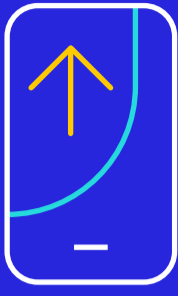


Rethink and Energize Your Mobile Commerce Strategy Now



mCommerce Market Is Growing¹

Mobile app market predicted to generate up to

\$950B

by 2023



Time spent in shopping apps reached more than

100B hours globally —

an **increase of 18%** year over year



Consumers Are Getting Bombarded²



Apple and Google release **~100,000 new apps per month**



Average person has **80 apps installed** on their phone



of mobile app users **check their apps** anywhere between **1-10 times per day**



of mobile app users **check their apps** anywhere between **11-20 times per day**



of mobile app users **check their apps** anywhere between **21-50 times per day**



But Apps Rarely Get Used



of mobile apps downloaded worldwide in 2019 were **used only once**³



of users will immediately **abandon** an app if they **don't find it valuable**⁴



of users say a poor mobile experience **negatively impacts** their opinion of the **brand**⁵



Response Rates for Consumer Offers Are Abysmal⁶



response rate for mobile **in-app messaging**



response rate for **SMS marketing**



response rate for **app push notifications**



Gaining Loyalty Is Tricky



Mobile apps are the **most popular** way consumers **connect with loyalty programs**



participate in their **favorite brand's loyalty program**

Of the loyalty programs you belong to, what percentage do you actively use?⁷



engage **with all** the loyalty programs to which they belong



engage **with less than half** the loyalty programs to which they belong



engage **with less than one-quarter** of the loyalty programs to which they belong



What Is Working⁸



Apps that send push notifications from their initial days achieve **~18% higher day-one retention**



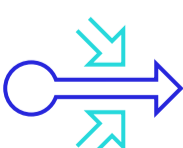
By day 14, retention may reach nearly **62%**

A Better Customer Experience Yields More Purchases

1

Attract customers at the right time

Target loyalty members and mobile application users when they have the highest probability of interacting with your business



2

Proactively engage with seamless touch points

Deliver well-timed offers through push notifications that drive making a purchase, redeeming an offer, appointment scheduling and more



3

Promote customer loyalty and drive mCommerce for your business

ACI® Smart Engage™ enables one-click payments, so checkout within your mobile application is **easy, fast and secure**



See How To Engage Smarter

¹ <https://www.appannie.com/en/go/state-of-mobile-2022/>

² <https://themanifest.com/app-development/blog/mobile-app-usage-statistics>

³ <https://www.statista.com/statistics/271628/percentage-of-apps-used-once-in-the-us/>

⁴ <https://think.storage.googleapis.com/images/micromoments-guide-to-winning-shift-to-mobile-download.pdf>

⁵ <http://blog.catchpoint.com/2016/12/20/50-mobile-performance-stats/>

⁶ <https://reckless.agency/insight/email-vs-push-notification>

⁷ <https://codebroker.com/consumer-loyalty-survey-results/>

⁸ <https://www.emizentech.com/blog/key-mobile-app-statistics.html>