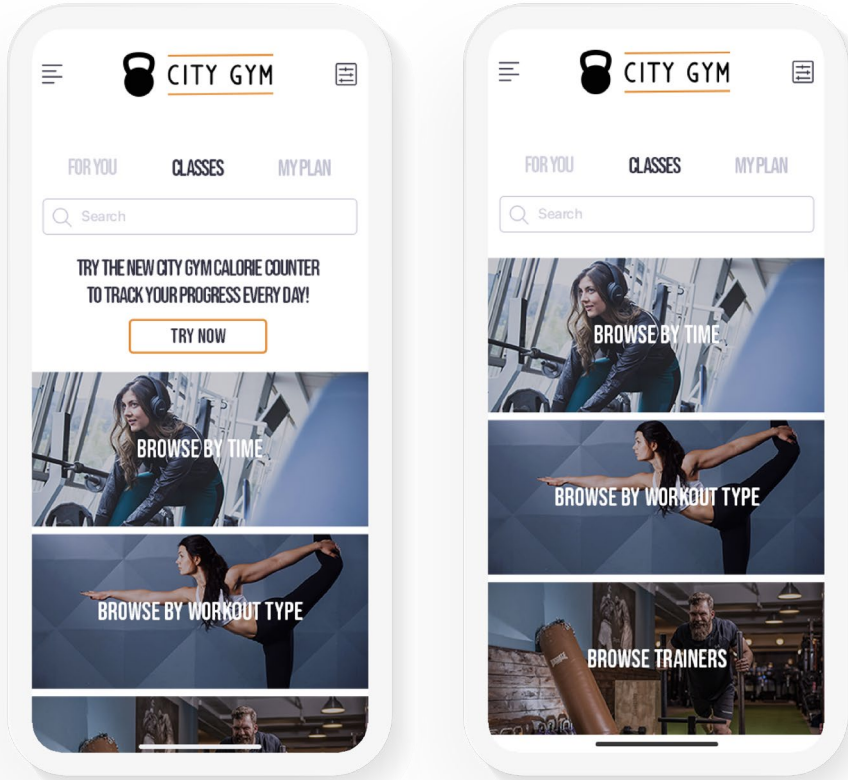
Keep Customers Engaged

CHURN PREVENTION

Test new features within the app without fear of affecting churn.

LOYALTY

Drive continued engagement by testing and optimizing the loyalty enrollment flow.



HOW TO GROW USING APPTIMIZE

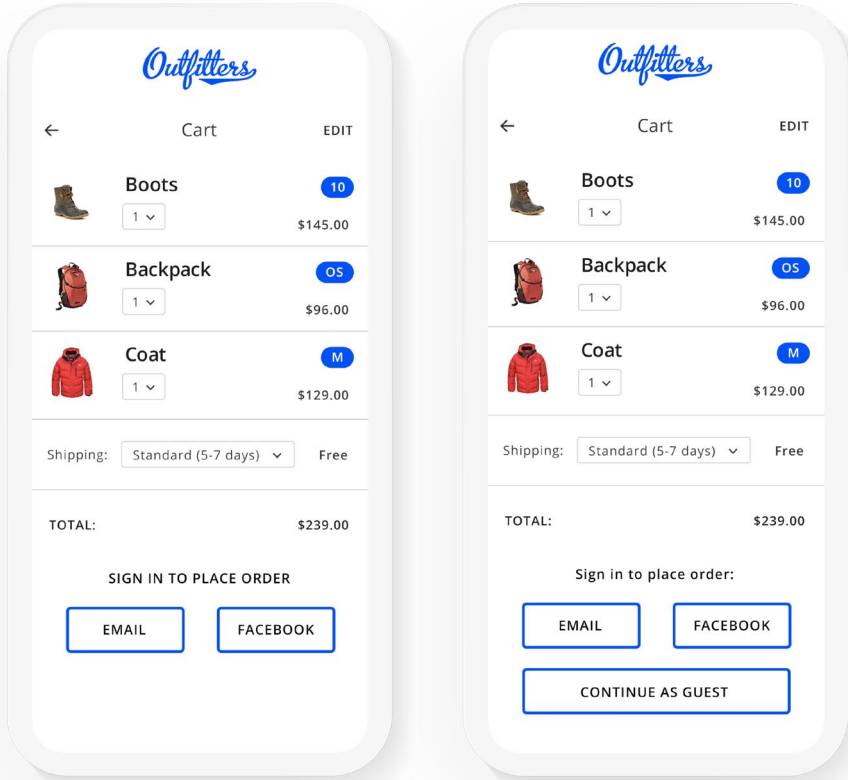
Engage + Upsell at Relevant Moments

CONVERSION

Optimize conversion by testing different payment models and messaging.

REPURCHASE

Test different sale alerts and promotions to drive more repeat purchases.



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EXAMPLES & BEST PRACTICES

Experimentation

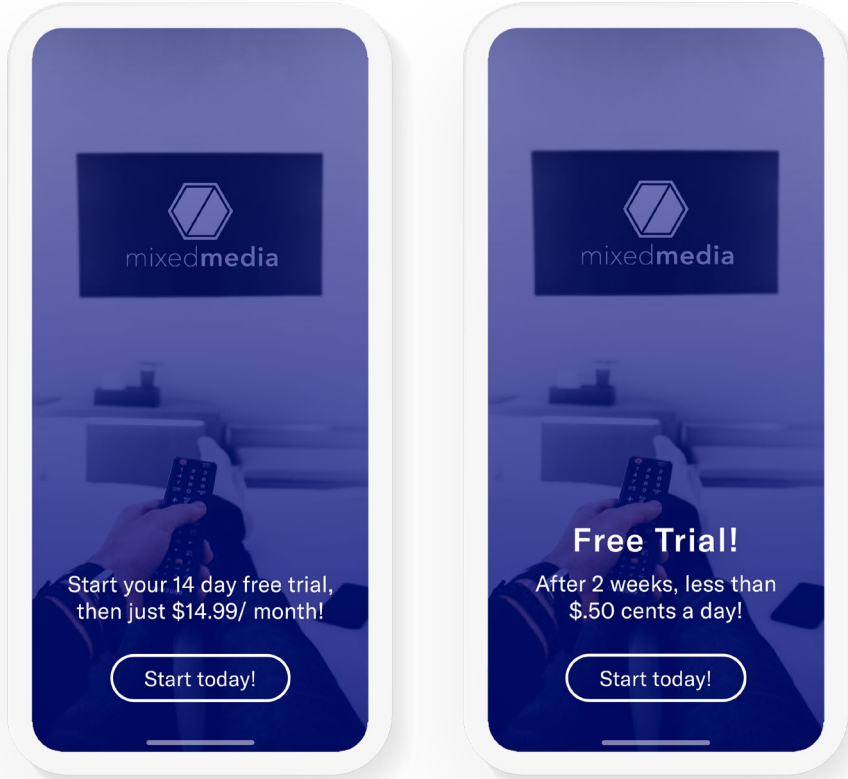
EXPERIMENT #1

Optimize Onboarding

GOAL:

Accelerate conversion events (subscriptions, purchases, account creations, push opt ins) through testing onboarding experiences.

In this example of a Subscription on Demand Media app, users must start a free trial in order to start accessing content. The copy is tested to change how users perceive the cost.



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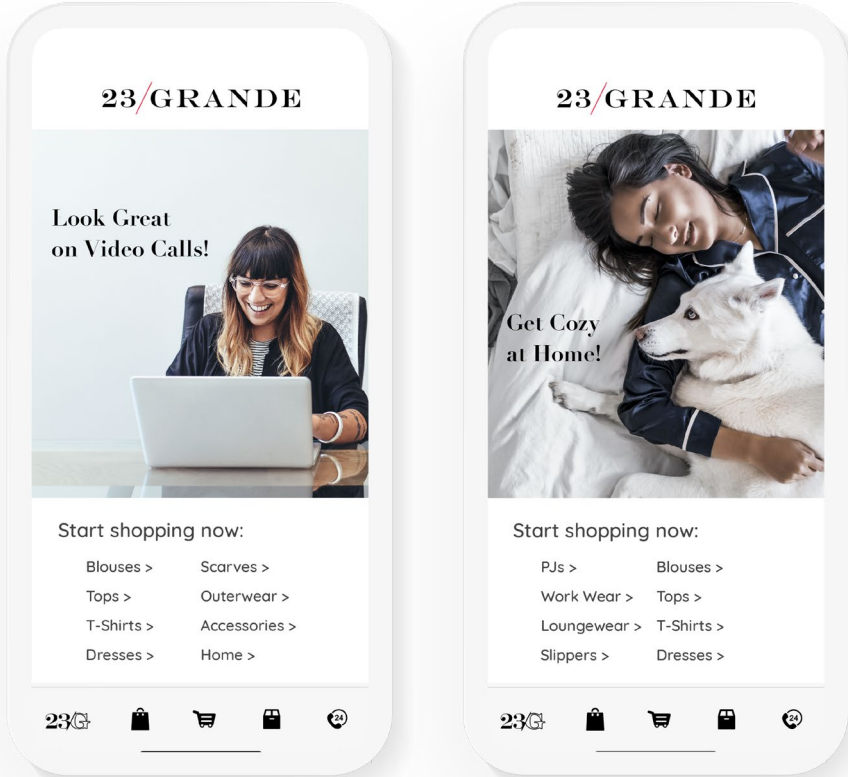
EXPERIMENT #2

Test Recommendation Engine Tweaks

GOAL:

Uncover which recommendations resonate best right now due to changing consumer behavior.

In this example, a Retail brand adapts their recommendation algorithms to ensure their users are getting the content most applicable to the current times.



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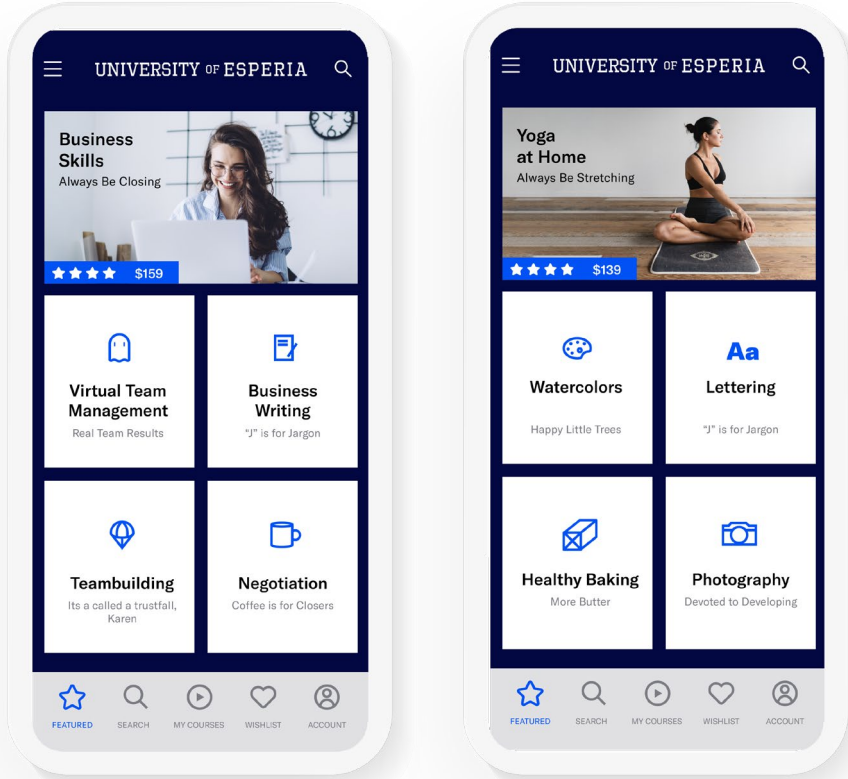
EXPERIMENT #3

Test Assumptions About Your Audience

GOAL:

Quickly learn about the unique needs of new customers.

In this example, a University app takes the opportunity to test highlighting classes that are more elective in nature to drive engagement.



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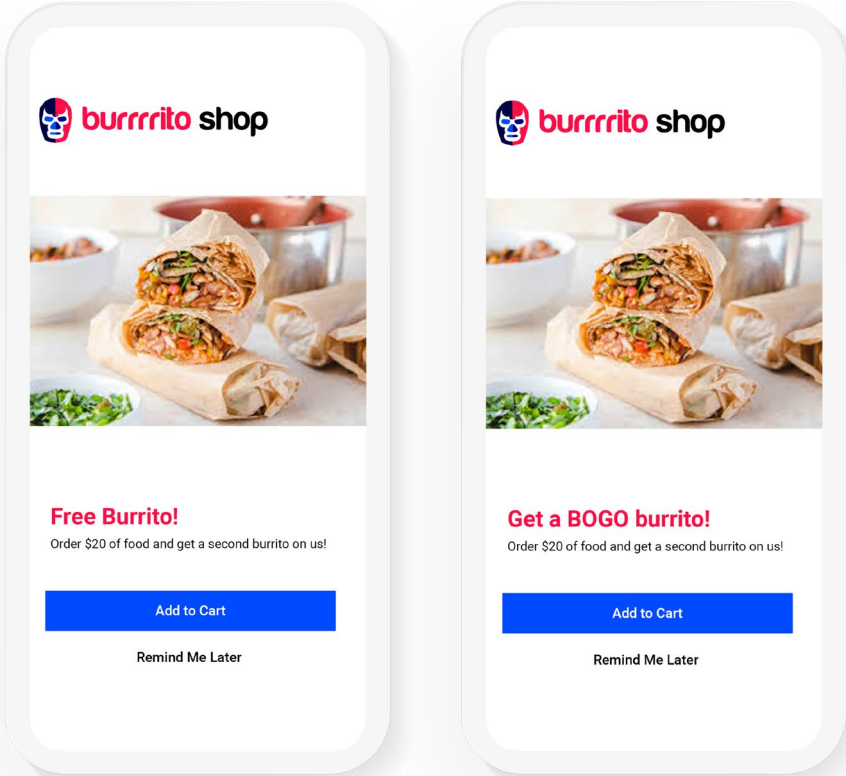
EXPERIMENT #4

Test New Promotions

GOAL:
Quickly learn which promotions drive the highest conversions & revenue.

In this example, a Food and Restaurant app tests two different variations of different promotions to see which version leads to more conversions and revenue.



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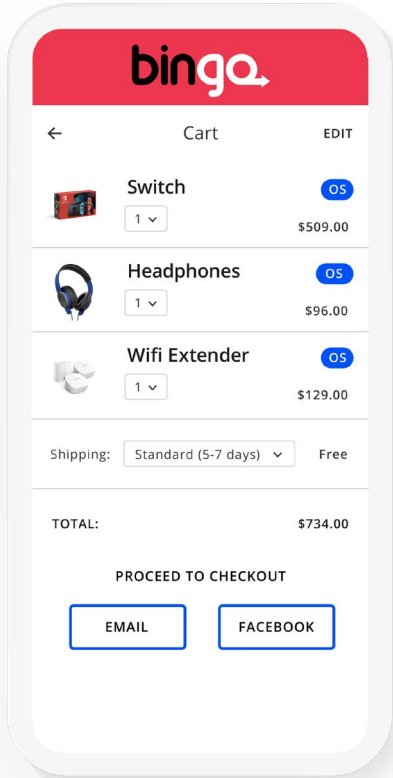
EXPERIMENT #5

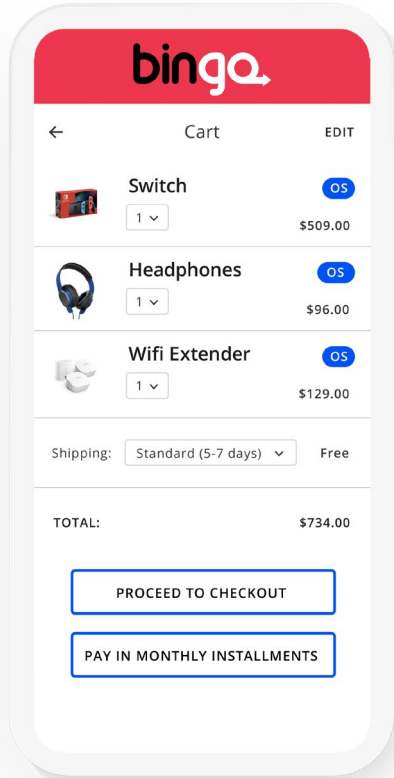
Test New Payment Options

GOAL:

See which user flows
drive the highest conversions & revenue.

In this example, a Retail app tests the impact of a payment options like monthly installments that might be especially relevant for customers right now.





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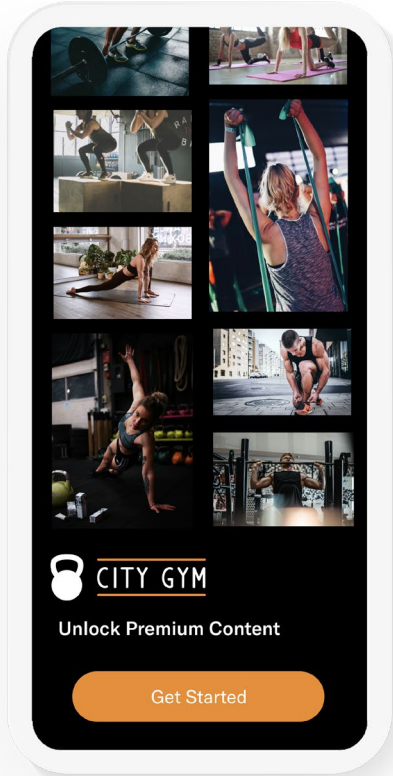
EXPERIMENT #6

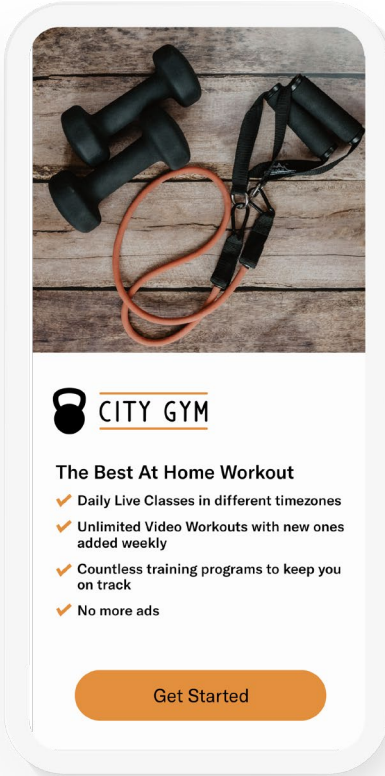
Test Paywall Flow

GOAL:

Reveal which layouts, copy and flow drive the highest premium upgrade conversions and drive revenue.

In this example, a Fitness app tests the amount of free content given prior to requesting premium upgrade.





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EXAMPLES & BEST PRACTICES

Feature Flagging

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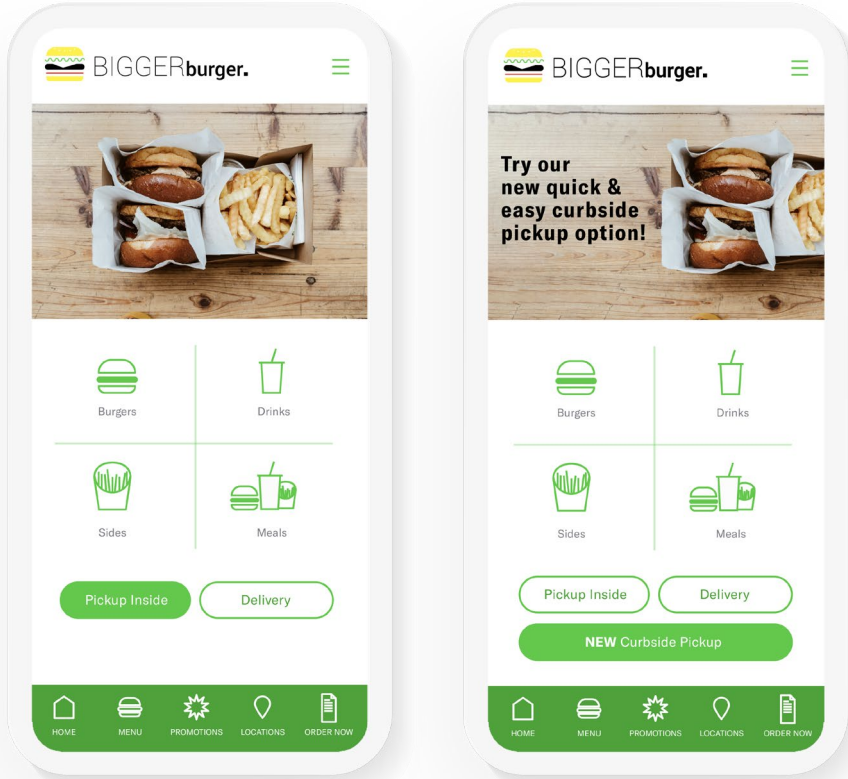
FEATURE FLAGS EXAMPLE #1

Mitigate Risk with Feature Rollouts

GOAL:

Test new features on a smaller subset of your user base before rolling it out to all users.

This example shows a restaurant that is adding mobile ordering for curbside pickup. To mitigate risk, the option is rolled out to a small percentage of users at first.



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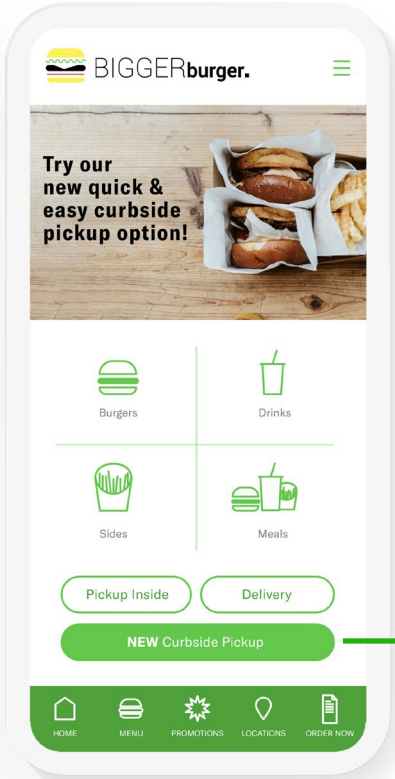
FEATURE FLAGS EXAMPLE #2

Simplify Rollout of New Services

GOAL:

Manage the rollout of new features and services only available to certain user groups with Feature Flags.

In this example, the curbside pickup is available only in certain locations.



DEPLOY ONLY TO USERS IN:

- ☑ California
- ☑ New York
- ☑ Texas

Related Resources

Want to learn more about how you can use Airship + Apptimize?

Watch the full webinar: How to Optimize the Entire Customer Journey with Airship & Apptimize

In this webinar, we'll show you how Airship & Apptimize are bringing amazing CX and incredible value to brands and their customers.

Whitepaper: 5 Reasons COVID-19 Is Making App Experimentation Essential

Your app has never been more important to your business and your customers than it is today. But to make it as valuable as it can and should be, A/B testing is essential. In this white paper, we share specific reasons why it's business-critical to leverage A/B testing right now.

Whitepaper: 5 Ways to use Feature Flags to Supercharge Your Mobile Growth

Feature flags are a mechanism that separates deployment of code from the feature release process in an update, allowing you to gradually roll out new features and code to whom you want, when you want.

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We’re Here to Help

Whether you want to build a culture of experimentation at your workplace or need help creating an A/B testing strategy, we want to help! Contact us or request a free demo of the Apptimize solution.

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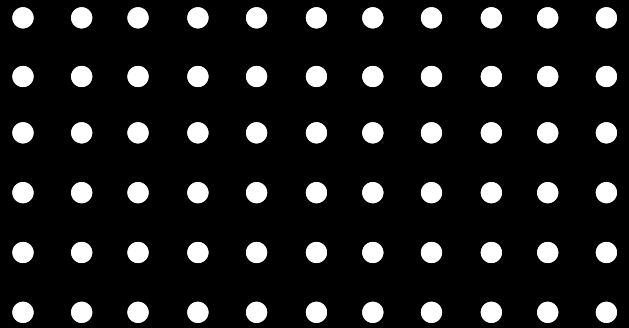
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