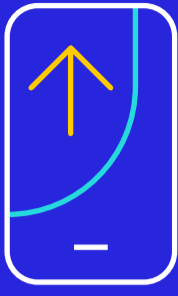ACI Worldwide
Real-Time Payments

Rethink and Energize Your Mobile Commerce Strategy Now

mCommerce Market Is Growing[1]

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 Bombarded[2]

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

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

51%

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

25%

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

16%

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

But Apps Rarely Get Used

25%

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

29%

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

65%

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

Response Rates for Consumer Offers Are Abysmal[6]

7%

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

11%

response rate for **SMS marketing**

28%

response rate for **app push notifications**

Gaining Loyalty Is Tricky

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

32%

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

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

18%

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

65%

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

41%

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

What Is Working[8]

Apps that send push notifications from their initial days achieve **~18% higher day-one retention**
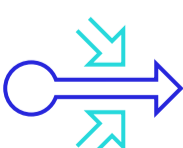
By day 14, retention may reach nearly **62%**

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