



Insights on the Go:

BUILDING YOUR OWN ANALYTICS APP

You don't need us to tell you that the world today belongs to apps. Almost everyone has a smartphone (adoption has been super-fast), many users prefer apps, and apps are fertile ground for nurturing brand loyalty and finding selling opportunities.

Users already spend as much as five hours per day on their smartphones, with 52% of all worldwide data flowing over mobile devices ([Statista, 2018](#)). On top of that, they prefer apps to mobile browsers by a factor of three-to-one! A simple look around any smartphone app store bears out the popularity of apps: the Google Play Store offers 8M apps, the Apple App Store has 2.2M, Windows 669K, and Amazon's Appstore clocks in with 600K. That's a huge number of companies and independent developers who recognize the fertile market that apps represent and have taken their stab and winning hearts and minds via the small screen.

All this is to say that if you're not giving your users an app, you're losing an important engagement opp. Apps hit users right where they live, delivering a useful service right in the device they use the most and have on them almost all the time. They're also a great way to stay top-of-mind with your

customers or prospects, increasing brand loyalty and stickiness over time. Lastly, the more time users spend in your app, the more chances you have to sell them something—time is literally money.



APPS > MOBILE RESPONSIVE BROWSERS

No user spends 100% of their time just using native apps, but according to a [Smart Insights](#) survey, it's pretty close, with apps making up 89% of mobile media time (the other 11% is mobile sites). Apps are designed to accomplish a specific task and present the user with information and options tailored to that task and often to the specific user. Mobile browsers are more general-purpose, so users often have to take more steps via a less-than-friendly interface to accomplish what they might do in a few thumb-presses in an app. Lastly, as a business, you have less control over how your experience looks and feels on mobile vs within your own app.

Apps are exact. When you open Uber, you know what your objective is: to get a car, quickly and easily. The GPS knows where you are, you punch in your destination, choose your ride type (or just go with the pre-set conditions) and in less than a minute, your car can be on its way to you. All your credit card information is already entered, payment will be extracted when you arrive at your destination, and you don't have to do anything else. The purpose of this review wasn't to tell you how great Uber is but to illustrate that a precisely-designed app is way better for your users than even the nicest mobile responsive site.

On a mobile site, even a well-designed, reactive one, the user is treated like any other visitor. They'd have to log in (or stay logged in from a previous visit, but you never seem to be logged in when you want it on a browser!) and re-enter their information to carry out their target transaction. Meanwhile, their visual and interface experience isn't tailored for their comfort; they're getting whatever the browser has decided to serve up.

Don't settle for second-best;
give your users a custom-tailored experience
with your very own app.

Store the information that matters to them, present an interface they'll love, and take advantage of the unique functionality mobile has to offer. Things like push notifications, touch-screen gestures, and easy sharing are all commonplace mobile interactions that users are very familiar with; make sure your app uses them! Mobile computing is a whole new ballgame compared to prior generations. Design an app that takes advantage of that.

APPS MAKE AN IMPACT

We know people love mobile, love apps, and spend tons of time on apps. So how do mobile apps impact sales? A [Forrester report](#) shows that mobile spending was already up to \$1T in 2018. That's only going up as more people rely more and more on their smartphones and other mobile devices. Apps are also where users are more likely to spend money. They also make it easier for users to get what they want out of an experience and share it with friends.

[Google](#) recently found that 40% of online transactions now come through mobile platforms and that almost two-thirds of users were more apt to make an online purchase if the mobile experience was tied to their location, something apps are well-suited for. Your app is your digital foothold in a user's pocket, in their world. Customize your app to make them as likely to buy as possible and watch the revenue roll in. Additionally, a [socPub survey](#) found that 50% of users won't recommend a business with a poorly designed mobile site, further weighing the odds in your favor if you put together a strong mobile app.

With the right app, designed to reach users where they're spending most of their time, you'll be in a great position to find opportunities to sell to them. The more time a user is in an app that includes purchasing capabilities, the more likely they are to make a new purchase or otherwise spend money.



MOBILE ANALYTICS: A UNIQUE OPPORTUNITY

We're not just living in the age of mobile, this is also the age of data.

Users don't just want a great app that gives them the products, services, and experience they crave. They also want to dig into data and come away with new insights into themselves and the world. Branded analytics in your app can do a ton for your users, but also for your company, increasing stickiness, winning over mindshare, boosting sales win rates, and opening new revenue opportunities.

First, let's dig into how branded mobile apps with analytics increase stickiness and win mindshare. Increased usage of and value from business analytics help drive user adoption. People are getting addicted to data and giving them robust dashboards and other functionality in a powerful app keeps them engaged way longer than doing the same stuff in a mobile browser. Plus, occupying real estate in the user's smartphone and customizing the look and feel of the mobile app keeps your company top-of-mind for users, cutting through their daily clutter.

Sisense's white-label capabilities make it super-easy to update your mobile app branding as your style changes.

A sleek, mobile analytics experience also helps improve win rates and give you new ways to sell. During sales engagements, your in-app analytics deliver a more comprehensive service offering, helping your customers meet their objectives, and setting you apart from the competition. Plus, you decide the pricing model and structure for your mobile apps, opening new pathways for upselling existing clients. You can even create entirely new business models!



THE BENEFITS OF BRANDING

Your brand is more than your logo and the colors on your app; your brand is who you are to your customers and potential customers. A solid branded experience across all media: web, video, print, real-world ads, and (of course) your app, gives your users and potential audience the clearest picture of who you are and what you're about.

Seeing your brand over and over again, say in a branded app, for instance, helps keep you on their minds and builds trust. And an app right in their phones, from a brand they trust, with an experience that's consistent across platforms is a recipe for success.

Cross-platform branding is vital in today's always-on, mobile sales environment. Companies spend significant time and effort designing their logos, picking colors, deciding on a brand tone and voice, all to make users as comfortable with their company branding as possible. Keeping this consistent across platforms helps companies earn trust. Think of it this way: if you see an ad for a company with specific branding, visit their site and see

the same branding, then download their app and get something completely different, are you going to feel comfortable doing business with them through that app? Didn't think so.

Design your app—and your in-app analytics—in line with your carefully-curated branding guidelines. Whatever analytical functionality you want to include in your app, making it look like all your other branded offerings will put your users' minds at ease, build trust, and keep you top of mind. They'll feel more comfortable spending time in your app and be likelier to deepen their connection with your company and spend more money.

SUMMARY

We're living in a world of apps. There's an app for every human need (just about) and definitely for every successful company. While every app is different, users agree that apps beat mobile browsers. Users prefer apps and they spend more time in them. That also means they're more apt to spend more money in them as well. Delivering a branded experience that takes advantage of the unique capabilities that mobile users have come to expect helps increase mindshare, trust, and revenue opportunities. Adding analytics to that brings the worlds of data and mobile computing together for a winning combination that users love; the sky's the limit for improved customer retention, win rates, and upselling.



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