



# KEY INDUSTRY STATISTICS FOR TRAVEL APPS

## & Tips to Improve App Engagement



### Onboarding

64%

App users lost after 30 days

63%

Users grant permission for email, SMS & push notifications

18m

Average time between download and first log-in

Build strong onboarding that encourages repeat use

Clearly communicate the benefits of notifications

Optimize welcome emails & offer social sign-in



### Engagement

80%

Users perform a search & engage within 44 minutes of onboarding

8.3%

Users click through from campaigns

79%

Users abandon their shopping carts

Send offers & coupons to first time users

Optimize time & messaging and personalize offers

Streamline path to purchase and re-engage with dropped users



### Retention

63%

Users move to the retention stage within a week

48%

Users engage after 30 days of use

Segment users and promote popular categories

Nurture potential loyalist user segments



### Reinstalls

42%

Users uninstall the app within 30 days of install

Send personalized offers & promotions prior to 'churn time' to keep users engaged