

League Of Legends: Wild Rift App Engagement Report

Powered by AppsFlyer



Company name:
League Of Legends: Wild Rift
Report date: August 09, 2022



About this report:

The App Engagement Report provides you with a thorough analysis of how well your app is performing in terms of user experience and engagement.

It is based on open data collected from your website, app, and social channels measured against benchmark data gathered from the analysis of over 100K apps.

Total app engagement score

21/100

Your current app engagement efforts aren't as effective as they could be. Below, we have identified a number of areas that can have a significant impact on your user engagement.

Average score for your industry in North America: 90

Score breakdown



20/30

Web to app linking

Your link implementation is working, but there is still room for improvement. You should consider linking users that have your app installed directly to your app and not to the store. The shorter the user journey, the higher the engagement and LTV.



20/30

Email

Your link implementation is working, but there is still room for improvement. You should consider linking users that have your app installed directly to the app and not to the website in order to increase engagement and LTV.



10/30

Facebook dynamic ads

We didn't find your Facebook Dynamic Product Ad even though we downloaded your app and added items to the cart. You should try checking your segmentation capabilities.



0/30

Mobile web banners

You should consider adding a web-to-app install banner to your mobile website. It's a free and easy way to bring new or web-only users to your app, which has been proven to yield a 30% avg. conversion rate - leading to higher engagement and LTV.



0/30

Content sharing

Word-of-mouth is one of the best paths to conversion, and content sharing is a free way to bring new highly engaged users. We suggest looking into implementing these capabilities.



0/30

Branded URLs

You aren't currently using branded URLs. You should consider implementing them because seeing a branded link increases trust among users, and they also help with your website's ranking in Google.



0/30

QR codes

You aren't currently using QR codes. You should consider implementing them because they can help create seamless user experience that engage offline users with your brand online.



0/30

Social Landing Pages

You aren't currently using social landing pages. Since you have a good number of followers on your Facebook page, for every post that isn't directing them to your app, you're losing out on a potential source of revenue. Social landing pages bypass the default routing experience that sends users to a native webpage within the Facebook app, leveraging deep linking to direct users to the optimal destination (website, app store, or app) according to the device they are using.