

# Expanded Market, Enhanced Engagement

## Mobile App Company

### CASE SUMMARY

A global app development firm was facing a significant challenge—the firm revenues were stagnating. The firm was making a substantial effort and campaign budget to market the app, however, the results were not proportional. Additionally, the new customer engagement was limited. So, what was the reasons for the limited uptake of the app? Why were the new customers not engaging as heavily as the existing customers? The client engaged Alenza platform to broaden the customer based and increase the lifetime value of the customer by enhancing the customer engagement.

### Alenza

Use data to increase customer engagements and broaden the customer base.



Use data as a competitive tool in uncovering the unknown performance indicators that affect your business

#### Data Sources

Social Media  
Click Stream Analysis  
App Usage Data  
Customer Demographics

#### Objectives



Increase Customer Base



Increase Engagement

## IDENTIFYING AND UNDERSTANDING KPI'S

- The App development firm provided 2 years of data reflecting usage data and patterns, click stream data, customer interaction logs.
- Avlino also collected social media and web data on the devices usable, behavior, opinion and review comments.
- Avlino used Clustering and Classification engines to segment customers, and then applied Machine Learning to determine the app usage pattern for each customer segment.
- A model correlating user in the app to the social media accounts was built, which was used to acquire new customers.
- The solution build was built using Avlino's self-learning engine that ensure that model was constantly updated based on the app usage by the users.

### Alenza Delivers

Alenza's feature finder identified drivers of customer engagement and customer acquisition. Social Media based analysis played an important role in acquiring new users to broad the customer base.



17% increase in engagement for existing customers in the first 3 months



12% increase in customer downloads



18% year over year increase in revenue

### About Avlino

Avlino Inc. provides solutions and services in data analytics. Our primary focus is to simplify data analytics in a quest to nurture the "Citizen Data Scientist" concept by removing the complexities and replacing them with pure insight. Our robust solutions add value to customers through high quality, cost effective, and efficient solution delivery that integrates business strategy, data science, and data engineering models.

**Request a Quote Today!**

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