Want to increase your business mobile app conversion? These brilliant sneaky strategies will help you to unleash a torrent of dependable profits

Have you ever noticed that every eight out of the ten people have their eyes glued to their smartphones?

Yes, you might have. People check their phones 262 times per day, which means every 5.5 minutes on average.

More than [6.3 billion smartphone](#) users are scattered around the world. From ordering milk to following your Yoga teacher's instructions, a mobile application does all the needful work. That being said, the mobile application industry is growing at a steady rate. Startups and existing business users reaping the benefits of mobile applications in terms of growing their business.

According to a business owner, "*It's true that the mobile application for my eCommerce business is doing fair and square for my business. It has high download rates but still, it fails to bring more conversion to the table. I have already spent a vast sum on acquiring the users, but it's getting tougher day by day*."

Can you relate the incident to your business? If yes, you're in the right place and we will give you the education to engage and retain the users.

What is mobile application user engagement?

User engagement simply denotes how often someone logs in to a particular app and how much time they spend while taking any action. It may be purchasing or browsing a product, or adding payment information during the checkout process. Anything that is related to delving into the application for a particular time is considered user engagement.

The ultimate goal with mobile applications is to increase usage while making improvements to design, features, content, etc. However, minor tweaks may also have a significant impact on the usage rates.

1. Less welcome pages

After downloading the application, the user already knows that he/she has to pass the welcome pages full of app usage descriptions. While you have a mobile application for your business, you don't just want to bore your customer with more unnecessary welcome pages.

Instead, you can go for 2-4 welcome pages that mention everything in lucid language including the app's key features, benefits, and proper guidance. It will help the users to take prompt action or to visit other pages. Animated icons or images can also be used to keep the users engaged.

2. Use the CTA button on the first welcome page

Once the users sign up, it's time to take the users to perform their first action. You can use a CTA which will encourage the users to do the same. For example, buffer push the users to add their social media account, which is required to use the application itself. Also, the buffer has a progress bar at the bottom of the page. It motivates the new users to finish the entire process.

3. Use push notifications

Sending the push notifications can foster the interaction part while providing useful information to the users. To shape the customer journey, most successful applications have used this type of interaction before.

You can also re-engage with the users who have missed out on the conversion funnel. Users browsing the web and you can grab this chance. For example, you can implement push notifications on the blog or website. Once they hit the "allow" button, they will be added to the subscriber list. Now, you can send them to push notifications easily.

4. Customize the required app permissions

Nowadays, mobile applications need permission to particular settings, and that too in fully accurate mode. If you're walking through the same path, chances are higher that you may lose the users.

Users will think about how private and secure their data will be within your application. According to reports, 60 percent of the mobile app users are against downloading the applications and the rest amount of smartphone owners uninstall mobile applications as it requires sharing personal details.

5. Make the application responsive

The speed of a mobile application defines its quality. If you wish to stir your users not only with app content and design but with the responsiveness too: then you need to think to make your application faster. Every single option and feature should bring the result as expected. Also, make sure that the applications are running smoothly irrespective of the device. For example, your application is doing well on the android platforms but it's miserably failing again and again on the iPad.

You need to contact an [ipad app development company](#). The experts can delve deeper into the issue while providing the best resolution.

Wrapping it up

Did you catch the ultimate goal? It all rests on keeping the users engaging, improving loyalty, and increasing the customer lifetime value. Introducing these customer engagement best practices will help to clinch the best value for your mobile application.

Do you want to hire a mobile application developer for your business? [CodeClouds](#) or [Bapple](#) can help you with this concern. With their top-drawer talent working relentlessly to take you to the dizzying heights. For more information, get in touch today.

Social bookmarking text

Title- Powerful strategies to increase mobile conversion that give your business an unfair advantage over the competition
Description- User engagement plays a pivotal role in business mobile applications. Now build your subscribers list from scratch with these masterful strategies for your business mobile application. Learn more here.