

# The Mobile Consumer 2023

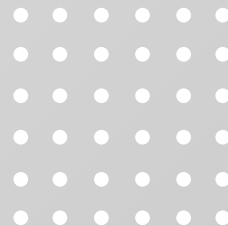
Why **Give and Get** Makes A Difference

**Thomas Butta**

Chief Strategy & Marketing Officer – Airship



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# The Mobile Consumer Speaks Out

## Actionable Insights:

- What **personal information** are consumers **willing to share** with brands?
- What **forms of personalization** do consumers find **most or least useful**?
- **Why do consumers use apps**?
- What **motivates opt-ins** to push notifications?
- **How long** do new app users take to decide **whether to delete an app**?



# Polling Question

1. How often **do you check email?**
2. How often **do you look at your mobile phone?**



# App Customers Prefer a Transparent Value Exchange

**35%**

Easy To Use

**31%**

Simplifies My Life

**27%**

Saves Me Time

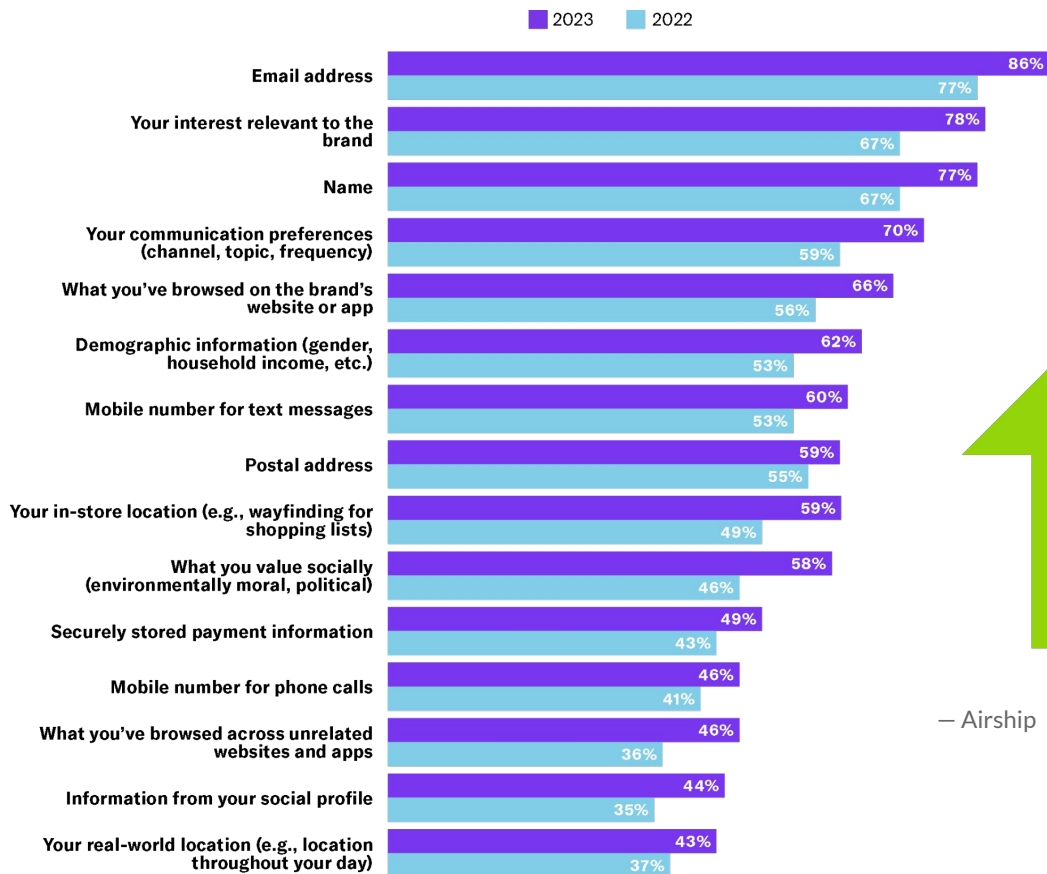
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# Polling Question

What type of information are you most likely to provide to brands?

<b>Your name</b>	VS	Your interests that are relevant to the brand
<b>What you value socially</b> (environmental, moral, political or religious)	VS	Your real-world location
<b>Your communication preferences</b> (channel, topic, frequency)	VS	Your postal address

# What Consumers Are Likely to Share to Receive Value



↑ All YoY

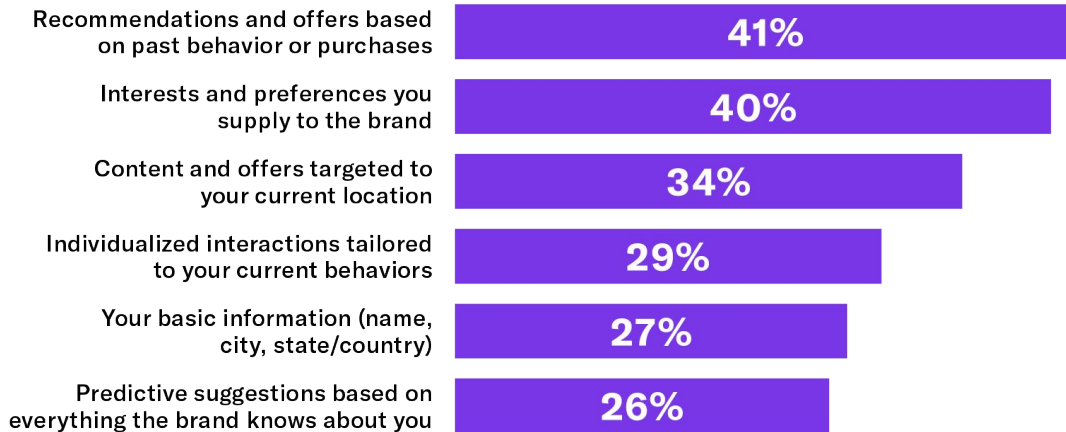
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# Data Fuels Personalization But The Ones Seen as Most Useful are Where Customers Are in Control

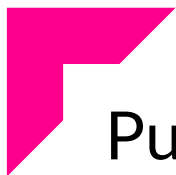
**Customers want  
content and offers  
tailored** to them

**BUT**

**Basic information  
doesn't go far enough,  
and predictive  
suggestions go too far**



— Airship | The Mobile Consumer Report 2023



Push notifications personalized with first name only have an **equal chance of positive & negative impact** compared to non-personalized messages.

Negative impact can be as low as **-600% direct open rates.**

Data from push notifications sent between November 2022 - April 2023





Push notifications that use **audience targeting** *and* **personalization** have a **79%** lift in direct open rates.

Data from push notifications sent between November 2022 - April 2023

# First Impressions Matter More Than Ever

57%

Of mobile consumers  
decide to **delete an app**  
**after only two uses**

— Airship | The Mobile Consumer Report 2023

50%

Of enterprise brands  
only improve  
critical first experiences  
**quarterly or less often**

— Airship | The Mobile Consumer Report 2023

**~75%** of marketers and  
mobile product owners think  
about app improvements  
**weekly –**  
**30%** do it **daily**

“**96%** of marketers rely on developers to improve the mobile app user experience.

Yet **only 13%** of requests for app enhancements get done.”

— Airship | 2022 Mobile App Experience Gap Survey

# Get The Full Reports and Data



# Thank you.

<https://www.linkedin.com/in/tombutta/>

