



The 2024 State of Customer Engagement Report

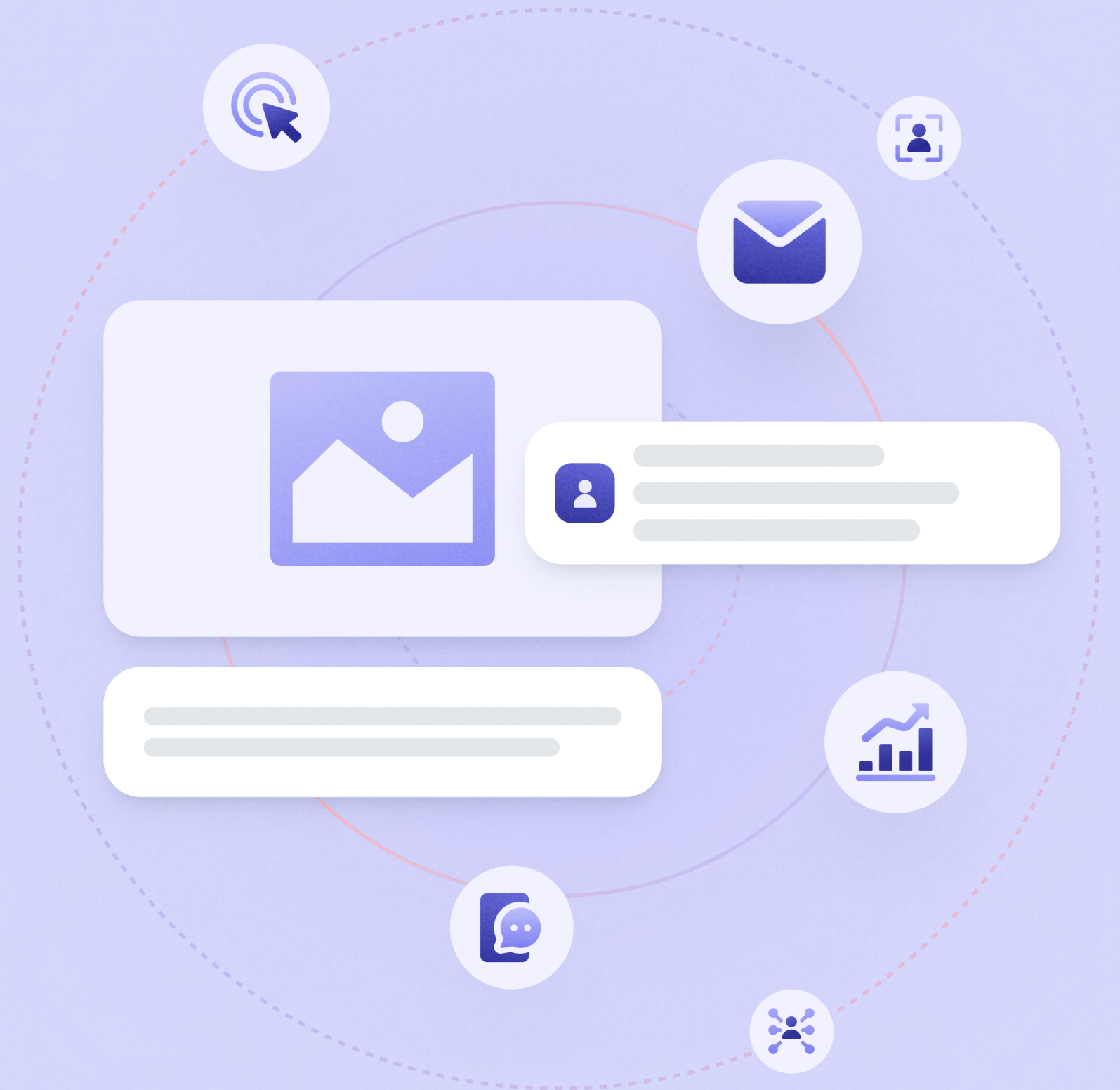


Table of Contents

Introduction **03**

Driving User Retention Through an Omnichannel Strategy

 The Omnichannel Advantage: Engaging Users Throughout Their Lifecycle **04**

 User Onboarding: The Major Ripple Effects of a Meaningful First Touch **09**

 High-Impact Improvements to Pursue: The Value of Personalization **11**

 Push Notification Optimization: Getting More ROI From a Top Performer **13**

Benchmarking for Success

 Average Notification Opt-in Rates **19**

 Average Retention Rates & App Category Breakdown **22**

 Average Session Duration Across All App Categories **27**

Choosing the Right Engagement Solution **28**

Why OneSignal? **29**



Introduction

The Report

There are so many competing app and website statistics available (along with a rapidly evolving digital landscape) that it can be challenging to figure out what to heed and ignore. A quick Google search of average user retention rates will tell you that your 30-day retention rate should be somewhere between 2% and 70%. Super helpful, right?

Our annual report provides mobile marketers and growth professionals with a snapshot of key engagement statistics that are informed by over 500,000 apps using OneSignal. We also surveyed thousands of our users across different app categories, countries, and growth stages to see what success looks like for them and how they've achieved it, so we can help you move the needle to hit your 2024 targets through actionable insights.

The Key Takeaways

- ✓ **Multichannel is a necessity in 2024:** Using more than one messaging channel to engage users increases average engagement by 35.8% and leads to higher 1-day, 7-day, and 30-day retention rates. To maximize user retention and engagement, a multichannel approach is critical – at the very least, marketers need to use email and push notifications together to engage throughout the customer lifecycle.
- ✓ **Onboarding is a game-changer:** Apps that send onboarding messages report a 56.25% higher DAU/MAU ratio and see 24% higher install-to-purchase conversion rates. Engaging users from the very beginning of their customer journey is absolutely crucial in retaining them.
- ✓ **Email is not dead:** Apps that use email as part of their omnichannel engagement strategy report the highest install-to-purchase conversion rates. No matter how trendy it becomes to claim email is dead, it continues to be a critical business tool and something that mobile apps can no longer ignore.

Driving User Retention Through an Omnichannel Strategy

The Omnichannel Advantage: Engaging Users Throughout Their Lifecycle

In 2023, we saw a 140% increase in the number of apps executing a multichannel strategy, with push notifications and email being the most popular combination. But regardless of the channel combination, the trend — and the results — were clear.



Using more than one messaging channel to engage users increases average engagement by 35.8%.

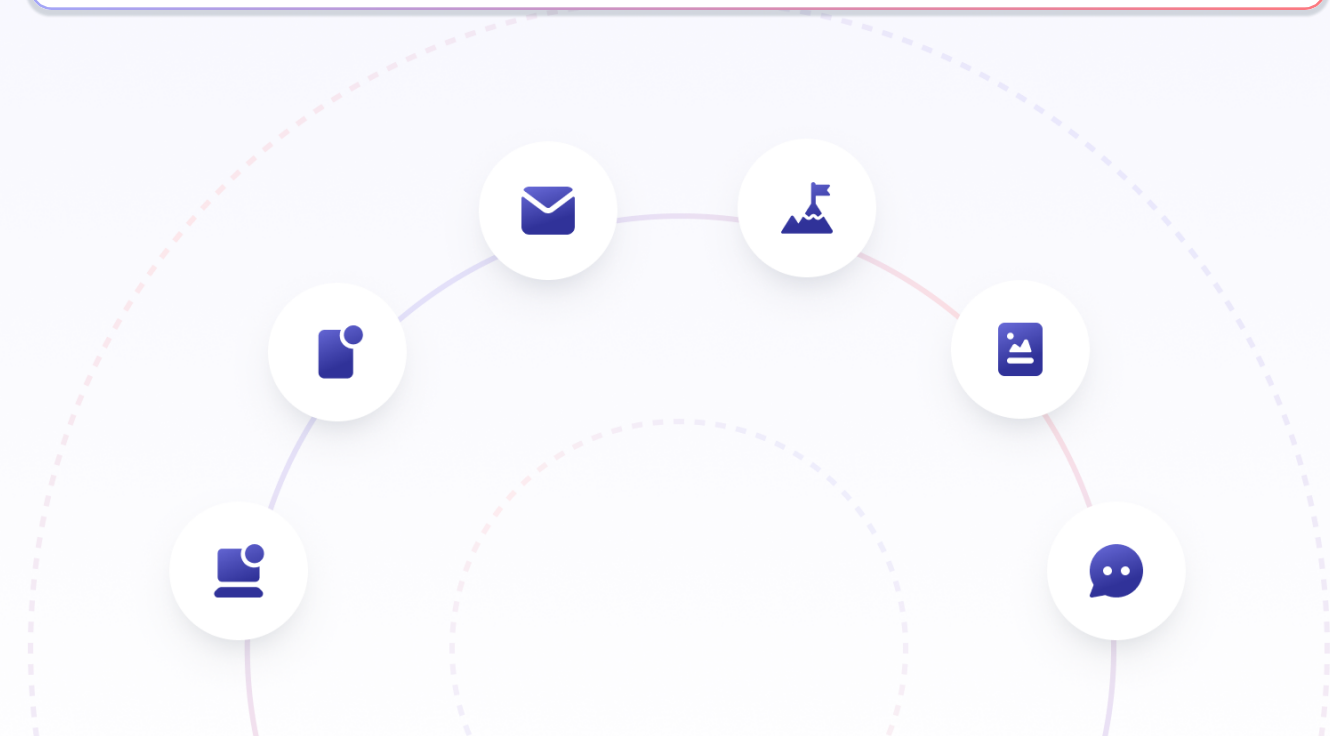
[Multichannel marketing](#) provides an impressive array of benefits for mobile apps, including expanded reach, improved user targeting,

greater adaptability, improved data collection and analysis, increased sales, heightened user loyalty, and, you guessed it — better engagement. 61% of all OneSignal users leverage two or more messaging channels.

buenbit

30% of Buenbit's in-app transactions are directly attributable to their multichannel messaging campaigns.

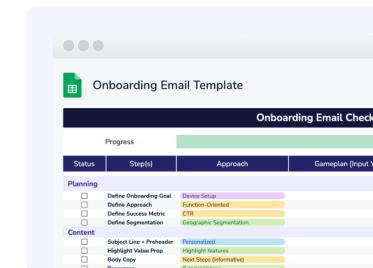
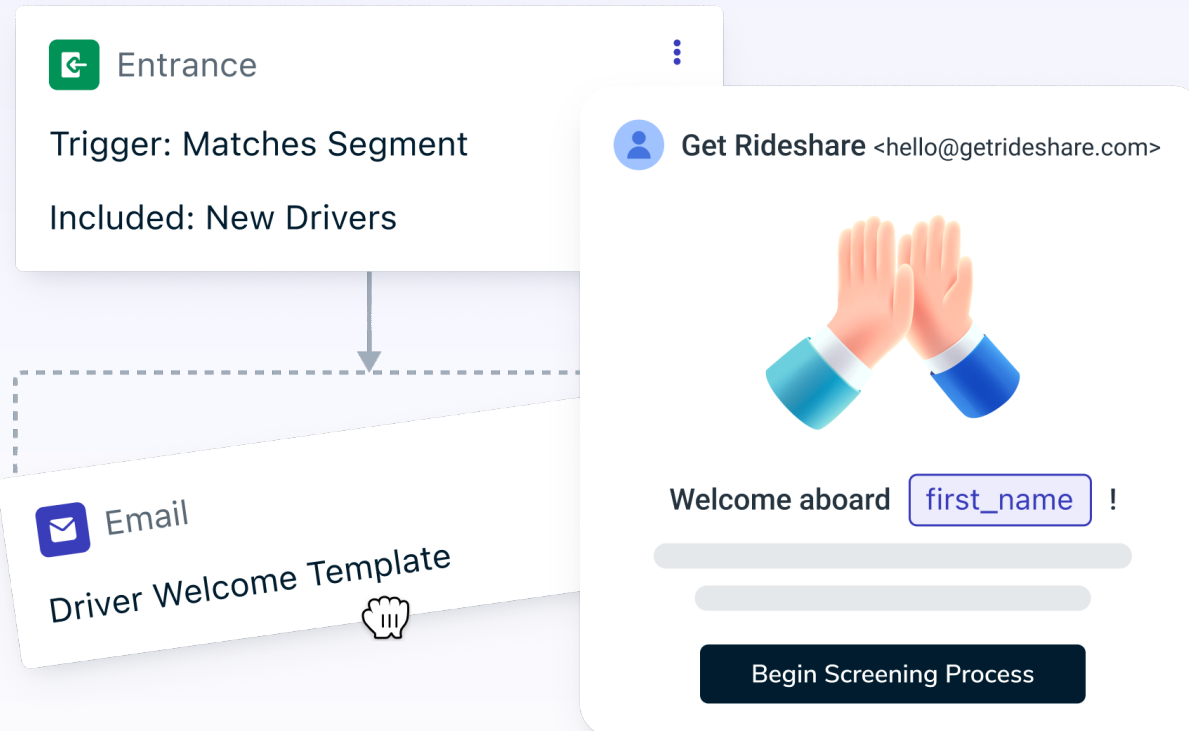
[Read Case Study](#)





Apps that use email as part of their omnichannel engagement strategy report the highest install-to-purchase conversion rates.

Email can be an [underappreciated and underutilized asset](#) for mobile apps. Although this stat doesn't tell the whole story of what strategies make an app profitable, it certainly underscores the importance of not overlooking this channel. Learn more about the unique [benefits of using email alongside push notifications](#).



User Onboarding Email Checklist

[Access Free Checklist](#)



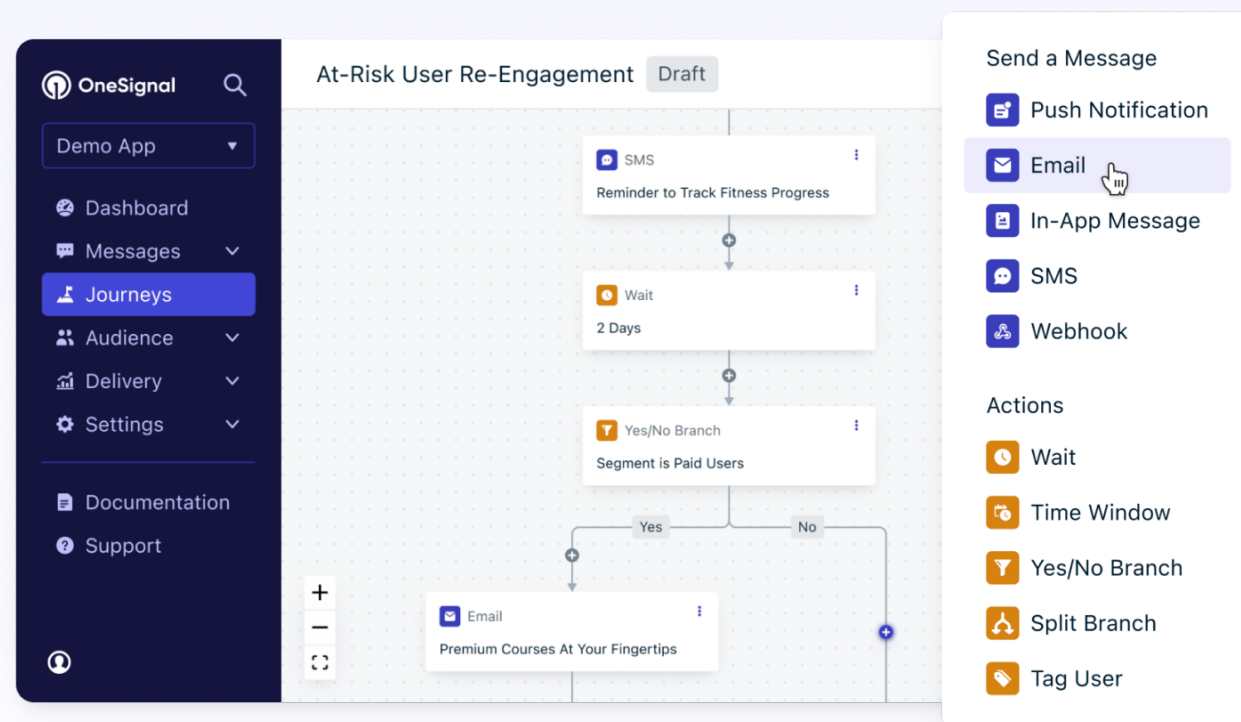
Zenni Optical saw a 2x improvement in user activity and revenue after implementing a multichannel strategy with OneSignal.

[Read Case Study](#)

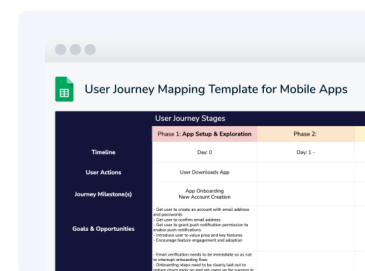


Apps that use Journeys have 13.6% higher average 30-day retention rates.

This underscores two fundamental truths: the benefits of a multichannel messaging strategy and the advantages of effective messaging automation.



[OneSignal's Journeys workflow builder](#) empowers users to automate and personalize multichannel messaging flows in a single campaign, making it easy to deliver a seamless and contextually rich user experience that adapts to each user's journey.



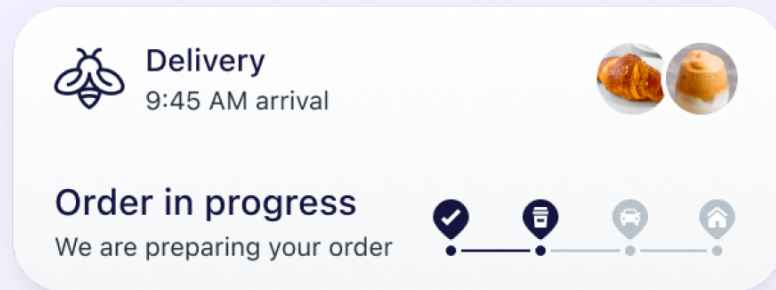
User Journey Mapping Template

[Access Free Template](#)



Betmate saw a 30% increase in new user deposits and a 600% increase in MAU after implementing Journeys.

[Read Case Study](#)



Apps that use iOS Live Activities have 23.7% higher average 30-day retention rates.

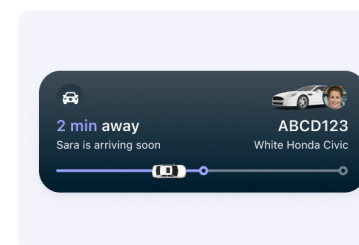
If you [missed the initial hype about iOS Live Activities](#) when Apple debuted this feature in late 2022, then the above stat should catch your attention. Apple's unique, interactive push notification enables iOS apps to provide real-time updates to users from the iPhone lock screen – [without having to open the app](#).



Apps that use iOS Live Activities report higher average LTV:CAC ratio.

The relationship between customer acquisition costs (CAC) and user lifetime value (LTV), or [LTV:CAC ratio](#), is a meaningful metric for mobile apps because it's a key indicator of profitability. A healthy LTV:CAC ratio is typically 3:1 or better, meaning that users are sticking around and spending significantly more than it costs to acquire them.

Live Activities aren't just ideal for more straightforward use cases like delivery notifications and live sports updates — there are [plenty of unique ways](#) that apps from every category are taking advantage of this golden ticket to enhance their UX.



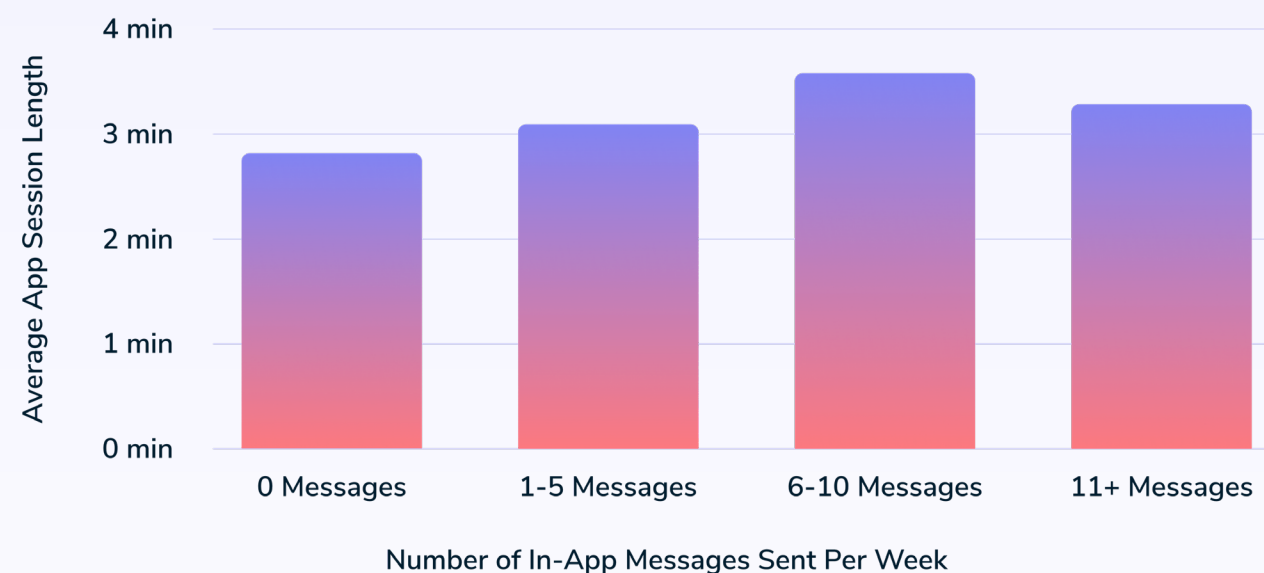
Why and How to Leverage iOS Live Activities in Your App

[Watch Webinar](#)



Apps that send in-app messages report longer average session durations.

Average App Session Length Based on # of In-App Messages Sent Weekly



Apps that displayed 6-10 in-app messages weekly reported the highest average app session length.

Because session length (or session duration) is all about how long you can keep users engaged, in-app messages present the perfect channel to reinforce, reward, and augment that engagement. The versatility of these messages make them a powerful asset for [a variety of use cases](#).



Apps that use in-app messages see 27% higher retention rates.



Ogun reduced churn by over 35% and increased overall app retention by 27% by using in-app messaging to onboard and retain users.

[Read Case Study](#)

User Onboarding: The Major Ripple Effects of a Meaningful First Touch

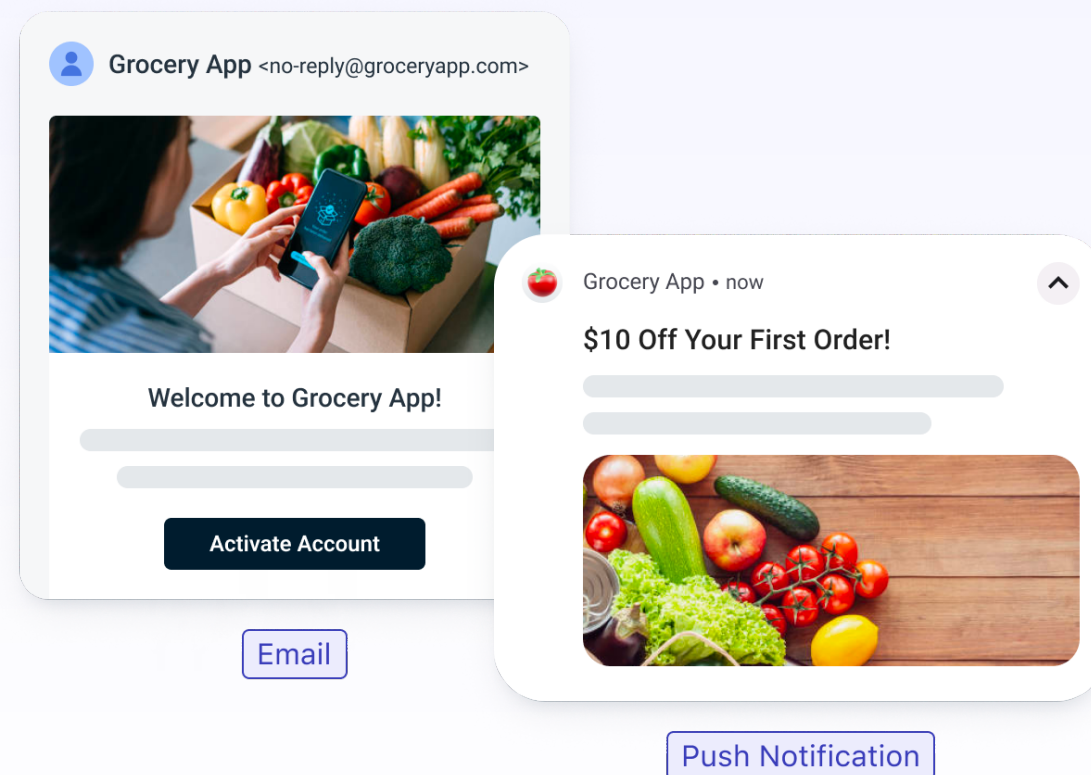


Apps that leverage more than one channel to onboard new users have higher 1-day, 7-day, and 30-day retention rates than those that use just one channel.

Users today engage with a myriad of communication tools, and they expect brands to follow suit. By using multiple channels to onboard new users, you increase the likelihood of reaching them with crucial information where they're most receptive.



Apps that send onboarding messages report a 56.25% higher DAU/MAU ratio on average than apps that don't.

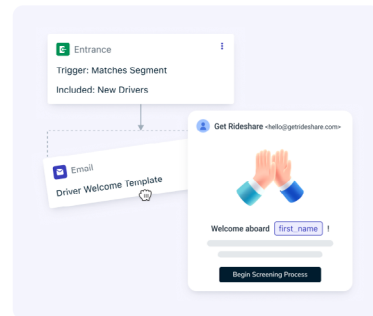


The relationship between daily active users (DAU) and [monthly active users](#) (MAU) is a powerful indication of an app's “stickiness” — and onboarding is a powerful glue. DAU/MAU ratio is a great proxy for understanding how valuable (read: potentially profitable) your app is.



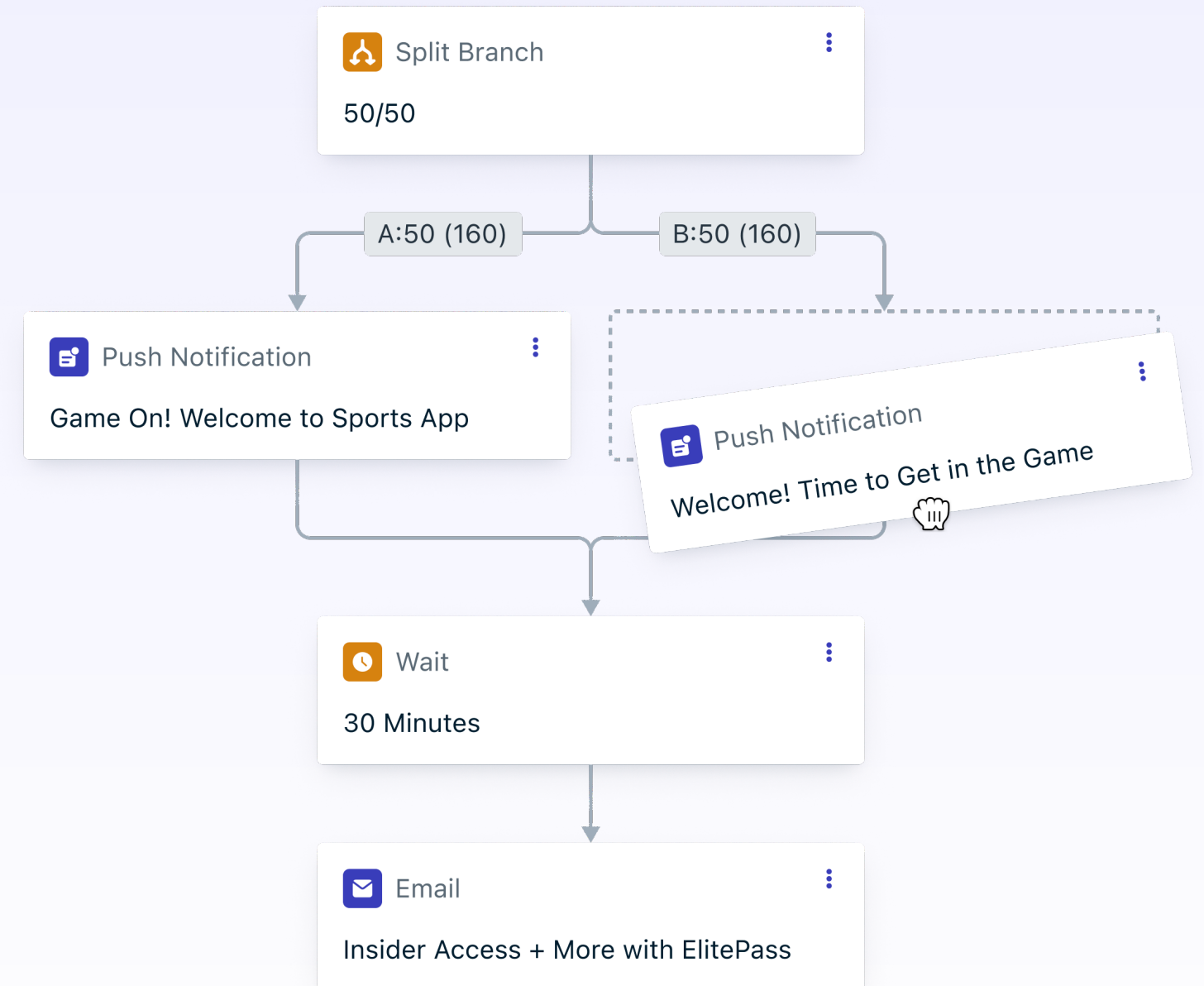
Apps that send onboarding messages have 24% higher install-to-purchase conversion rates.

Higher engagement and retention rates equate to more abundant conversion opportunities and higher user lifetime value (LTV). For apps focused on nurturing freemium users onto paid subscriptions or purchases, onboarding is a small but essential first step.



User Onboarding Odyssey: Your Toolkit to Deliver Meaningful First Impressions

[Access Your Free Toolkit](#)





High-Impact Improvements to Pursue: The Value of Personalization



Notifications that use personalized content have a 344% higher engagement rate than notifications that don't.

If you want to focus your optimization efforts on just one area, prioritize personalization. Even simple tweaks, like including a user's name or their favorite team's logo in a notification, can greatly enhance its performance. Check out our [message personalization best practices](#) for inspiration and tips on where to focus your attention.



 **30 Mins Left: Game On!**

user_name

: Ready for MNF?
Maddison, Son, Willian, Vinicius - all start!
Quick! Build your 7-a-side team now!

now



Upon introducing a “user_name” Data Tag for personalization, **Betmate immediately saw their CTR increase by 130%.**


[Read Case Study](#)



Apps that use Data Tags and segmentation to personalize messages have 6% higher average 30-day retention rates.

Effective audience segmentation empowers apps to tailor content, features, and communication to specific user cohorts and journey stages, ensuring a more personalized and valuable experience. This heightened relevance fosters deeper brand connections, which is why it's no surprise that leveraging features like [Data Tags](#) and [segmentation](#) results in more active and loyal long-term relationships.


Tagging users based on specified preferences and in-app behaviors also makes multichannel messaging automation possible at scale, thereby fueling and accelerating app growth.



Backgammon - Lord of the Board • now

Feeling lucky?

Try your hand at Wingo and uncover amazing rewards!



Segment

Level 20+ Wingo Launch

Last Session

less than

240

hours ago

User Tag

Level

greater than

20



Beach Bum Games saw a 650% increase in CTR after implementing message personalization through Data Tags.

[Read Case Study](#)



Two drinks for the price of one 🔥

now

Send to

Spend < \$50, Inactive 2 Days

 Segment



Apps that segment their audience earn 57% higher engagement rates than those that don't.

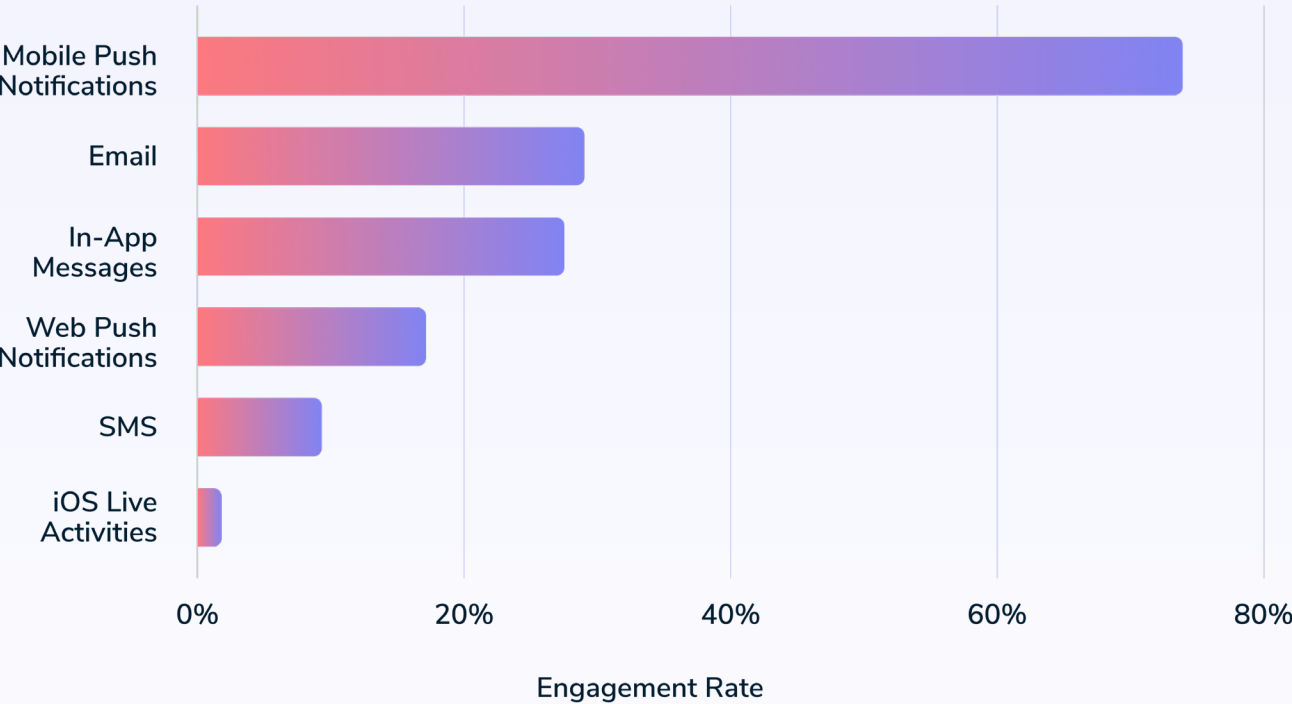


BetterMe's use of personalization led to a 22% increase in retention as well as doubled their total in-app purchases.

[Read Case Study](#)

Push Notification Optimization: Getting More ROI From a Top Performer

What's Your Highest Performing Channel in the First Month After Download?



There's a good reason why mobile push notifications are often the first-adopted and most-used engagement channel for mobile apps.

The high visibility of this channel captures users' attention where they're most receptive and inspires the type of immediate action that's paramount in the first month after download. **Average mobile push engagement is roughly four times higher than web push**, a testament to how receptive users are to this quintessentially mobile-first medium.



The National Rugby League drove a **72% increase in user growth** by implementing push notifications and in-app messaging.

[Read Case Study](#)

Notification Content

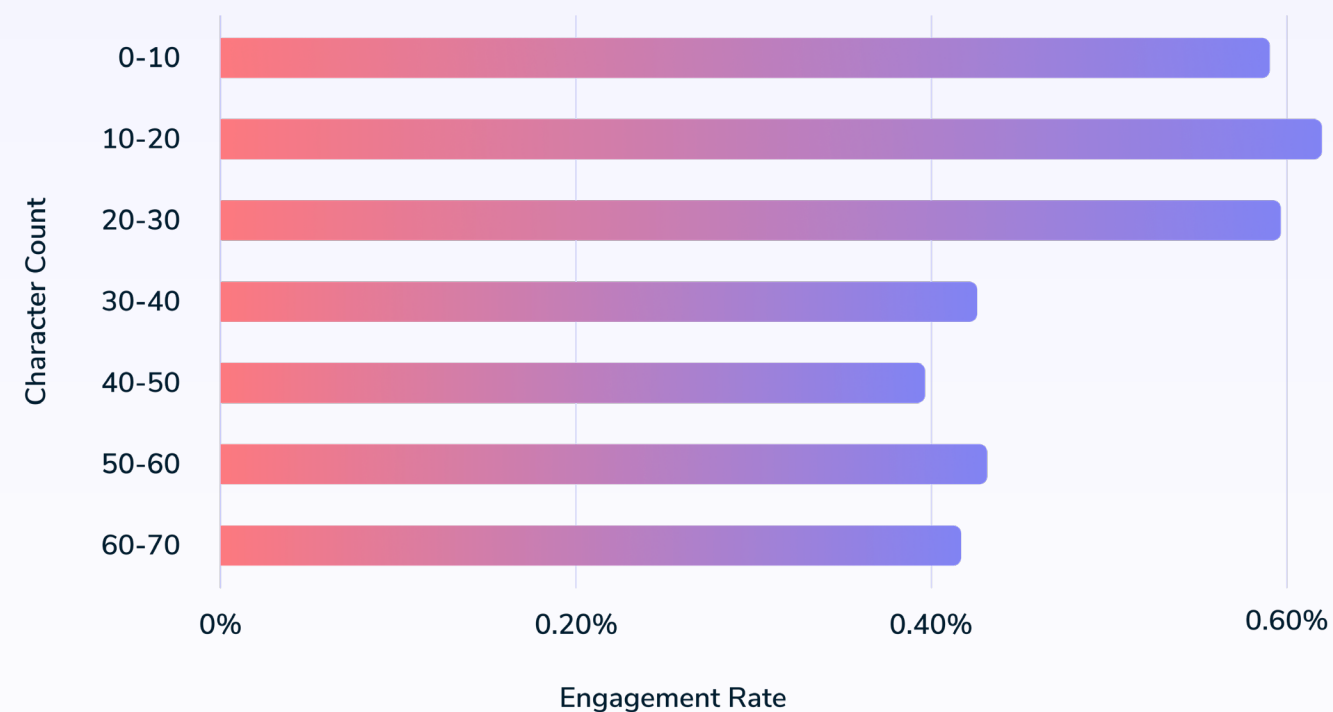
Composing alluring notifications is an art and a science. Here's what we've learned from over 12 billion daily messages sent via OneSignal about what makes some notifications odious and others irresistible.



Notification headers between 10-20 characters have the highest engagement rate for both mobile and web push notifications.

Although it's tempting to use all the real estate you're given, fewer words are often more intriguing and easy to understand at a glance. 10-20 characters are typically enough to capture users' attention; let the notification body text complement the header and convey essential information.

Mobile Push Notification Engagement by Header Length



Notifications with fewer than 100 characters are 11 times more likely to be clicked on than messages with more than 300 characters.



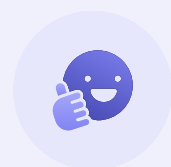
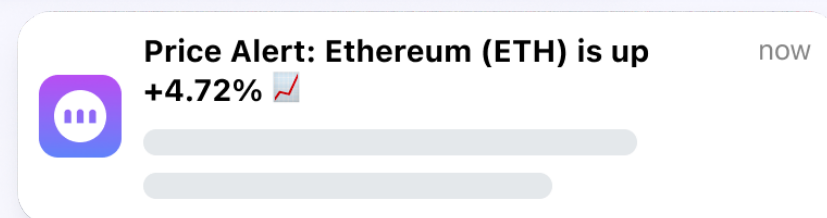
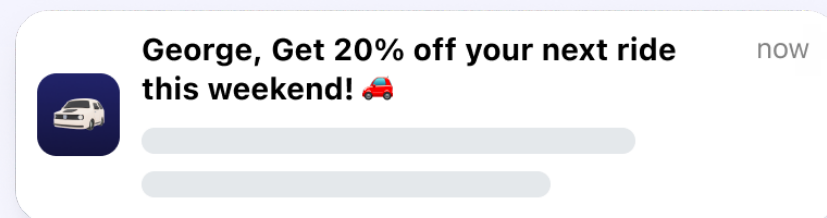
Maximize Your Potential!

now

Stay Informed with Ethereum
Insights & News: Empowering Your
Crypto Journey!

Push Notification description is **76** characters total

The same “less is more” principle that’s true for notification headers is also true for body content. Mobile push notification character limits are 65 characters for titles and 240 for descriptions on Android devices and 178 characters total on iOS devices, but that doesn’t necessarily mean you should use every single one.



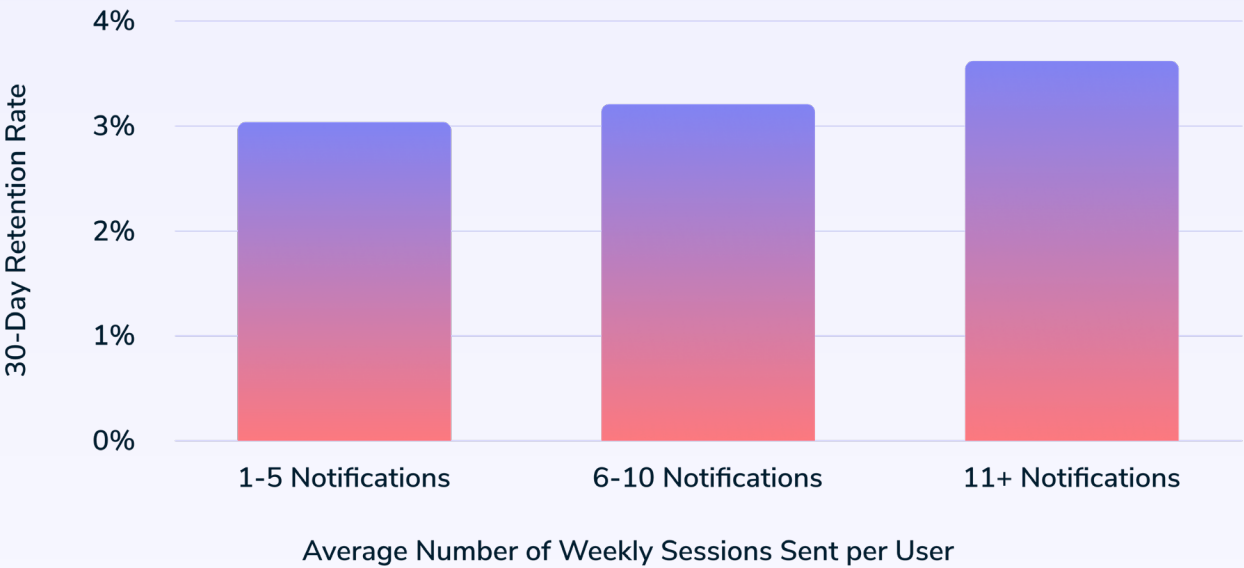
Notifications that use emojis in the header have a 33.3% higher average CTR than those that don't.

As you try to figure out how to communicate more while saying less, emojis are your friend. A thoughtful emoji can give users essential context about the tone of a message (urgent, funny, exciting, mind-blowing, etc.) while also providing some extra flair to make your notifications stand out. To get the most out of this simple hack, ensure your emoji usage is on-brand, sparing, and tastefully executed.

Notification Frequency & Timing

Our survey revealed that apps sending more weekly notifications typically report higher 30-day retention rates and DAU/MAU ratios. While this underscores the channel’s effectiveness, it’s important to note that more notifications aren’t always better. User expectations for notification frequency vary by category — whereas 20+ notifications may be embraced in certain contexts like live sports, other apps can achieve optimal engagement with a couple of meaningful, well-timed notifications per week. The best way to know what works best for your app is to play around with your send volume.

Average 3-Day Retention Rate Based on # of Notifications Sent per Week




Notification Strategy



Notifications sent with Intelligent Delivery perform 39% better than notifications scheduled to be sent later.

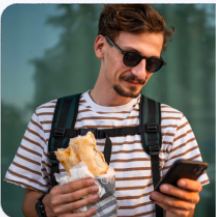
Although figuring out the right notification frequency for your app can require some leg work, optimizing your notification timing is much easier than you might think. Our [Intelligent Delivery](#) uses historical engagement data to automatically determine the optimal send time for each user in your target audience, so you'll deliver on everyone's preferences and earn more clicks every time you send.



Recipient A

Active between 8:30 AM and 10:30 AM


✓ Push received at 8:30 AM



Recipient B

Active between 1:00 PM and 4:00 PM

✓ Push received at 1:00 PM



Recipient C

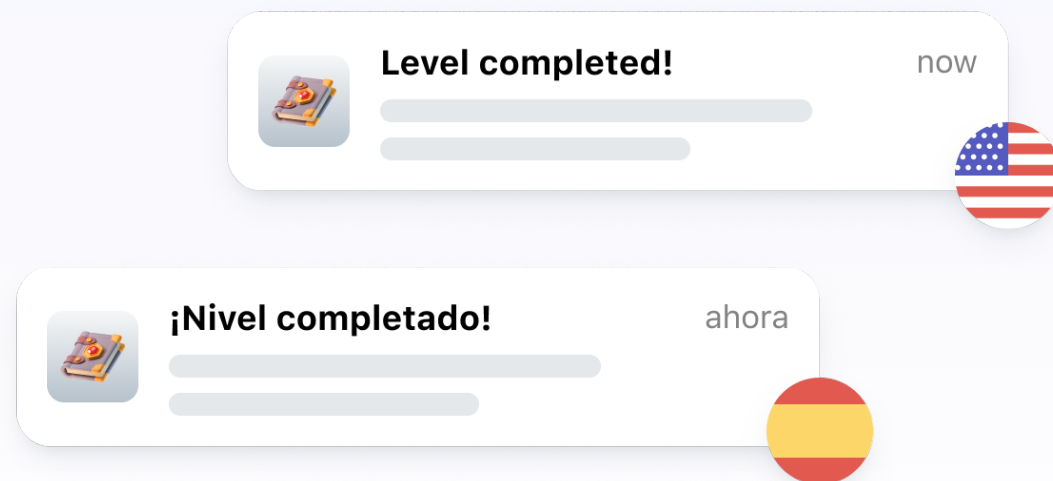
Active between 7:00 PM and 10:00 PM

✓ Push received at 7:00 PM



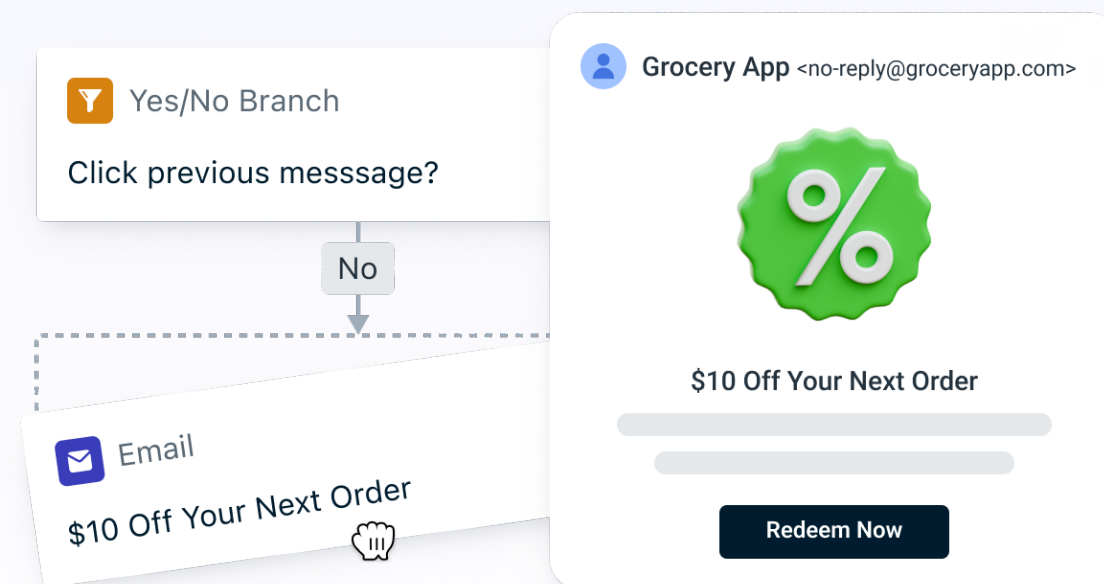
Notifications using localization have a 160% higher engagement rate than notifications that don't.

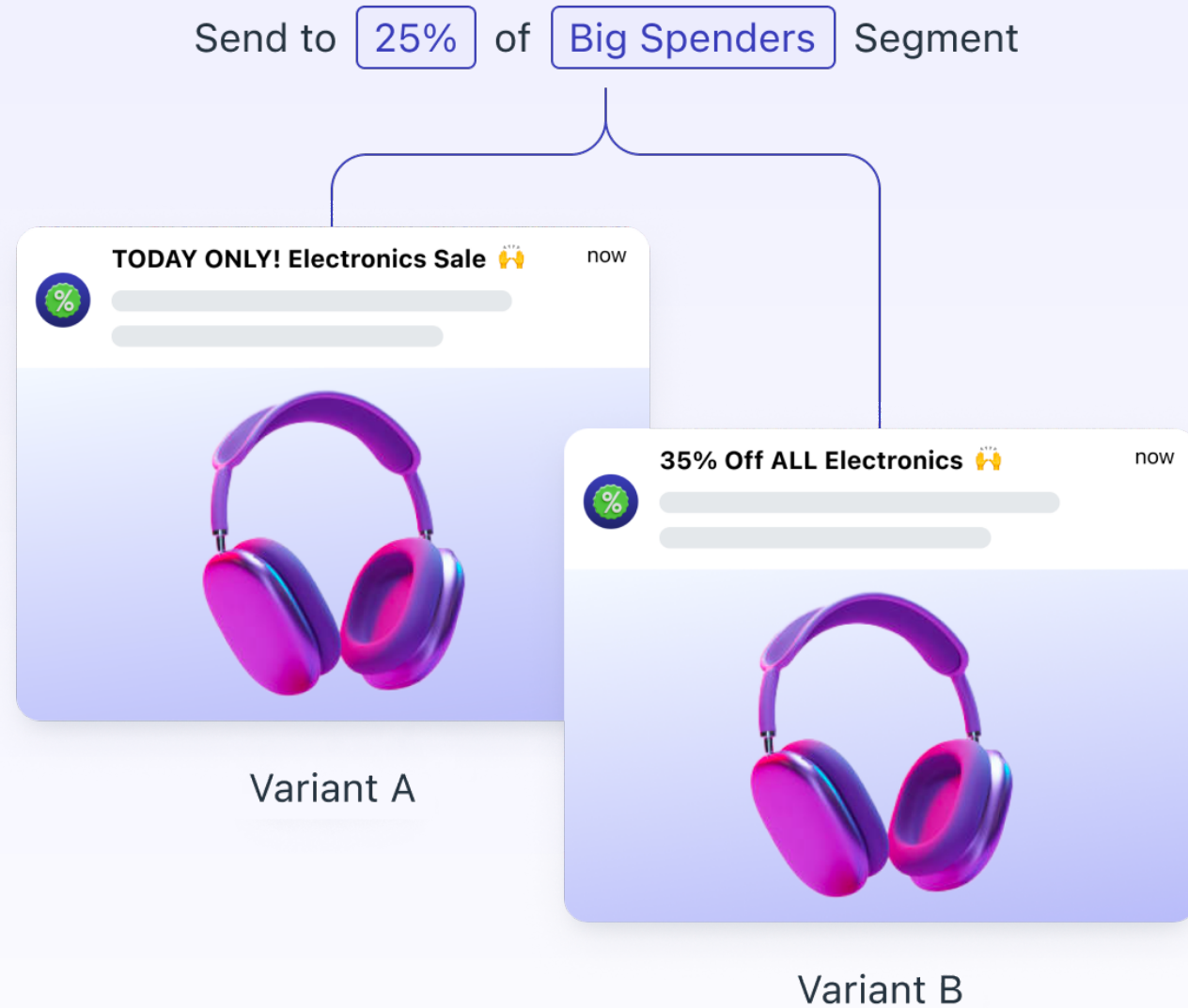
Localization is a key component of personalization and one of the most important optimizations you can make if you have a diverse audience. Speaking to your users in their preferred language, honoring time zone preferences, and being sensitive to cultural differences are fundamental to ensuring your audience feels seen and heard.



Notifications retargeting users who did not open the initial notification saw double the CTR.

This statistic proves that not all disengaged users are a lost cause. This substantial boost in CTR emphasizes the effectiveness of retargeting, reinforcing the notion that a nuanced and persistent outreach strategy can be a game-changer in optimizing user engagement and recapturing lost revenue.





A/B testing push notifications led to an average 16% improvement in engagement.

While 16% may seem marginal, this small improvement can have a profound impact on your revenue and growth rate. Moreover, we've seen A/B testing generate improvements upwards of 300%.

Beyond improving your click-through rates, regular [A/B testing](#) can help you better understand your users' preferences, enhance your personalization strategy, and provide a better notification experience that dissuades opt-outs.

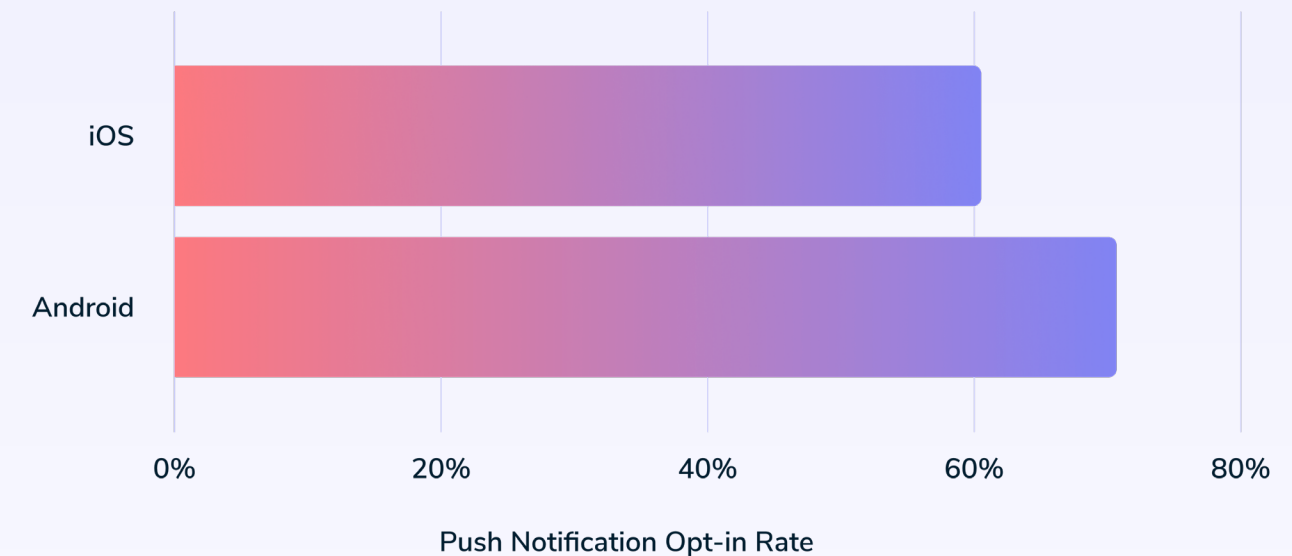
Benchmarking for Success

Average Notification Opt-in Rates

Notification opt-in rates are constantly in flux. They are influenced by how much context an app provides to inform an opt-in request, the timing of the request within the user journey, the nature of the notifications in question, and much more.

Android opt-in rates have historically been significantly higher than iOS due to the fact that Apple follows an opt-in model and [until recently, Android defaulted user enrollment](#) with an opt-out experience. As a result, we're seeing the delta narrow — but regardless of the platform, apps well-versed in [optimizing their opt-in requests](#) will see higher opt-in rates.

Average Push Notification Opt-in Rates in 2023



Average iOS Push Notification Opt-in Rate — **61%**

Average Android Push Notification Opt-in Rate — **73%**

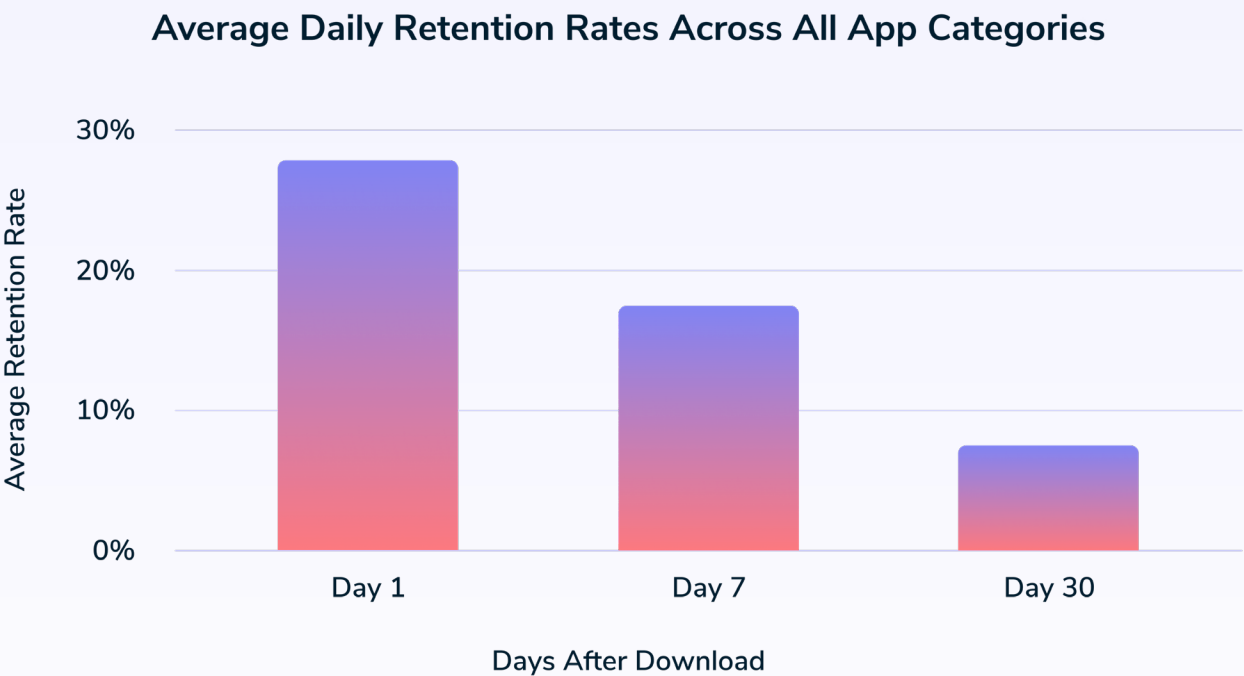
Mobile Push Notification Opt-in Rates

App Category	iOS Opt-in Rate	Android Opt-in Rate
Books	71%	74%
Business	69%	80%
Developer Tools	80%	70%
Education	66%	76%
Entertainment	53%	78%
Finance	73%	38%
Food & Drink	72%	51%
Games	53%	64%
Graphics & Design	47%	71%
Health & Fitness	66%	73%
Lifestyle	70%	82%

App Category	iOS Opt-in Rate	Android Opt-in Rate
Magazines & Newspapers	65%	78%
Medical	76%	89%
Music	55%	55%
Navigation	52%	57%
News	60%	73%
Photo & Video	43%	64%
Productivity	64%	70%
Reference	55%	73%
Shopping	56%	71%
Social Networking	71%	63%
Sports	67%	72%
Travel	75%	74%
Utilities	67%	81%
Weather	51%	62%

Average Retention Rates

Monitoring retention at different time intervals after download can help you understand how well your app is capturing user interest and how effectively you’re delivering the value you promised.



Average 1-day, 7-day, and 30-day retention rates reported by OneSignal survey respondents across all app categories.

Day 1 Retention

28.29% Average 1-day retention rate across all app categories based on survey responses.

Retaining users for one day after download may seem like a gimme, but that’s not the case in today’s competitive marketplace. Many newly acquired users churn within the first 24 hours after app installation, making a positive first-day experience crucial. [Optimizing your onboarding process](#), ensuring seamless app navigation, and delivering immediate value are imperative to securing user engagement beyond the first day.

Day 7 Retention

17.86% Average 7-day retention rate across all app categories based on survey responses.

The first week after download holds immense significance because it represents a pivotal period when users solidify their initial impressions and establish habits. A high Day 7 retention rate suggests that users not only had a positive first experience, but also continued to see value, hopefully forming a habit of using your app.

Day 30 Retention

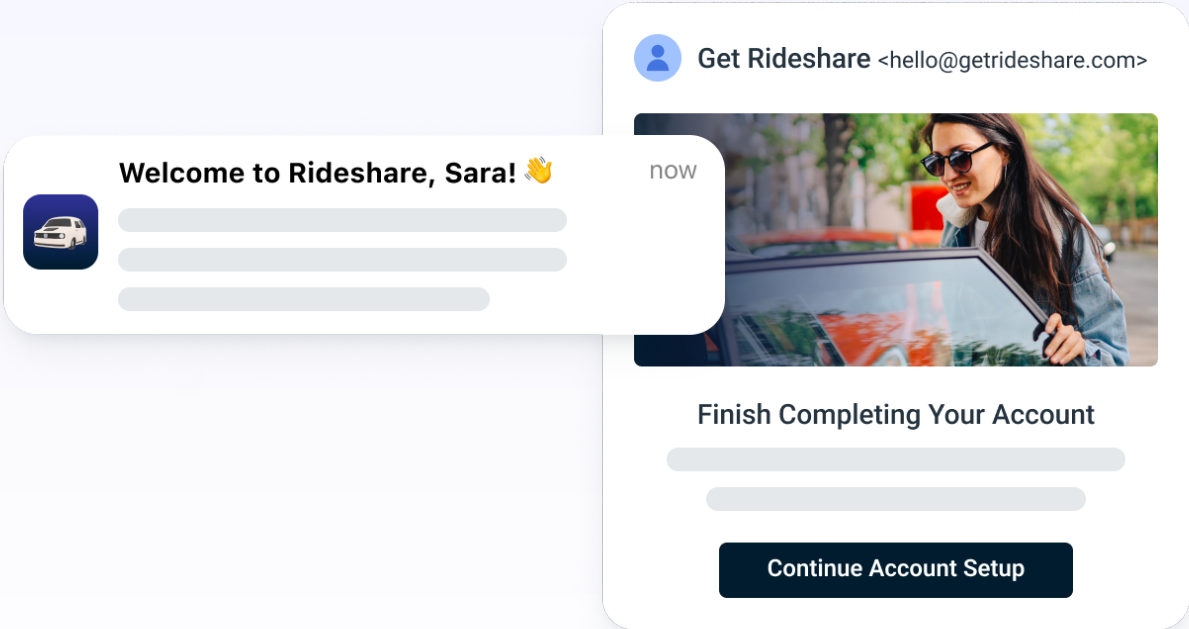
7.88% Average 30-day retention rate across all app categories based on survey responses.

30-day retention is a powerful milestone because it tends to indicate long-term success and profitability. Users who stick around for a month are more likely to contribute to app monetization and will ultimately drive your lifetime value.



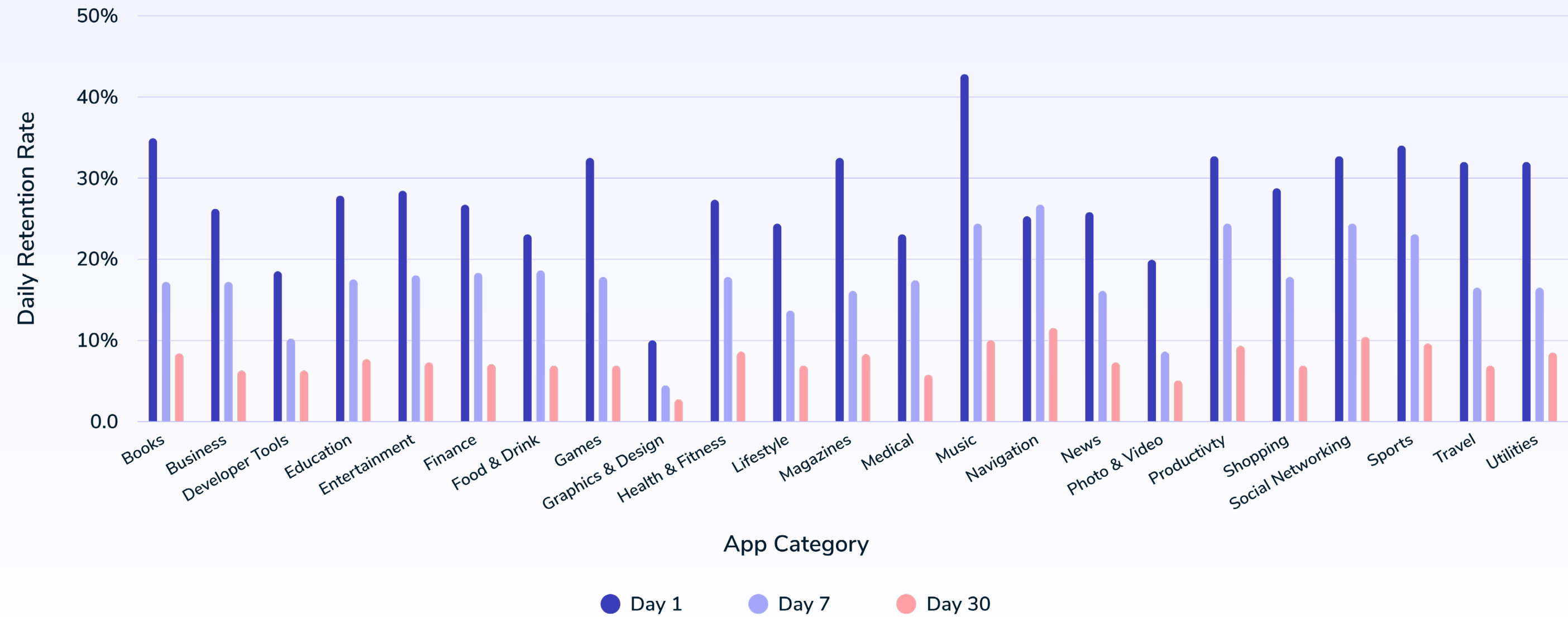
Apps that send onboarding messages have higher 30-day retention rates than those that don't.

An effective onboarding flow sets the stage for a rewarding app experience by addressing critical elements such as obtaining user permissions and preferences, instilling excitement, and emphasizing the value they're poised to experience.



Average Retention Rates by App Category

It should come as no surprise that the nature and purpose of your app will influence user expectations and engagement decisions. Analyzing retention rates by app category will help you set realistic goals, understand user behavior, and craft strategies that resonate with your target audience.



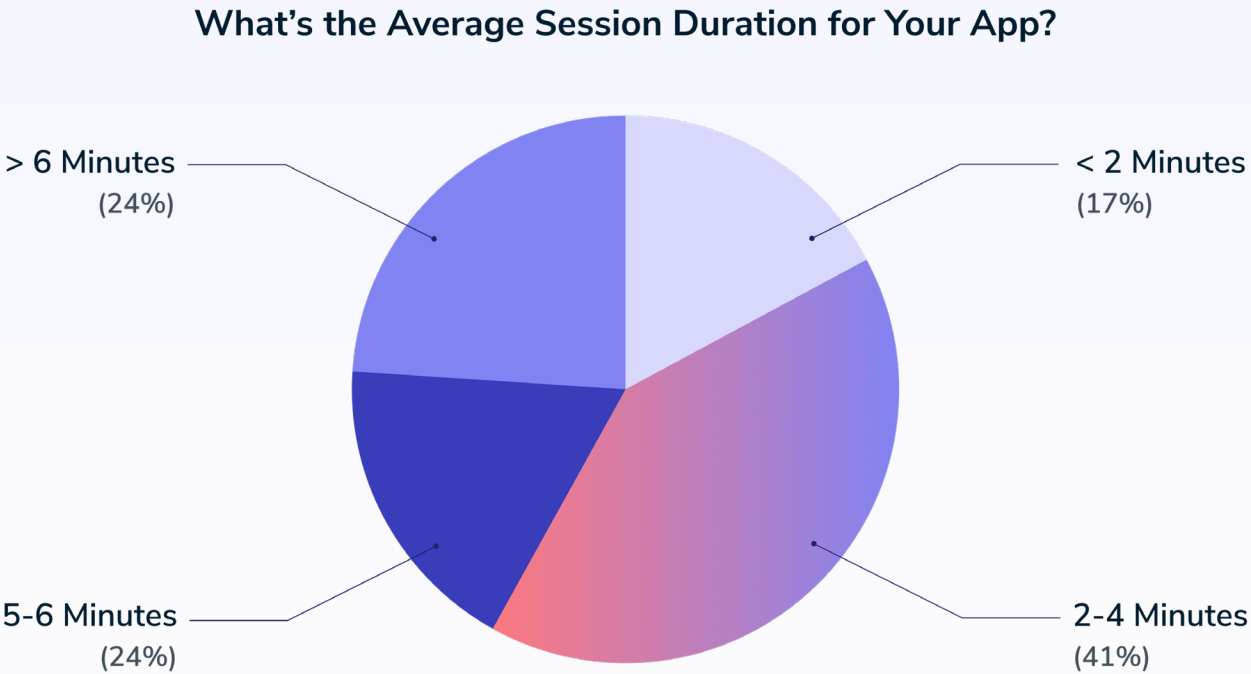
Average Retention Rates by App Category

App Category	1-Day Retention	7-Day Retention	30-Day Retention
Books	35%	17%	8%
Business	25%	17%	7%
Developer Tools	19%	10%	7%
Education	28%	18%	8%
Entertainment	28%	18%	8%
Finance	27%	19%	8%
Food & Drink	23%	19%	8%
Games	32%	18%	8%
Graphics & Design	10%	5%	4%
Health & Fitness	28%	18%	8%
Lifestyle	25%	13%	6%

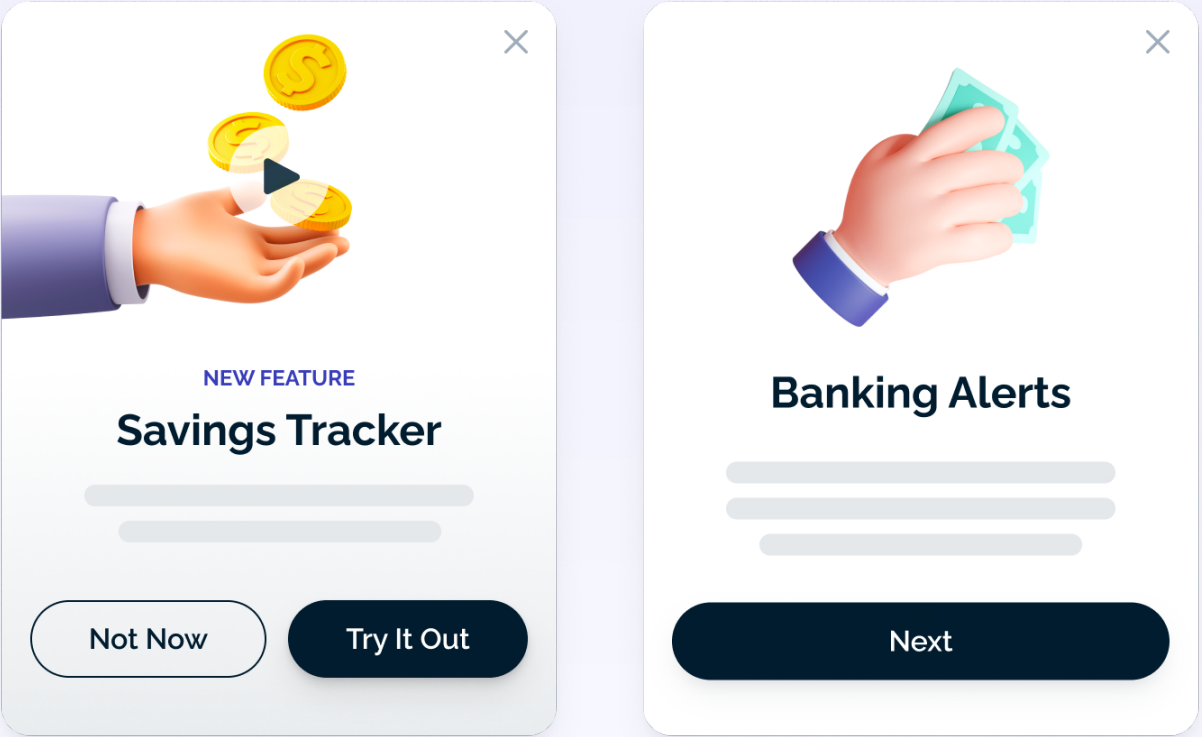
App Category	1-Day Retention	7-Day Retention	30-Day Retention
Magazines & News	33%	16%	7%
Medical	23%	17%	5%
Music	43%	25%	10%
Navigation	26%	28%	11%
News	27%	16%	8%
Photo & Video	20%	9%	7%
Productivity	33%	24%	10%
Shopping	29%	18%	7%
Social Networking	33%	24%	10%
Sports	34%	22%	10%
Travel	32%	17%	7%
Utilities	28%	17%	9%

Average Session Duration Across All App Categories

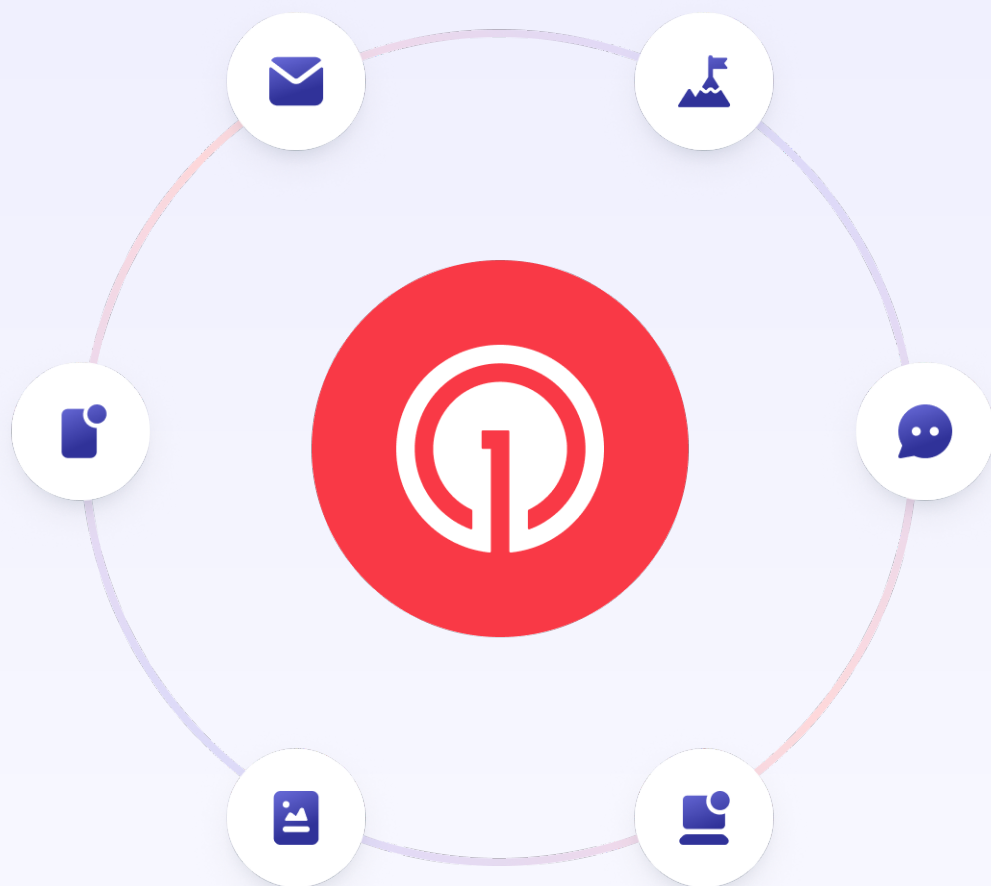
Session duration is an important engagement metric because it reflects an app’s ability to capture users’ attention in a consistent and habitual way. For apps with monetization strategies, longer sessions mean more opportunities to interact with users and greater potential revenue gains.



Average session duration reported by OneSignal users.



Apps that displayed 6-10 in-app messages weekly reported the highest average app session length.



Choosing the Right Engagement Solution

For websites and mobile apps alike, the ability to meet key retention and engagement milestones often hinges on the strength of your engagement solution. The right software can give your site or app a

competitive edge, liberating your product, engineering, and marketing teams from costly dependencies and allowing you to scale faster.

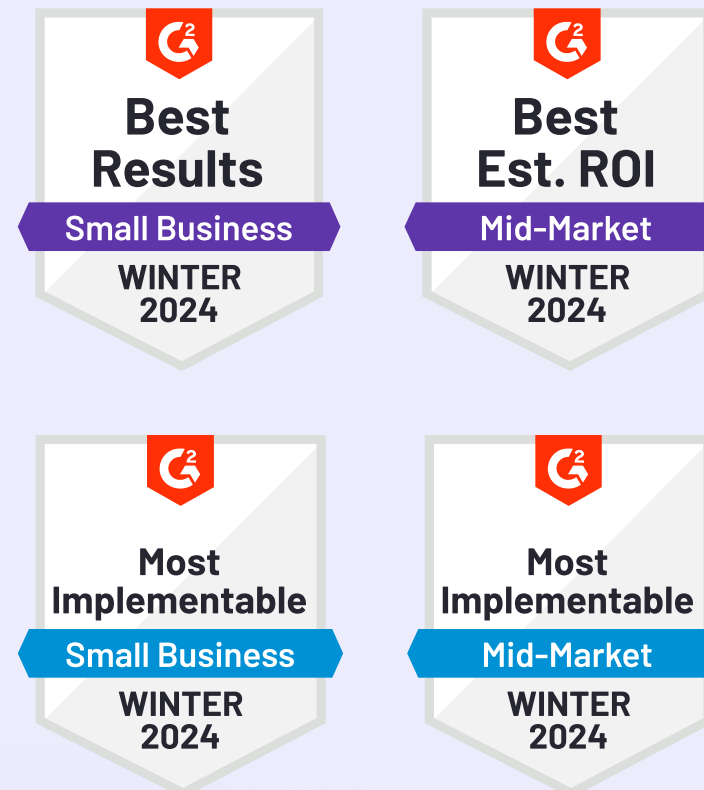
As your app grows, so should your engagement solution. Choose a provider that can scale to accommodate an expanding user base without compromising performance or your budget. The best solution should:

- ✓ Deliver omnichannel support for both emerging and workhorse channels.
- ✓ Provide [automated Journey orchestration](#) to craft multi-step sequences, from onboarding to re-engagement campaigns.
- ✓ Offer SDKs that enable user-level [personalization](#) and [segmentation](#), without requiring a coding background.
- ✓ [Easily integrate with your existing data centers](#), so you can maintain a single source of truth and avoid lengthy migrations.
- ✓ Empower your developer team with a [complete documentation library](#) and all-inclusive data storage.



Why OneSignal?

OneSignal delivers on all of these fronts and more, which is why we're the leading omnichannel customer engagement solution, [powering personalized customer journeys](#) across mobile and web push notifications, email, SMS, iOS Live Activities, and in-app messaging. Our mission is to democratize customer engagement, and we enable over a million businesses to deliver 12 billion messages daily. We support companies in 140 countries, including Zynga, Zenni, Whole Foods, DHL, Volkswagen, Bitcoin.com, Eventbrite, and many more — from startups to established enterprises with millions of customers. Check out our [customer case studies](#) to learn more about how we've helped companies like yours achieve success, and learn all the reasons [why one in five new apps today launch with OneSignal](#).



Cross Channels, Not Your Fingers

Talk to Sales

Try For Free