

Timing is everything - from signals to moments



Leveraging real-world context for premium subscription and IAP

A Case Study from ContextSDK and Wizz



Executive Summary

Wizz, launched in France in 2019, is a friend-finding and chat app where young people can safely express themselves and connect with like-minded peers in an authentic, pressure-free environment. The app emphasizes real interactions without the pressure of likes and followers, creating a supportive community where genuine connections can flourish.

Faced with the challenge of mobile apps behaving uniformly regardless of user context, which leads to disengagement and high churn rates, Wizz adopted ContextDecision, a feature of the ContextSDK platform. Utilizing over 200 mobile signals and EdgeAI, this innovative solution accurately understands user activities in real-time, allowing the app to deliver timely and relevant interactions tailored to individual circumstances.

This strategic enhancement significantly improves user engagement by ensuring that prompts and notifications are aligned with the user's immediate context, thereby reducing annoyance and increasing satisfaction.

The effectiveness of ContextDecision was demonstrated through a series of targeted experiments, which showed remarkable improvements in conversion rates, user engagement and overall customer lifetime value. Our SDK model analysis demonstrated that, across most experiments, using just 20% of the prompts enabled us to capture up to 80% of the potential sales.

In conclusion, the integration of ContextDecision into Wizz not only enhanced the app's functionality by providing a personalized user experience but also set a new standard in the mobile app market for leveraging context-aware technologies to maintain user engagement and satisfaction.

This case study underscores the transformative potential of adapting mobile app interactions to real-time user contexts, promising significant advancements in user retention and app success.



The Client

Wizz is an innovative mobile app created with the vision to alleviate loneliness among young people by offering a unique platform for connection, self-expression, and community building. Launched in 2019 and headquartered in Paris, France, Wizz focuses on enabling teenagers and young adults to form new friendships and engage in genuine social interactions, free from the pressures of likes and follower counts found on traditional social media platforms.

Emphasizing a safe and positive environment, Wizz is dedicated to fostering a community where respect, understanding, and positive vibes prevail, making it the ultimate space for young individuals to discover a sense of belonging and boost their self-esteem. For more detailed information, please visit the WIZZ Website¹.

Wizz is a relatively compact organization that has made significant strides in the mobile app landscape, particularly in social networking for young people. As part of the Voodoo family, a leader in the mobile games and apps industry, Wizz benefits from the extensive reach and innovative drive of its parent company. This affiliation with Voodoo not only enhances Wizz's operational capabilities but also its visibility in the competitive mobile app market. For more details about Voodoo please visit the Voodoo Website.

The Industry

Wizz operates in the social networking and messaging vertical, promoting genuine connections. Unlike traditional social media, Wizz emphasizes creating a safe, positive space free from the pressures of likes and followers, focusing instead on fostering real friendships and a supportive community.

This approach places Wizz at the intersection of social technology, catering to a growing need for platforms that prioritize user well-being and meaningful interaction over popularity metrics.

¹ Source: <https://wizzapp.com/>

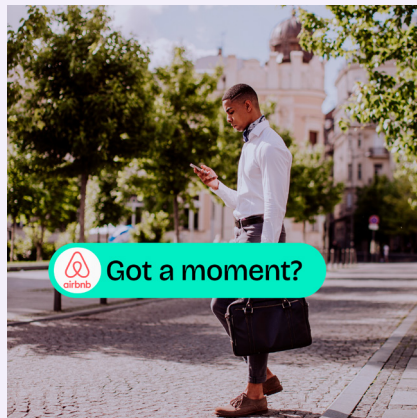
² Source: <https://www.voodoo.io/press/>



Challenge

Think about where mobile apps are used today - in transit on the way to work, at a bar in a loud environment and low lighting, or at night lying down before bed. However, regardless of the context, apps behave the same way, irrespective of the environment we're in, leading to missed opportunities for highly personalized experiences that engage and satisfy users. But with ContextSDK, that's all about to change. Imagine the following familiar scenarios:

- If you are walking and open Airbnb you are probably looking for the key code of the apartment that you have booked.
- If you are lying in bed and open Airbnb you are probably planning your next vacation.



In other words, the real-world context in which a user starts a new app session is a great proxy for intent.

Why is that important?

Because mobile apps don't know the intent of a user. Without knowing the intent of a user you cannot get the timing right for optimal communication, and meeting the user where they're at. With billions of messages and prompts served every day at the wrong time there are hundreds of thousands of users who are frustrated and annoyed by the apps they use and ultimately churn.

In the mobile app ecosystem, deciphering user intent at the start of a new session remains a pervasive challenge. Traditional methods rely heavily on historic in-app behavior and sociodemographic data to construct user context, often leading to imprecise targeting and user engagement strategies. But even these limited methods get increasing pressure because of rising privacy concerns.

The average mobile app loses 77% of its Daily Active Users (DAUs) within the first 3 days after installation, and this number increases to 90% by the first month and over 95% by the third month³. That kills unit economics, because over the past 5 years, CACs for mobile apps have risen dramatically to \$2.24⁴ (CPI, global average, 2021) and as the mobile market matures and competition for users intensifies, it will rise further.

³ Source: <https://messagegears.com/blog/mobile-app-onboarding-creating-engaged-users-from-the-start/>
⁴ Source: <https://www.amity.co/blog/mobile-app-user-acquisition-statistics>

The Solution



Facing the challenge of mobile apps behaving uniformly regardless of user context, Wizz recognized the need for a tailored approach to enhance personalization and engagement.

ContextDecision⁵, a key product of the ContextSDK platform, offers a robust solution by **utilizing over 200 mobile signals - such as battery level, time of day, and motion data - processed through an EdgeAI model** to instantly understand a user's activity, whether they're walking, sitting, or in transit. This precise analysis allows Wizz to tailor interactions like push notifications and prompts to the user's current situation, ensuring they are highly relevant and timely.

The implementation of ContextDecision significantly boosts Wizz's ability to engage users by timing interactions perfectly, enhancing user satisfaction, reducing churn, and increasing conversions, especially for in-app offers. The platform's on-device processing ensures that all data analysis respects user privacy, avoiding any transfer of data to the cloud and maintaining user trust.

This strategic integration transforms user experience, by making each interaction within the app feel personal and directly relevant to the user's current context. By addressing the typical challenges of mobile app engagement in such a dynamic and sensitive manner, ContextDecision has helped foster a stronger, more connected community of users, **enhancing both revenue and user satisfaction** without compromising privacy standards.

⁵ Source: <https://contextsdk.com/products/decision>



Experiments Conducted

At ContextSDK we learned that each app and each user base is highly unique. As such, optimizing conversion rates is not a one-size-fits-all, but requires a deep understanding of each app's user behavior.

To address this, Wizz integrated ContextSDK in calibration-mode, where the app would log outcomes of various user interactions, such as upsell prompts, while their app behaves the exact same way as before. After a few days, we've had enough data to deploy the first **custom machine-learning model** to increase conversion rates across the app. But we don't stop there. After the initial deployment, our machine learning models keep learning, and we automatically ship new machine learning models to the app over-the-air (OTA), all without requiring any changes in the Wizz app, or its new App Store versions.

After those two simple steps, we started to conduct a series of experiments to rigorously test the impact of our SDK. These experiments were designed to directly compare the existing app logic against variants that utilized ContextDecision, thereby identifying the most effective moments for user interaction.

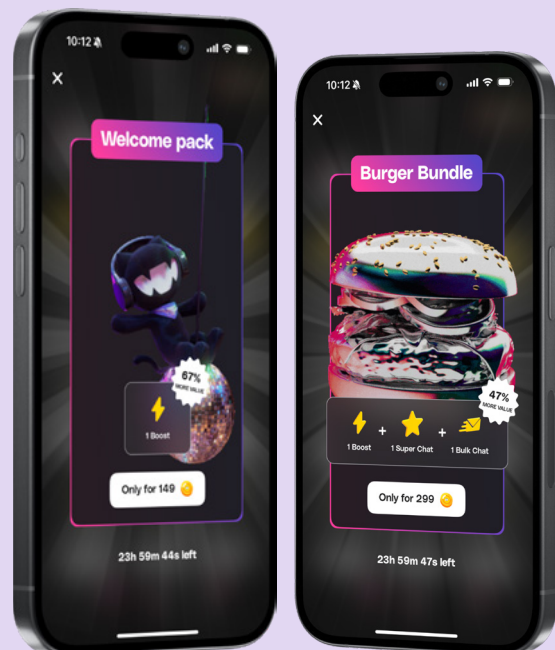
OFFER FLOW EXPERIMENT:

Objective: Optimize in-app offer timing

Goal: Boost conversion rate by reducing notification frequency

This experiment targeted users receiving in-app offers at app launch, aiming to optimize the conversion rate by reducing the frequency of prompts while perfecting their timing.

We continuously refined our models based on real-time user interaction data, enhancing the effectiveness of each offer presented.





“With ContextSDK, we’ve seen a remarkable shift in user engagement on Wizz. Delivering prompts at just the right moment has not only boosted conversions but deepened the authentic connections that define our platform.”

Thomas Donninger - CEO WIZZ

SUPERLIKE FEATURE EXPERIMENT

Objective: Maximize engagement with the SuperLike feature

Goal: Find ideal prompt timing to increase conversions

The SuperLike feature, a high-volume, paid upgrade option within the Wizz app, receives around 1.3 million prompts daily.

In this experiment, we focused on determining the optimal times for these prompts to maximize user engagement and conversion rates.

We adjusted our strategies based on user responsiveness, ensuring the SuperLike feature achieved its revenue potential.



SUBSCRIPTION OFFER EXPERIMENT

Objective: Increase subscription uptake

Goal: Tailor subscription prompts to user context

This experiment focused on a subscription feature critical for generating recurring monthly revenue.

By adjusting our strategies according to various real-world contexts, we aimed to enhance the receptiveness to subscription upgrades, underscoring its importance to businesses seeking stable, long-term income.



Results

Our targeted experiments demonstrated **substantial improvements in user engagement and conversion rates!** These results underline the potential of ContextDecision to transform app interactions based on real-world user contexts:

OFFER FLOW EXPERIMENT:

+81%

In one of our most revealing tests, the “Offer Flow” experiment, we managed to increase the conversion rate substantially. By deploying ContextDecision, we reduced the number of in-app offer prompts by nearly half yet increased the conversion rate from **0.48% to 0.87%**, marking an **81% improvement**.

This was achieved over three weeks, involving nearly 500,000 prompts, providing a robust data set that confirms the efficacy of our approach.



SUPERLIKE FEATURE EXPERIMENT:

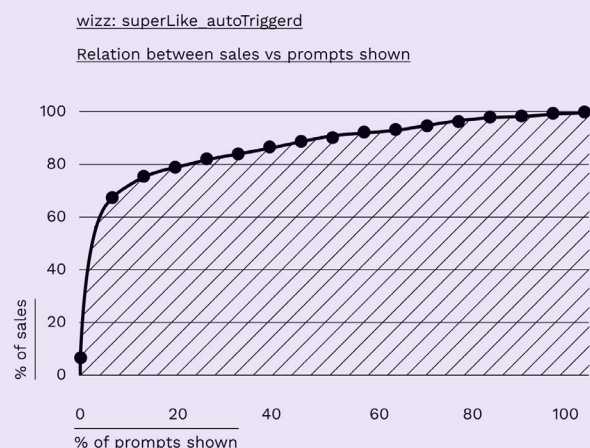
20%



80%

The SuperLike feature benefited significantly from ContextDecision.

It demonstrated efficient engagement, achieving about 80% of potential sales with just 20% of the usual prompt volume, underscoring the precision and effectiveness of our contextual approach.





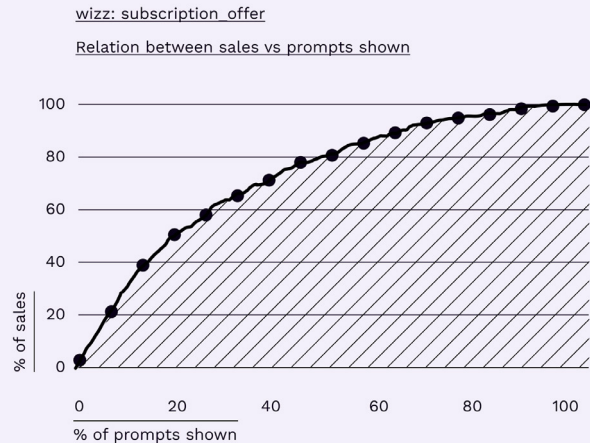
Results / 2

SUBSCRIPTION OFFER EXPERIMENT:

+ 50%

This experiment highlighted important insights into scalability and customization of our SDK.

While the increase in sales was less pronounced, achieving only a 50% conversion from prompts, it underscores how different parts of the same app affect the performance of ContextSDK. To reduce the influence of this, we use unique machine learning models for each flow in an app.



Results show: We achieve More with Less

80%

with 20% of Prompts

Our SDK model analysis revealed that by using just 20% of the prompts, we were able to achieve up to 80% of the potential sales in the majority of flows.

This result highlights the precision of ContextDecision in reducing unnecessary interactions while maximizing outcomes.

20%

increase in LTV

Furthermore, WIZZ observed a significant uplift in lifetime value (LTV)!

All newly onboarded users saw a 20% increase in LTV, attributed to optimal timing of interactions which made the app less intrusive and more user-friendly.

These experiments are just the beginning. They show not only the immediate benefits of working with real-world context but also the broader implications for future enhancements.



Conclusion

In this case study, we demonstrated how ContextDecision, a part of the ContextSDK platform, significantly enhances mobile app personalization and user engagement through real-time, context-aware interactions. By implementing ContextDecision, Wizz has not only improved its user experience by ensuring timely and relevant interactions but also achieved remarkable improvements in conversion rates, user retention and even customer lifetime values.

Our findings show that **with only 20% of the usual prompts, we could capture up to 80% of the potential sales**, demonstrating a high degree of efficiency and effectiveness.

As we look forward, our commitment remains on optimizing further and refining our strategies to ensure that each feature of the app aligns perfectly with user expectations and behaviors. By expanding the scope and duration of our testing and improving our data collection practices, we aim to continue enhancing the user experience across various app flows, thereby driving even greater satisfaction and revenue for our clients.

This case study is a testament to the transformative impact of leveraging advanced, context-aware technologies in mobile apps. For app developers and marketers looking to elevate their user engagement and conversion strategies, ContextDecision offers a proven solution that marries sophistication with simplicity.

→ **Ready to revolutionize your mobile app's user engagement?**

Book a call at <https://calendly.com/contextsdk/30min> to discover how ContextDecision can tailor your app's interactions to the nuances of user behavior and drive your success in the digital age.

About Us

ContextSDK is a groundbreaking tool that leverages real-world user context to enhance app engagement and revenue. Founded by Felix Krause and Dieter Rappold, innovators with rich backgrounds in iOS development and tech entrepreneurship, ContextSDK is the first context-aware revenue tool. It promises to transform user experience by adapting in-app actions to users' real-world activities, driving both satisfaction and conversions.

This platform is a powerful asset for Heads of Product, Developers, and Executives aiming to secure a competitive edge and optimize user engagement strategies.

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