

# Contextual Nudges and Walkthroughs :

## The New App Retention Catalysts



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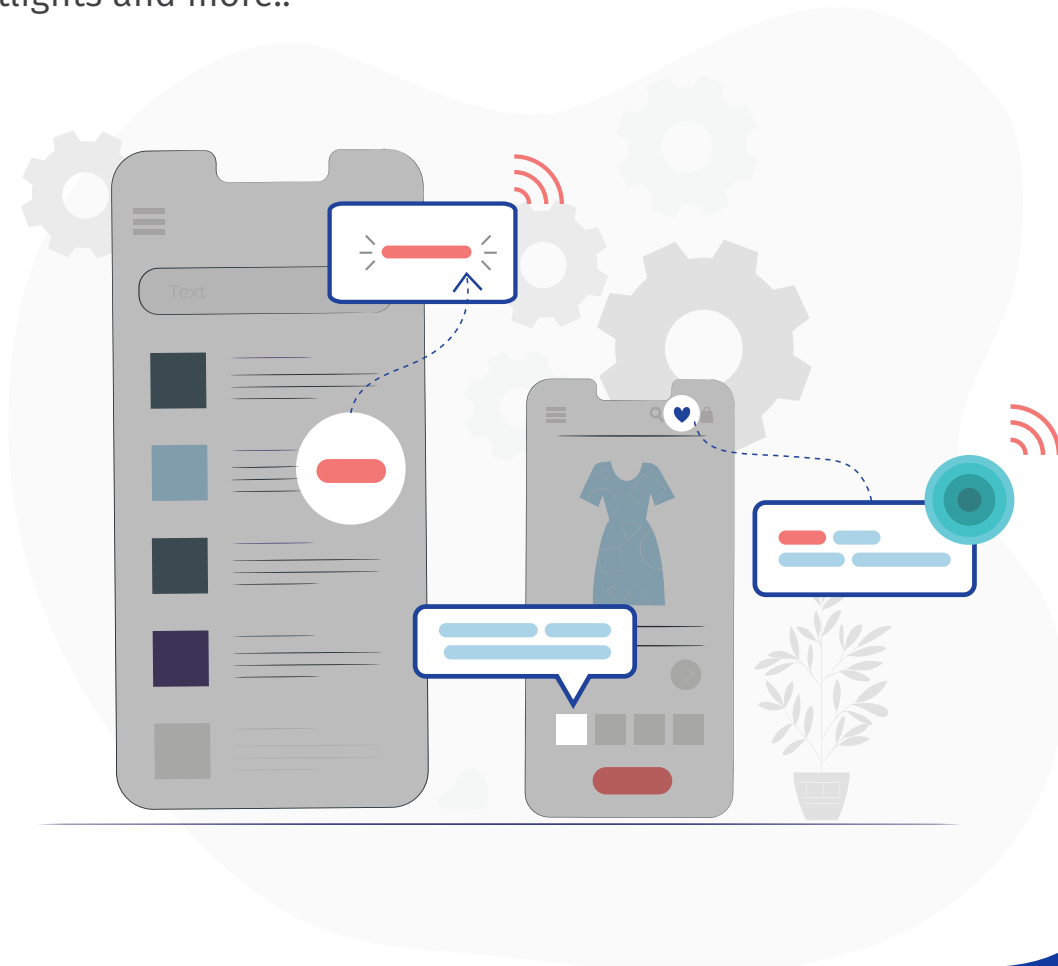
# What are Contextual Nudges?

Nudges are the customized navigators that ensure your user is not lost in the mobile app. Based on the Nudge Theory, they provide a positive reinforcement and direct/indirect suggestions toward taking the next step.

When the customer is on your app for the first time or when you release a new feature that would deliver value to the customer, these nudges come right to the rescue, to direct and help your users, thereby boosting the conversions, engagement and the overall experience of the user. They guide the user to the next best action possible and form habit loops.

Crafting these experiences for the right segment of users, is the key. When these Nudges are tied with relevance and a context for the user, in the app, they are called contextual nudges. Because nudges without a context are nothing but nags!

The most commonly seen nudges are coach marks, tool tips, beacons, spotlights and more..



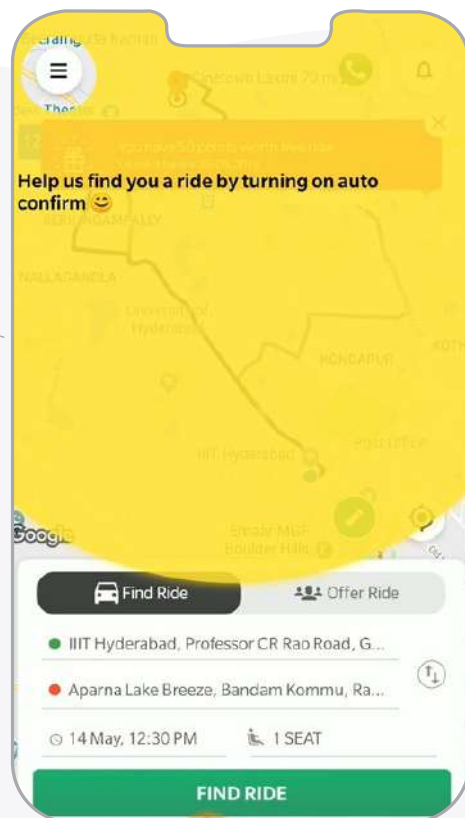
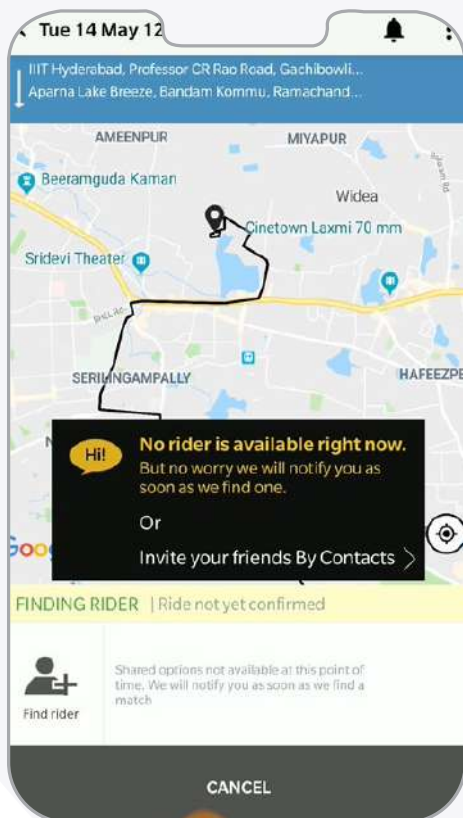
# What are Walkthroughs?

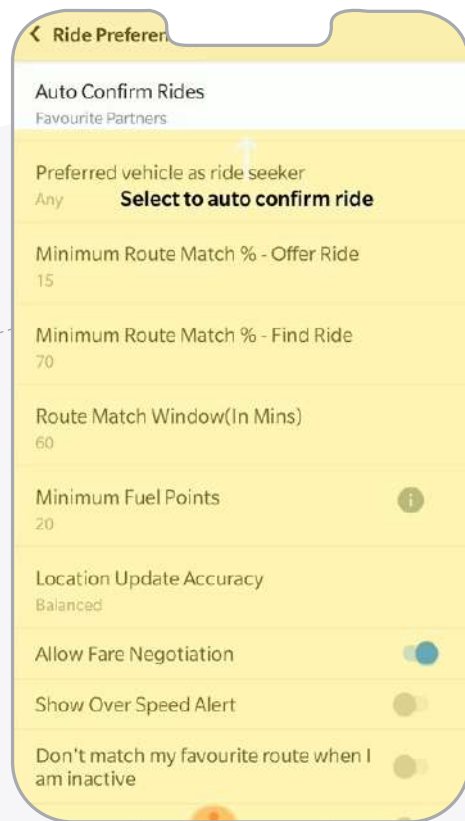
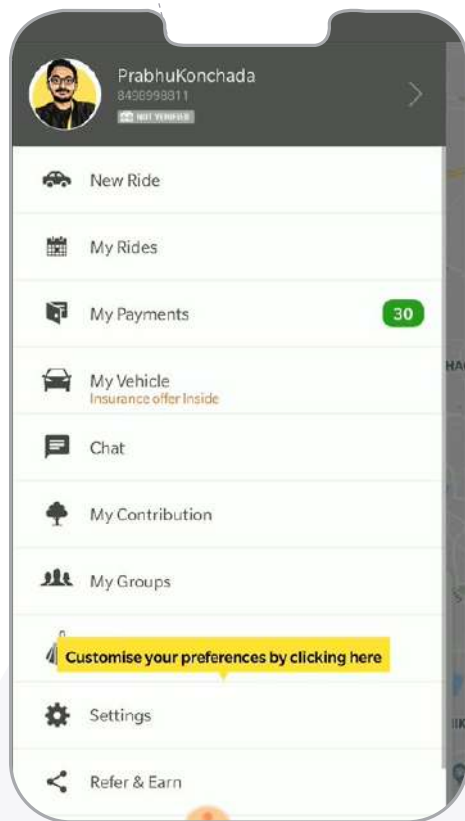
Walkthroughs are nothing but sequentially executed nudges.

To further simplify it, imagine visitors in a theme park and how they see the navigation map at multiple points, guiding them to the park's best attraction.

The theme park is your mobile app, the visitor is your user, the best attraction is your hero feature or the new feature and the navigation map is your app walkthrough.

**Here is a quick example for you!**





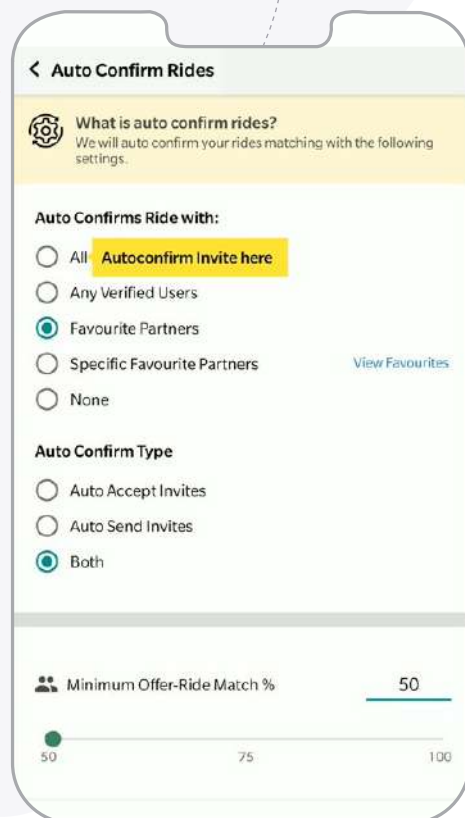
**Brand:** Quick Ride - India's No.1 commute pooling app

**User Segment:** Users who have not found a ride

**Goal:** To promote the new feature 'Auto Confirm' for users when they do not find a ride

**Action Taken:** Instead of letting the users leave the app, they are guided in clear steps to the feature of auto confirm, and how to update their preferences. This reduced the funnel drop offs and increased user retention for Quick Ride.

Walkthroughs made this possible and also boosted the adoption of this new feature by multiple folds.



## Why do we need them?

The single point agenda of contextual nudges and the walkthroughs, is to ensure that your user is not lost in the world of your mobile app. This means, hand holding them to the next action point, which is not only the most beneficial for the user, but also for you, as a brand.

All of this, ensuring the user's experience on the app, remains a delight.

Imagine with all your marketing and content efforts in place, you convinced the user to install and land at the door of your app. But what next?

- **Are they looking at the new feature you just rolled out?**
- **Are they using the coupon codes and the offers that you exclusively put forward for them?**
- **Are they willing to come back to your app after Day0?**
- **Are they making the most of every functionality your app offers?**

If we as app marketers are unable to make the most of this moment of truth, it definitely is not going to do us any good. Because, to get a user on to the mobile app is only the first hurdle of the relay race. The race is never ending, as we aim to have the user stick with us forever, by delivering value and engaging with him from time to time.

To ensure this, we need the directives/narratives or the guides within the app, making it a hyper relevant and useful journey for each app user.



## KPIs they help us achieve:

We all have numbers that we look up to, in our marketing efforts! What if we say, these contextual nudges and walkthroughs take you closer to your goals? Isn't that wonderful?

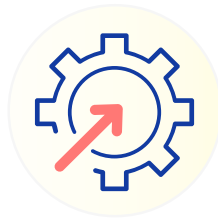
Here is what they can do for you



*Higher Retention*



*Increased Conversions*



*Better Feature Adoption*



*Faster Activation*



*Seamless On-Boarding*

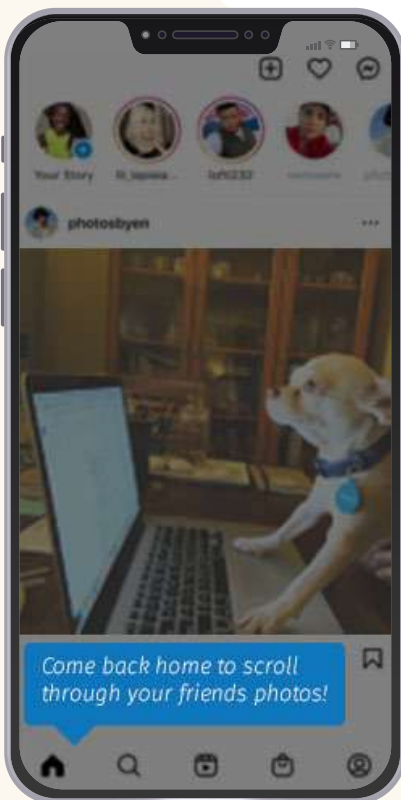
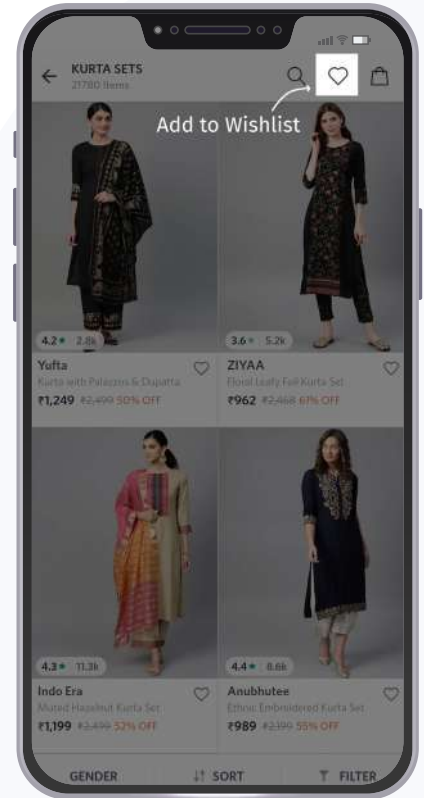
- Highlight most used CTA buttons or nudge users to use buttons that lead to **conversions**
- Help users explore new/existing features on the app to increase **engagement** and **feature adoption**
- Help onboard new users by guiding them to start using the app. This boosts your **day 0 retention** rates.
- Help users discover hidden settings e.g. security/sharing/blocking settings in Social Media apps. This builds the much needed circle of trust and value with your users and contributes to **retention**.
- Highlight reminders on the app – pay bills/recharge/renew subscriptions/timed deals etc. These are user friendly features and add to the **engagement** and **retention**.
- Highlight relevant offers, trending content, and breaking news on the app. This puts your user on the pedestal of the app, **boosting the engagement** and thereby **retention**.

## ● The different types:

We have read about what they are and what magic they can do. Here is the next important thing about what all actually are contextual nudges!

### Coach Marks:

- These are used to guide users to features within the app
- They help subtly nudge the users towards conversion
- They draw attention to new “sticky” or existing low-adoption app features, that deliver value to the user
- They ease the user’s onboarding process



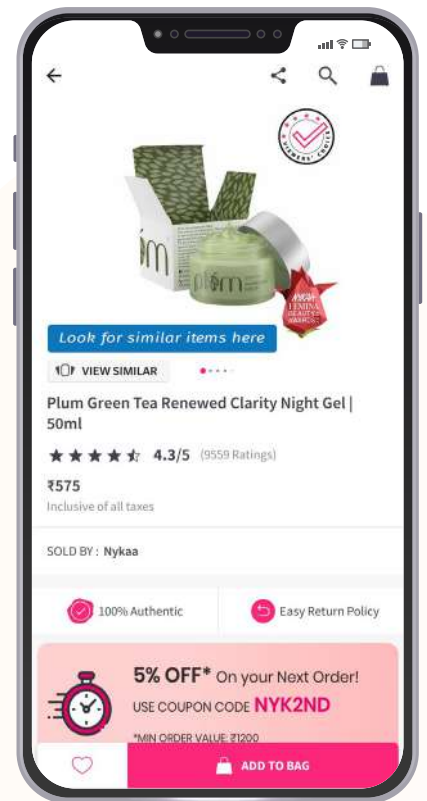
### Tool Tips:

- These tips help explain the core product features to the user and are majorly used in sequences, to smoothen the onboarding experience
- They get users to explore and use the app by quickly educating them on the login options, key app features, first-time promo codes, etc.



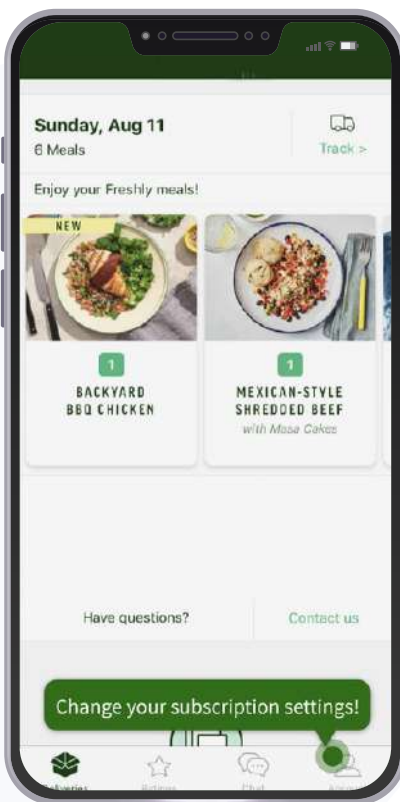
## Info Tips:

- These passive nudges can handhold users while navigating the app
- They allow us to subtly showcase a feature to users, without disturbing their app experience



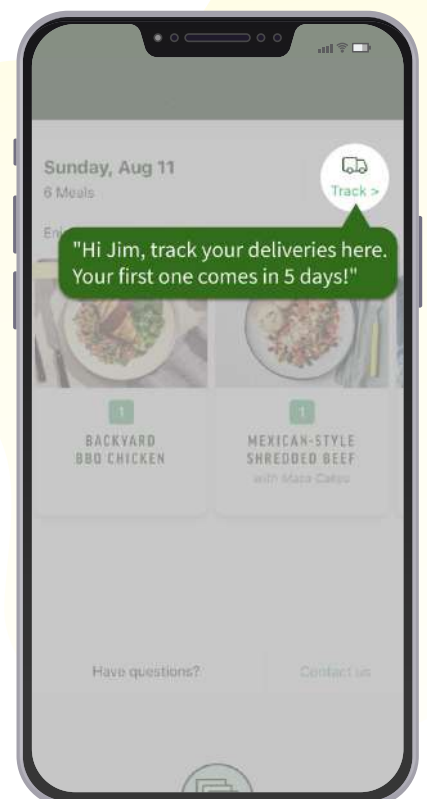
## Beacons:

- These little pulsating highlighters help catch the users' attention to the right features at the time you wish to
- They allow us to subtly showcase a feature to users, without disturbing their app experience

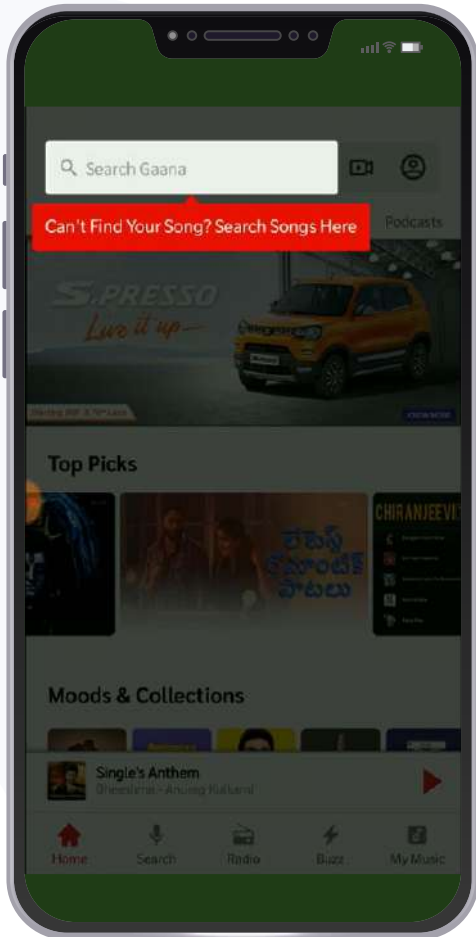


## Spotlights:

- They throw the limelight on the feature that is new or best suits your user
- These are subtle enough to not disturb the app experience and are bright enough to nudge the user.



## Some industry use cases you can take a leaf from:



**Brand:** Gaana – India's largest commercial music streaming service

**User Segment:** Idle users, who have not played any song/music for long

**Goal:** To promote usage of 'Search' and boost user engagement

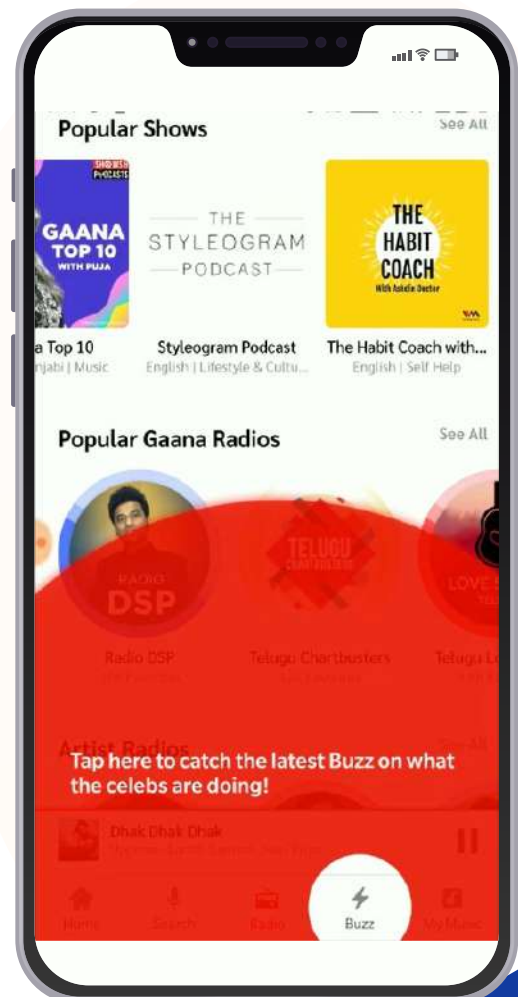
**Action Taken:** Gaana nudged the idle users with

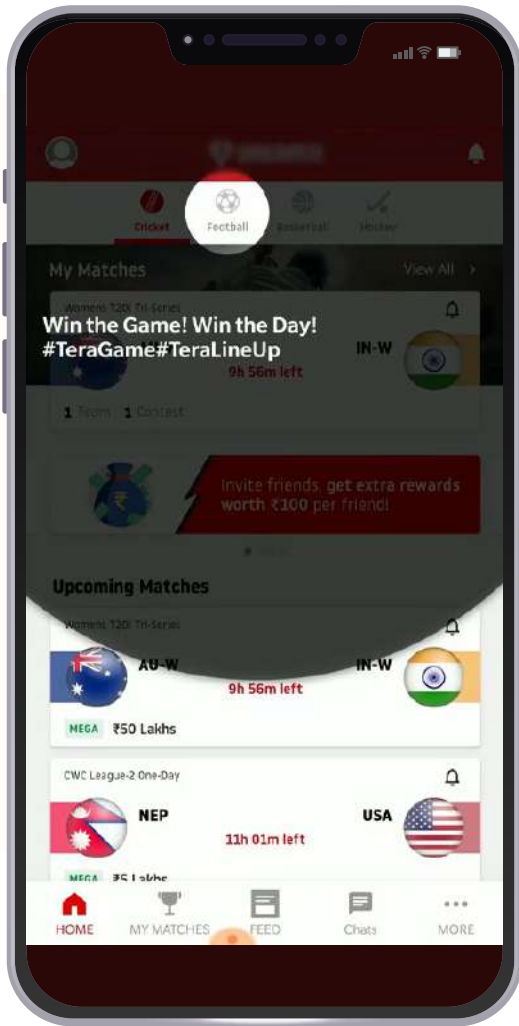
**Brand:** Gaana – India's largest commercial music streaming service

**User Segment:** Users who were churning, right on Day0

**Goal:** To improve Day0 retention

**Action Taken:** On the basis of intelligence that users who explored 'Buzz' section churned less, Gaana nudged its Day0 users towards trying out 'Buzz' with a spotlight on it. This resulted in better Day0 retention numbers and higher adoption of the feature.





**Brand:** Dream11 – Indian fantasy sports platform

**User Segment:** Users who enjoy cricket

**Goal:** To improve user retention post Cricket Season

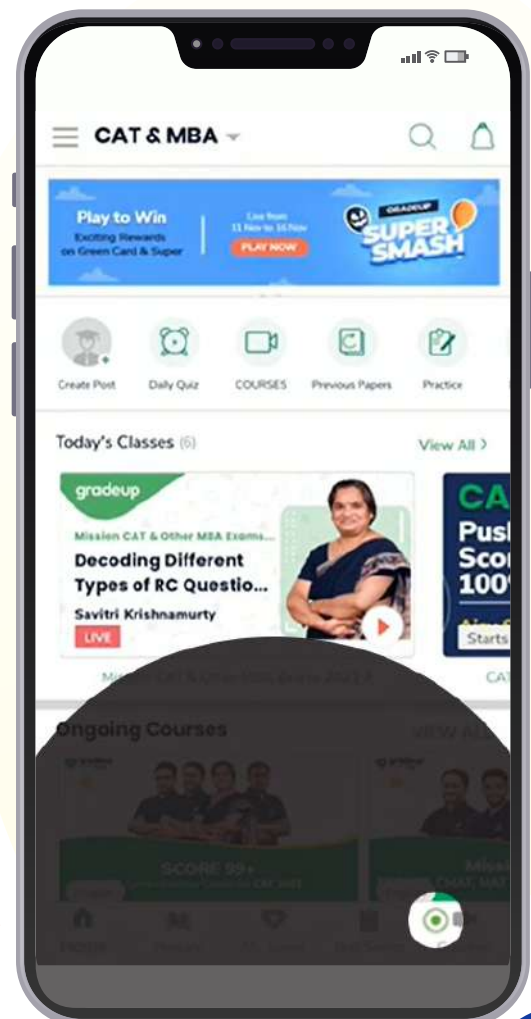
**Action Taken:** Dream11, to ensure its users are not lost after the cricket season, drives the attention to their football gaming, with a spotlight. This positively influences the retention of users.

**Brand:** GradeUp – India's largest exam preparation platform

**User Segment:** Users preparing for a specific exam

**Goal:** To promote new courses for the relevant segment

**Action Taken:** To the specific and relevant user segment, a beacon was shown right next to the courses, when new courses were uploaded. This means, more engagement and more conversions.



## What should you not do?

With all that is said about what could be and should be done, there is only a thin line of thought keeping it away from not turning it into an unpleasant experience for users. The thought is simple - 'Does my user really benefit out of this?'. While this is the mantra that decides the successes of many brands, it particularly becomes important with the limited time, divided attention and spoiling choices available to users on their smart mobile phones.

When Marketers answer this same question before they implement these engagement drivers like app walkthroughs/nudges it would help them take the right call. Doing that, here are some things that one should never do, come what may

### Do not do it for everyone

Each user has distinct preferences, records of transactions and expectations on the mobile apps. Understanding these and acting on the right segment of users for building experiences is key, in meeting its actual purpose. What if we end up leading the user to a completely irrelevant feature?

For example, if you are a telecom service provider and on your app, you lead your post-paid only customer to a feature of prepaid recharge. Would that not be annoying? It would leave the user dissatisfied with your app.

- ***Too many steps to the actual value***

While the tooltips, nudges or coach marks guide the user to the actual feature or the function that would deliver them value, it is not at any cost advised to have too many steps to reach the same. Generating a little curiosity is definitely fine, but when over done it would backfire causing greater damage.

- ***Too many coach marks/ tooltips / nudges on a single screen***

It is quite possible that there are many features or buttons that might be helpful for your app user. But, this in no way warrants having way too many coach marks, tooltips or nudges on one screen. This in no way addresses the actual issue, it is supposed to. Instead, it will end up confusing the user further and ends up influencing the user experience negatively.

- ***Not providing a skip option in the walkthroughs***

Guided step by step product tutorials are one of the significant use cases of app walkthroughs as a feature. In the process, there could be users who are versed with few steps or are willing to get to the actual feature of value directly. It is important for every marketer to guide the user to the next best action and equally important to allow users to skip the guidance, when they think it is not required.

## Implementation challenges:

High dependency on the development teams, undoubtedly proves to be the biggest challenge for growth marketers and product managers in experimenting on innovative app experiences. Given that the development teams prioritize new feature development, building app experiences are pushed back.

The worry only gets bigger with the app releases that need to be run around these. All of this done, don't even talk about the number of users who end up updating the app!

Gone are those days!

All one has got to do now is, work with **No Code / Low Code platforms** who simplify this process and make in-app changes possible, **without any dependencies on developers or app releases.**

With these platforms the walkthroughs are **just a few clicks away.** They ease out all of the back end work with simple implementation and execution options. **This means more speed and agility to your product teams; better retention, conversion and adoption for your business!**

## Conclusion:

User App experience decides how long they are going to use the app, what they are going to use the app for and if they would recommend it further, in their peer circles!

The example of Gaana, where we saw actionable insights from ML & AI around churn possibilities and deeper user segments and an action built around it, is the future of contextual product experience as we see it.

What works for your brand users' needs to be deep dived on and the experiences need to be crafted knitting the insights and right action together.

Driven by the user's behaviour and preferences, if we can guide users better with contextual nudges, they will add to the user delight, contributing to higher retention and conversion rates on your app.

To know more about Contextual Nudges and Walkthroughs at Netcore, Get in touch

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