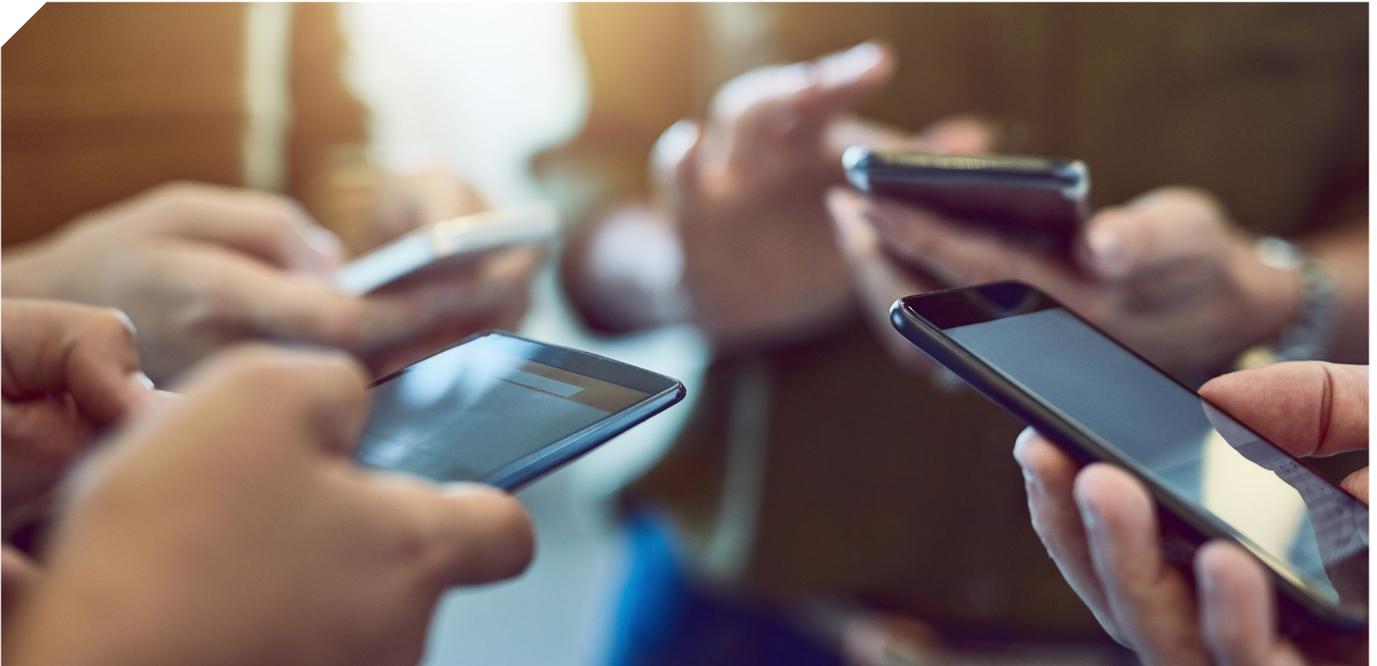**RealityMine**
real life, revealed

# RealLife Apps



Apps have become a central element in the lives of modern consumers; quickly connecting them with their news and content preferences, favoured retail brands, delivery services, and each other. With apps on mobile devices often representing the easiest method of accessing online services, gaining visibility of apps installed, when they are used and for how long is critical data for the modern researcher.

## Overview

Understanding the applications that a user has installed on their device and the usage habits that result is critical for researchers to understand the complete online journeys and behaviours of consumers today. RealityMine brings unparalleled visibility into users' usage of applications and the role they play in their consumption of content, services and products online.

The report is delivered daily and provides a session level view of activity — this means that a record will be received for every app session (every time an app comes into the foreground of the device screen). Through the combination of this data with RealityMine's RealLife Websites report, clients are able to bring together two often disparate data sets to shed new light on respondent behaviour.
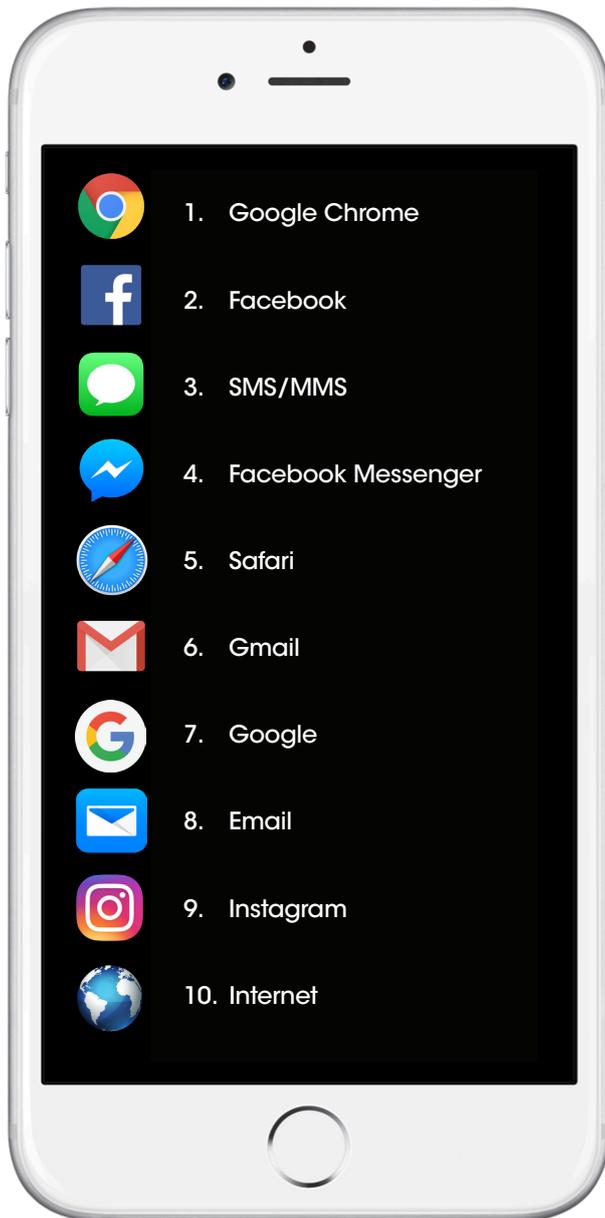
## Use Cases

- Measure app usage alongside web browsing activity.
- Identify how various installed apps impact brand loyalty.
- Reveal how many apps are used regularly by respondents.
- Determine where apps feature in the purchase journey and what role they play.
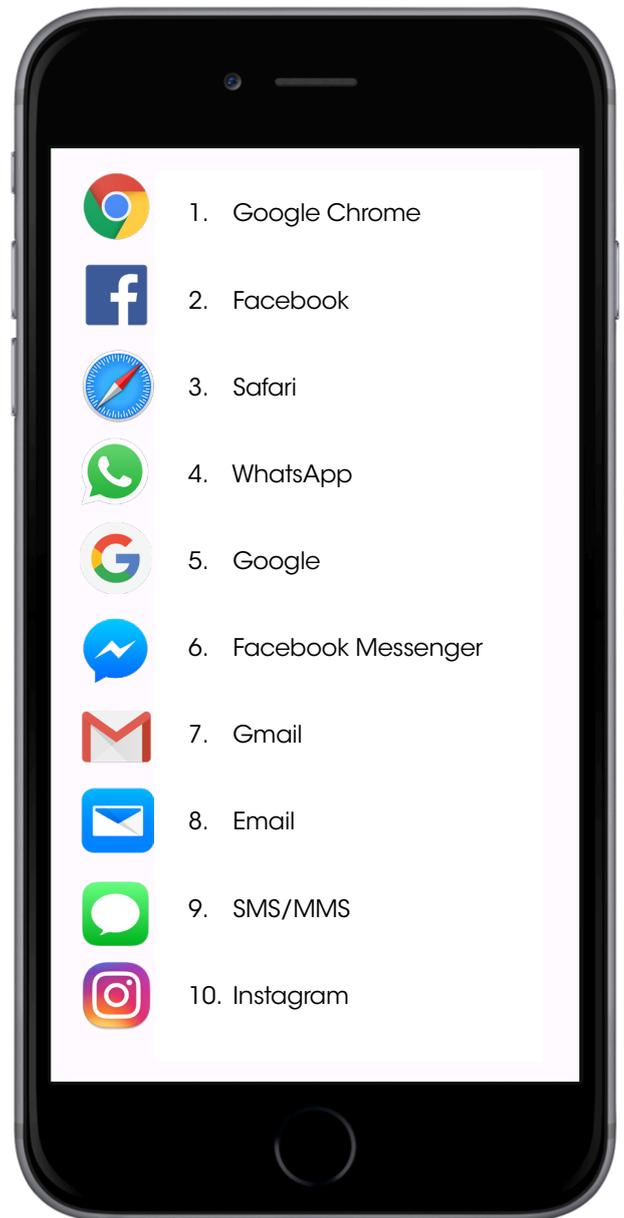
## Available Data

The following fields are available in the report:

- App title
- App category
- Duration
- Operating system

- Device model
- Device manufacturer
- Device type

## Most Used Apps in the US and the UK

US:
1. Google Chrome
2. Facebook
3. SMS/MMS
4. Facebook Messenger
5. Safari
6. Gmail
7. Google
8. Email
9. Instagram
10. Internet

*The above illustrates most used apps in the US.

UK:
1. Google Chrome
2. Facebook
3. Safari
4. WhatsApp
5. Google
6. Facebook Messenger
7. Gmail
8. Email
9. SMS/MMS
10. Instagram

*The above illustrates most used apps in the UK.

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