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The Mobile App Music Report

Insights into how in-app music drives engagement, retention, and ROI

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Introduction

We hear it every year - **"the mobile app ecosystem is more competitive than ever"**, and the diagnosis doesn't get any kinder. Even once the initial retention curve is crossed *(no small feat -according to Appsflyer, which reported day 30 retention rates for Android apps were down to a mere 2.6%)* , brand and app loyalty is ruthless. Users either love your app or they delete it quickly.

Accordingly, optimizing the quality of the app experience is the key to success. This is doubly true for the Health and Fitness category of apps, where loyalty has traditionally been near-absolute - an oft-quoted Flurry study found that 96% of fitness app users use just one fitness app.

The 'winners' in the Health and Fitness app universe continue to take a greater share of the pie. Producing a user experience that creates stickiness and generates tangible value from a metrics point of view is the critical differentiator. So the question becomes: **how do we create a user experience that people love?**

We've crunched the data. And one surprisingly simple solution to boost metrics sustainably across every phase of the acquisition funnel is to implement in-app music.

Why? **In-app music integration drives engagement, retention, and revenue across a suite of leading fitness and health-related apps.** We'll share how we've seen in-app music deliver major improvements in four major categories of metrics:

Frequency of use   **Long-term retention** (beyond 30 days)

Session times   **Conversion from trial to paid**

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Frequency of Use

This is the bedrock on which all other metrics sit - how often do users come back and open your app with the intention of using it?
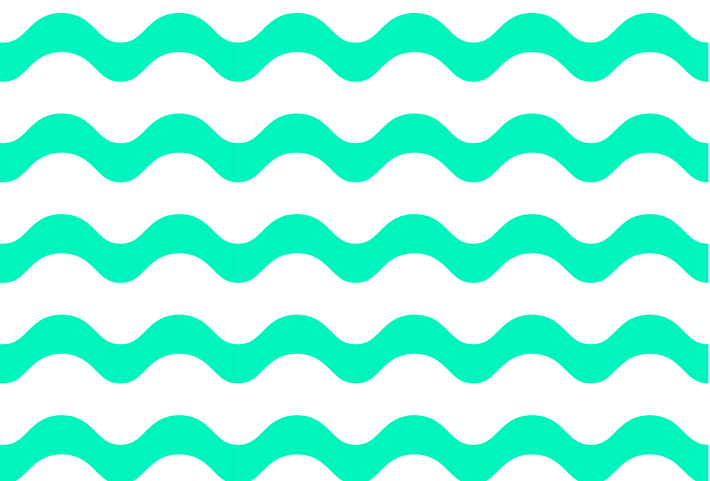
Gathering Data

To test how effective music could be in increasing frequency of app use, we ran this test across a suite of anonymized fitness apps, covering more than 450,000 weekly users.

No Music vs. Music

Users were divided into two cohorts, with one of the groups listening to music programmed by Feed.fm while working out, while the other group did not.

The result?

28%

more sessions logged by users listening to in-app music.

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Session Times

Once users are opening your app, it's important to know (and improve) how long they actually stick around. While music can seem like a background component of the overall in-app experience, it has a marked impact on average session times:

No Music   Music

Running controlled tests across a leading suite of fitness apps resulted in **3.2X improvements in average session** times over a 3 month timespan for the group that listened to music programmed by Feed.fm while working out versus the group that did not listen to music.

Case Study

Future triples average session times with integrated in-app music

Future has been using Feed.fm as its music solution since it launched in 2019. During that time users that choose to listen to a Feed.fm curated music station during their workouts have 3.3x longer average session times than users that do not listen to Feed.fm programmed music.
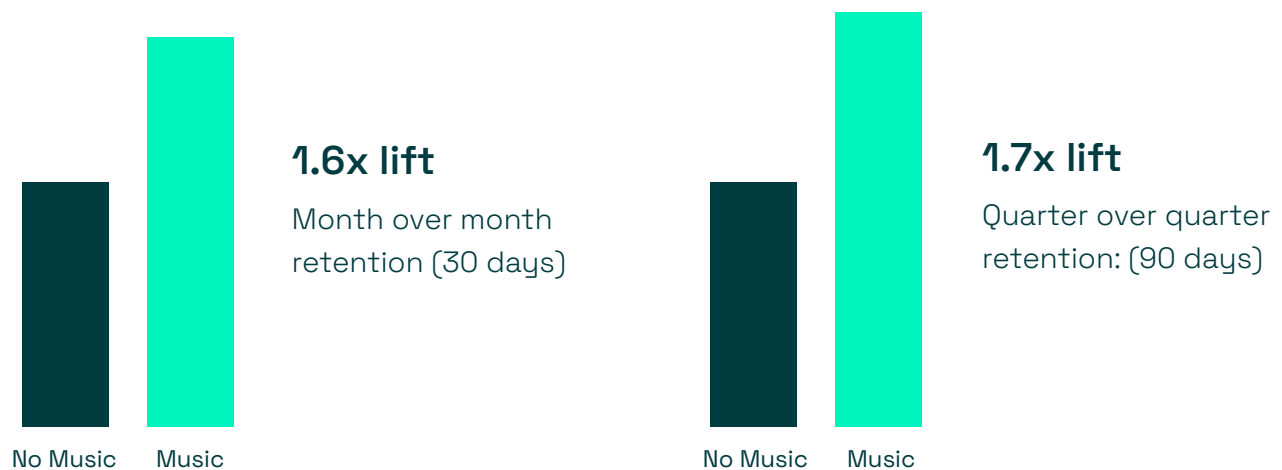
" Feed.fm has powered a world class music experience for Future customers since our app first launched. Music is an essential part of a great workout experience and Feed.fm's music platform has provided our product team with a headache-free way to deliver great music options to all of our customers. "

- **Chris Sherry**, Head of Sales at Future

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Retention

The biggest stumbling block for many apps is driving meaningful retention. Especially with fitness apps users can come out of the gates hot, but then don't repeat their activity month after month. **This is where in-app music really shines.** The aforementioned collection of fitness apps saw an even more pronounced impact:

1.6x lift
Month over month retention (30 days)

No Music   Music

1.7x lift
Quarter over quarter retention: (90 days)

No Music   Music

The effect of the retention lift actually is more pronounced over longer timeframes, indicating that the in-app music experience enhances app loyalty at a deep level. This applies whether users were already engaged or not - statistically significant improvements are seen at all levels of user quality.

This is important because any successful app publisher will tell you that it's the small but vocal minority of passionately engaged users who drive the majority of value and profit.

The ability to increase retention amongst already top-quality cohorts is an extremely powerful driver of app value. That is where long-term competitive advantage is built - delivering meaningful value growth in the best segments of the user base, and maximizing app stickiness.

Sworkit Health more than doubled 90 day user retention

Sworkit Health, a digital health and fitness platform, uses Feed.fm to power music in its app. Users that listen to Feed.fm music during their workouts have 2.5x higher 90-day retention when compared to customers that didn't listen to Feed.fm music.

We believe strongly in the power of choice to create the best customer experience. Feed.fm has helped Sworkit deliver well-crafted music options across a range of genres, which allow our customers to steady their minds and find the right music for their workout.
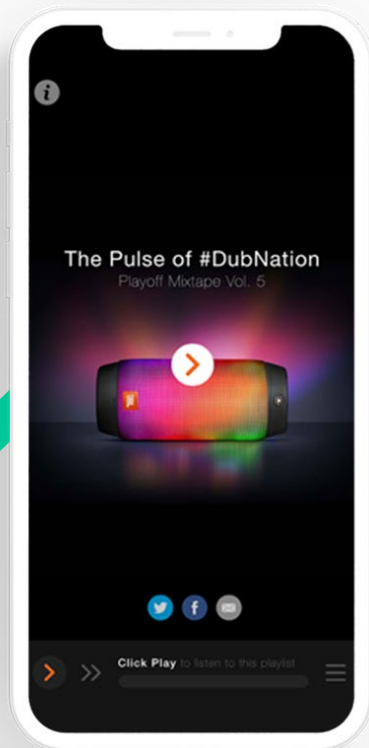
- Ryan Hanna
Chief Product Officer - Sworkit Health


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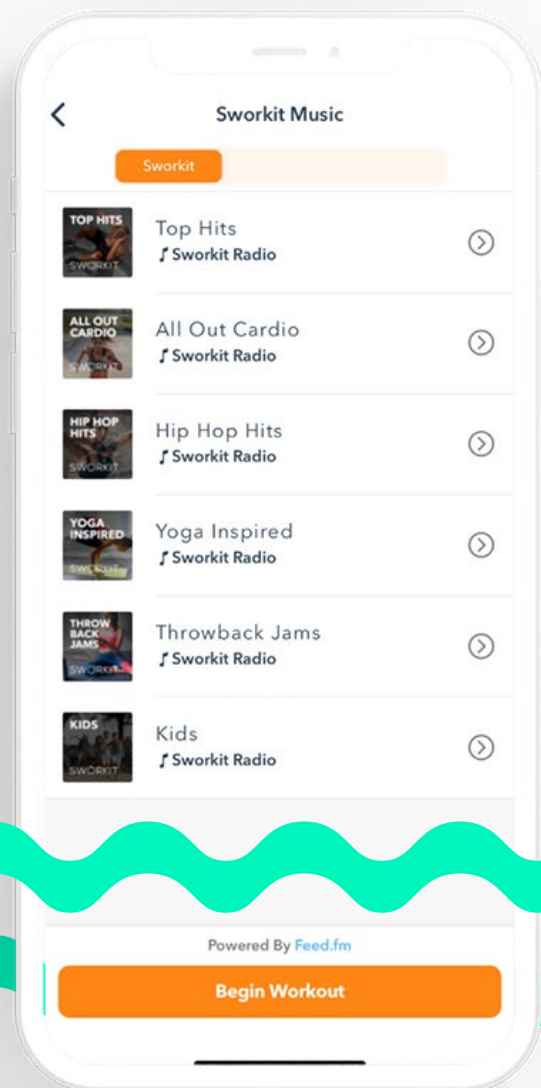
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Revenue

All other metrics contribute to drive increases in the bottom line. We found that music integration drives tremendous increases in conversion across a wide spectrum of apps.

Golden State Warriors

The Golden State Warriors' branded (sponsored) fan experience app showed results that produced **more revenue** for the club, and **more brand value** for the advertising brand partner, as a result of the **81% increase** in session length.
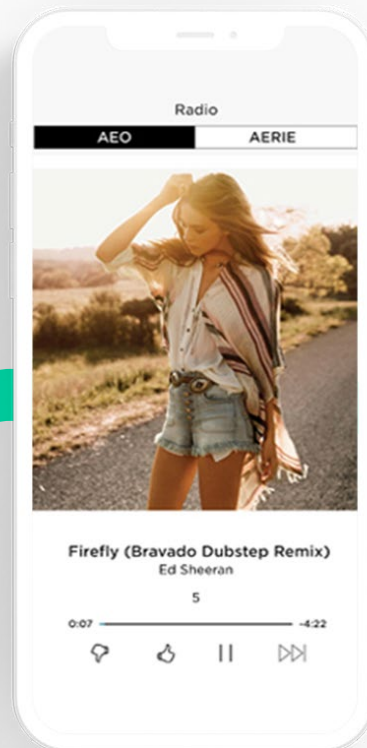
American Eagle

In just 60 days, AEO saw increases across all core KPIs and conversion rate from app visitor to checkout (completed purchase) **more than tripled (>200% increase)** with the integration of in-app music.

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Conclusion

While the challenges facing app publishers seem steeper than ever, this new research into the widespread positive effects of in-app music on metrics spanning the entire app funnel present an important lesson for publishers to internalize: the bottom line is, **in-app music = higher customer lifetime value**.

The impact of music integration shows promise across a variety of apps, and has created an opportunity for those guided by the data. Try Feed.fm's easy-to-implement solution today (we took care of all the record label/music licensing headaches, and built a super-simple SDK that you can implement with minimal turnaround time) to improve your app's UX, retention and business viability with a simple, proven solution.

Get Results with Feed.fm

Learn more

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