

SoundFocus Uses Localytics to Fine Tune Its App and Drive Steady Increases in User Engagement



KEY RESULTS

- Sessions increased an average of 8% month-over-month
- iTunes track plays increased an average of 14% month-over-month
- Increased average session length by over 1 minute from version 1 to version 2 of the app



The Solution: Localytics

SoundFocus was using a free app analytics solution before Localytics, but as their project grew more ambitious, it was clear that they needed to move to a more advanced platform.

“We switched to Localytics because we needed real-time, granular analytics in a platform that could grow with us,” said Varun Srinivasan, co-founder of SoundFocus.

Localytics analytics gave them exactly the insights they were looking for. Using events and attributes, SoundFocus could track the number of users completing the calibration test and easily visualize the breakdown of users by their different hearing patterns. This insight enabled SoundFocus to identify the ten most common audio profiles, accounting for the majority of users.

SoundFocus made these profiles presets in the app, enabling users to try different profiles and experiment with custom settings. To their surprise, they saw their audience expand beyond people with hearing deficiencies to include people who just want to experiment with audio and listen to music in different ways.

Through continuous iteration and optimization, SoundFocus achieved an average 8% monthly increase in sessions and 14% monthly increase in iTunes tracks played over an eight month period.

The Company: SoundFocus

SoundFocus is creating the future of audio through software and hardware that helps users listen to music in full fidelity by tuning the audio to individual hearing patterns and correcting for listening deficiencies. In the SoundFocus iOS app users can determine proper settings with a quick listening test and listen to their favorite iTunes and Spotify tracks the way they should sound.

The Challenge: Product Optimization

SoundFocus sees its app as a precursor to hardware products that will enable people to hear everything in full fidelity. The iOS app gives SoundFocus an opportunity to fine-tune its complex audio calibration algorithm and define its product focus. Understanding who uses the app, what results users are getting from the algorithm, and how they are engaging with the product is key to laying the foundation for the company’s future.

Localytics real-time insights enabled us to make changes quickly and improve on our KPIs. We’ve been expanding our user base and improving session length with each new release.

- Varun Srinivasan,
Co-founder of SoundFocus