



Is Your Company's Employee App Successful? Here's How to Tell

According to a recent study, 80% of employees say they feel stressed because of poor company communication. With 43% of employees working remotely at least part of the time, it's critical to have a mobile application specifically designed for employees to keep them informed and engaged to their colleagues, their work, and their company's mission.

([SocialChorus, 2021](#))

Whether it's custom-built or through a third-party vendor like Staffbase or Firstup, the metrics behind your employee app can tell an important story about your employee engagement levels—which, in turn, reveals a lot about your company's culture. Here's what to look for in your employee app's metrics reports, and why you'll want to make assessment a regular part of your content strategy!

Selecting the Right Analytics for Your App

If you are using a third-party vendor, they will likely have robust analytics built right in. If you are planning for a custom app, you have the freedom to select your own analytics tool. With so many great tools out there, it can be hard to decide which is the best fit. Here's a look at some options:

- **Google Analytics:** [Google Analytics](#) is a household name when it comes to metrics reporting – and not just for websites! It also provides free analytics for both iOS and Android.
- **Firebase:** Firebase is another mobile application tracking program that is backed by Google. It reports on everything from basic analytics to A/B testing, messaging campaigns and app crashes. Firebase is also integrated with Google Ads, Data Studio, Slack and JIRA. It supports both iOS and Android.
- **App Analytics by Apple:** Specifically for iOS, App Analytics is automatically included with an Apple Developer membership. With App Analytics, you get everything from unique Apple Store insights and engagement stats to payment and financial reporting.
- **UXCam:** UXCam is a comprehensive analytics solution for everything from app performance to user behavior for both iOS and Android. UXCam offers session reports to analyze usage patterns and crash logs to quickly address bugs and UX freezes.
- **Flurry:** Flurry Analytics is an easy-to-use platform for iOS and Android that only requires three lines of code to install. With Flurry you can analyze all activity including crash and user acquisition analytics.
- **App Radar:** App Radar, which supports iOS and Android, takes mobile analytics one step further. It provides you with key metrics tracking, localization, keyword rank tracking, and keyword research tools. With a concrete action plan in place, you'll want to bring in your leadership team for additional insights and support. And, as trends from your survey begin to be addressed, you'll want to keep your employees informed of what's changing, and why – so they know their voice matters.

Measuring Your App's Success

Using any of the tools above will ensure you have robust analytics to evaluate your mobile app. Now comes the fun part – measuring your app's success.

Here are six things you should be analyzing:

- Downloads:** Measuring downloads simply means you are keeping count of how many employees have downloaded your app. This stat is the most common to measure, however, it is not always the most insightful; Inc.com notes that over 90% of apps are used once and then deleted.
- Daily Active Users (DAU):** DAU refers to how many users access your app on a single day. Each user is only counted once per day no matter how many times they visited.
- Monthly Active Users (MAU):** Similar to DAU, MAU totals up the number of employees who accessed your app throughout a given month; each user is only counted once within the timeframe.
- Retention Rate:** Keeping track of downloads and initial opens is not enough to measure engagement. You need to find your app's retention rate, which is how many employees return to your app during a set timeframe. Calculate your retention rate with this formula: $\frac{\text{users at the end of the timeframe} - \text{new users during time period}}{\text{users at the start of the time period}} \times 100$. According to WebEngage, the average retention rate for a 30-day period is around 42% and drops to around 25% after 90 days.
- Churn Rate:** Downloading your company's employee app is a great insight to track, but what about employees who are deleting the app after download? You'll want to track this metric as well, which you can calculate by subtracting your retention rate from the number 1 ($1 - \text{your retention rate}$). For example, if you have a 90-day retention rate of 25%, your churn rate would be 75%, which is achieved by subtracting .25 from the number 1. According to Statista, the average churn rate for a 90-day period is 71%.
- Stickiness Ratio:** Your app's stickiness ratio offers insight into how often your employees are coming back and engaging with your app over a certain period, usually several months. You want to aim high for this percentage! Calculate your stickiness ratio with this formula: $\frac{\text{daily active users (DAU)}}{\text{monthly active users (MAU)}} \times 100$. For example, if your DAU is 200 and your MAU is 2,000, your stickiness ratio is 10%. A stickiness ratio over 20% is standard.

I've Tracked My Metrics. Now what?

Metrics tell a story about your internal communications content, about what employees need to do their job, and, above all else, help you craft your future content and communications strategy. By assessing your employee app's numbers, you can then see whether the content you're providing in the app is meeting your employees' needs. It's not just about what they're doing with your employee app, but why.

Build assessment time into your regular communications workload, particularly when you're planning content and campaigns for the future, so you can make sure you're using this super-effective channel in a way that makes sense for your employee base.

**Need help measuring the success of your employee app?
SPI Group can help. [Contact us.](#)**