EyeEm uses Localytics Predictions to reactivate 67.3% of high-risk churn users
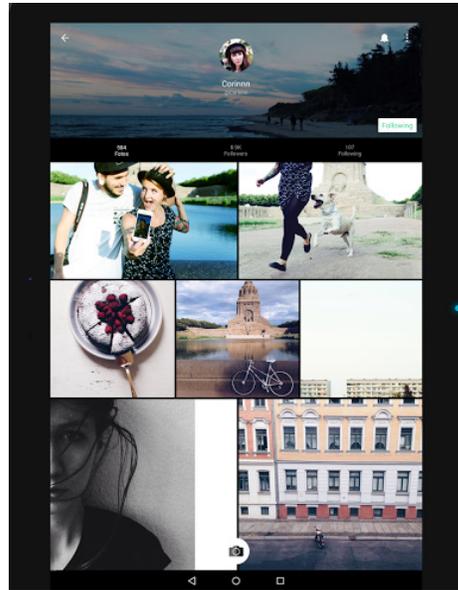
EyeEm

KEY RESULTS

EyeEm used Localytics Predictions to target users at risk of leaving the app with personalized re-engagement campaigns, re-engaging close to 60,000 users and improving retention.

67.3%
USER REACTIVATION

59,253
USERS RESCUED

The Company: EyeEm

EyeEm is a community and marketplace for real photography. It connects and promotes photographers around the world in print and online, through exhibitions and partnerships. The EyeEm Market is a platform for creatives and brands to source and license authentic photography.

The Challenge: Decrease Churn

EyeEm wants to encourage users to create content and engage socially in the app. To achieve this, they needed to easily identify and engage their most at-risk users at critical stages in the user lifecycle.

EyeEm also needed to use the right engagement tools at the right time to show users interesting content to preemptively prevent them from leaving the app.

The Solution: Localytics Predictions

Using **Localytics Predictions,** a predictive app marketing tool, EyeEm identified the patterns and characteristics of user behavior that were historically correlated with user churn, defined as the proportion of active users with no sessions in the last 30 days.

Localytics used EyeEm's historical sessions and events data to produce a custom algorithm to predict a user's likelihood of leaving the app. The algorithm grouped active EyeEm users into three likelihood segments: high churn risk, medium churn risk, and low churn risk.

To reach high-risk and medium-risk users before they churned, EyeEm created and sent several targeted push messaging campaigns to communicate with users at the right time.

The predictive marketing campaigns were a huge success. EyeEm was able to reactivate 67.3% of high risk users, keeping close to 60,000 engaged in the EyeEm app.

Predictions has helped us understand the most and least engaging interactions so that we recognize key user churn moments and learn about engagement levels to keep people active. It has also helped us understand the right time to target users and when to drive them towards specific actions.

*— Katrin Sauerwein
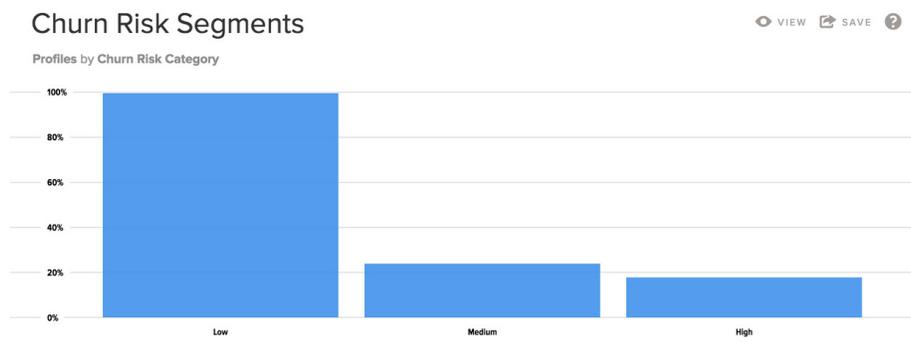Senior Product Analyst, EyeEm*

EyeEm uses Localytics Predictions to increase retention by 67.3%
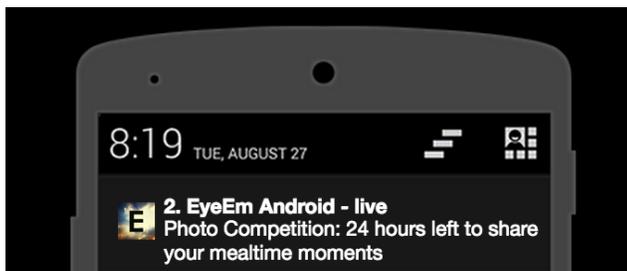
EyeEm

DEFINING CHURN

EyeEm was successful using Predictions because they were able to define a set of important events and check their correlation to churn. For EyeEm, a user is considered to have churned when he has gone 30 consecutive days without opening the app.

Once churn was defined, Localytics Predictions was able to identify the patterns and characteristics of user behavior that were highly correlated to churn behavior. These predictions allowed EyeEm to view the distribution of churn risk across their user base in one of three likelihood segments- Low Churn Risk, Medium Churn Risk, and High Churn Risk.
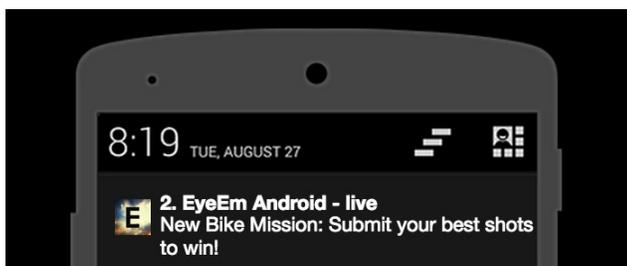
Churn Risk Segments

Profiles by Churn Risk Category

👁 VIEW   ↗ SAVE   ❓

USING LOCALYTICS MARKETING TO IMPROVE USER REACTIVATION

8:19 TUE, AUGUST 27

2. EyeEm Android - live
Photo Competition: 24 hours left to share your mealtime moments

8:19 TUE, AUGUST 27

2. EyeEm Android - live
New Bike Mission: Submit your best shots to win!

Using Localytics Marketing, EyeEm targeted a series of push messaging campaigns to users in the Medium Churn Risk and High Churn Risk segments.

The campaigns were relevant, timely, and they pre-emptively engaged users with personalized content communicating just-in-time information about photo competitions and photo missions.

The results were clear. Compared to a normal control group, EyeEm was able to improve retention by 67% for both medium churn risk and high churn risk segments.

Going forward, EyeEm plans to continue to leverage Predictions data to target at-risk users ahead of time and improve overall app retention and engagement.

Localytics

6,000 COMPANIES   **37,000** APPS   **2.7**billion DEVICES   **120**billion MONTHLY DATAPOINTS