

# British Mobile Users are One of the Most Selective App Users Worldwide

More than 90 percent of British mobile users stop using any given app after 14 days of install

18 MAY 2016, LONDON

## SUMMARY

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The results of adjust's report show that during the first two weeks after an installation, British users open an app less than two times (1.9) a day and spend only 1 minute 45 seconds on it. Compared to the global average (1 minute and 21 seconds), British people spend 24 seconds more on any given app. Furthermore, the retention rate - the percentage of mobile users returning to an app two weeks after the installation - is only at 8.7 percent, making it one of the lowest rates in global comparison.

"adjust's latest benchmark report reveals the great potential behind the UK mobile market," says Alex Cooper, Senior Sales Manager at adjust UK. UK's mobile internet penetration has steadily grown over the past years: Based on the information from Statista, there were 33.9 million mobile internet users in the final quarter of 2013 in the United Kingdom. This year it is estimated to reach 44.77 million by Q2. Alex Cooper continues: "The UK mobile market grows very fast. The market isn't only about download rates, but also about making the users stay. More and more companies develop an interest for optimizing the user's experience and marketing performance. With our local office in London we're able to improve the performance of local marketers and work more closely with them than before."

With a revenue growth of over 300 percent in 2015, adjust is one of the fastest growing startups in Germany - a trend that seems to keep going. To date, the Berlin-based tech company has more than 100 employees and is present in eleven cities across five continents.

For more information about adjust and the benchmark report, please visit [www.adjust.com/mobile-benchmarks-q1-2016](http://www.adjust.com/mobile-benchmarks-q1-2016)

## About adjust

[adjust](#) is a business intelligence platform for mobile apps with a focus on user acquisition, fraud prevention, and app marketing. The Berlin-based tech company provides the highest quality analytics and attribution solutions for companies, worldwide. With adjust's open-source SDK, app developers can identify, in real time, which advertising campaign has led to an app installation, how much money users spend on in-app purchases, or when a user is most likely to uninstall the app, among other features.

adjust is a Facebook Marketing Partner and a Twitter Marketing Platform Partner. More than 14,000 apps have implemented adjust's solutions to improve their performance. Among those are clients like Zalando, Rovio and Zynga as well as global brands like Microsoft and Warner Bros. Founded in Berlin in 2012, today adjust has eleven offices across five continents: Beijing, Berlin, Istanbul, London, Paris, San Francisco, São Paulo, Shanghai, Singapore, Sydney and Tokyo.



### RELEVANT LINKS

 **Benchmark Report**  
<http://www.adjust.com/mobile-benchmarks-q1-2016>

 **adjust**  
<http://www.adjust.com>

### QUOTES

*"adjust's latest benchmark report reveals the great potential behind the UK mobile market"*

— Alex Cooper, Senior Sales Manager at adjust UK

### IMAGES

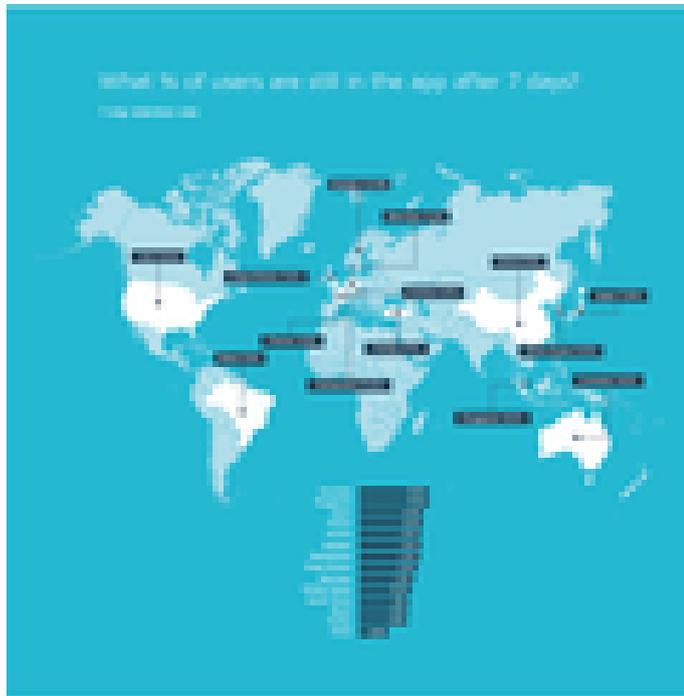
[The Benchmarks](#)

## for Mobile App Usage

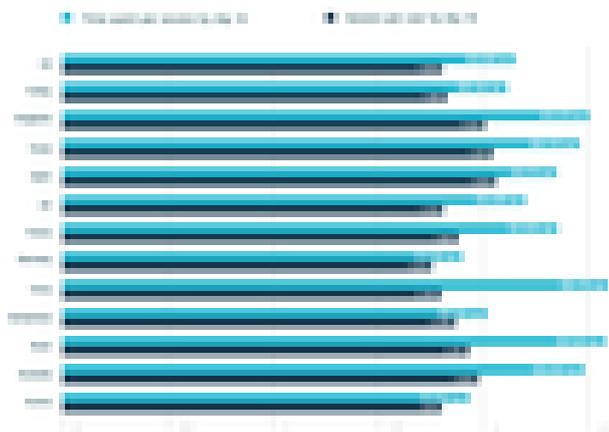
### How mobile app retention has grown

Retention is critical to mobile app success. It's the user's long-term loyalty, which is the difference between an app that's used once and an app that's used often.

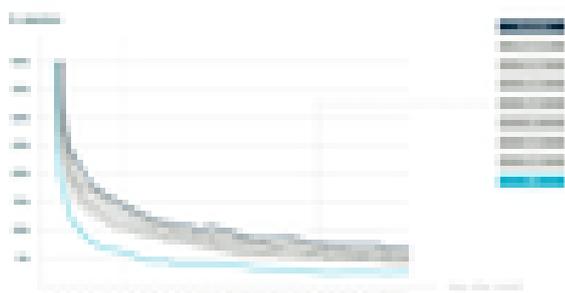
As we showed you in our previous report, the best way to build an app is to focus on the user's experience. That's why we've created this report to help you understand how retention has grown over time.



The long and the short of it – how much time do users spend in apps, and how frequently do they use them?



What percentage of users keep using the app after seven days?





## SPOKESPEOPLE



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