



# App Engagement Comparison

POWERED BY **BUSHEL**<sup>®</sup>

*How Engaging Are Bushel-Powered Apps Compared To Those In Similar Industries And What Does That Mean For A Grain Buyer?*

Bushel-powered apps are out-performing other utility apps in the marketplace in various metrics, showing that growers are using the app at high return rates, for long sessions, and over a long retention time - due to the benefits they receive. Growers contracting bushels and looking at cash bids on the app are directly interacting with their local grain buyer, at any time or place, without additional resources put forth by the business. Investing in a Bushel-powered app means elevating your business to a more-easily-accessible platform, increasing your competitiveness, and furthering your connectivity with growers.

## **MORE RETURNS TO THE APP = MORE “CONVERSATIONS”**

With its array of abilities to view ticket transactions and balances of commodities and prepaids, check cash and futures prices, and sign contracts, a Bushel-powered app can be compared to a personal utility app that is tailored to growers' agriculture-specific needs. In the 2018 Mobile App Engagement Index, Leanplum<sup>1</sup> reports that users of personal finance apps are “the quickest to return,” logging in every 8 days and 5 hours, or around 3 to 4 times a month. Growers using Bushel-powered apps are using their apps 12 days a month, outpacing the usage rate of other finance apps four times over. Each time a grower uses the app, they are conversing with your business, at their convenience and yours!

## **MORE TIME SPENT ON THE APP = MORE TIME IN ONE-ON-ONE INTERACTION**

Growers are not exchanging more frequent log-ins for less time spent utilizing the app. On the contrary, Bushel-powered apps have an average time spent per use within reach of the 2 minutes and 6 seconds average finance app session time given by the 2018 Mobile Engagement Index. Growers using Bushel-powered apps see similar value in time spent using the app as do the users of common finance apps -- a promising statistic for grain buyers looking to engage more with growers.”

<sup>1</sup>[Leanplum “2018 Mobile App Engagement Index”](#)

**45%**

**CONTINUED  
ENGAGEMENT**



## **MORE RETENTION OF GROWERS USING THE APP = MORE LONG-TERM RELATIONSHIPS**

Finally, growers are not losing interest in the app long-term. Bushel-powered apps have outstanding retention rates. Localytics<sup>2</sup> reports that business/technology and eCommerce apps only retain 27-29% of users after 2 months. Bushel-powered apps have an average of 45% of users continuing to engage with the app over the same time span. Given past success of Bushel clients, Bushel-powered apps have the potential to be adopted by over 90% of a grain buyer's growers, fortifying a whole company's worth of buyer-seller relationships for many growing seasons to come.

*A Bushel-powered app is effective app-wise, but more importantly, it effectively captures the attention and business of your growers frequently and long-term.*

## **COMPARED TO SIMILAR-FUNCTIONING APPS, BUSHEL-POWERED APPS ENGAGE USERS MORE OFTEN, FOR LONGER SESSIONS, AND FOR GREATER LONG-TERM USE.**

In the app space, engagement statistics are key, and Bushel-powered apps are achieving engagement that is well-above industry benchmarks in frequent returning sign-ons, average session time, and retention rates. Growers using Bushel-powered apps demonstrate the importance the app holds to their new-found marketing power and convenience. The value growers see in the app translates directly to value provided to the grain buyer. More bushels are bound to be moving through a grain buyer, with less errors incurred along the way, and time saved for those involved in each step of the process. This app stands above other similar apps, connecting with growers and doing a generous amount of work for grain buyers. A Bushel-powered app is effective app-wise, but more importantly, it effectively captures the attention and business of your growers frequently and long-term.

<sup>2</sup>[Localytics "Mobile Apps: What's a Good Retention Rate?"](#)