

An Onboarding Cheatsheet: Improve Retention in Productivity Apps



“The purpose of business is to create and keep a customer.”
– Peter F. Drucker

In the mobile app marketing industry, the gap between creating and keeping a customer relies significantly on your onboarding process. Onboarding is the point at which a user interacts with your app for the first time, and you can leverage the opportunity to guide them into becoming a paying user later.

Most apps welcome the users with a series of screens where they try to inform the user on the app features and gather user details as well as preferences. As the first point of contact, the onboarding process can be a crucial moment for users, where they decide if they would like to stick through the free trial and evaluate to purchase the premium version at the end of free trial.

A good onboarding experience can ensure:



A lower churn or drop-off rate



Increase in user engagement with app actions



Faster conversion into a paying customer



Increase in Customer LTV

All these factors directly or indirectly contribute to your app’s revenue. In this cheat sheet, we are mentioning some quick ways to help align your onboarding process for easier usage adoption.

1 Smooth Onboarding with Clear Objectives

A smooth and friendly onboarding can mark the beginning of a long relationship with the customer. With a goal-oriented process, you can ensure that all steps and actions are in the right direction. Key goals of the onboarding process for a mobile app should be:



Educate the user about offerings of the app



Seek relevant permissions that help in the functioning of the app



Gather user details that help in personalizing their experience

2 Present Your App's Value Proposition

By presenting the app's value additions for users, you gain their trust and attention to guiding them through the process. To showcase the value proposition:



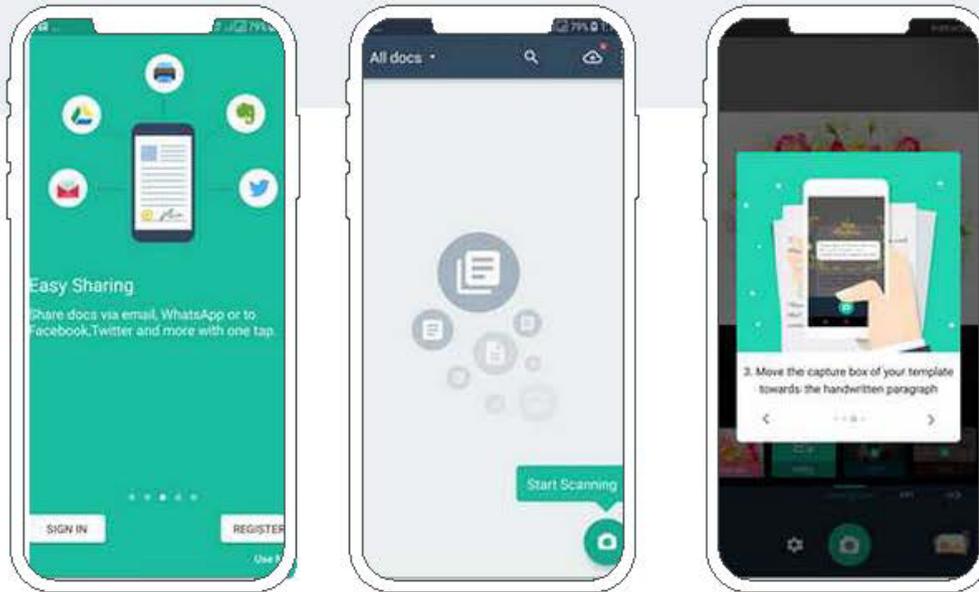
Focus more on the intent of the app than features



Highlight screenshots of app functionality



Highlight subtle benefits of paid features



3 Maintain A Flow to Move Users Forward

Smooth flow of various steps during the onboarding process can increase adaptability, and the customer is more likely to complete the process. Here are some tips to consider:



Use Foot-in-the-Door Technique: Instead of asking all the details and permissions in one go, break it into various steps.



Include an Indicator: Indicator will make sure that the user is aware of how many more steps are there in the process. Closer to the final stage, the user will be more eager to complete the journey.



Ask for Easy Information Early: Ask generic details that the user is likely to share easily in initial steps.



Find the Balance: While overloading the screen can scare off the user, an easy flow is more comforting. Also, too many steps in onboarding can be equally tiresome for users. So, reducing the number of onboarding screens to the least possible while maintaining the balance in free vs paid features.



Offer an Opt-out Choice: To ensure the comfort of the user, you can offer them opt-out choices in some steps. You can ask them in the later stages of the app usage if those details are necessary.

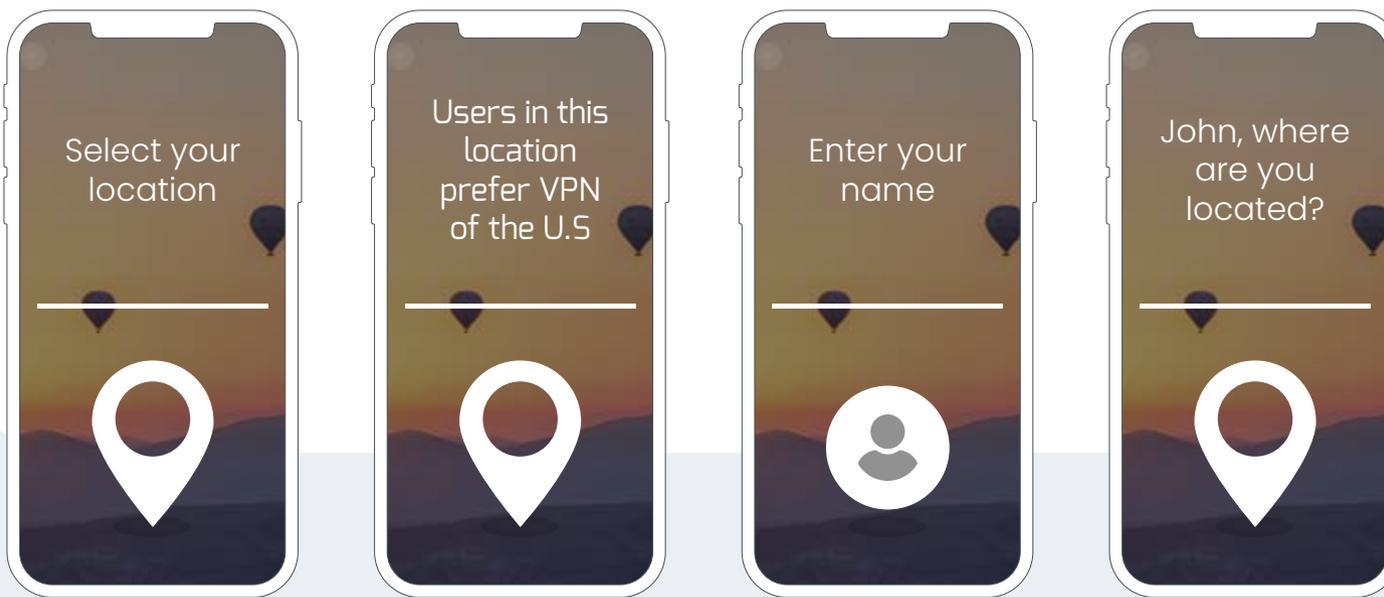
4 Inform While Asking For Permissions

Depending on the individual app feature, you might need various device permissions (such as push notification, location, reading messages, or access to storage) to function better or communication permissions to reach over email and SMS.

While asking for such permissions, inform the user how these permissions will deliver a better experience. As some users may be reluctant to share their information, provide them with the option to skip the details that are not necessary. Offering the skip choice can reduce the drop-off numbers significantly.

5 Practice Personalization

You can offer them the taste of personalization in the onboarding process, which can help understand how sharing information gives them relevant offering suggestions. Depending upon the app functionality, think of ways to identify the buying propensity of the user so that you can ask for relevant information and suggest the right solutions.

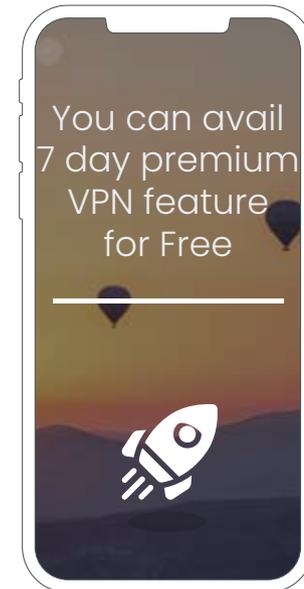
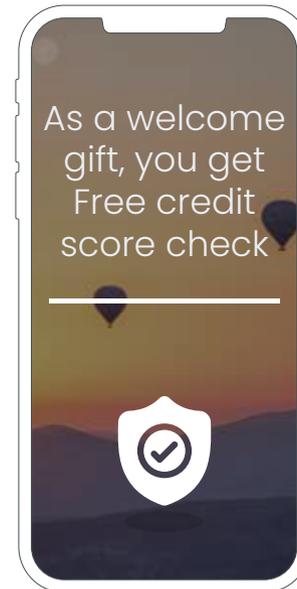


6 Offer Welcome Gift to Guide Towards Paid Features

You can offer an incentive to the users when they complete the onboarding process. A relevant and timely offering can enhance the chances of engaging them in performing the first action.

7 Monitor and Track

Keeping a close watch on onboarding analytics to determine how well you are performing at every step of onboarding process. With A/B testing at various in-app events in the onboarding process, you can reduce drop-offs early in the adoption phase.



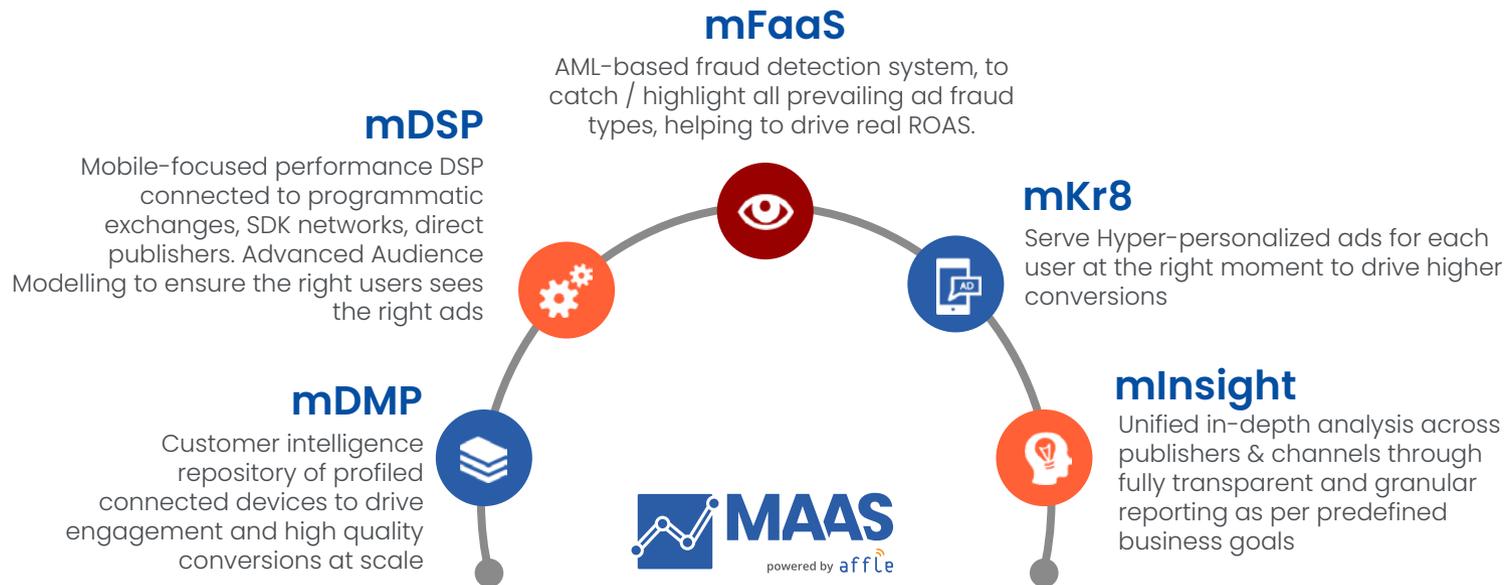
A Quick Checklist

Onboarding Process		Yes/No
	Is more intent-focused than features	
	Is as short as possible	
	Has right CTA on all screens	
	Has tracking code successfully implemented	
	Offers Skip choices for not-so-important steps	
	Asks for permissions before accessing any feature	
	Is as simple as it can get	

About Maas

Affle's MAAS is a unified audience platform that enables mobile advertisers to acquire quality users at scale, across directly integrated publishers, programmatic platforms, and app recommendations on OEM app stores

MAAS | Diversified Technology Unified at One Place



Got an app that's facing high
churn rate after install?
We can help.

Contact us

✉ maasmarketing@affle.com

🌐 maas.affle.com

