

The Mobile Consumer 2023

Why **Give and Get** Makes A Difference

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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

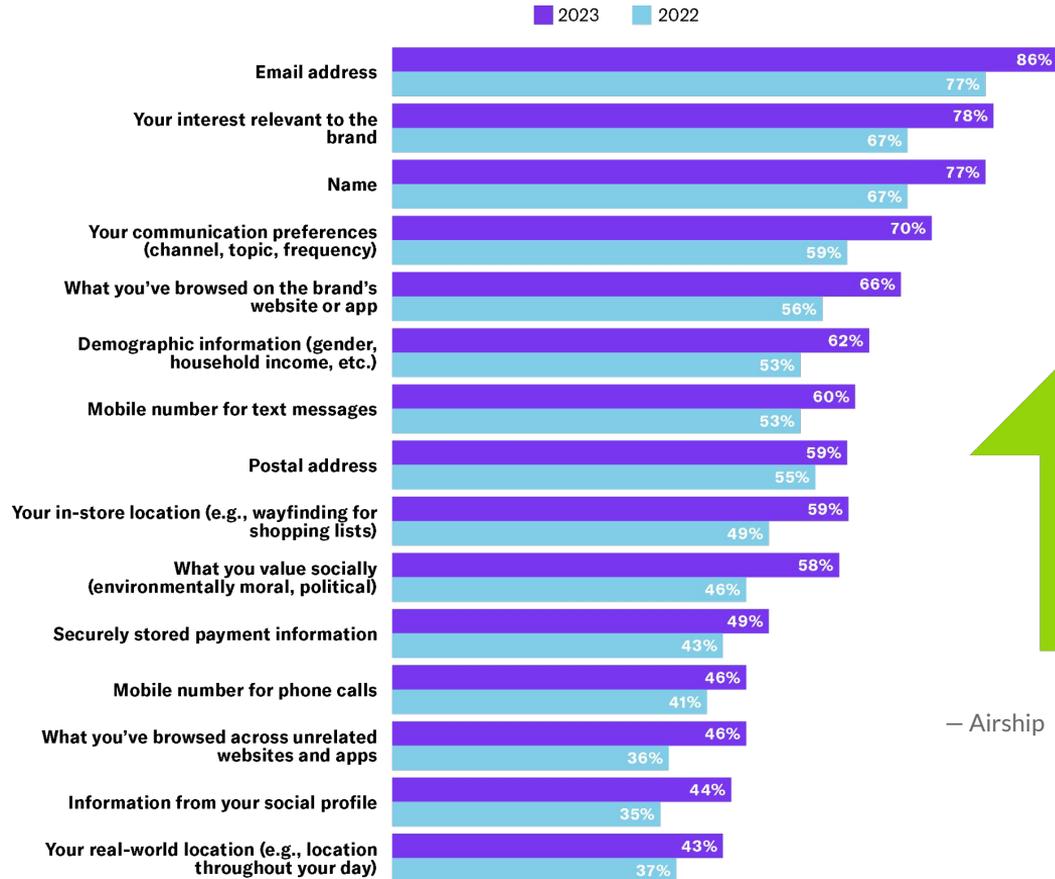
– Airship | The Mobile Consumer Report 2023

Polling Question

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

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

What Consumers Are Likely to Share to Receive Value



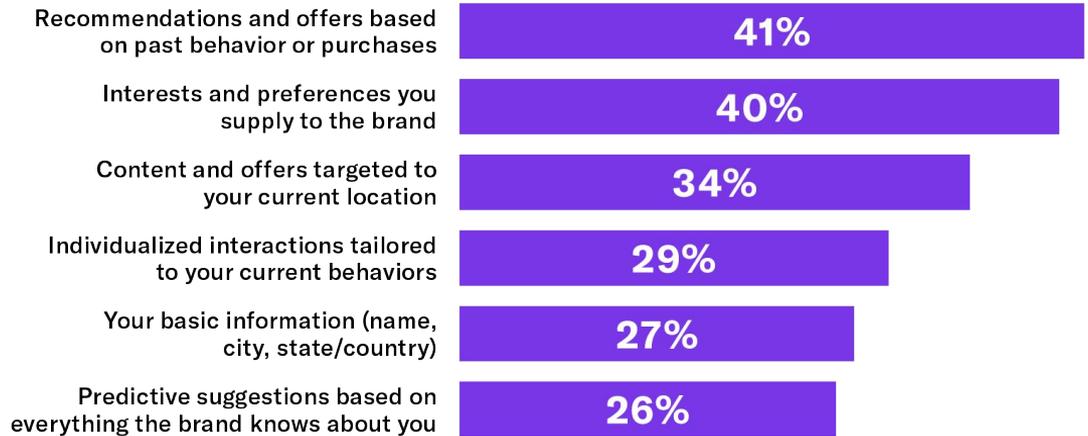
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Data Fuels Personalization But The Ones Seen as Most Useful are Where Customers Are in Control

Customers want
content and offers
tailored to them

BUT

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



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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

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50%

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

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~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.

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