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APP ANNIE

WEBINAR

Ka-ching! Strategies to Grow & Scale Finance Apps



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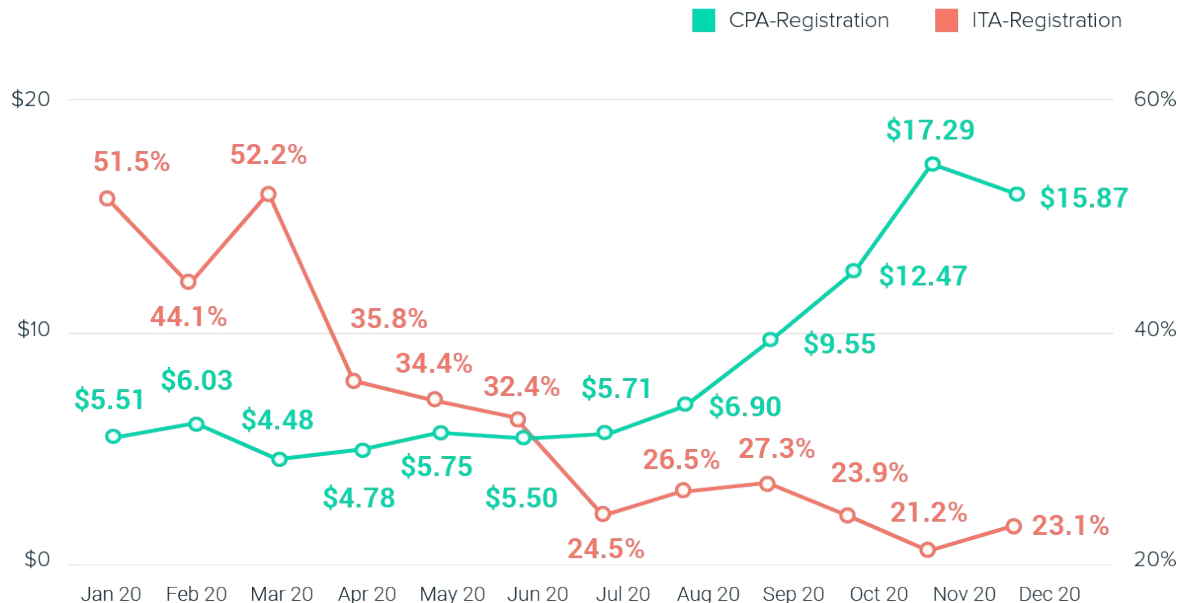


Agenda

- 1 Takeaways from 2021 Finance Apps Report
- 2 Tips and insights from finance marketers
- 3 Q&A

Driven by the initial pandemic shock, user engagement peaked in March, with 52% of users registering an account. Costs plateaued throughout much of 2020 but spiked in the final months of the year.

Finance App Registration Costs & Conversion Rates by Month

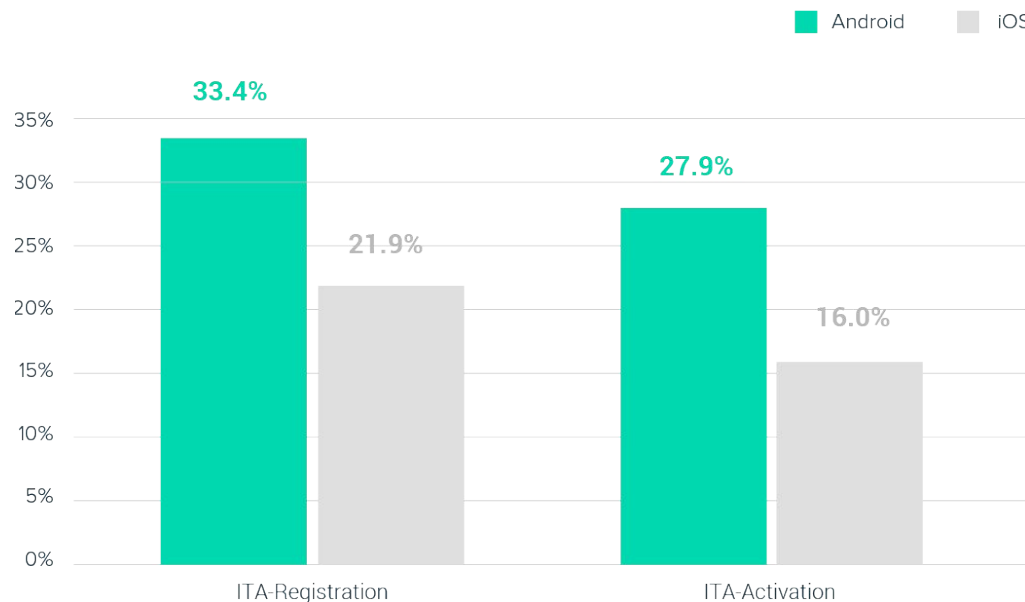


Lower costs and higher conversion rates, nearly 2x more than iOS, are convincing marketers to shift focus to Android.

Android users are attractive on two counts: they are a steal to acquire and a breeze to convert.

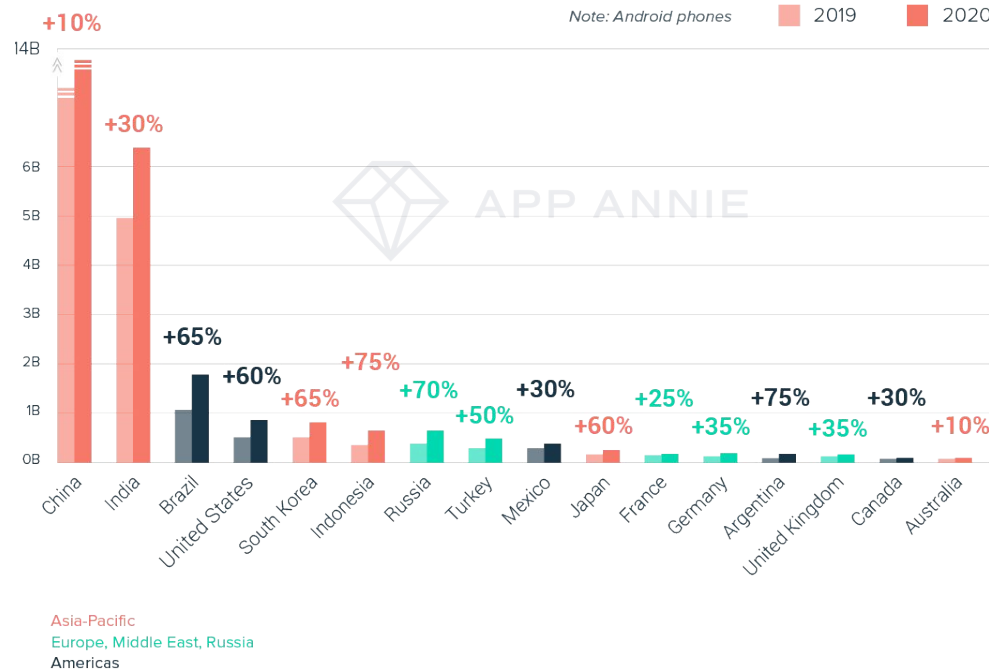
- **Register:** Android continues to outperform iOS by a wide margin. Costing 7x less, Android delivers a conversion rate of 33.4%—over 52% higher than iOS (21.9%).
- **Activate:** Android users are eager to take action. At 27.9%, the conversion rate is 2x higher than iOS (16%).

Finance App Conversion Rates by Platform, 2020



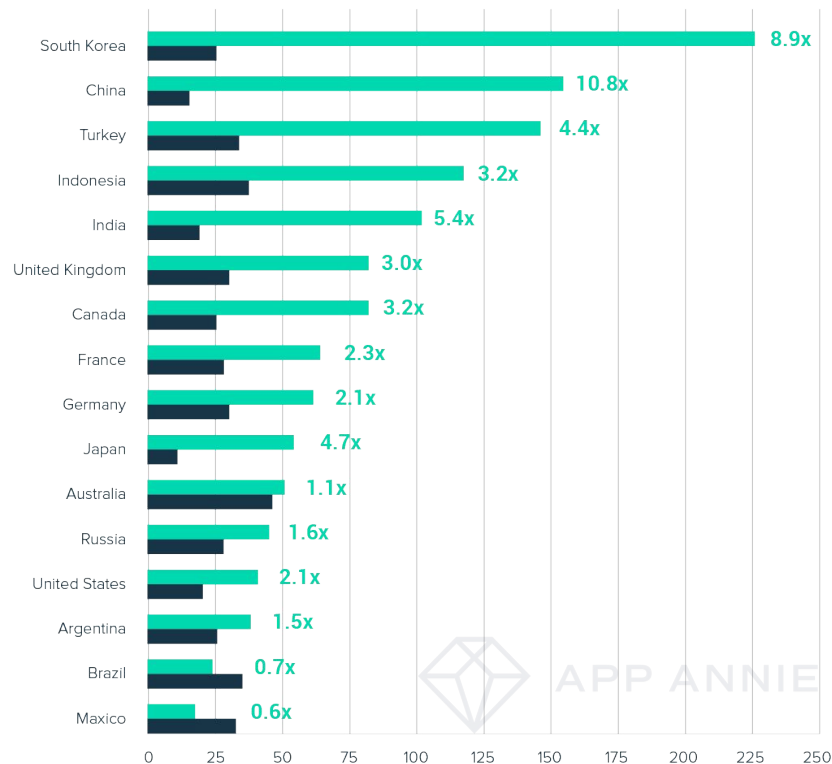
Mobile is the channel for influencing financial decisions as in-app usage grows globally. 16 billion more hours spent in finance apps, +45% YoY outside of China

Hours Spent in Finance Apps (Billions), 2020 vs. 2019



Average Monthly Sessions per User in Top 5 Apps in 2020, Banking vs. Fintech







Note: Android phones; Top 5 apps by time spent ■ Finance-Fintech ■ Finance-Banking



By session, top fintech apps outperform the best banking apps by a factor of up to 10.8x.

Benchmark the rising stars by their performance scores.

Performance Scores for Top Breakout Apps by Time Spent In-App, 2020

	BANKING			FINTECH		
	US	UK	Japan	US	UK	Japan
	Chase Mobile 	NatWest 	Rakuten Card 	Robinhood 	Trading 212 	PayPay 
Performance Score	90	88	90	93	84	100
Acquisition	93	92	97	100	96	100
Engagement	95	96	94	91	84	100
Sentiment	97	87	94	50	84	93

Note: Week of Feb 14-20, 2021; Breakout apps by time spent on Android phones

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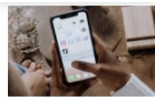
APP ANNIE

Q&A



Ready to take Your Mobile Performance to the Next Level?

appannie.com/insights



MARKET DATA

Consumers Spent \$32 Billion on Apps in Q1 2021—the Biggest Quarter Since Records Began

The full impact of global lockdowns is revealed as mobile spend on apps surges by 46% in a year

[Read more](#)

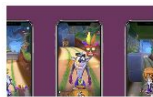


MOBILE MINUTE

Mobile Minute: Recruitment and Hiring Apps See Growth as Businesses Reopen

LinkedIn and Indeed saw 25% and 20% growth in downloads in Q1 2021

[Read more](#)



MOBILE GAMING

Crash Bandicoot: On the Run Ranks 21 Million Downloads in 4 Days

Crash Bandicoot is the fastest casual runner game to reach the 20 million download milestone

[Read more](#)



PRODUCT ANNOUNCEMENTS

Introducing Data Integration Solutions for Mobile Insights Where You Need Them

Introducing new data integration solutions for Snowflake and Salesforce to streamline access to mobile app metrics in your business-critical platforms

[Read more](#)



MARKET DATA

A Big Takeaway on Takeaways? App Sessions Inside Food and Drink Apps Grew 105% Year Over Year in 2020

Food delivery apps enjoyed a stunning surge as the pandemic supercharged adoption of an already booming consumer habit

[Read more](#)



MOBILE MINUTE

Mobile Minute: Social Media Apps Inspire Discovery for Retail and E-Commerce

Globally, downloads of the Pinterest app exceeded 193M in 2020

[Read more](#)



APP ANNIE NEWS

Celebrating The Level Up Top Publisher Award Winners of 2021

App Annie's annual award celebrates the leading publishers and brands from around the world.

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MOBILE APP STRATEGY

Data: Stop Coping With It and Start Acting on It

App Annie's Chief Data Scientist Paul Stolorz looks at the importance of data-driven insights.

[Read more](#)



MARKET DATA

Pumped Up: Health and Fitness App Downloads Rose 30% in a Landmark Year for Mobile Wellness

Huge demand for workout guides, contact tracers and wellness apps as consumers try to stay healthy – and safe – at home.

[Read more](#)



MOBILE GAMING

Crash Bandicoot: On the Run Crashes onto the Mobile Scene with Over 9 Million Downloads in 1 Day

Console-turned-mobile game, Crash Bandicoot, surges in popularity on its first day of launch

[Read more](#)



MOBILE MINUTE

Mobile Minute: Fitness Tracking and IOT Apps Surged in Popularity

The likes of Peloton and Strava have experienced triple digit growth

[Read more](#)



MOBILE APP STRATEGY

21 Expert Tips to Launch an App in 2021

Our holistic guide will show you how to launch an app, take you through the key steps to launch an app and equip you with app marketing strategies to support your app launch.

[Read more](#)



APP ANNIE NEWS

Celebrating Women Making an Impact in Mobile on International Women's Day

To mark International Women's Day (IWD), we at App Annie are honored to celebrate women driving meaningful impact across the mobile industry

[Read more](#)

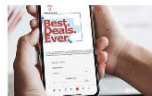


APP ANNIE NEWS

International Women's Day: Helping to Inspire the Next Generation of App Developers

App Annie celebrates pioneering women in the app industry on this International Women's Day

[Read more](#)



MARKET DATA

Working Well: Downloads of Business & Productivity Apps Hit 71 Billion in 2020 – Up 35% in a Year

Monthly downloads leapt as high as 700 million as working from home became increasingly common.

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MOBILE MINUTE

Mobile Minute: Despite the Pandemic, Real Estate Apps Grow in 2020

Downloads of the top two real estate apps grew 15% compared to 2019 in the US.

[Read more](#)



MARKET DATA

The State of Mobile in 2021: New Records Beckon

Last year was unlike any other – and the top mobile stats of 2020 underscore that as we enter into the new normal of 2021.

[Read more](#)



MOBILE MINUTE

Mobile Minute: Gen Z, Millennials, Baby Boomers – Everyone is Spending More Time on Mobile

In the United States, Gen X/ Baby Boomers spent 30% more time year-over-year in their most used apps.

[Read more](#)



PRODUCT ANNOUNCEMENTS

App Annie Data Science Series: The Brain Behind Game IQ

Highlighting the data science methodologies that support Game IQ game classification

[Read more](#)



MARKET DATA

Consumers Increasingly Choose to Use Similar Apps for their Mobile Needs

In our latest report, produced by App Annie and commissioned by Facebook, we examine consumer usage of mobile apps with similar features to understand the extent of switching between them.

[Read more](#)

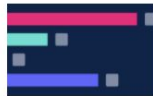


MOBILE GAMING

The Only Game in Town: Mobile Gaming Soars to New Heights in a Year of Indoor-Only Fun

And it won't stop there. We estimate consumers will spend \$120 billion on mobile gaming in 2021 – dwarfing the revenue for all other games formats.

[Read more](#)



PRODUCT ANNOUNCEMENTS

App Annie Data Science Series: Introducing Insights

App Annie Insights surfaces the potential causes for metric changes in apps you care about and follow.

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PRODUCT ANNOUNCEMENTS

Introducing Gaming Enhancements

RFD, Soft Launches, Align By Launch, and Cumulative Downloads and Revenue Now Available in Intelligence

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MOBILE MINUTE

Mobile Minute: Next Generation of Social Media Apps: Social Audio Apps

Clubhouse has exceeded 8 million downloads worldwide since launch.

[Read more](#)



MARKET DATA

The State of Mobile in 2021: How to Win in a Mobile-Centric New Normal

Read the industry's leading annual report on the State of Mobile in 2021 to take your mobile performance to the next level

[Read more](#)



MOBILE MINUTE

Mobile Minute: Holiday Season Brings on Streaming Wars Among Top Video Apps

Streaming apps see major surge, with HBO Max jumping 25% in US downloads on Christmas Day 2020

[Read more](#)



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Creatives Gallery Improvements: Search, Share, and Download Creatives with Ease

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Get Inspired!

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Mobile Ad Creative Index

2021 Performance Trends & Benchmarks

BANNER INTERSTITIAL NATIVE INTERACTIVE VIDEO



MOBILE HEROES

“Show a clear value proposition, no gimmicks.”

MEET KYLE SAUSSER

MOBILE HEROES uncensored

Grammarly Case Study

Brilliant writing in all your apps

LIFTOFF Vungle

Ad Creative Strategies on iOS 14.5

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ATTEND THE WEBINAR

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Informe sobre tendencias de aplicaciones móviles 2020

App Categorías

No IDFA? No Problem

No IDFA, No Problem Talk

Thursdays at 10:30 PST

ADCOLONY LIFTOFF singular

LIFTOFF

What is a plist and why should you care?

Company	SKAN Network ID
Liftoff	745f5244a3a6a2a2e2a2e2a2e2a2e2a2
AdColony	4c7c9244a3a6a2a2e2a2e2a2e2a2e2a2
Chartboost	198f5244a3a6a2a2e2a2e2a2e2a2e2a2
AdMob	545244a3a6a2a2e2a2e2a2e2a2e2a2
IronSource	645244a3a6a2a2e2a2e2a2e2a2e2a2
Unity	845244a3a6a2a2e2a2e2a2e2a2e2a2
Vungle	945244a3a6a2a2e2a2e2a2e2a2e2a2

MOBILE HEROES by Liftoff

Meet your new weekly Lunch Club

APRIL

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