



TABLE OF CONTENTS

1. What Has Happened in the Last Few Years?

- Mobile Onboarding in 2023
- COVID-19 and App Usage
- Privacy Is the Name of the Game
- Why Mastering Your Onboarding Is So Important Today

2. What This E-book Covers

3. Why Does Mobile App Onboarding Play a Critical Role in Today's

- Mobile App Ecosystem?
- Using Personalization And Welcoming Messages
- Opportunity to Explain the Main Advantages/Features of the App
- Structuring Permissions Requests and Increasing Opt-in
- Preventing Uninstalls
- Aligning Marketing Activities With Product Requirements

4. Full Onboarding vs Contextual Onboarding

- Q: What is contextual onboarding?
- Q: How does that compare to traditional onboarding?
- Q: Where do you see contextual onboarding being used?
- Q: Seems niche. Can all apps use it?
- Q: What are the pros and cons? Or are we talking about apples and oranges?

5. Win the Onboarding Game With These 6 Tips

- Tip 1: User Research, User Research, and More User Research
- Tip 2: It's All About MVP
- Tip 3: Don't Forget to Keep an Eye on Your Competitors
- Tip 4: Test, Test, and Test Again—and Again
- Tip 5: Segment at All Possible Levels
- Tip 6: Prompts Matter More Than You Think

6. Onboarding in 2023: Wrap-Up and Concluding Words

- An Example of Seamless Onboarding Process We Love
- Conclusion
- Shoutout and Thank Yous
- Key Takeaways