

How to Make a Subscription App Successful

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 PUSHWOOSH



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Introduction

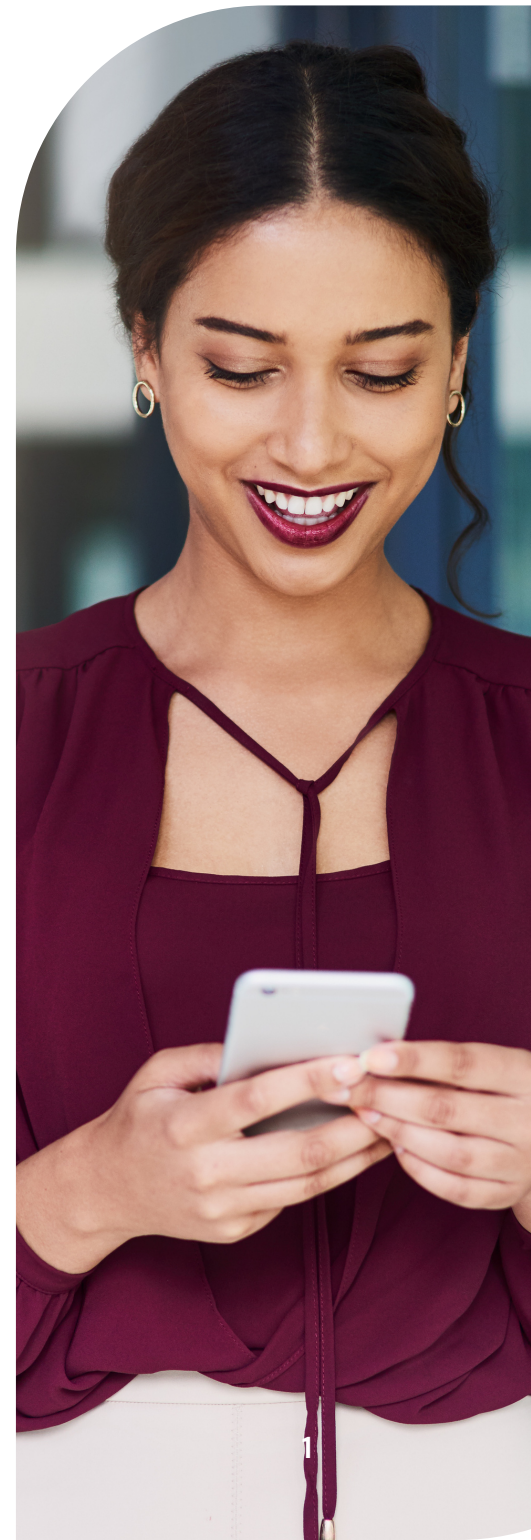
Subscription apps — you’ve definitely heard of them and most likely have at least one (or 5!) downloaded on your mobile device. Maybe you have an app, or are developing one, and are thinking about adopting an app subscription model for your own app product.

But just how popular are subscription apps and what’s in store for 2022 and beyond? What are the benefits and challenges of the app subscription model, and is it really the right monetization model for your type of app? If it is, what are some of the best practices you should know about to grow your app and secure success for the long term?

These are all important questions and are the ones we’re here to answer!

Our experienced app marketing specialists at [AGN](#), along with our knowledgeable partners from AI Customer Data Platform, [mParticle](#), mobile-inspired customer engagement platform, [Pushwoosh](#), and mobile app subscription platform, [RevenueCat](#), have combined forces to share data, insider tips, use cases, best practices and predictions to give you everything you need to inform your subscription app journey.

We have lots to cover so let’s get started...



01

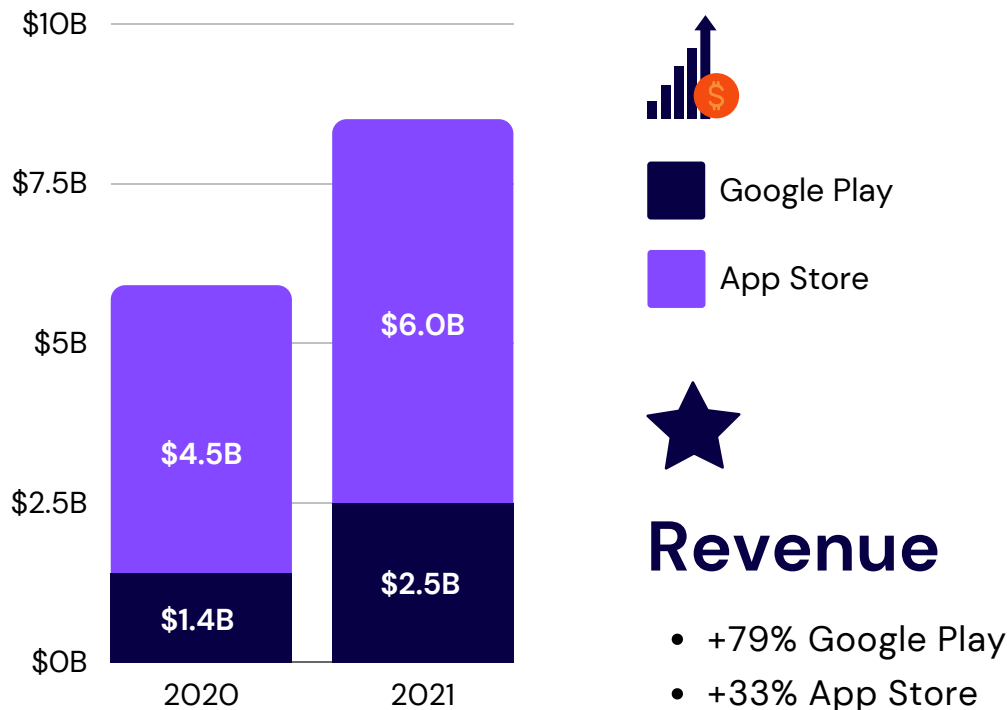
Current state of subscription apps

In 2021, the average person spent 4.8 hours a day using their mobile device. That's nearly a third of their waking hours. With the power of modern apps, that device doesn't just serve as a phone, but as a television, an arcade, a cookbook, a meditation teacher, or nearly anything else. This untapped potential became even more important recently, with the changing demands of the pandemic. It's no wonder that consumers downloaded 230 billion apps in 2021 alone.

Apps that offer subscription models have also become more desirable to consumers in recent years. Clicking a button and getting monthly access to libraries of content, premium features, or other subscriber benefits isn't just a low barrier of entry—for many consumers it's their preferred way to pay, and the numbers support that.

All in-app purchases have seen huge growth in the last two years, and subscription apps are no different. Drilling down into the last year, in 2021 the top 100 non-game subscription-based apps saw their revenue grow 41 percent year-over-year from \$13 billion to \$18.3 billion globally. This was 7 percentage points greater than in 2020, when spending in these apps climbed 34 percent Y/Y from \$9.7 billion in 2019. That \$18.3 billion accounts for approximately 14 percent of overall consumer spend in the same category, up 2.3% from the previous year. In Q4 2021, 86 of the top 100 earning non-game apps worldwide offered some sort of subscription option.

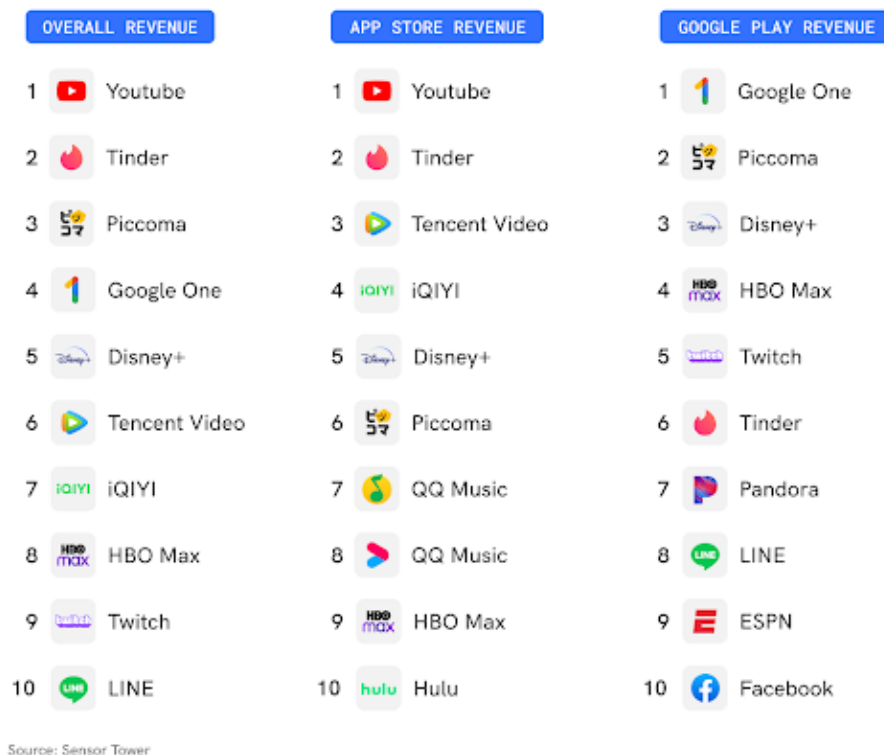
U.S. Consumer Spending in Top 100 Subscription Apps by Revenue



Platforms matter, as Apple App Store subscriptions generated almost double the revenue as Google Play subscriptions. Although subscription app revenue is lower on Google's storefront, parent company Alphabet still wins by holding the top App Store (and overall) subscription revenue generating app with YouTube.

The app generated \$1.2 billion in worldwide subscription revenue in 2021, while sister subscription service Google One saw an additional \$1.1 billion in revenue, making it the top Google Play earner.

Top Subscription Apps for 2021 by Worldwide Consumer Spending



The subscription apps that currently generate the highest revenue are primarily video streaming (SVOD) services and social apps. It's also important to note that there are several big players (most notably Spotify and Netflix) that have removed the ability to subscribe in app, so that they don't have to enter into revenue sharing with the two largest app stores.

One of the already existing advantages to subscription revenue over traditional in-app purchases is that the major app stores take less of a revenue split if subscriptions are renewed for a year or more, but it's still a hefty cut. This has two results: 1) If you're large enough (or crafty enough) you can forgo the app stores entirely and keep more of that revenue for yourself, 2.) The subscription-based model is actually bigger than data from the app stores reveal.

End of growth or just a lull?

Looking at 41% year-over-year growth is exciting, but it's important to note that there has been a pause in growth in Q1 2022. Specifically, this brief stagnation is industry-wide and not just reserved for subscription-based revenue.

The explosive growth began in 2020, with changing customer behavior surrounding the coronavirus pandemic.

With those conditions changing—or at least stabilizing—in 2022, has that growth reached its end? So far the data is inconclusive. The hopeful stat is that although revenue was flat, mobile usage of the top 100 apps (measured by the average number of monthly active users) grew 4.8% in Q2 2022. The mindshare is there. Will wallets follow?



**The mindshare
is there. Will
wallets follow?**



How customer data can be collected and used to power better app experiences for subscribers

The sudden growth of subscription-based apps has created a lot of opportunity, but also a lot of competition. Consumers are excited about subscription apps, but also aware that many apps are vying for their time and money.

This means that retention and subscriber satisfaction are even more important. Luckily one of the strongest benefits of a subscription-based app is the control it gives over first-party customer data.

With the right data stack and data strategy, this customer data can allow businesses to truly know their customer. That knowledge can then be applied to create next-level customer experiences with personalized emails, push notifications, or even the app itself, all in real-time to specific audience and user behavior.

Smart use of customer data allows a business to truly fulfill the promise of subscription app revenue. An advantage like repeated monthly revenue only remains repeated if the subscriber base is happy with the product. Customer Data Platforms like mParticle can easily enable marketing teams to target audiences of subscribers who are at risk for churn, sending personalized content recommendations or special offers to secure revenue.

The first-party data that can be collected through a subscription app is even more important with changing privacy laws and mobile platform policy changes. With laws like GDPR and Apple's new App Tracking Transparency (ATT) framework, consumers are being given more control over how their data is collected. It's more important, therefore, for brands to build trust with their customer with regards to data privacy.

The most successful brands invest in customer data foundation that enables them to manage how data is collected, organized, and connected based on customer consent at scale.

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02

The Benefits & Challenges of the Subscription App Model

There is no question that subscription apps have boomed, and the overriding consensus is that they're here to stay for the long haul. It's also true that choosing a subscription monetization model for your app has its benefits and challenges. It's important to understand what these are to determine if this model is the right one for your mobile app product.

Benefits

Greater revenue opportunities

Compared to other business models, subscription-based apps tend to see higher revenue per user. A 2020 Sensor Tower report showed that global subscription revenue from the top 100 subscription apps increased 34%, a \$3.3B increase from the year prior.

Also consider that there's a great opportunity to monetize users with ads during the free subscription model period.

More reliable revenue stream

Due to the nature of how subscriptions work, it's easier to predict your monthly revenue and use this to improve cash flow. Adapting your cash flow as you acquire new users—or when existing users drop off—allows you to confidently invest in costs associated with product upgrades, marketing, and so on.

Subscription-based apps can improve their income reliability and predictability even further by offering discounts for longer subscription periods. It's common for users to enjoy a considerable discount from the regular monthly cost when they commit to a 6-month or yearly subscription. This is ideal for all parties because the user is happy to save money and app developers are able to make reliable revenue projections.

More engaged users

Retention is a huge challenge for all apps. The same is true for apps that use the subscription model, but the advantage that subscription-based apps have is that the client is invested in the product — literally. Nobody likes to feel that they're not getting their money's worth, so the audience is much more likely to be engaged with and use the app regularly.

Also, most users are likely to do extensive research before committing to a monthly payment. This means that they have tested out your app and given it serious consideration before deciding to pay for it. This intrinsically makes for a more engaged user.

Apple bonus offer

Apple introduced a change in the app store in 2016 to reward app subscription models over other pricing models. The revenue split offered was 85:15 (for subscriptions that last over 1 year) versus the former 70:30 split. Gaining 15% more revenue from Apple is an attractive incentive to many developers and is considered a great perk to the subscription model.

Challenges

Being consistent about providing new content and product updates

Remember that your paid subscription app users are engaged users and will have high expectations about what your app delivers. This means that delivering fresh, engaging content on a consistent basis is an absolute must.

For example, if you have a yoga app, your paid user will likely use your app several times per week over a period of a month, 6 months, or (hopefully) a year and beyond! It's crucial to deliver new sessions consistently so that they have new content to choose from, have a positive experience and feel like they're getting their money's worth.

Similarly, to show users that you're committed to their satisfaction for the long haul, bug fixes and consistent updates are essential. Your app must be stable and consistently deliver impressive features to excite your paying customers.

Nailing down the most effect trial period to convert users

Figuring out the length of the user's free trial period and how it will work is a bigger struggle to figure out than many realize. Proper user onboarding that will allow new users to get up and running quickly and effortlessly is key in giving them enough time to get hooked on the app and persuading them to sign up for a subscription plan when the trial period ends..

Many apps offer free access to all premium content for a week, but this isn't the magical rule for all apps. Some types of apps, like streaming entertainment apps, may benefit from offering longer free trial periods.



03

Types of apps that benefit from the app subscription model

It may seem that nearly all apps can attempt and potentially succeed with a subscription-based monetization model, but subscription tends to be better suited towards certain types of apps.

These apps are usually content and/or service-oriented mobile apps — which is a giant umbrella that covers many categories including:

APPS THAT BENEFIT:

Health & Fitness

Education

Medical

Lifestyle

Finance

Productivity

Entertainment & News

Meanwhile, apps that aren't well positioned for the subscription-based model are:

APPS THAT DO NOT BENEFIT:

Single-purpose apps

These types of products are designed to simply perform one function that wouldn't warrant a monthly expense, like a measuring app or a mirror app.

Casual Gaming

Most gaming apps, especially casual games, still mainly rely on micro in-app purchases to generate revenue.

Shopping apps

Users use shopping apps as a means to purchase products, so they shouldn't be expected to pay a monthly fee in addition to the purchase cost, unless it's very minimal and comes with additional bonuses like free and expedited shipping, premium discounts, etc.

04

Premium vs. Freemium vs. Subscription: Which one is best for you?

First, let's go over how these three payment models differ (since they're often used interchangeably) which can lead to confusion and miscommunication between marketers, users and investors.

A **premium model** is mostly a thing of the past that exists in rare cases of niche apps that have an established brand and support. With premium, a user pays upfront to download the app from the app store. If you can recall the old days of mobile apps, you would remember that this was the sole differentiator between paid and free apps in your app store. This works well if users are familiar with your product and/or are willing to pay a set price to use it and see how it functions, which leads to smaller potential market share.

Understanding the premium model's barrier of entry, app developers and marketers found a genius solution: freemium. A **freemium model** allows a user to download the app, get a feel for how it functions, and use it with limitations. It then typically prompts a user to purchase a set of features on a one-time or a recurring basis.

This payment model was popularized by casual games, that some may refer to as 'pay to win', as paying real cash can significantly improve your progress and overall experience of the game.

Finally, another way of monetizing users emerged: the **subscription model**. While not strictly mobile, Netflix is a great example of how a tiered subscription model allows a product to capture significant market share. It's common practice for an app to provide a free basic tier for users who want to explore the app and see if it's worth their time and money. If after this point they want access to more, they can upgrade to a new tier like 'premium' and 'premium plus' and pay either monthly or annually. This way users have a choice of features they want at a discounted price while the app developer ensures a steady income over a period of time.

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Recently one of our clients, KEAP, a business app that provides a CRM tool both for mobile and web devices, experimented with different monetization strategies. Given that they already had an established web presence, they opted to stick with a subscription model for their mobile product as well. However, since the web and mobile products were not identical in terms of features, they agreed to test a freemium model instead.

As a result, the Keap mobile app managed to gain new users at a much higher rate, which was key to gaining momentum before switching back to a subscription model.

It's important to consider in such cases what your revenue expectations are. For example, you have a team of developers and marketers whose salaries need to be covered (at least partially) by your product and other costs associated with maintenance and improvements, otherwise your product will not succeed.



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05

Best practices for Growing Your Subscription-Based App Through User Engagement

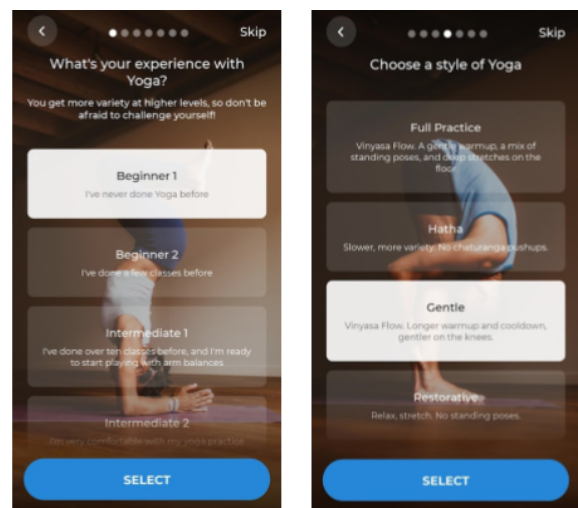
Start with Engaging User Onboarding

Your long-term user retention is literally made on Day 1. So try and give a warm greeting to your newcomers to activate them and get them to want more of your app and, ultimately, pay to subscribe and/or stay subscribed.

Channels to use: Go omnichannel — use in-app messages + emails + push notifications.

Live examples: At the heart of great user onboarding flows, there is a sequence of in-app messages triggered by the first app open after the install.

- Ask any questions that will help you personalize your new user's experience. The more pleasant the experience, the higher chances to retain the newcomer in the app!
- Showcase the most valuable features of your app and let users know what awaits them after they've completed onboarding.



For proper activation, you may want to follow up on the newcomer via push notifications and email.

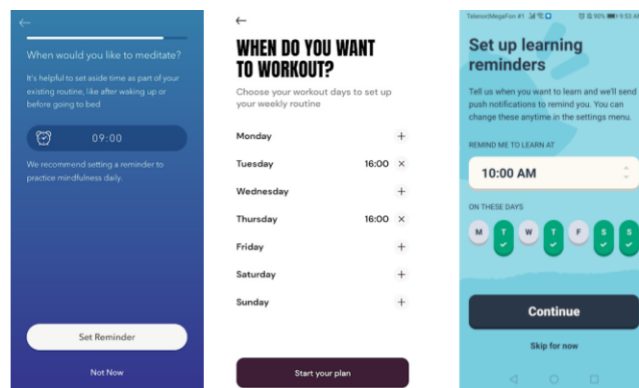
Measure results: activation rate, app adoption rate, D1 retention, and even customer LTV (known to be increased by proper onboarding by up to 300%).

Get Permission to Connect with Users Across the Channels

The opt-in rate is one of the essential metrics for app marketers — your marketing communications effectiveness depends a lot on how many subscribers you have. To expand the audience willing to see your push notifications and emails, the key is to explain the value users will receive with messages.

Channel to use: in-app messaging

Live examples: Many successful apps like pushing their users to keep practicing by using scheduled reminders. In one of the first in-app messages after the app install, a newcomer may specify the time they prefer to meditate, exercise or take a foreign language class. At the exact hour, they should receive their daily reminder via push.



Examples from Calm, PunchLab, and Memrise apps

Measure results: opt-in rate + DAU and MAU (in the long term)

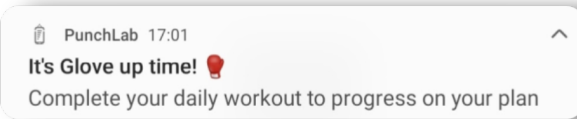
Create a Habit of Using Your App with Scheduled Reminders

Just as you promised, stay useful to your audience by reminding them of their scheduled activities.

Channels to use: push notifications and emails

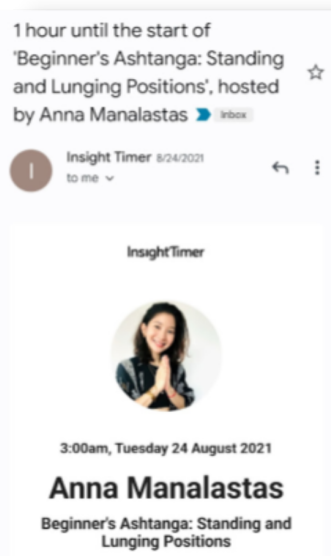
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Live examples: A simple yet motivating push notification with one copy for all users will be just fine. Example: a reminder from PunchLab:



But if you pursue maximum engagement, you can **personalize your message with more detail** on the upcoming session. You can even extend the message and get deeper into customization with email.

Any specific information can be added to the copy automatically as dynamic content. If you use a customer engagement platform as advanced as Pushwoosh, it will be no problem for you at all.



Example from Insight Timer

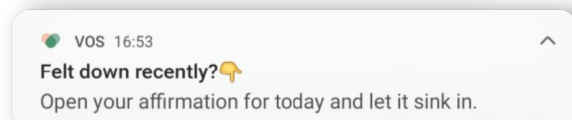
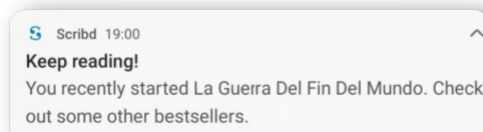
Measure results: session interval (can be determined by the last app open event), DAU, MAU, stickiness, D7 and D30 retention

Keep Users Engaged with Personalized Event-Triggered Messaging

As an app marketer, you are likely to know a lot about your users: what they've been reading recently, how they've been lately, whether they've been strictly following their diet or self-care routine, etc. And you can use this knowledge to create engaging communications!

Channels to use: push notifications, in-app messages, emails

Live examples: Scribd, a reading app, certainly knows its users' tastes in books, so it notifies them of more content that may also interest them based on their previous selections. And VOS, as a well-being tracker, keeps tabs on what feelings a subscribed user logs in. So the next time the user opens the app, VOS can invite a subscriber to complete another action in the app that corresponds to their most recent mood.



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Measure results: push notification/in-app message/email CTRs (in the shortest term), DAU, MAU, retention rates

Make Communications Responsive to User Behavior

To fit into your user's context and deliver the most relevant message that will trigger response, you need a tool that allows behavioral segmentation and automated communication sending — like Pushwoosh Customer Journey Builder. With it, you can create a user engagement campaign, as simple or as elaborate as you wish. For example:

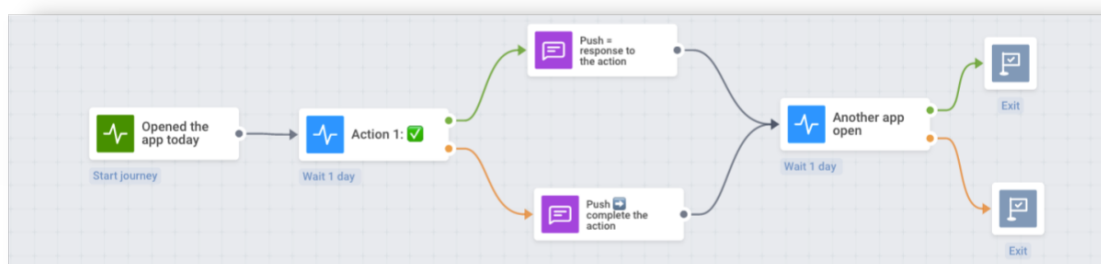
1 Target all the users who've opened your app today.

2 Wait for them to take the target action in the app — e.g., making a journal entry or listening to one music track.

3 Send a push notification with a relevant reaction to the action taken. Encourage users to open your app and complete another one.

4 If a user hasn't taken the first target action, get them back to the app with a push that acknowledges that and makes them reconsider taking the desired action

5 Track how many users you've successfully engaged. You can then choose to differentiate your communications further, tag users depending on the actions they've taken (or not) or just end the journey right there.



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Drive Feature Adoption and Discovery

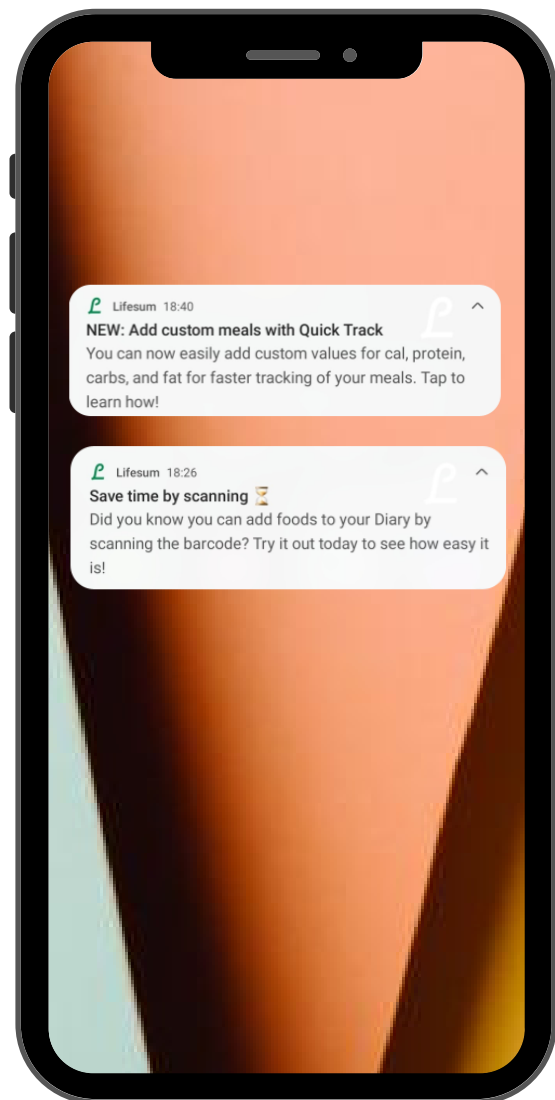
By highlighting your latest improvements and explaining how the lesser-used features can benefit your audience, you can attract some extra traffic, increase user satisfaction with your app and even encourage upgrades.

Channels to use: push notifications, emails, and in-app messaging

Live examples: Like Lifesum, a subscription-based healthy eating app, your product may be best known for one core functionality. To increase usage of other components, promote those less popular features and their use cases via push notifications.

Embed a deep link to the push and take a user to the exact screen or an in-app message with more detail. You may also add custom data to your notification and activate an exclusive trial of the feature for a particular user.

Measure results: feature's time-to-adopt and adoption rate; DAU and MAU over time



Examples from Lifesum

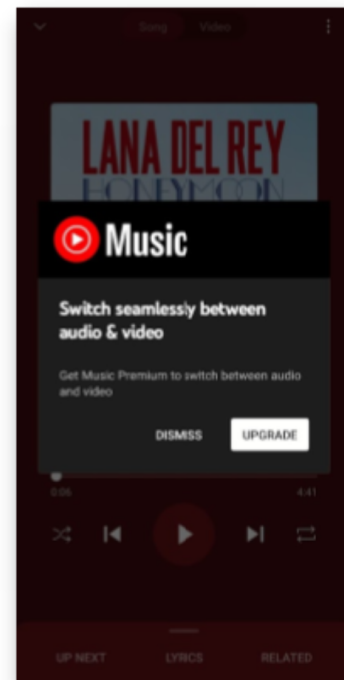
Upgrade Free Users to Premium

With automated messaging, you can easily target upgrade offers to those who have just finished a free trial or have long been using your free features only. And with Pushwoosh, you can also track the effectiveness of these communications accurately.

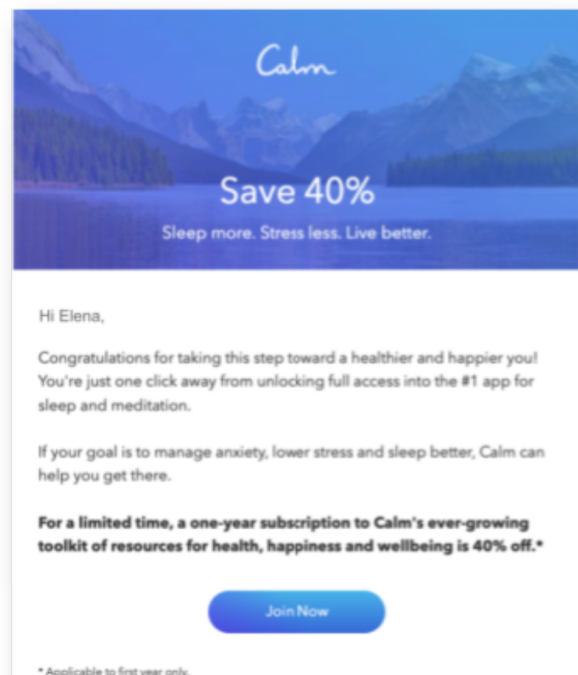
Channels to use: in-app messages, emails; push notifications as a supporting tool

Live examples: What extra benefits await users when they upgrade? Highlight those features explicitly in an in-app, like YouTube Music and many other great apps do. Then direct users to purchase with a CTA button. To sound more convincing, you may add a limited-time discount and promote it across the channels, like Calm in its email.

Measure results: conversion rates, number of paid users, total revenue, MRPPU, LTV



Example from YouTube Music

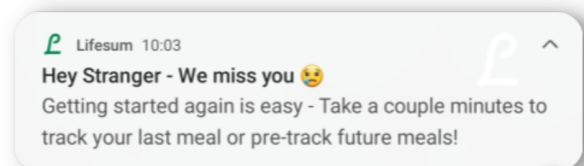


Example from Calm

Re-Engage Inactive Users to Minimize Churn

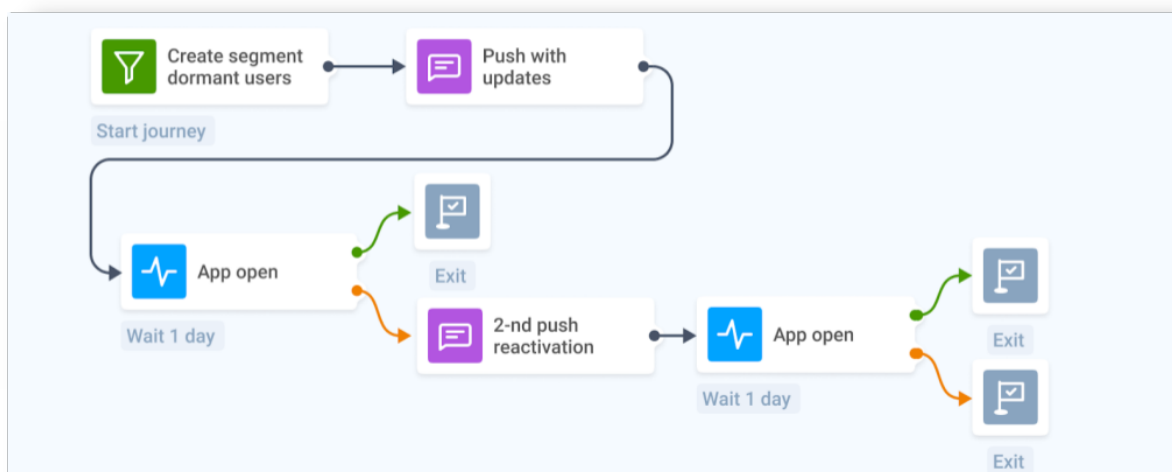
All of your user acquisition efforts are pointless unless you can effectively retain newcomers and keep them active. That's where push notifications and emails come to the rescue. These communication channels are highly effective for user retention and preventing churn.

Live examples: Lifesum is positive it can get a user back on track — even if they haven't indicated their name in the profile. When a user hasn't opened the app for a certain number of days (you can specify it when setting up your campaign in Pushwoosh), Lifesum sends them a re-engaging push.



You can follow the example and target a similar event-triggered communication to those users you no longer want to have as “strangers”!

Measure results: app open/session interval, DAU, MAU, time in the app, number of app launches, screen opens, user LTV



Screenshot from [Pushwoosh Customer Journey Builder](#)

06

The Future of Subscription-Based Apps

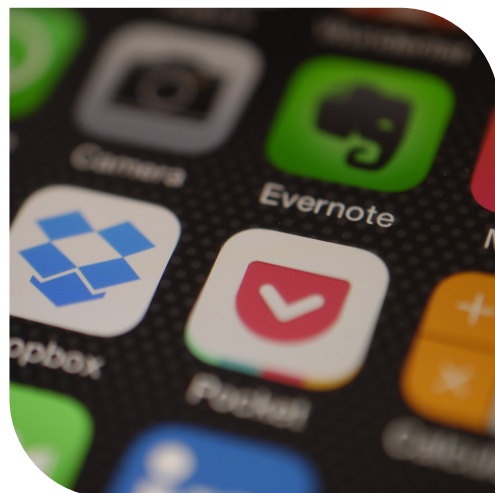
"It feels like we're just getting going on what can be built. I think we'll see more and more apps find a place where they can deliver value — not just in saving money — but in entertainment, assisting in hobbies, and other areas that people find valuable. And the subscription model will enable the creation of these types of apps." (David Barnard, RevenueCat)

In order to remain competitive, mobile apps must provide value to a sizeable market that is willing to pay for their services as developers become more innovative. As the subscription model becomes the most popular business model in comparison to the traditional acquisitions.

The question is what does the near future hold for today's subscription-based apps?

As we dive into the near future, with subscriptions, remember it is not about selling to the customer but monetizing an ongoing relationship.

Here is a list of Mobile Subscription Predictions for 2022 by Thomas Petit, an independent mobile growth consultant who has worked with 30+ subscription apps. Thomas also works with the RevenueCat team on content and community initiatives. Here's his take on what will affect subscription app developers, for the rest of the year, for better and worse.



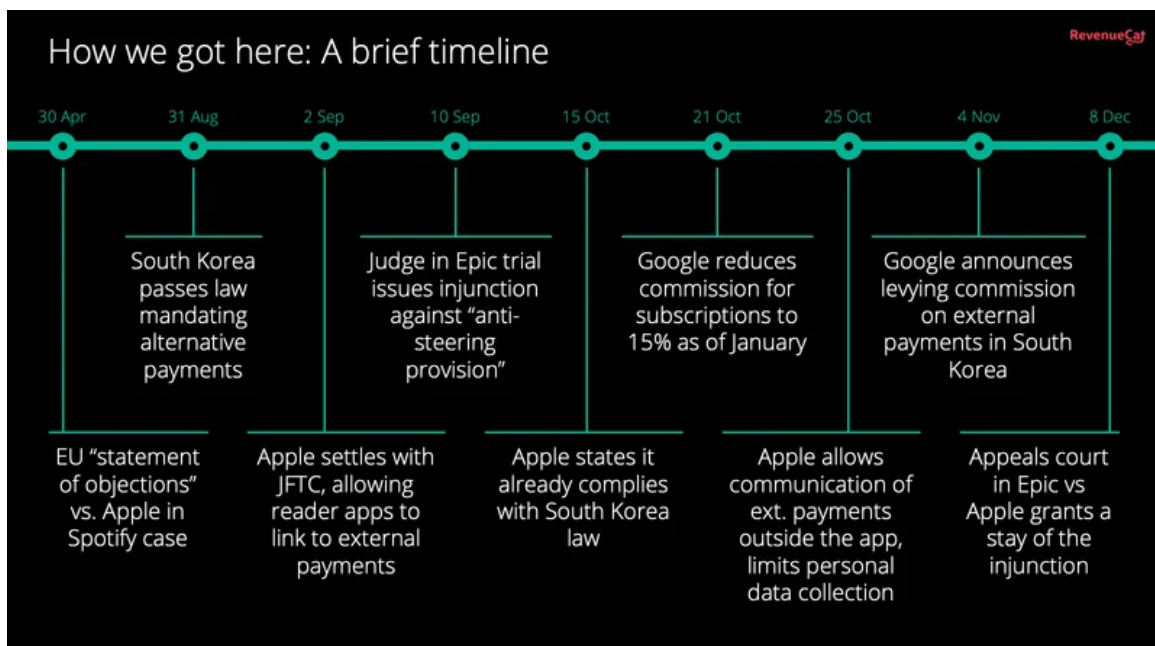
Changes to in-app payment rules

One of the hottest topics of 2021 was the evolution of app store rules, especially the ones for in-app payments. Specifically, we heard a lot about the possibility that developers may be able to start charging users through external payment systems for in-app purchases.

Looking ahead to the rest of the year, there seem to be no significant changes from the current status quo. For one thing, it is unlikely that developers will be allowed to use third-party payment providers anytime soon.

But that doesn't mean nothing is changing. Apple has already been pushed to accept communication about alternative payment methods outside of the app (for instance, through emails), and there's a rising trend of subscription apps building web flows for onboarding and charging users off-store before an app install. This isn't new, but it'll become a more standard practice in the developers' toolbox to complement IAP subscriptions.

But let's assume that Apple and Google are soon forced to allow third-party payment providers in-app. Simply being allowed to do it doesn't mean it will be easy or beneficial for most developers.



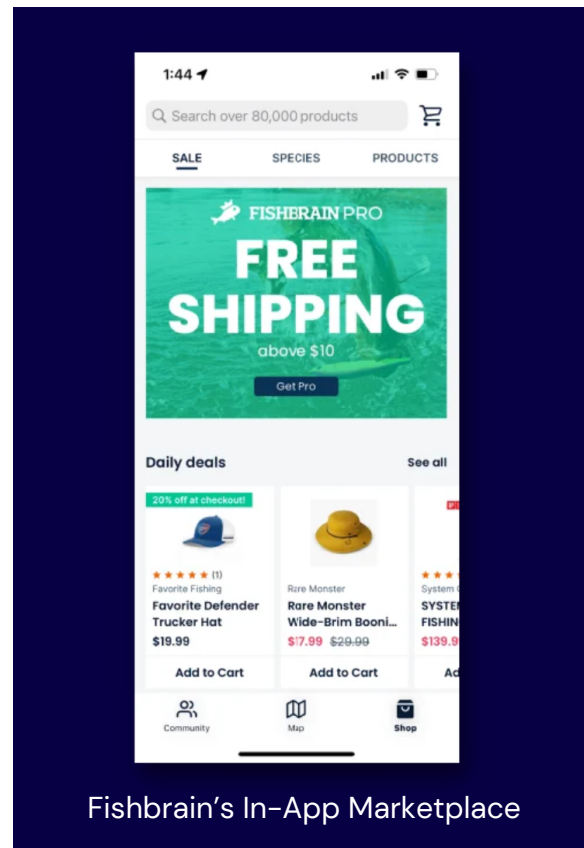
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Accepting external payments is more complex than it seems, and platforms will be able to charge a commission for this — Google is already doing this in Korea. If Apple and Google charge a commission on non-IAP transactions, this could quickly void the expected benefits for app developers. In-app purchases are usually associated with higher conversions, a better user experience, and less financial headache, which can easily outweigh a small fee difference.

In summary, in-app purchases are here to stay, despite all the noisy legal battles.

The rise of hybrid revenue models

Most apps monetize exclusively with subscriptions, or not at all (news and some entertainment apps are notable exceptions). Although 2022 might be a bit early for this prediction, I think we're going to see hybrid revenue models in the long term. New revenue models where subscriptions are still a core monetization driver but are supplemented by additional revenue streams could break the "high floor, low ceiling" nature of subscriptions.



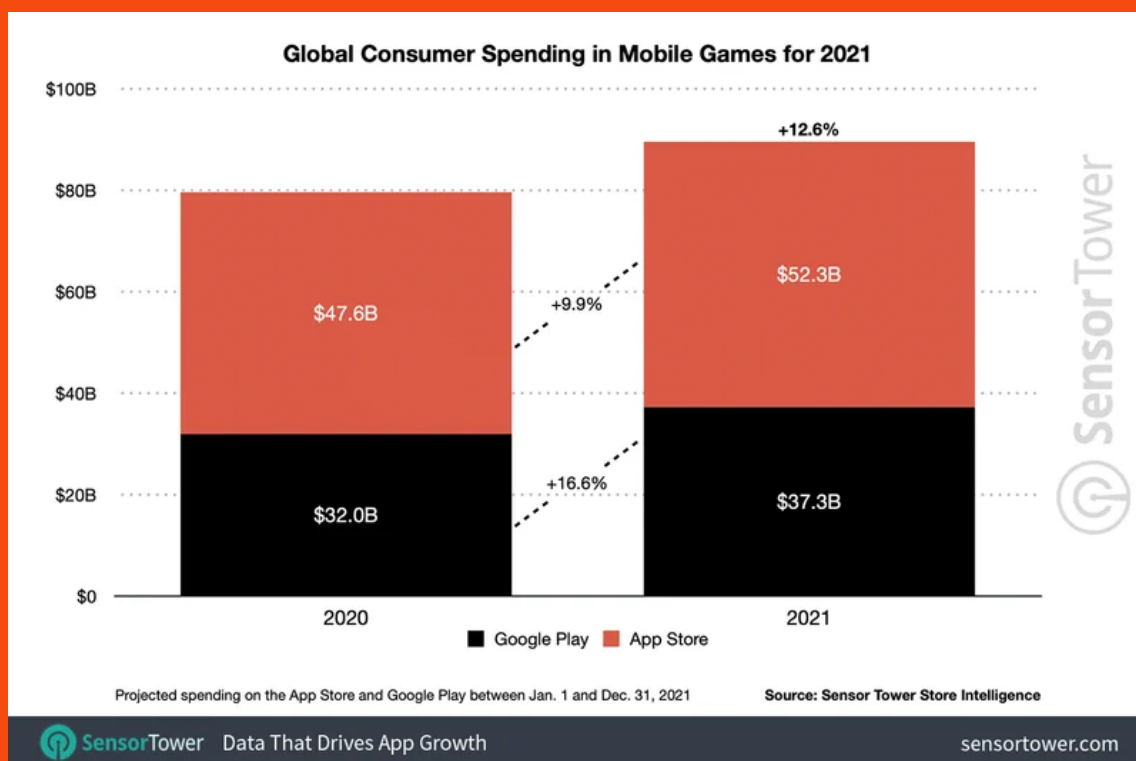
Fishbrain's In-App Marketplace

For new or non-premium subscribers, this could mean ads or non-renewable in-app purchases. like daily or weekly passes. For premium subscribers, we might notice a variety of add-ons: branded goods and e-shops (e.g., *Sweat*); affiliate marketplaces and partnership revenue (e.g., *Fishbrain*); multiple subscription bundles (e.g., *Reflectly*), and advanced features like paid live video coaching or IP-based exclusive content that gets unlocked on top of subscriptions, similar to DLC in video games.

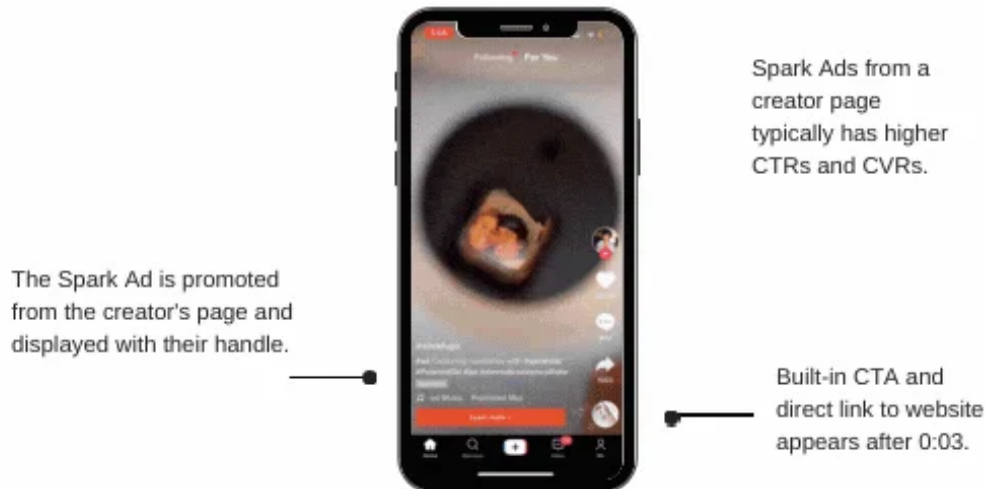
Gaming apps will experiment with subscriptions

In 2022 and beyond, some games will begin experimenting with and embracing the subscription model. Historically, gaming apps have been very successful at monetizing without subscriptions, capitalizing on both sides of the spectrum (ad-driven revenue on the lower end, “whale” IAP offerings on the higher end, and affordable non-renewable IAP in between).

Right now, it's not common for folks in the gaming space to charge a recurring flat fee. This might perhaps not be that widely adopted (we can further presume that it might not replace ads and non-renewable charges), However, recurring payments might become a complement to existing revenue streams. For games with long-term narratives and widespread buy-in, a subscription could complement the existing revenue stream by enabling subscribers to unlock new content and features regularly — keeping gamers engaged while monetizing part of valuable live ops updates.



Trends for growth in 2022



"Growth" isn't all about paid acquisition. With some loss in user acquisition and re-marketing efficiency, several apps that primarily relied on paid user acquisition and hard paywall monetization schemes will begin looking at a model that has been widely adopted in the last few years.

One can predict that we might see developers taking down their hard paywall to retain more users, opening up a world of possibility for the AARRR (acquisition, activation, retention, referral, and revenue) journey. Those who do

should see lower churn and higher virality and may consider shifting their marketing resources from standard acquisition channels to more organic efforts. It'll be a boon for branding, virality, community, and even new monetization streams beyond the paywall.

Ultimately, this will all create a more sustainable mix and longer-term view for acquisition, which we all can hope will be a benefit for both developers and users.

Breakout app categories to keep an eye on

Historically, photo and video editors and productivity apps have seen very strong growth. This space shows impressive trajectory and Innovation (look at [PhotoRoom's](#) traction in 2021!).

In 2022, There might be two categories of apps that might blur the lines between the classic B2C and B2B distinction:

- Tools for content creators (look at [CapCut](#)).
- Apps designed for independent workers and small businesses (making invoicing and communication easier on mobile).

Health, fitness, and meditation apps have dominated the subscription app market since the early days, which has fed a new wave of personal development and health apps with innovative value propositions. We're already seeing incredible products that go way beyond basic health tracking, and focus more on improving sleep quality ([Rise](#)), holistic health ([Vital](#)), CBT ([Bloom](#)), twists on what Blinkist pioneered ([Lucid](#), [Uptime](#)), as well as professional development ([Bunch](#)).



How to Make a Subscription App Successful

Another field that one can predict will have strong tailwinds in 2022 is what Thomas Petit likes to call “after Tinder” apps — pocket coaches designed to improve your relationships (like Paired). Web3 and NFTs have a lot of buzz heading into 2022, but poor UX has been a sticking point for them to hit mainstream adoption. Thomas also thinks we’ll see surprising innovation coming to this space with a few breakout apps.

Here’s one example (An app that Thomas personally advises): Tacter operates at the frontier of gaming, crypto, subscriptions, and personal coaching. They help gamers get better at popular games such as League of Legends or Axie Infinity.

With Play2Earn games, the subscription-based coach brings tremendous value to vast populations in lower-earning countries that are usually not the primary audience of subscription apps. Of course, there are some major challenges to overcome, as decentralization may not always fit the platform-ruled app environment, and that’s not only for payment-related issues. There’s no better way for crypto applications to become truly mainstream than to reach users through the device they hold and check all day long.

The way forward: Up and to the right

In 2022, we’re going to see exciting developments in payments, regulation, and growth models that will bring innovative new ideas and content to the subscription app industry. These changes are a reflection of a fast-growing and vibrant ecosystem, and we can’t wait to see what developments come next.



ABOUT AGN



App Growth Network is an award-winning, North America-based app marketing agency. Our team of experienced app marketers and specialists help leading apps meet growth objectives with our key services.

Our services include:

- **App Store Optimization** (includes localization services into global markets)
- **Paid User Acquisition** (Apple Search Ads, Google UAC, Facebook Ads)
- **CRM** (engagement & retention strategies)
- **Data Analytics** (performance reporting & insights with our premier partners' industry-leading tools)
- **Creative development** (ad creative, screenshots, app preview videos)

Major brands trust AGN for customized data-driven app growth strategies for local and global expansion. Some of our key clients include: Ten Percent Happier, Keap, Kings of Capitalism, Cardiogram, Portable North Pole, Spartan Fitness Apps, Keap, Heroes Jobs, Carrie Underwood's Fit52, Color Collab, Breethe, Zynga, Sage, Relax Melodies, Sweet Pea, Wavely, Ninja Number and more.

For your app growth needs and free consultation, contact us!

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Contributing Partners



mParticle makes it easy to holistically manage customer data along the entire product and customer lifecycle. Teams across companies like NBCUniversal, Spotify, and Airbnb use mParticle to deliver great customer experiences and accelerate growth. We simplify customer data infrastructure resulting in cleaner code, improved site and app performance, less maintenance, and reclaimed engineering time. Founded in 2013, mParticle is headquartered in New York City with offices in San Francisco, Seattle, Sydney, and London.



The top mobile-inspired customer engagement platform trusted by 80,000 clients from all industries, including global brands such as Unilever, Deloitte, Sport1, Coca-Cola, and Alitalia.

Pushwoosh helps marketers build effective communication strategies with the use of push notifications, in-app messages, emails, SMS, WhatsApp, and omnichannel triggered messaging. As a result, businesses get to drive higher-value conversions.

RevenueCat

RevenueCat powers subscriptions for the biggest apps in the world. We are a mission driven, remote-first company that is building the standard for mobile subscription infrastructure. Top apps like VSCO, Notion, Potoroom, and ClassDojo count on RevenueCat to power their subscriptions at scale. Our platform makes building, analyzing and growing mobile subscriptions easy. Whether building a new app or growing one with millions of existing users, RevenueCat enables you to easily set up cross-platform in-app purchases, manage products and subscribers (across iOS, Android, web), and analyze IAP data – no server code required.

