

# The post-Covid mobile shift: Then and now.

Four analytics strategies to deliver better mobile experiences in a post-pandemic world.

## Highlights

Mobile apps will dominate the landscape for the foreseeable future

Data on new customer behaviors on mobile in the last few years

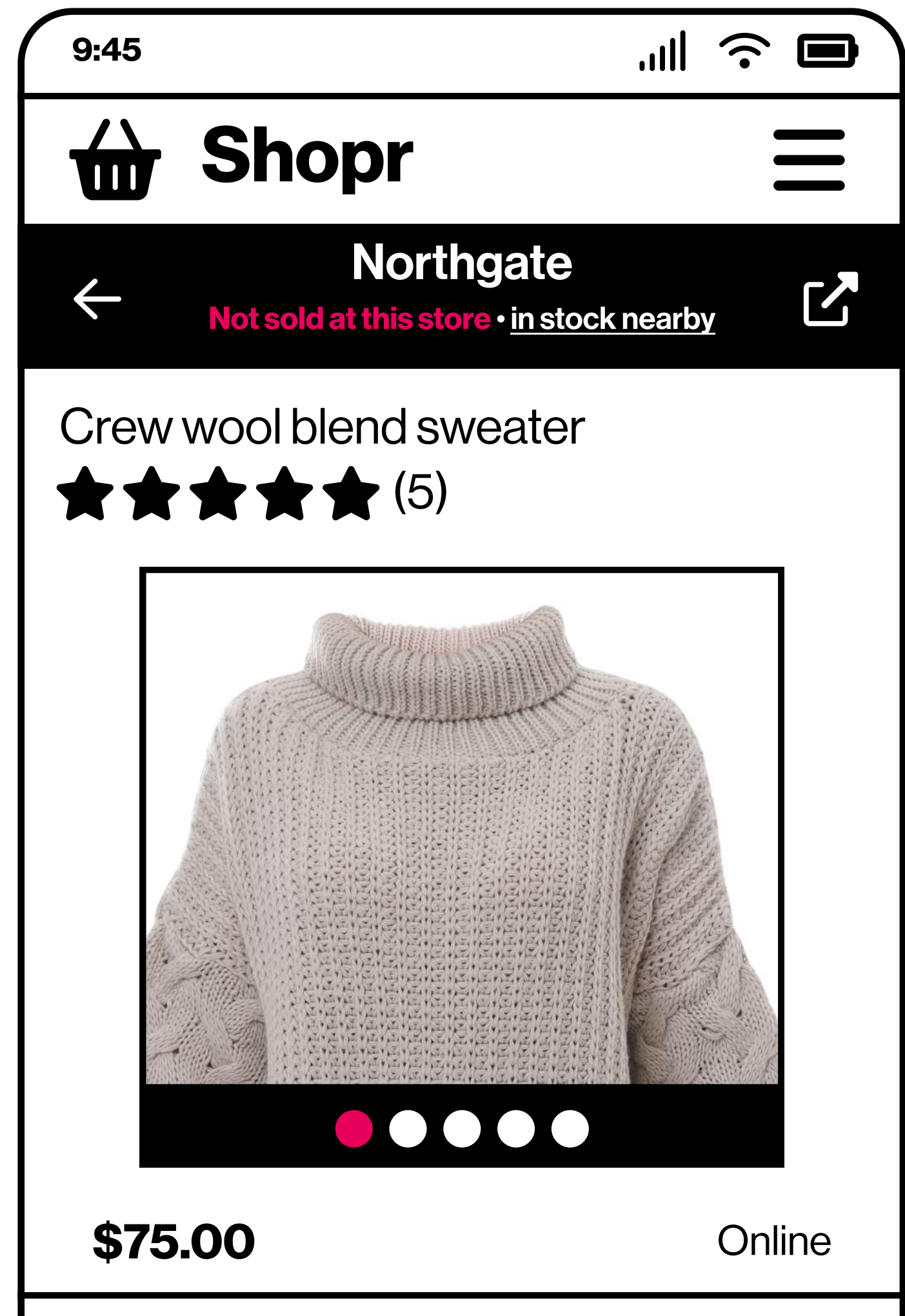
Real-life scenarios on how to build better for mobile with real-time insights

# Mobile-first is here to stay.

The global pandemic accelerated the relevance of mobile faster than ever before. Starting in 2020, downloads and mobile app spending grew across virtually all industries, in a shift that continues into today. More people started using apps for everything from checking their bank account balances to ordering a burrito (extra salsa, please).

The last few years have seen an increase in app downloads and mobile spending across all age groups, from Gen Z'ers to Boomers. The growth and adaptation data is impressive:

- Global mobile commerce sales are forecasted to reach \$2.56 trillion in 2021
- Travel app installments in Q2 2021 grew by 128% year-over-year
- Top QSR's found a 36% year-over-year increase in the beginning of 2021
- Engagement on financial apps were up 90% at the end of last year
- App spending and downloads shattered records in Q3 2021, reaching \$34 billion and 34 billion downloads



# How customer mobile behavior shifted between March 2020 and September 2020.

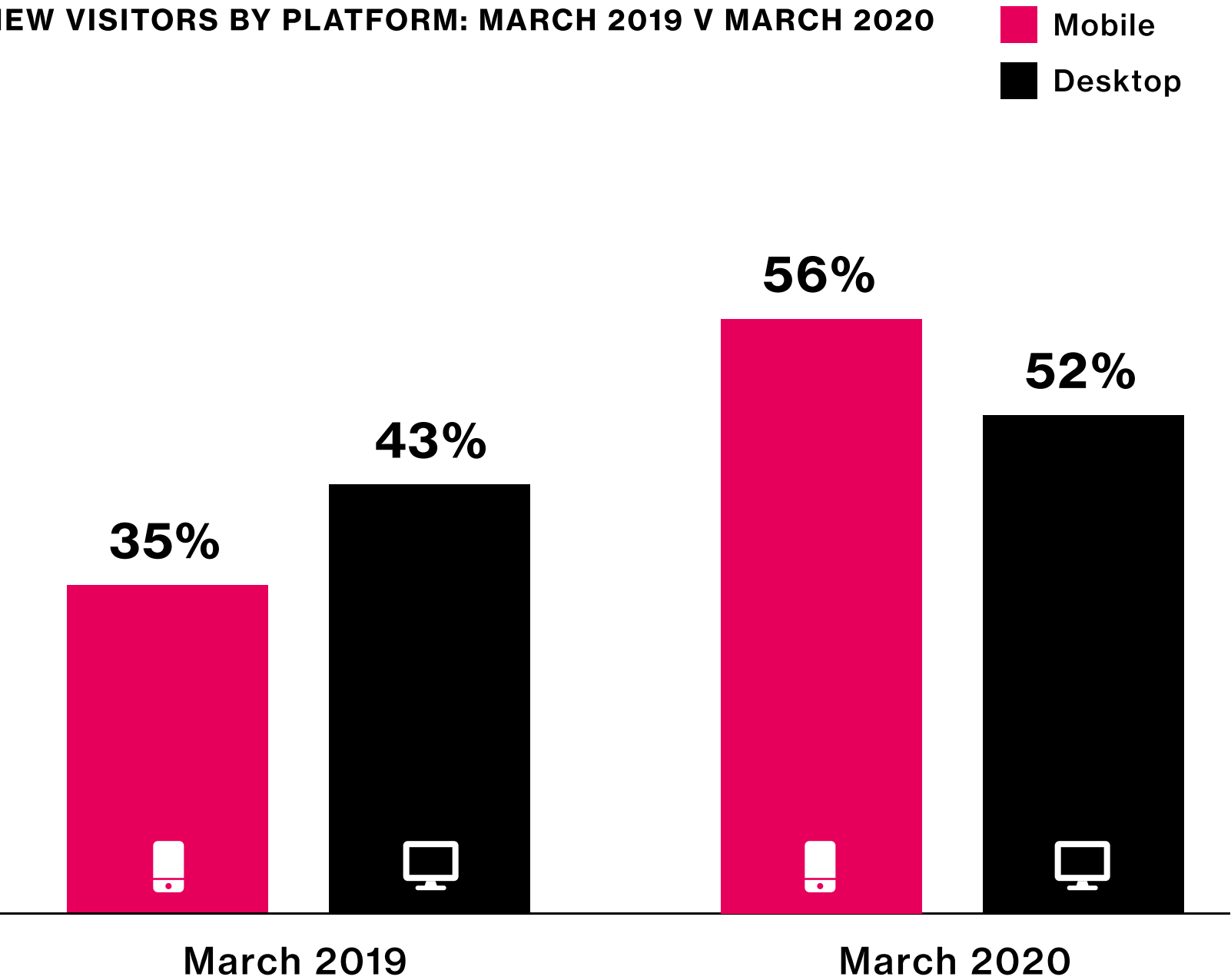
In the 6 months after the initial state-at-home orders were issued, we saw a massive surge in app downloads, hand in hand with shifts in mobile engagement and behaviors.

Quantum Metric aggregated over 30M total sessions on Android and iOS apps across banking, insurance, retail, and travel from March through mid-September 2020. Here's what we found:

**Mobile app downloads were driven by a 60% increase in first-time users in March 2020 over the same month the previous year.**

A surge in mobile app downloads means that adoption is driven by many first-time users. It's very likely that this increase includes a demographic shift, as new customer segments turn to their devices for the first time to bank, buy groceries, order take-out, or pick up purchases curbside.

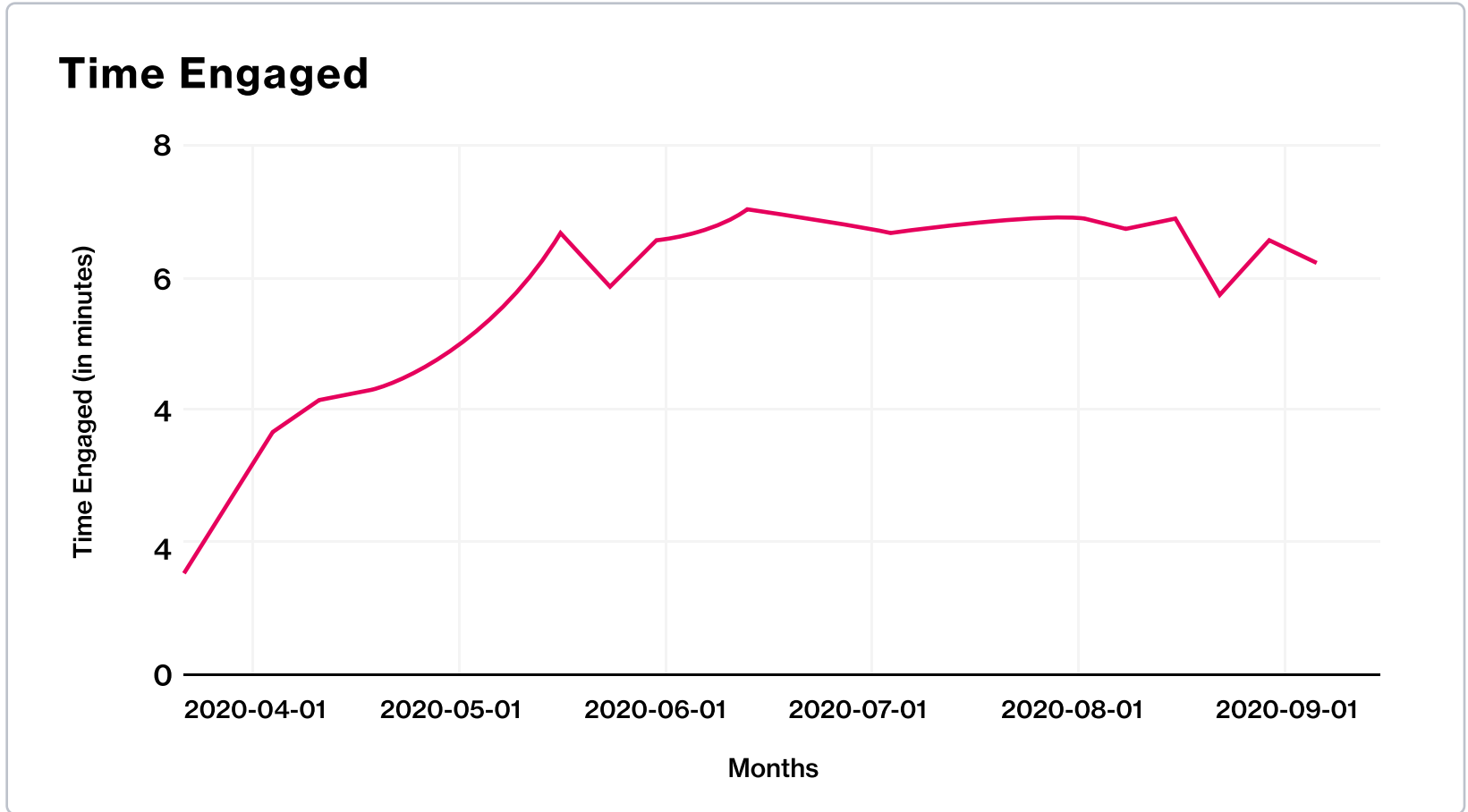
NEW VISITORS BY PLATFORM: MARCH 2019 V MARCH 2020



# Mobile session volume increased 41% while engagement time was 3x.

Between March and September, session volume grew 41%. During that same time, engagement tripled. Quantum Metric measures engagement time as time in a session when the user is actively interacting with the application through scrolling, clicking or tapping, or hovering.

At the start of the pandemic, engagement was, on average, less than 2 minutes per session. But as consumers spent more time indoors, their mobile app engagement grew to an average of 6.67 min and has remained there through September.

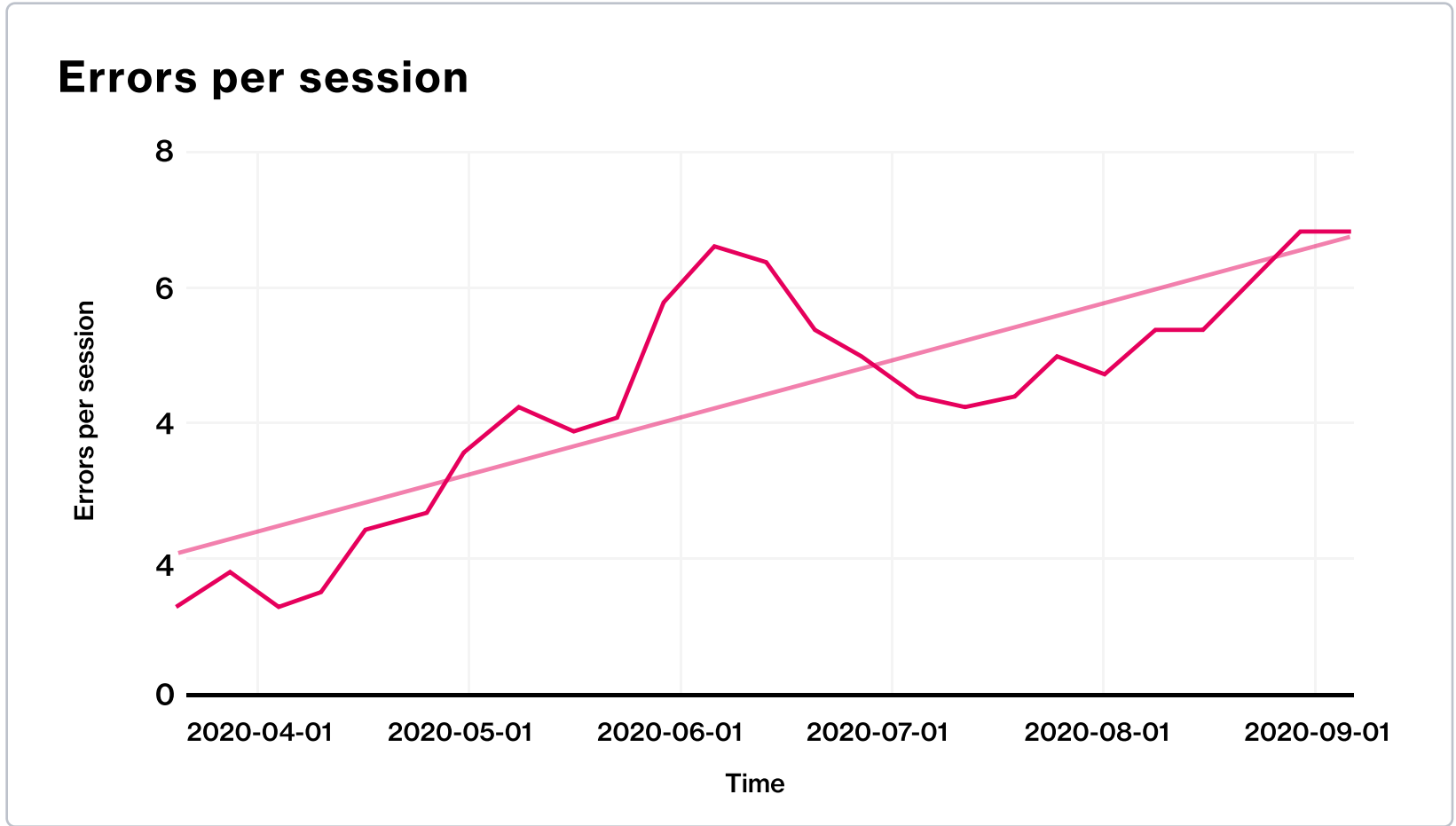


# Mobile friction points per session increased as well.

Unfortunately, as downloads, session time, and engagement time grew, so did friction.

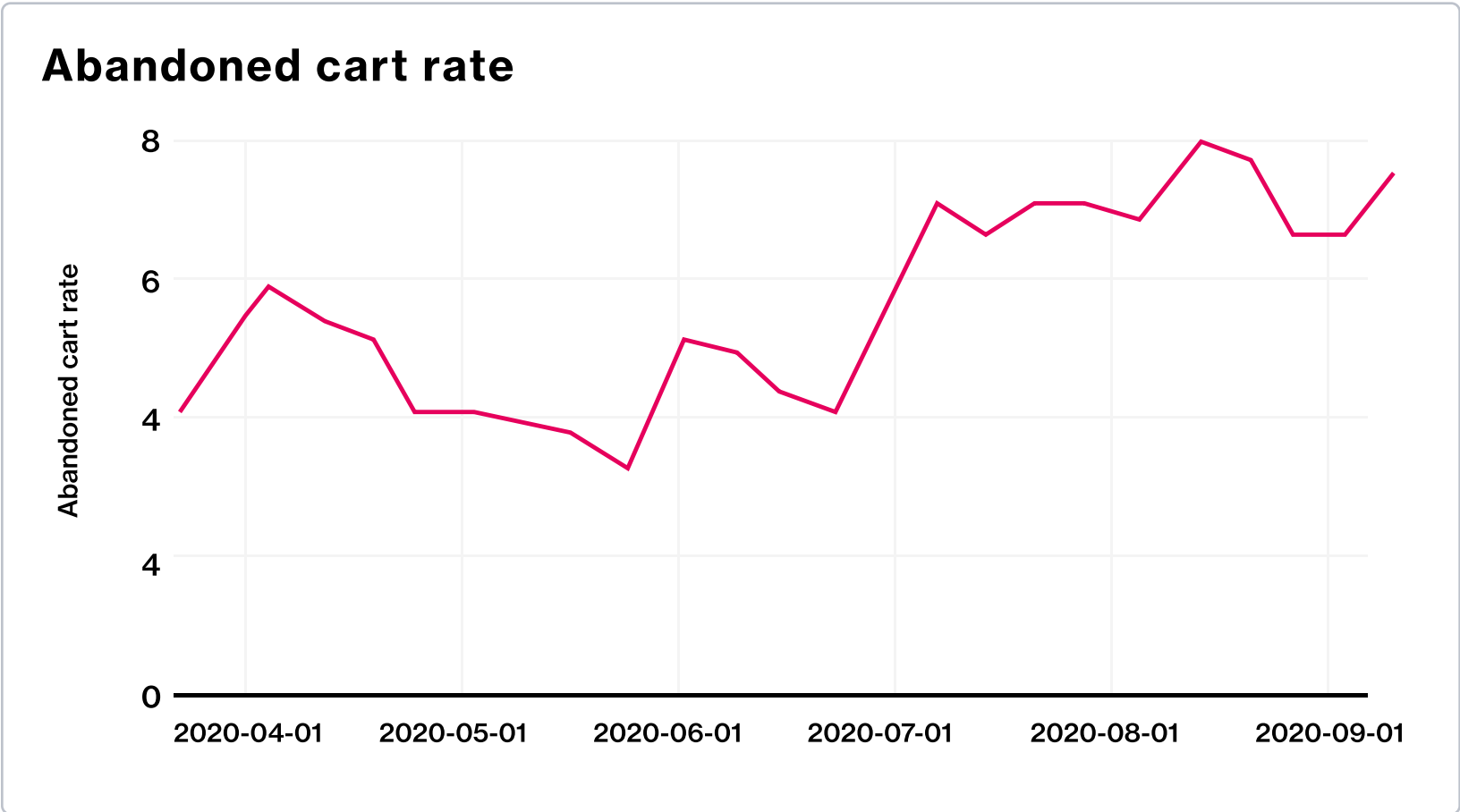
Quantum Metric measures friction points according to technical errors, user struggle like rage taps, or pop-up messages like “We’re sorry, something went wrong.”

Between March and September 2020, we also found that the average number of single-session friction points grew by 55%. This could be due to a number of factors: first-time users who had trouble navigating the mobile app, customers getting used to new flows like curbside check-in, or release updates that were pushed out too quickly in response to Covid.



# Abandoned checkout rate was up 55%.

As mobile friction increased, it makes sense that abandoned carts would also. Quantum Metric found that abandoned checkouts increased by 55% within shopping and booking flows for retail and travel apps. Again, this could be due to mobile friction points like technical issues, frustrating UX, or slow APIs. However, it could also be due to unexpected issues that came up after Covid, e.g. customers expecting but not seeing cancellation fees waived, out of stock messages for specific curbside locations, etc.



# Up your mobile game with real-time, quantified customer insights.

Since mobile has become more important with each passing year, companies have to be especially attuned to new and changing customer behaviors and expectations. Here are four ways to make sure you're listening, learning, and building better mobile experiences faster. Each recommendation includes a real-life scenario from a Quantum Metric customer.

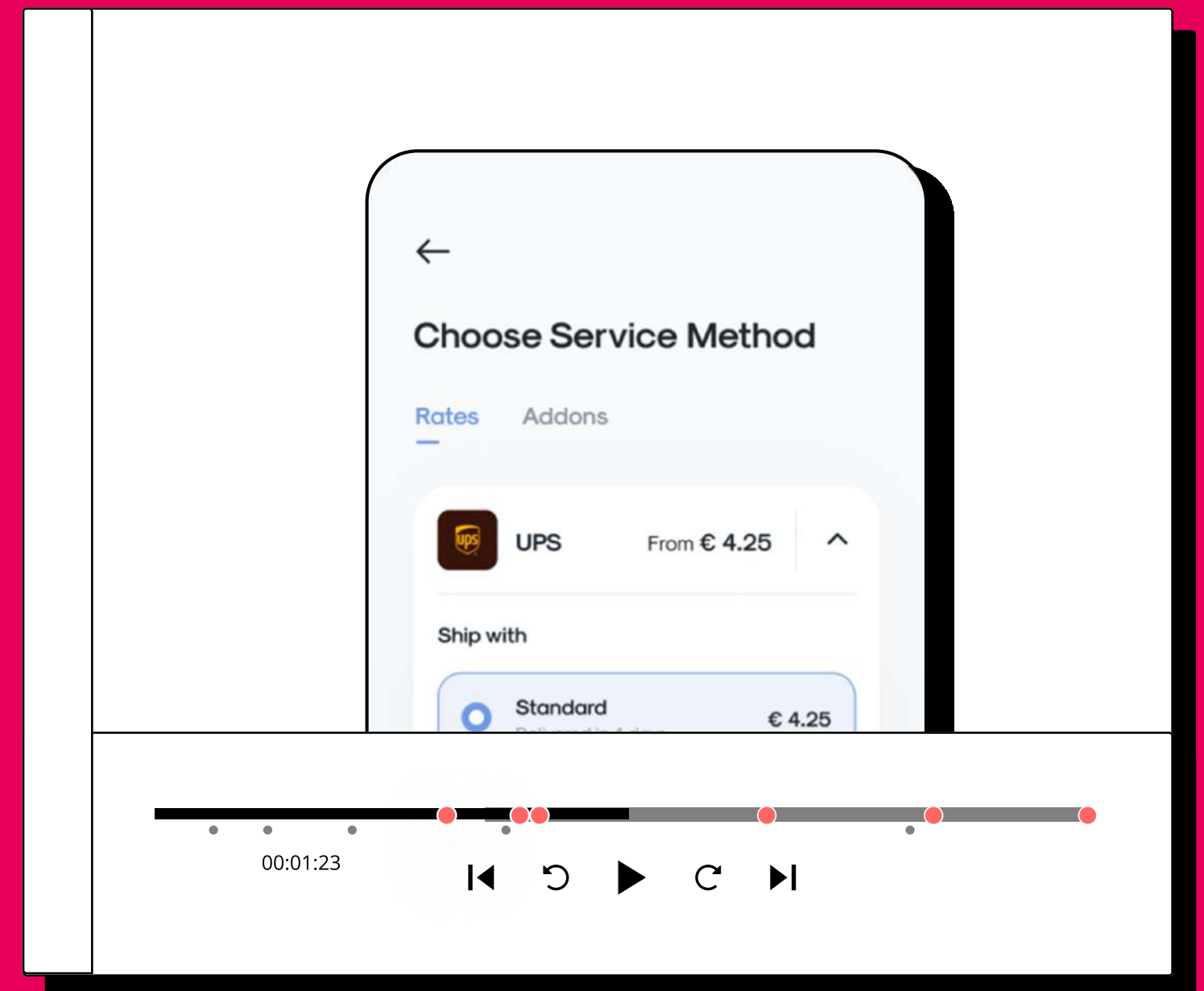
- Validate customer feedback with rich mobile analytics and session replay
- Streamline your workflow and prioritize the highest impact opportunities
- Proactively monitor for customer friction that results in support calls
- Connect mobile analytics to the entire customer journey



**00:00:18**  
Rage Click  
"Button {Add to cart}"



**API Timeout**  
<http://api.dynamic...>





# Validate customer feedback with rich mobile analytics and session replay.

The mobile experience is a tough nut to crack. Customer feedback can be difficult to understand. Interaction data like clicks, taps, and scrolling only reveal so much. Rich behavioral and technical data gives you better insights into what a user actually experienced and why.

## Interaction data

- Tapped elements
- Conversion drop
- Abandoned cart
- Engaged time
- A/B/n segment

## Behavioral data

- Rage taps
- Reload page
- Slow navigation
- Rapid scrolling
- Possible frustration

## Technical data

- API error
- Long running spinner
- App crash
- Frozen UI
- App suspend

## A real life scenario.

As mobile app use has surged, business priorities have shifted. In just one week, a mid-sized bank saw more calls come in because customers couldn't complete a transfer of funds on mobile. By viewing the session replay for these customers, it took minutes to identify that the Confirm Transfer button was prematurely exposed, confusing customers who hadn't completed a previous required step. Session replay helped quickly validate a UX improvement for a version update.

# Streamline your workflow and prioritize the highest impact opportunities.

When app usage is up, mobile teams are stretched thin. This makes prioritizing the right resource investments that much more important. Mobile teams can do more with less by combining AI-based alerts, analytics, and session replays to streamline their workflows.

## Anomaly detection →

Receive an alert that customers are experiencing unusual levels of friction after a version update

## Augmented analytics →

Instantly segment which users are impacted - e.g. by device and OS type - and see where exactly in the flow drop off or friction is occurring

## Session replay →

Watch replays to identify a redesign that was confusing to customers

## Opportunity analysis

Determine the business impact, e.g. number of users impacted, percentage conversion drop, lost revenue amounts, etc.

## A real life scenario.

During a holiday sale, mobile use skyrocketed. A mobile product manager received a real-time alert that unusual levels of customer friction had been detected during the checkout flow. By segmenting users who experienced friction in the checkout, she easily determined that it only impacted a small percentage of total customers and had minimal impact on conversion drop. The product manager logged a ticket and put it in engineering's backlog, saving engineering time on bigger holiday priorities.

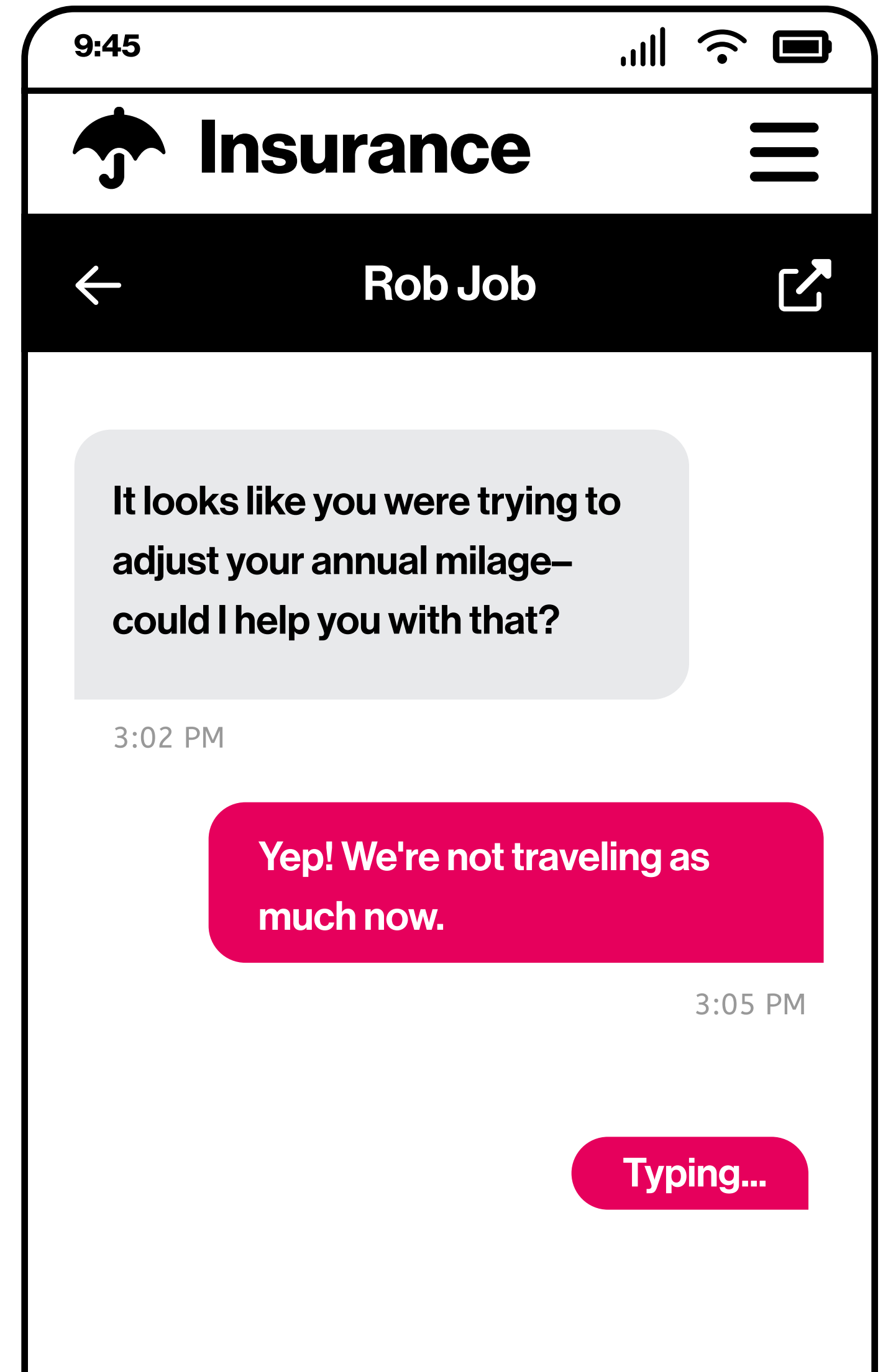


# Proactively monitor for customer friction that results in support calls.

With so much change, customer friction is inevitable – as are increased support tickets. By proactively monitoring for friction that results in support calls, you can also monitor for mobile sessions that include a support call - and automatically avoid future, similar calls.

## A real life scenario

An auto insurance company tracks when its customers navigate to the support view on its mobile app. By proactively monitoring this event, the mobile team saw an uptick in likely support calls in late April. Moreover, the company could also see what customers were doing right before they called support. In this case, customers were looking for a way to change their annual mileage, since many people weren't commuting to work during the lockdown



# Connect mobile analytics to to the entire customer journey.

Mobile will continue to become more and more connected across the omnichannel customer journey.

Curbside pickup is a must-have fulfillment experience for any omnichannel retailer. The same goes for contactless mobile check-in in the service, travel, and hospitality industries. Insights from customer app sessions can go a long way to improve the overall customer experience.

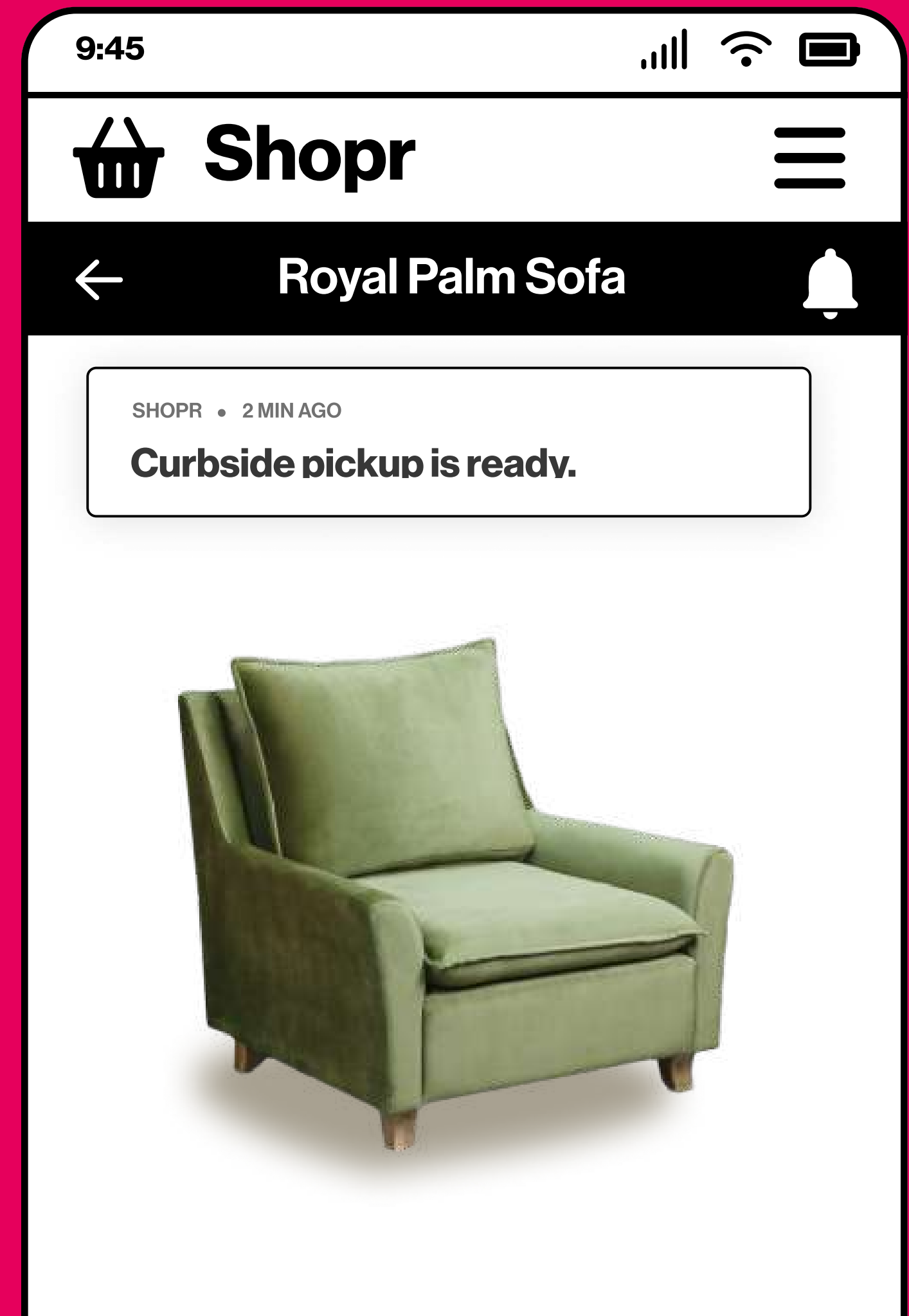
## A real life scenario

A home merchandise retailer rolled out a curbside pickup flow via its mobile app and has seen double-digit growth in app usage. The retailer tracks daily median, minimum and maximum item counts and delivery times for each unique store ID. If any customer waits more than 10 minutes, an alert goes to the store ops team to get the order to the customer ASAP. This real-time data allows store leaders to improve the customer experience in real time and continuously improve store operations.

Quantum Metric



**00:08:02**  
Pickup time



# Build better mobile apps faster.

Quantum Metric is used by mobile teams to proactively identify opportunities and continuously improve the mobile app experience.

[Watch a demo](#) and learn about Quantum Metric's mobile analytics and session replay solutions.

## Why Quantum Metric?

1. Correlate real-time app insights to business impact
2. Automate friction detection and alert on behavioral, technical, and business anomalies
3. High fidelity session replay
4. High performance, lightweight SDK
5. Tagless analytics for lower IT burden
6. Secure encryption at source with audit trails
7. Unified web, native app, and kiosk data set - in one platform

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**“We were looking for a partner who could give us visibility on native mobile app. It took us 18 months to find Quantum Metric!”**

– Mobile Director  
Top 5 U.S. Insurance Company



# How we capture and surface mobile data.

The way we capture and translate mobile data is unique to Quantum Metric (so unique, we own the patent). The benefit to you is that our SDK is highly performant and secure, while giving you rich behavioral and technical data that you won't get anywhere else.

Contact us before your next SDK deployment and we can show you why the Fortune 500 trust Quantum Metric on their native applications.

[quantummetric.com/watch-a-demo/](https://quantummetric.com/watch-a-demo/)

