

Monitor, measure, manage – what can mobile metrics do for your business?

A paper by Terry Hughes, Widelity

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What is *momentem*™ ?

There are 2 key components which together make up the *momentem* service;

- the instantly downloadable app for *BlackBerry*, that users rely on to tag their calls and other mobile activities with meaningful context including allocating tags to specific contacts and projects.
- the app communicates with the hosted *momentem* service which manages the subscribers, their tagged records, and delivery of Excel reports to them.

Typical users are business people, both SMB and people within enterprises, and “prosumers”, who have busy mobile lives and need to keep track of their calls and activity

Users benefit by accounting for their time, recovering more of their phone bill, and keeping an audit trail of all calls and activity.

Read more at www.momentem.net

“If you can not measure it, you can not improve it.”

Lord Kelvin, 1824 - 1907

As the developer and operator of one of the most popular apps on BlackBerry, we obsessively track everything that we can possibly track about our business. In doing so over the past year we have been able to dramatically improve our service,

adapt to changing market conditions, deliver what our customers want, and fine-tune our operations and business processes.

Our separate paper, “Lessons learned”, talks about many more of the things we have learned by having our app+service out there, you can download a copy [here](#).

This paper aims to give some concrete examples of powerful metrics that we track on a daily basis, along with examples of where they can be used within any mobile solutions business.

Before we get started, here are a few relevant things you should know about the *momentem* service, in addition to the overview in the panel on the left.

- # the app is used all day every day by busy professionals, for different use cases and business benefits, across the globe
- # it’s more of a hosted service than an app, i.e. all the user’s transactions flow through our service, giving us the potential to track many data points in real time
- # people use it to recover hundreds of dollars of billable time and expenses every month, so ROI can be tracked too
- # Widelity is a RIM ISV Alliance Member and is a “proper” company (i.e. not “two men in a garage”), and the service is where we have put our focus, including the running of the back-end servers, maintaining a secure database for all users, billing and subscription management, and high quality customer support
- # therefore, for the above reasons, we have the opportunity to track so many different aspects of the service in real time, and the following pages give some real examples along with the numbers themselves.

Please note: privacy of our customer data is paramount, so we only ever talk about stats in an aggregate form, we never disclose a user’s personal information.



Widelity is the developer of *momentem*™ and was recently acquired by Wmode, a major provider of app distribution and content management services. Powered by Wmode, Widelity provides a range of services to the app economy helping app providers to get above the noise and monetize by delivering scalable quality services.

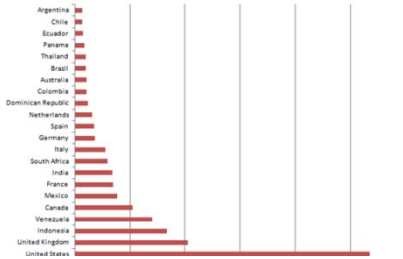
Contact the team:

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Twitter: @momentem
info@widelity.com

Here are 10 key areas of our business that we monitor, and why we do it

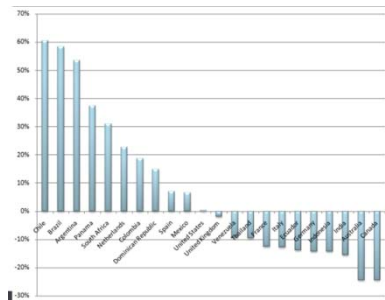
Please note: the thumbnails are for illustration only and are not meant to be viewable in detail, we can provide some of the full graphs on request

1. Countries where the users are located



Stat: we have users in 116 countries! The biggest userbase is in the US but we have seen a dramatic increase from the emerging markets, such that Indonesia and Venezuela are now number 3 and 4!

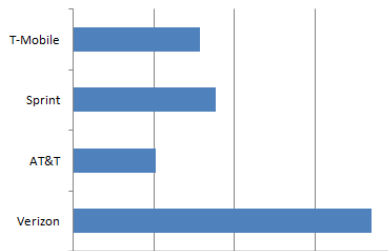
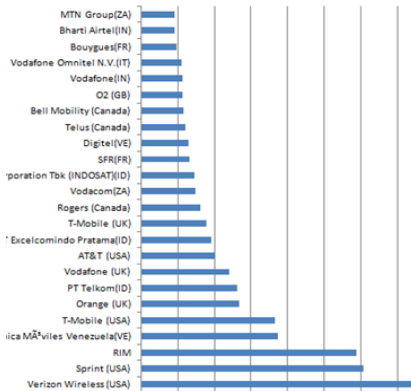
The Top 20 countries where people use *momentem*, and the swing to emerging economies over a 12-month period



We were staggered to see how App World gave us a global presence, out of the gate, and how although our service is in English people wanted to adopt it all over the world. We also found that people in poorer countries had a bigger need for call time tracking. We can even track what percentage of people download our app or use our app while roaming in a foreign country!

2. Wireless carriers that the users are with

Stat: we have had downloads via a staggering 269 carriers worldwide, on both GSM and CDMA. GSM accounts for about 80%.



This shows the uptake via each of the 4 big US carriers

We have seen a real change in carrier activity over the past year. In the US, AT&T used to be a close second behind Verizon, now T-Mobile and Sprint have overtaken them. And in the UK, Orange was the most popular network for our app, now Vodafone is out in the lead.

Some key conclusions and recommendations

- by monitoring the **countries**, it enables us to see where our users come from and which countries to target with our marketing. We can also identify the biggest growth markets. In the early days of App World it was primarily the US, UK and Canada, now it's truly global which presents a very large market for any app developer

- we also monitor which **languages** users have on their BlackBerry, which enables us to develop our service in those priority languages. Needless to say, English is number 1, but Spanish is becoming a very close second

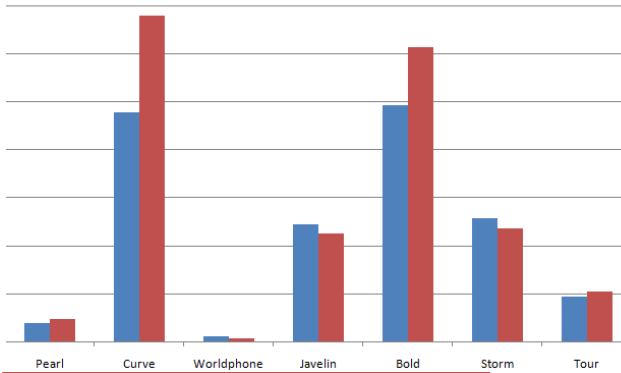
- by understanding which **carriers** are the most popular for B2B apps like ours, it enables us to work with those carriers to sell even more. The stats also show that supporting CDMA (as well as the obvious choice, GSM) is critical because of the uptake via Verizon and Sprint, and some of the Latin American networks

A tip for better metrics

If you have the user's email address, or if you store the user's personal data, make it explicit that you never use it or publish it in anything other than anonymous aggregate form, and you never sell the data or spam using it. Publish your Privacy Policy clearly.



3. Which handsets and OS versions the users are using



This shows the uptake per BlackBerry series. The blue is for the past 6 months, the red is the more recent uptake. It therefore shows that Bold and Curve are still on the rise, while Storm has declined slightly. Curve is still the most popular handset type for users of *momentem*.

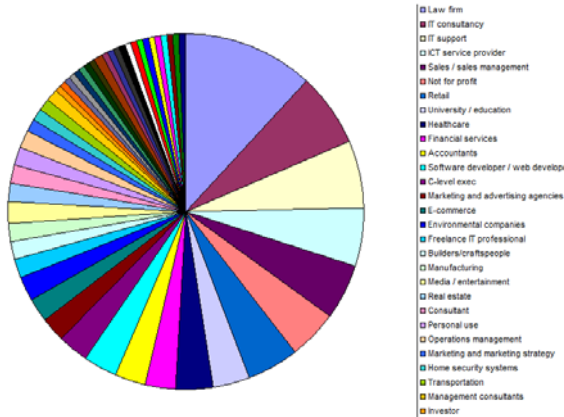
Stat: of the Curves shown above, way most popular for *momentem* is the 8520 Curve for GSM. Of the Bolds shown above, there are an equal number of 9000 (older) and 9700 (newer) using *momentem*

In addition to the handset types, we also track which OS version our users are using. It is critical to track these things for the reasons explained in the margin on the right.

Stat: regarding the OS that people run *momentem* on, OS 5.0 is now way out in the lead, but that's a very big recent swing because only a few months ago OS 4.6.1.0 was the most popular.

4. User profiling

We regularly perform **anonymous** profiling of our users based on a number of sources; their email addresses domains, Google searches of their names, their email signatures when they contact us, what they tell us when they write in to us, and via direct research with them.



This shows how our users break down by job function and industry sector

Stat: not everybody using *momentem* is a lawyer! In fact, as the pie chart shows at the top right in blue, only around 12% of our users are lawyers. Other popular professions include accountants, salespeople, project managers, IT and IT support staff, marketing, and management consultants.

This is not an exact science but it gives us a feel for who is using our solution, and why.

Some key conclusions and recommendations

- it's vital to track which **handset** customers are using so that the app can be optimised and tested on all of the most popular handsets. It also shows the need to support the "legacy" handsets because they make up a large percentage of the userbase

- In terms of the **OS**, the newer platforms have greater capabilities and features but when designing a mass market app it's important to remember how many of the users have older OS versions

- it's vital to understand who your **users** are; what their job is and what industry they are in, because that enables you to create focused marketing campaigns.

Also understanding why they use the service (i.e. what benefit they get) enables you to enhance the product to fit their needs

A tip for better metrics

Because we operate a hosted service, and because we have the email address of every user, we can perform our own data mining in addition to the reports that RIM provides.

RIM provides us with quantitative data, we supplement it with more qualitative data as (4) on the left shows.



5. Return On Investment



Shown are 3 of the 6 use cases for *momentem*



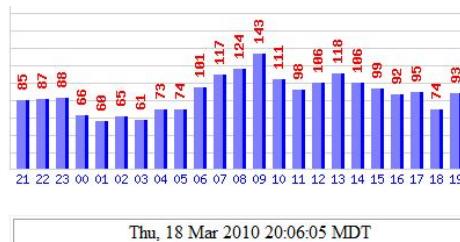
6. "I need to keep tabs on the number of minutes I use"

Stat: people in category (1) make on average an additional \$200 per month by using *momentem*. People in category (3) recover on average an additional \$50 per month. People in category (6) save around \$15 by keeping tabs on their usage and bills.

When a *momentem* user tags a call they enter their hourly billing rate, so it's easy for us to calculate how much they are making or saving by using our service. We also ask them how much they make or save, and they tell us! Therefore we can track the ROI that we deliver and use that in our marketing messages.

6. Sign-up rate

On a daily basis, or even on an hourly basis when we are a Featured app on BlackBerry App World, we track the number of people downloading our app and signing up for our service. We also track the percentage of people who download and then go on to sign up by typing in their email address and by opening an account on the system.



The busy hour for sign-ups during the working week is 9am Mountain time (shown above) which equals 8am Pacific, 11am Eastern and 6pm UK, when most of the target users are within their working day.

Stats: being a Featured app on App World gets us a 30x increase in downloads compared to normal. 63% of people who download our app then go on to register with us and start using the service. Our peak sign-up rate has been 6 new users per minute. A typical user is up and running, tagging calls and getting an ROI, within 9 minutes of deciding to download the app.

Some key conclusions and recommendations

-Being able to measure the **Return On Investment (ROI)** from the end-user's perspective is often overlooked but is an essential piece of marketing and customer retention. Just as importantly is the ability to break down the userbase into "use cases" by looking at how they use the service and what benefits they get from it. *momentem* has 6 defined use cases, see them [here](#)

- tracking the effect that promotional campaigns have on **uptake** (such as being a Featured app on App World) is vital. Also, measuring uptake hour by hour helps to identify bottlenecks in the system, and the peak hours that support may be required. Tracking the % of people who complete the sign-up process, and how quickly, helps to improve processes and online help to ensure more people get up and running

A tip for better metrics

While some stats are best crunched and presented by computers, there's nothing better for the management than manually doing analysis, a) to sanity check that the numbers stack up, and b) to keep a finger on the pulse. Also some of the best findings can't be spotted by a computer, such as which types of user write the best reviews!



7. Usage statistics

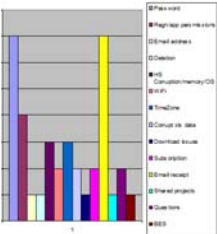
As we have a hosted service, we see every user interaction in real time, whether that's a tagged record coming in, a new contact being added, or a request for a report from the system. Therefore we have millions upon millions of tags in the system, and tons of stats. In 2010 we plan to perform much more data mining of those nuggets of information, but for now we are focussed on a few key metrics.

Mon, 19 Apr 2010 17:29:44 MDT									
User Table			Call Log			Transaction Log			
Type	Registered	UnExpired	In last 24h	Avg. Tags in 24h	Tagging Users (Active)	Avg. Tag Msgs in 24h	Avg. Excel requests in 24h	Avg. Handset requests in 24h	Receiving Msgs from users (Active)
App World	13671	11566	0	137-1386	68	248-4256	0-11420	1160	1160
Rogers	13671	11566	0	137-1386	68	248-4256	0-11420	1160	1160
GetJar	13671	11566	0	137-1386	68	248-4256	0-11420	1160	1160

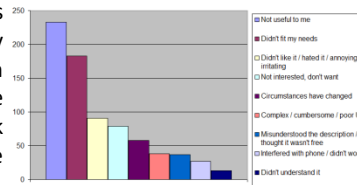
The table behind this box is one of our dashboards that we use to track the number of active users by channel (e.g. App World, Rogers, our own website, GetJar, etc.) For each of those, we track activity within the past 24 hours, the number of tags being sent in, the number of handset reports and Excel reports requested, and the number of people that have the app installed but aren't necessarily using it for tagging.

Stats: of our userbase, 10% of them use the app on a regular basis, (which is way higher than many throwaway apps that are simply never used) and of those, half of them are power users. Those power users tag, on average, 6 times per day, and they request an Excel report of their tags 1.8 times per month (i.e. once every 2 weeks). We are now handling over half a million new tags per month, and that grows month on month as new users sign up.

8. Support issues and cancel reasons



The graph on the left shows how we track support calls by the type of issue or question that the user has, and on the right it shows how we track the reasons people give when they cancel.



Stats: the number of support emails has remained static at around 20 per day over the past year, despite a rapid growth in users. That's because we have improved our self help and ironed out many of the initial bugs. Around 3% of users have filled in a cancel form. 20% of users have accessed online help, and 10% have watched our "how to" videos on YouTube.

We don't just track the good things like uptake, we track when customers aren't quite so happy with us. We learn so much from doing this to improve our processes and documentation, and strive to get the numbers down every month.

Some key conclusions and recommendations

- tracking of **usage** statistics is a missing piece of many apps and services. Companies like Flurry can help with that; the developer inserts some code into the app and Flurry can monitor all usage of the app. With *momentum* our purpose-built hosted service enables us to understand how much our system is being used, and in what way. We can also track the impact of campaigns and new launches

- monitoring of the reasons why people contact you for **support** highlights bugs, improvements, suggestions, areas where self-help could be improved, and process improvements

- monitoring of reasons why people **cancel** is critical; build "cancel reasons" into the cancel process because it tells you everything that you need to improve within the app and the overall experience

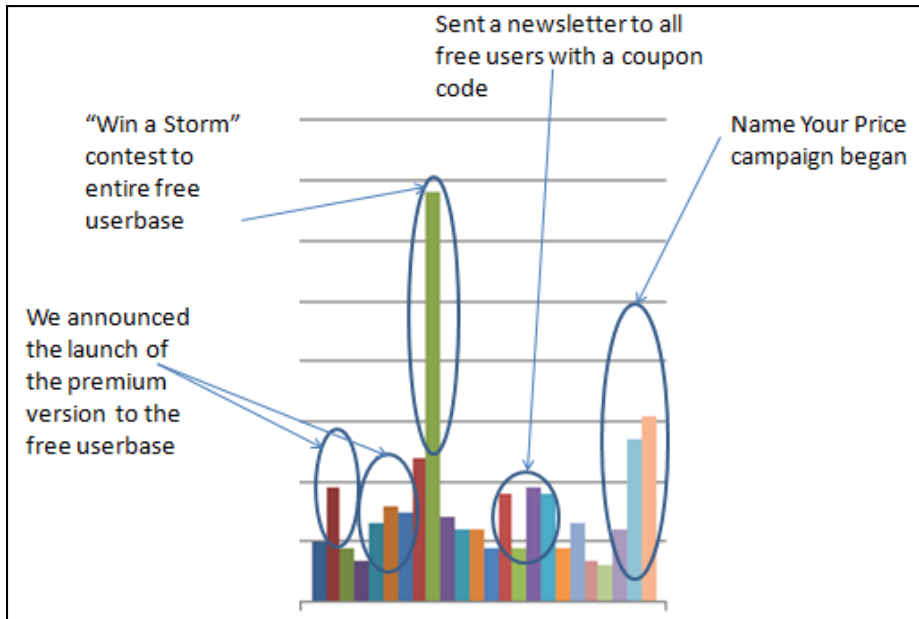
A tip for better metrics

Never miss a chance to engage with a customer that makes contact, whether its good or bad. Ask some extra questions, get under the hood, ask them to complete a short questionnaire, and find out whether their problem or question was resolved. Customer satisfaction measurements show whether your approach to customer care is right.



9. Tracking how users convert from free to paying

We have two versions, a free cut-down one and a monthly subscription one. It's vital to analyze exactly what makes people upgrade and enter their credit card number, whether that's the timing of promotions, the way the 14 day trial works, the way users are contacted to ask them to pay, and the impact that different price points and pricing models have on their decision. The chart below gives some real examples of that.



10. Tracking email mailout response rates

We use the SaaS-based Vertical Response email marketing service to reach out to our users.



Stats: we have a 3% opt-out rate. We have a 5x better response from text-only "personal style" emails compared to flashy HTML ones. The graph shows how we have improved our response rate and lowered our opt-out rate.

We track the open-and-read rate, the click-through rate, the response rate, and the opt-out rate. We do this for the various styles of emails that we send, and we also segregate our user database by when they acquired the app and via which channel, so we can be granular about who responds and why.

Some key conclusions and recommendations

- we found that subtle changes in our **free-to-paid conversion** process had a huge impact on how many people started paying. For example, only asking people to give a credit card number AFTER their 14 day trial worked, as did the timing of the "pay up" reminders. Tracking what response each approach gets is critical to maximise the chance of a free user starting to pay something!

- how do you find out what users respond best to? Test out a number of different email styles, and measure the response rate and opt-out rate. Services like Vertical Response, Mail Chimp and Constant Contact are great ways to do that while avoiding your own domain from being blocked by ISPs. Tracking of successful communication is as important as every other metric mentioned in this paper

A tip for better metrics

While it's tempting to put tons of trackable hyperlinks into marketing emails customers are getting wiser to that, and it is often better to remove all tracking links and instead have a "call to action" that they can't refuse, then when they follow up you can see for sure that they read your email!

