Peixe Urbano Reduces Mobile User Churn with Upland Localytics Uninstall Tracking

The Challenge

Like many e-commerce organizations with a large mobile audience, Peixe Urbano needed a solution to better understand, and ultimately prevent, app user churn. As more and more customers shift to its mobile app, Peixe Urbano needed to ensure they had a solid understanding of why users might disengage with its app, as well as the ability to better target re-engagement efforts to users who have uninstalled the app.

The Strategy

Upland Localytics Uninstall Tracking

The Results

With the help of Upland Localytics' Uninstall Tracking, Peixe Urbano has been able to reduce its mobile user churn by 17% and increase first and second month retention by 20% and 27% respectively.

Upland Localytics Uninstall Tracking works by sending silent push messages to all users on a daily basis and reports an uninstall in cases where the user's device operating system (Android or iOS) indicates the app is no longer available. This has enabled Peixe Urbano to understand which behaviors lead to uninstalling the app, providing additional insight into what drives users to disengage.

Peixe Urbano is a large e-commerce company in Brazil. The company's mission is "to connect people to services with the best value for their money" through offers and deals on restaurants, tourism, entertainment, tickets, beauty services and more. Peixe Urbano has more than 27 million registered users and functions as a huge "shopping mall" where consumers can easily find what they want, when they want and where they are either through the Peixe Urbano website or through its mobile app. Mobile users also have the ability to choose, buy and use coupons at the same time, without having to schedule or show the printed coupon. Everything can be done by mobile with only a few touches.

"With Upland Localytics, we are able to track uninstalls as an important complement to our efforts to better understand, and ultimately prevent, user churn."

–Marcelo da Costa Zeferino, Mobile Product Manager

The Results

With Uninstall Tracking, Peixe Urbano has been able to analyze different segments of users and understand how and why uninstall rates vary. For example, the company has looked at uninstalls split by week against a cohort in order to see what percentage of users uninstalled on the same week of their first session. The company can then use this data to make improvements to its onboarding experience in order to reduce first week churn. Additionally, Peixe Urbano has analyzed uninstall rates across different devices to understand how things like major software updates on Android and iOS affect uninstall behavior.

Upland Localytics' Uninstall Tracking has also helped Peixe Urbano understand the impact of push notifications on uninstall rates and then adjust and optimize campaigns accordingly. Armed with this valuable insight, the team has been able to send more relevant, personalized push messages, which has led to improvements in user retention and engagement.
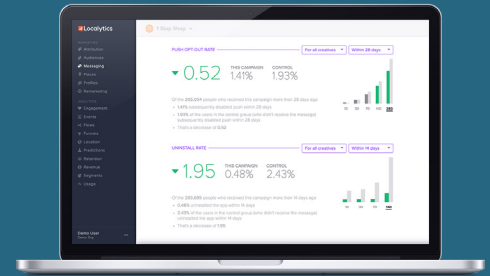
For more information, please visit: https://uplandsoftware.com/localytics/

Key Results

+ **Reduced** mobile user churn **by 17%**

+ One- and two-month user retention has **increased by 20% and 27%**

How Unintall Tracking Works

When a user uninstalls your app, it is captured just like any other event in Upland Localytics. That means you can see how uninstalls trend over time, compare uninstalls between different subsets of users, and include uninstalls in Funnels. Uninstall data is even included in our True ImpactTM campaign performance reports, meaning that you will know whether a message you send is driving an increase or decrease in uninstall rates among recipients.

About Upland

Upland Software (NASDAQ: UPLD) is a leading provider of cloud-based Enterprise Work Management software. Our family of applications enables users to manage their projects, professional workforce and IT investments; automate document-intensive business processes; and effectively engage with their customers, prospects and community via the web and mobile technologies. With more than 2,500 customers and over 250,000 users around the world, Upland Software solutions help customers run their operations smoothly, adapt to change quickly, and achieve better results every day.