

# 4 ways to make your app more successful.



## Reward your loyal customers

72% of consumers are more likely to be loyal to a brand if they offer a personalized experience with additional rewards and benefits.



## Make it easy to transact

75% of smartphone users are more likely to purchase from brands whose app allows them to transact quickly.



## Deliver simple and intuitive experiences

74% of consumers are more likely to be loyal to a brand if the app is seamless and easy to use.



## Keep investing in your app

63% of consumers will continue to seek out the best app experiences even once stores reopen.



“It’s critical to **adapt** to evolving consumer needs and create innovative experiences to drive engagement. Brands should also **invest** in promoting their apps to drive user acquisition and engage loyal users in an increasingly competitive market.”

— Imma Calvo,  
Managing Director of  
Apps at Google

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