



# The Global State of Mobile 2020

And How to Adapt your Mobile Strategy to the New Normal

*How is the pandemic influencing user engagement within mobile apps?*

The global pandemic led to massive gains for key mobile engagement metrics that had been trending downward. See highlights from Airship's "The State of Global Mobile Engagement 2020: European Edition" and learn how you can adapt your app to the new economic environment.

## Average App Opens by Vertical

Brands worldwide have seen an increase in average app open rates during the pandemic.



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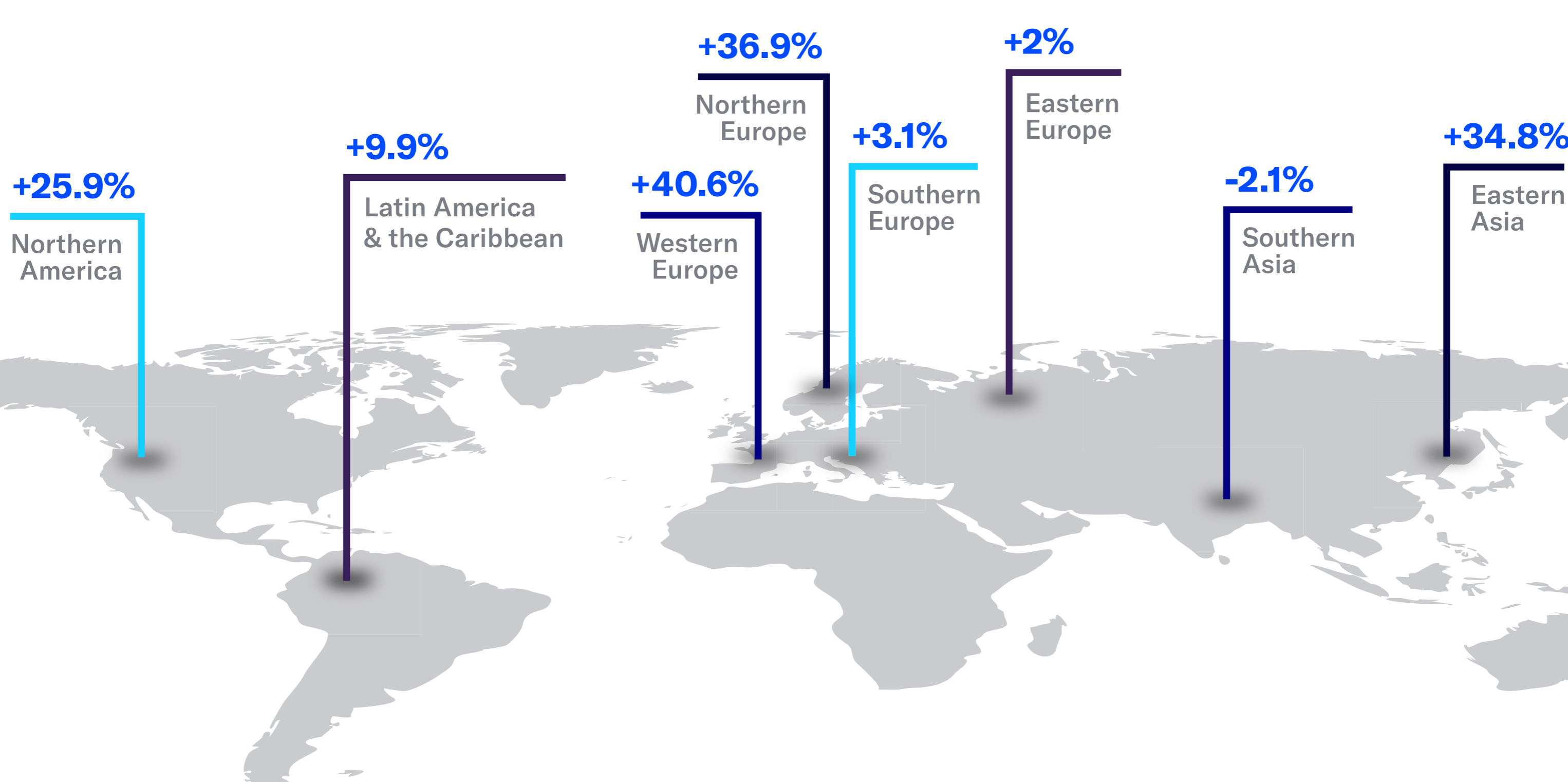
## Average Direct Open Rates\*

After the pandemic began, average direct open rates grew for every subregion except Southern Asia. Brands across European countries saw a higher increase in average direct open rates than anywhere else in the world.

\*Direct Open Rates are app opens from a click on a push or web notification

### AVERAGE DIRECT OPEN RATES BY SUBREGION

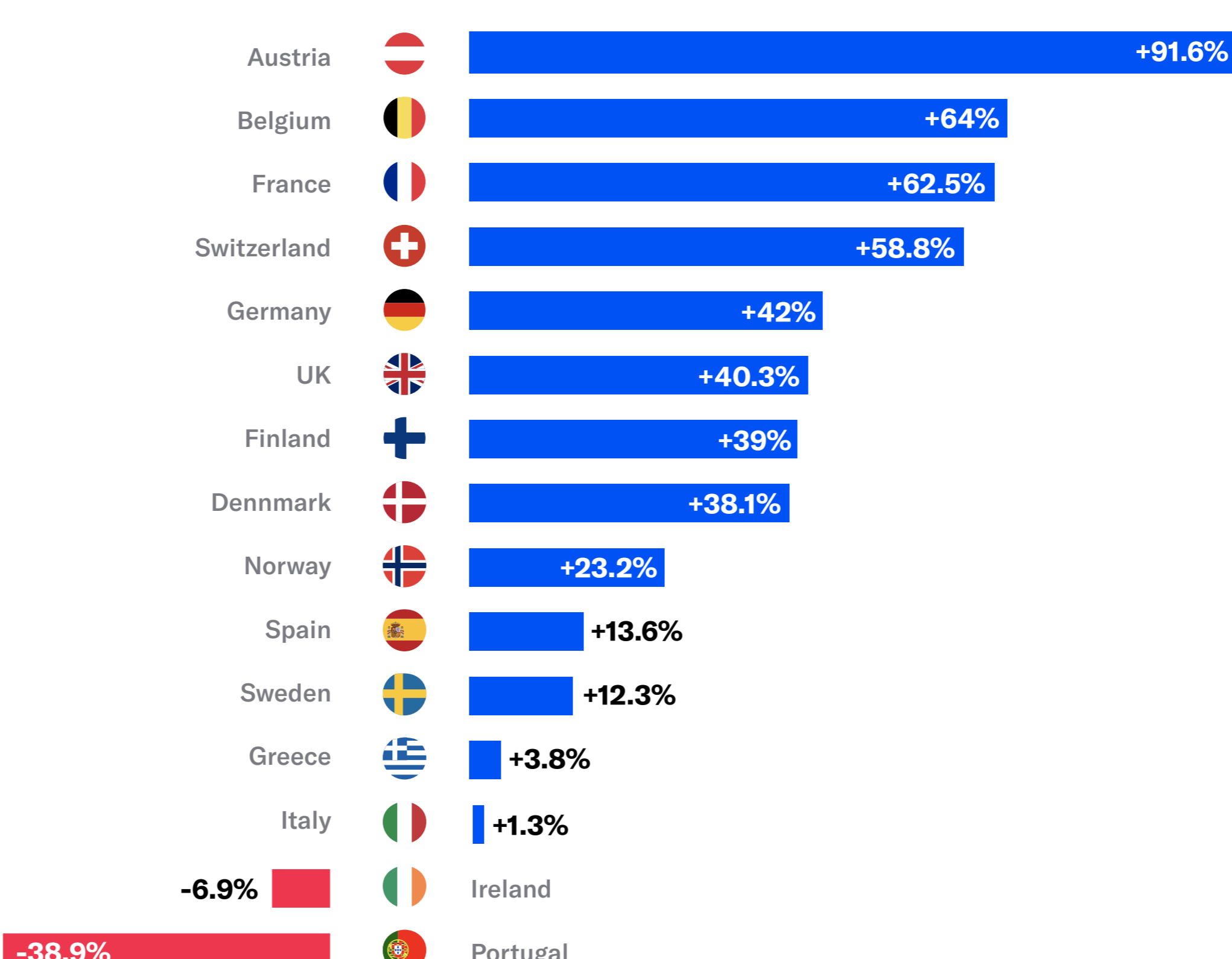
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March-June 2020 Average vs. February 2020. For a list of countries included in subregions, download the full report.

### AVERAGE DIRECT OPEN RATES IN EUROPE

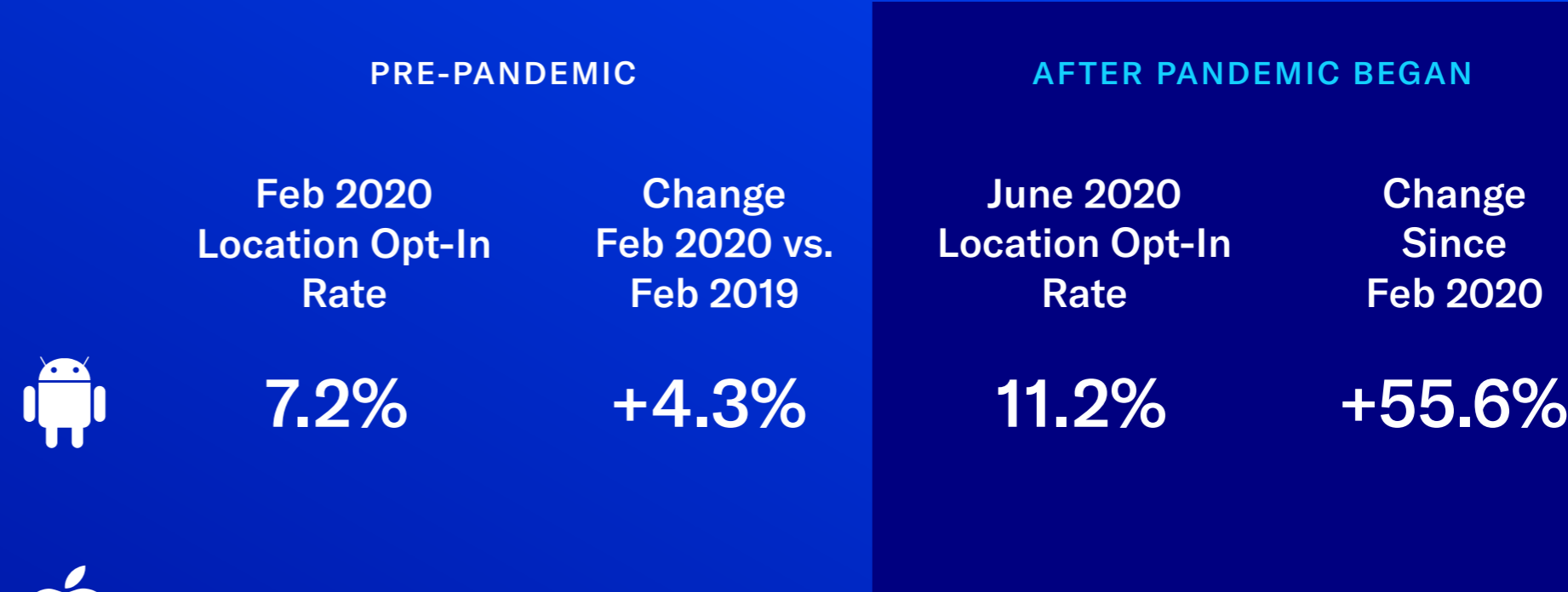
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March-June 2020 Average vs. February 2020

## Location Opt-In By Device

Once the pandemic began, location opt-in grew every single month March-June, reaching 10.7% globally — a 39% growth rate. That's a reversal of the downward trend we'd seen since GDPR was implemented.



## Adapting Your Strategy for the New Normal

- **Create real-time feedback loops:** Be quick to adapt your strategy based on customers' new behaviours.
- **Expand your mobile touch-points:** Offer customers connection points across many channels for maximum adaptability for them and your brand.
- **Strengthen your culture of experimentation:** Make it easy for anyone on your team to create A/B tests to make more informed decisions and build continuous improvement into your strategy.
- **Make automated messaging nimble & flexible:** Create customer journeys that can detect customer preferences and actions to quickly personalise and adjust for better engagement and outcomes.

Contact Airship to get best practices and ideas for powering your customer engagement strategy.

### Source

Airship report The State of Global Mobile Engagement 2020: European Edition.

Download the report here: [bit.ly/MobileEurope2020](https://bit.ly/MobileEurope2020)

### Methodology

- Data includes 744,469,537 individual app users, of which 52% were Android and 48% were iOS
- Subregions and industry verticals included were those with 10 million or more users in February 2020
- Countries included were those with 1 million or more users in February 2020

### About Airship

Marketing and digital experience teams at thousands of the world's most admired companies rely on Airship's Customer Engagement Platform to create deeper connections with customers by delivering incredibly relevant, coordinated messages across channels.