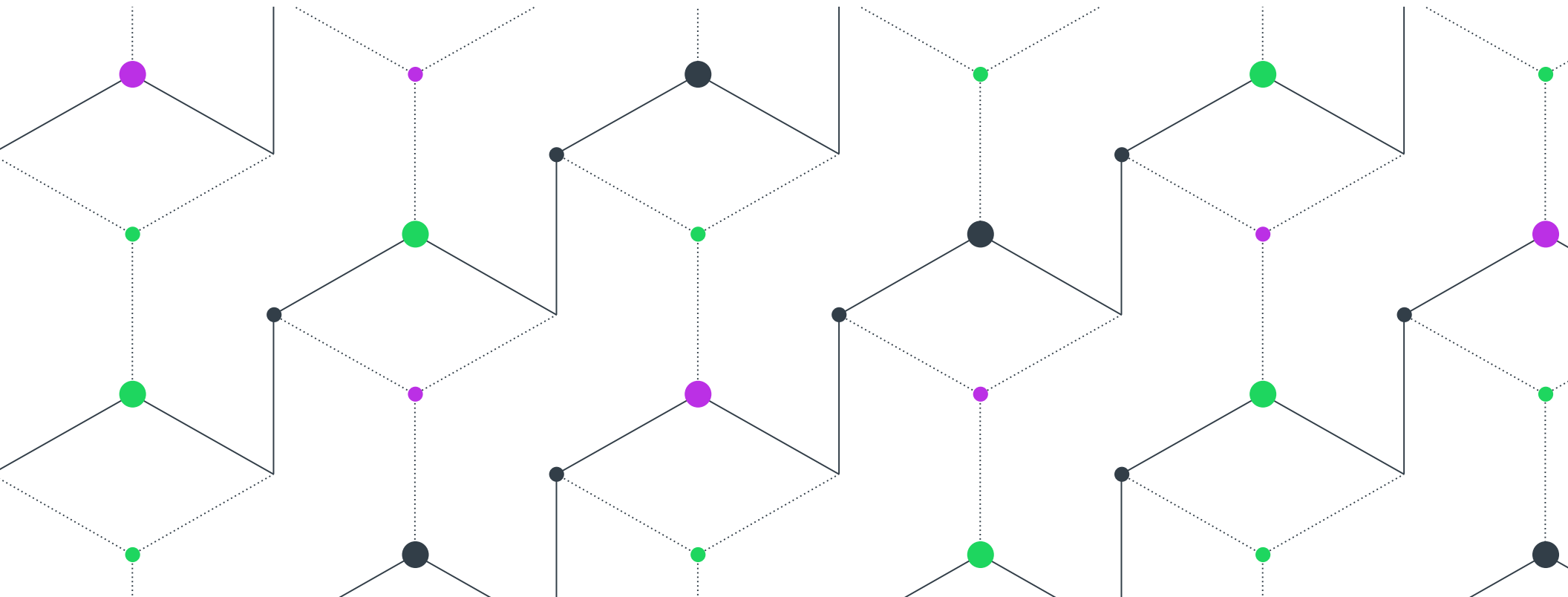


# In-App Messaging to Engage, Convert and Delight Users

Building Better Applications with Software Analytics, Part 3



# Leveraging Anonymous Usage Data to Deliver Personal In-App Messages



**Engage, Convert & Delight:** Software vendors are under constant pressure to deliver more revenue by building better products, faster. The advent of software usage analytics and dynamic in-app messaging is giving vendors insight into their users' needs and the ability to create contextually relevant engagement throughout the customer lifecycle. Now they are well-positioned to continually improve their products and customer satisfaction.

**Usage analytics** collects anonymous behavioral and environmental data on software usage, delivering deep insights that help vendors know how the product is being used, which features are adopted, and when and how often it is used. It provides critical data on platform, feature usage, and countless other parameters. Usage analytics provides the context that drives relevant messaging and engagement.

**Dynamic in-app messaging** is a versatile communications channel that allows vendors to deploy messaging campaigns to multiple, hyper-targeted user segments, while they are engaged with the application. Usage analytics-driven in-app messaging allows vendors to deliver contextually relevant messages to their users and trigger messages based on the behavioral and environmental data gathered. It helps them achieve engagement-driven business goals more quickly by:

- Providing users guidance during trial evaluation
- Prompting product and feature adoption
- Streamlining and enhancing the customer onboarding process
- Timing upgrade and cross-sell offers for optimal conversion
- Gathering salient feedback during key use experiences

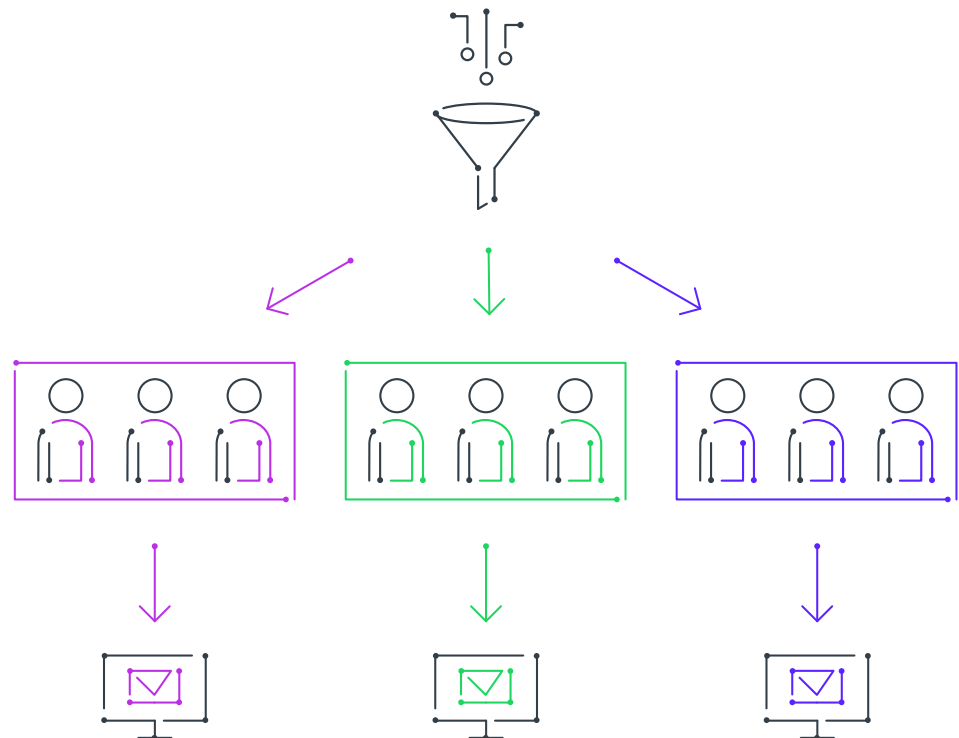
These actions ultimately help software vendors get to market faster, with better products, and generate greater revenue through a deeper understanding of their users.

# How Contextual Relevance Drives Engagement

There's no shortage of customer engagement approaches, from phone calls, email and surveys, to static messages hard-coded in software. Each method has its strengths, but they are not always data-driven and cannot efficiently engage based on the context of user behavior.

Data-driven in-application messaging, on the other hand, enables you to build smart and dynamic messaging campaigns. It can be deployed within any software, in a variety of ways (such as pop-up windows, taskbar notifications, balloon pop-ups or discreet status messages in the application UI).

The true value, however, is that these messages can be customized to your exact needs, and timed with precision to behavior gleaned from usage analytics. Guided by usage data, messages can be targeted to specific user segments based on their geography, profile, licensing status or product and feature usage.



## INSIGHT



### Context Is King

*Contextually relevant means delivering the right message to the right user at the right time in the user's journey while the user is engaged with the application itself.*

It's this unique combination of adaptable content, intelligent timing, and targeting that allows dynamic in-app messaging to grab users' attention, without disrupting them from their workflow. To users, in-app messages are viewed as relevant and beneficial communications that appear seamlessly like native product content.

**▶ CHANGING THE RULES OF ENGAGEMENT**

# How Contextual In-App Messaging Improves Performance

## Drive Adoption of Key Features

If you've poured development resources into a killer feature, but a user segment hasn't discovered it or isn't taking full advantage, you now have the ability to directly influence these users' behavior. Deploy targeted, contextually relevant messages at the precise time in the workflow that the unused feature would deliver the highest value. These in-the-moment prompts show users the usefulness of your software, building adoption and satisfaction.

## Increase Conversion Rates

Successful marketing campaigns have the right offer, timing and targeting. Usage analytics enables software vendors to identify (and segment) the profiles of users most likely to convert on an up-sell offer, and then present calls to action to those profiles through in-app messages when they are actually engaged in the application and getting value. You can A/B test different messages and once you determine a winner, set it up to always trigger once users meet that certain criteria.

This methodology can also be used to cross-sell. If you have a suite of tools and can tell from user behavior that they are regularly completing a specific workflow, you can present a cross-sell offer that educates and leads them to an opportunity to convert.

## Retain Customers and Increase Adoption

Knowing where users are dropping off or getting hung up in your application is helpful. But when you're able to intercept them and influence their behavior with timely re-engagement campaigns, you can generate more revenue, more quickly.

For instance, if a user segment consistently performs a specific workflow, and then doesn't use those functions again, you can create dynamic messaging based on the context of this interaction. Your message could quantify the value that the workflow provides over the course of a year, encouraging users to explore untapped functionality and derive more benefits from your software.

### In-App Messaging Outperforms Email<sup>1</sup>

**9.7×**

Increase  
in click rate

**1.5×**

Increase  
in product upgrades

**4.5×**

Increase  
in webinar attendance

## BENEFITS ACROSS YOUR ORGANIZATION

# Empower Teams to Engage Users More Effectively

Data-driven in-app messaging is a flexible tool that can be leveraged across an organization to help meet a variety of business objectives. Different teams can target the right user segments at the right time with specific content.



## Product Managers:

### Better Product Roadmaps & Feature Adoption

To gain valuable insight into what matters most to users, product managers can use contextual in-app messaging to conduct targeted surveys or collect feature feedback inline with actively engaged users. This can help find answers to specific workflow questions and product design queries more effectively than other feedback-gathering tactics, since in-app messages are delivered while users are actively engaged with the exact features you want their opinions on.

Product Managers will also find value in reaching out to user segments that have never discovered or used a particular feature to find out why they are not using it. With this insight, you can make sure that users that match this profile are prompted to explore that feature and surface educational messages on how that feature may benefit their work, thus providing more value to users and more product ROI to your company.



## Marketing & Sales:

### Customer Acquisition, Retention, & Loyalty

Marketing teams can deploy data-driven in-app messaging during a trial period or freemium use that focuses on high-value functionality, turning prospects into paying customers more quickly. Sales teams can improve customer retention by timing offers with periods of increased key-feature activity, overtly referencing the features used most.

In the cases of sunsetting a legacy feature, rebranding or refreshing application design, or even changing the name of features or functionality, a well-timed, contextually relevant message can raise awareness of these changes to the most relevant user segments. Because they're delivered in the application while your product is front of mind, you have increased engagement compared to other communication channels.

## BENEFITS ACROSS YOUR ORGANIZATION

**Software Developers:****Higher Quality Software Development**

Usage analytics gives developers unprecedented visibility into how their product is being used, by real users, in real time. By pairing in-app feedback surveys with usage analytics, development teams have a proven method to gain clarity on if a feature they'd like to sunset is considered a "must-have" by devoted users. Teams can get quick, inline input during beta testing from the users most qualified to provide it without having to rely on an external bug tracking system.

In the case of new builds to tackle bug fixes, support can proactively reach out to only those users who are directly affected and point them to the remedy. This can save significant development time by pushing users to the latest version and limiting the need to support older code bases, as well as promoting technical advancements to users who will recognize and appreciate the improvements.

**Compliance Managers:****Increased License Compliance**

Reaching license abusers, sharers, overusers or pirates "in the act" eliminates any ambiguity of usage. Users may not even know they are using unlicensed or pirated software, and an in-app message from the vendor can educate them and put them on the path to compliance. This is equally effective for those customers who are using more features than what they've purchased.

As with the organization's other teams, compliance managers can automate an engagement campaign to deploy precisely when users are engaged in high value functions, increasing efficacy of conversion offers.

## INSIGHT



*Data-driven in-application messaging is the most contextually relevant tool capable of building smart and dynamic messaging campaigns.*

# Better Customer Experience, Better Business Results

Through careful in-app messages based on insights gleaned from usage analytics, software providers can improve user experience by tweaking messaging content and timing.

## Acquire

- Deploy in-app messaging during trial periods and freemium usage that introduces key features based on user segments
- Time offers to specific users to coincide with lack of activity or signals of weakening interest
- Offer pre-sale assistance during evaluation, building user confidence and affinity
- Reach high-risk trial user segments who do not convert within a specific timeframe

## Onboard

- Accelerate the learning curve by presenting instructive in-app messages at the most relevant times
- Guide new users to high-value features
- Increase the value of each touch—send relevant messages by targeting by geographical region, days since installation, hours of software usage, feature usage, software edition, build or version, license type or status, OS platform, hardware architecture details or any other custom properties



**86%** of buyers will pay more  
for a better customer experience.<sup>2</sup>



### Educate

- Educate users on how to get more value from key features
- Investigate why users aren't deploying time-saving features to understand if product revisions are worth implementing
- Shape an intuitive user experience with streamlined beta testing
- Tailor messages to user proficiency, offering quick-start tips for those using basic functions, and introducing advanced features to power users

### Upgrade & Retain

- Inform user segments of new versions and software updates
- Cross sell valuable modules by understanding user workflow
- Supplement expiry and renewal notices or sales calls with messages directly to users
- Track behavior and assess trends that indicate high use, then leverage that intelligence to reinforce paid license value

### Support

- "Rescue" users dropping out of set-up wizards by knowing who needs hand-holding and when
- Proactively protect users by alerting them to specific bug fixes, software updates and patches
- Demonstrate an inherent understanding of user needs without asking time-consuming qualifying questions, such as region, license type, OS details, etc. since these parameters have already been identified by usage analytics
- Prioritize feature requests and suggestions with contextually relevant messaging



### Delight

- Collect valuable feedback during development, building better features that can yield increased Net Promoter Score (NPS)
- Request specific feedback from users who indicate low satisfaction on NPS to address product issues with high impact
- Connect with users quickly by posing relevant questions in context of their actions



**67%**

of consumers cite bad experiences as a reason for churn, but only 1 in 26 unhappy customers complain.<sup>3</sup>

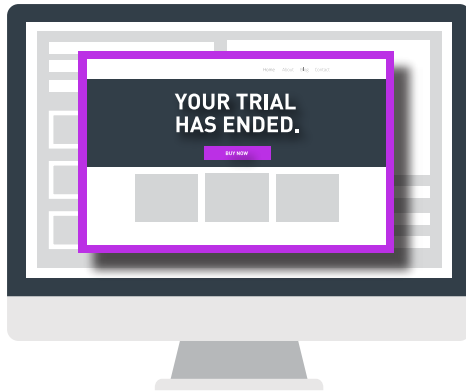


## COMPARING ENGAGEMENT CHANNELS

When assessing the value of any resource, it's important to consider how it stacks up against competing approaches. Below are strengths and weaknesses of common engagement channels. Data-driven in-app messaging and other engagement methods are not mutually exclusive, and can often work in tandem for even better results.

	Benefits	Requires
<b>Dynamic In-App Messaging</b>	<ul style="list-style-type: none"> <li>100% deliverability</li> <li>100% visibility</li> <li>Contextually relevant to user's environment, behavior, license, etc.</li> <li>Robust filtering and segmentation allows granular targeting</li> <li>Drives specific user behavior</li> </ul>	<ul style="list-style-type: none"> <li>Analytics framework to inform usage context and targeting</li> <li>Messaging framework</li> </ul>
<b>Telephone Calls &amp; Outreach from Sales</b>	<ul style="list-style-type: none"> <li>High-touch impact is valuable for enterprise products</li> <li>Highly effective at creating personal relationships</li> <li>Conversation can lead to unexpected, yet valuable feedback</li> </ul>	<ul style="list-style-type: none"> <li>Significant resources to scale</li> <li>Continually updated contact information</li> <li>Manually gathering knowledge of users' behavior within product</li> <li>Disrupting users from their work</li> </ul>
<b>Email</b>	<ul style="list-style-type: none"> <li>Inexpensive and universally available</li> <li>Can be automated and integrated with marketing frameworks</li> <li>Can be informed and targeted with software usage analytics</li> <li>Available outside of application usage</li> </ul>	<ul style="list-style-type: none"> <li>Careful planning to avoid triggering SPAM filters</li> <li>Continually undated contact information</li> <li>Compliance with GDPR and other regulatory requirements</li> </ul>
<b>Messages Hardcoded within Product</b>	<ul style="list-style-type: none"> <li>High level of visibility when user is in product environment</li> </ul>	<ul style="list-style-type: none"> <li>New build for updating message content, limited-time offers or issues only affecting a narrow user segment</li> <li>New build to run temporary or experimental campaigns, since once a build has been deployed, hardcoded messages cannot be updated</li> <li>Predicting all use cases upfront to avoid "one-size-fits-all" messaging</li> <li>Integrated tracking framework to measure effectiveness</li> </ul>
<b>Traditional Surveys</b>	<ul style="list-style-type: none"> <li>Qualitative and quantitative feedback from users</li> <li>Relatively inexpensive</li> </ul>	<ul style="list-style-type: none"> <li>Additional baseline questions about OS, platform, hardware, etc.</li> <li>Ability to target specific user populations to obtain the most qualified responses</li> <li>Long lead times to deploy and implement</li> <li>Continually updated contact information</li> </ul>

## CHOOSING THE RIGHT TYPE OF IN-APP MESSAGING



### For Critical Issues, Use an Aggressive Pop-Up Window

#### Important Software Update

*We've made improvements and fixed a few bugs.*

#### Your License Expires Soon

*Renew today for uninterrupted use.*

#### Your Trial Has Ended

*Please activate your license.*

#### Upgrade to the Full Suite, Save 15%

*Hurry, this offer is valid for 24 hours.*

#### Beta Feedback Needed

*Would you prefer if we placed this function here?*



### For Reminders and Time-sensitive Messaging, Use a Discreet Balloon Pop-Up

#### Survey Reminder

*We count on power users' feedback to improve features.*

#### New Version Available!

*Explore new features for better productivity.*

#### Do You Use This Shortcut?

*Try this streamlined workflow to save time.*

#### Power User? Check Out Our New Webinar

*This helpful training will take your skills further.*

#### Need Help Managing Reports?

*This quick video will show you how.*



### For News, use a General Messaging Area inside the Application

#### We've Added Powerful New Features

*Explore the new tools.*

#### The Log-in Function Has Been Improved

*See the update next time you sign in.*

#### Enhanced Search Function

*You can now search transactions by user, account or amount.*

#### Save Time & Effort

*Streamline this workflow in 2 quick steps.*

## COMPARING ENGAGEMENT CHANNELS

# Best Practices

## 1. Identify

Identify target audience by leveraging usage analytics to segment and define message recipients.

## 2. Create Campaign

Devise messaging, setting trigger and delivery criteria and set campaign KPIs.

## 3. Deploy Campaign

Set caps, filters, and other parameters. Message to the right person at the right time—being careful not to overuse messaging. Manage campaigns through a central organizing dashboard.

## 4. Monitor Response

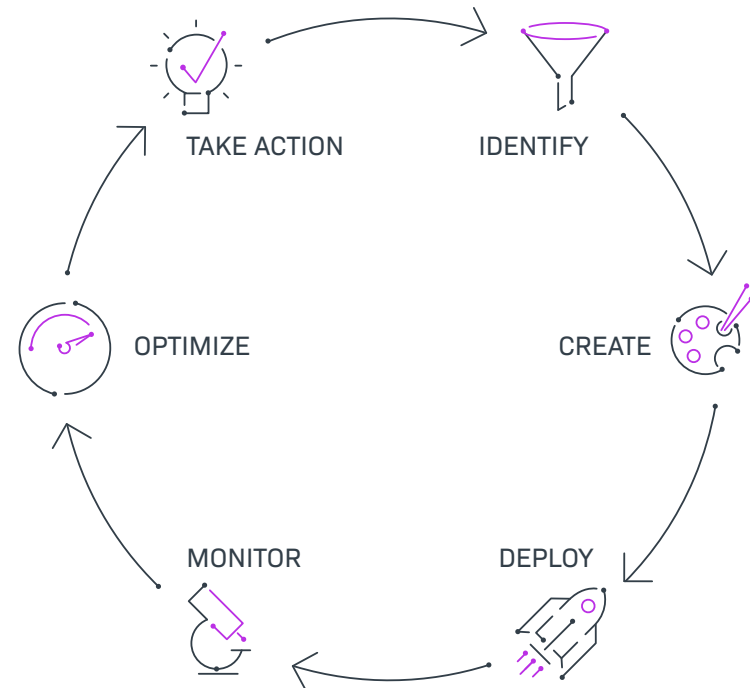
Pay attention to changes in user activity, to determine if the campaign is spurring the desired behavior.

## 5. Optimize

To get maximum campaign value/ROI, tweak campaign criteria or messaging with A/B testing.

## 6. Follow Through

Plan follow-up campaigns or take action on results, so this effort is not a one-off.



### Powering In-App Messaging with Usage Analytics:

- 100% delivery rate and visibility
- Intelligent timing
- Quick deployment
- Increased engagement

**NEXT STEPS**

## Build In-House or Buy?

In-app messaging is a powerful tool, when integrated with runtime usage analytics. But to do its job well, in-app messaging relies on several factors, including:

- Efficiently collecting and processing massive amounts of usage analytics data
- Ability to analyze changes in behavior due to in-app messaging
- Storing data in the background without affecting UX
- A carefully designed client side that works in harmony with the product's UX, allowing messages to feel native to the platform
- Handling cases where the user is offline or disconnected, without losing valuable usage data
- Dashboard to allow analytics and in-app messaging to be used throughout the organization.

For these reasons, many software vendors choose to purchase a combined analytics and messaging solution, rather than using in-house resources to build a custom platform. By purchasing a product that's been specifically developed to collect valuable, targeted user data and leverage it for dynamic customer engagement, vendors are assured that they will get usable data, and a way to use it efficiently across the organization. Learn more about these considerations in ["Build or Buy? Key Considerations in Implementing Software Usage Analytics"](#)



# A Proven Method to Build User Engagement

Dynamic in-app messaging helps build better communication between a software vendor and its users, creating strong brand affinity and improved software products. Its data-driven nature allows for relevant, customized messaging, segmented by explicit behavior and environment.

Lastly, if you have a usage analytics platform with in-application messaging capabilities, after your initial SDK implementation, it doesn't require additional coding or a developer's resources. You can generate messages through an online wizard for marketing campaigns, triggered by user behavior or business rules, or as one-offs for specific user sets.

## INSIGHT



*A 5% increase in customer retention can increase a company's profitability by 75%.<sup>4</sup>*

## Additional Reading

We hope you're thinking about the value software analytics delivers to product management and development, and are considering sharing this with those tasked with driving customer success and delivering revenue-generating products.

We encourage you to read Parts 1 and 3 of our **Building Better Applications with Software Analytics** Series.

### PART 1

#### **Take the Guesswork Out of Product Management**

details how software usage analytics enables you to anticipate ever-expanding customer expectations to deliver successful products, on time and within budget to be competitive.

[DOWNLOAD PART 1 >](#)

### PART 2

#### **Take a Customer-Centric Approach to Product Management**

provides actionable insight into how you can bring software usage analytics and a razor-sharp customer focus into your software development process.

[DOWNLOAD PART 2 >](#)



REVENERA USAGE INTELLIGENCE:

# Better Software Begins with Better Data

Revenera Usage Intelligence provides valuable insight into product and customer usage patterns to help you make data-driven decisions that foster user engagement and accelerate adoption. This powerful solution helps you understand user activity and conversions after your product is downloaded by gathering intelligence on what platforms and architectures the software is running, which features are used or ignored, and how usage and churn trends vary by user segment.

Our advanced analytics engine provides valuable insight via a powerful dashboard—with the ability to drill-down into reports that answer specific product questions. When you combine this insight with the

solution's in-app messaging functionality, ReachOut™, you will achieve greater user engagement with benefits for the entire organization.

With actionable insights at your fingertips, you're empowered to shape your product strategy, roadmaps, packaging, and pricing models based on real-world facts. Best of all, Usage Intelligence integrates into your application development process quickly and easily for rapid ROI.



## ENDNOTES

1. Revulytics Customer Data
2. Walker Information, Inc., "Customers 2020: A Progress Report"
3. Esteban Kolsky, "CX for Executives"  
<https://www.slideshare.net/ekolsky/cx-for-executives>
4. Bain & Company  
[http://www.bain.com/Images/Value\\_online\\_customer\\_loyalty\\_you\\_capture.pdf](http://www.bain.com/Images/Value_online_customer_loyalty_you_capture.pdf)

## Give Software Usage Analytics and In-App Messaging a Try Today—Risk Free!

Visit [revenera.com](https://revenera.com) to register for a free account and download the Usage Intelligence SDK with no commitment.

In as little as 30 minutes, you'll be able to start tracking installations, user activity, feature usage metrics and conversion/churn trends; sending in-app messages; and collecting user feedback to support data-driven product decisions.

Revenera provides the enabling technology to take products to market fast, unlock the value of your IP and accelerate revenue growth—from the edge to the cloud. [www.revenera.com](https://www.revenera.com)

