

INSEE's Mobile application

A blast of stats at your fingertips!



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Why a mobile application?

2
ABC

Defining target **audience, content** and
structure using **market research**

3
DEF

Measuring the **impact** of INSEE Mobile

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Why a mobile application?



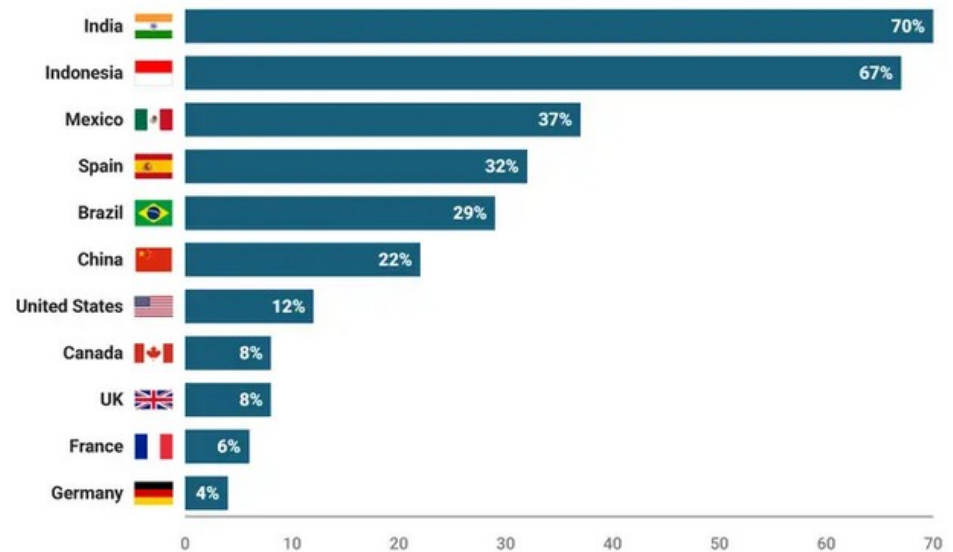
Why a mobile app?

- INSEE 2025 strategic plan objective of “**reaching out to all audiences**”
- Complementing our website with **a new channel of dissemination and communication**
- targeting preferably **new audiences**, who know little or nothing about INSEE, especially **the young**

1 out of 4 mobile users use exclusively an app to access the Internet, especially in emerging economies

MOBILE DEVICES PUT THE WORLDWIDE IN WWW

Percentage of internet users who only use mobile devices to access the internet, as of May 2017



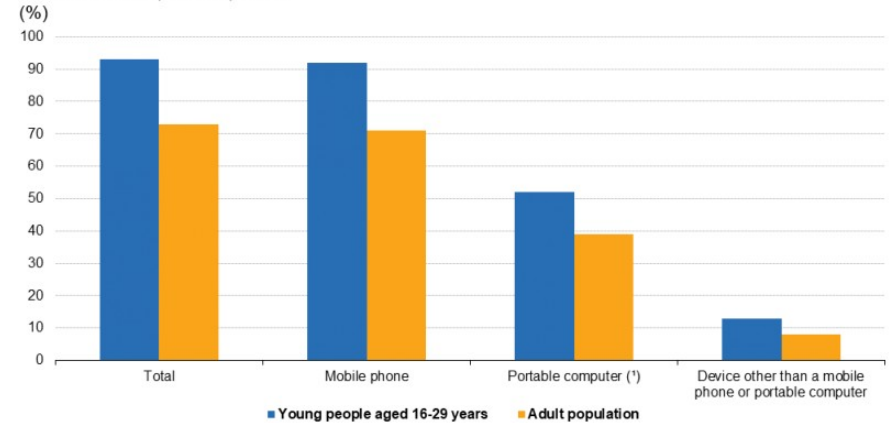
SOURCE: comScore MMX Multi-Platform

statista | BUSINESS INSIDER

Why a mobile app?

- **Mobile** use is the preferred option for **young people**
- Especially for **news**

People who used mobile devices to access the internet away from home or work, EU-27, 2019



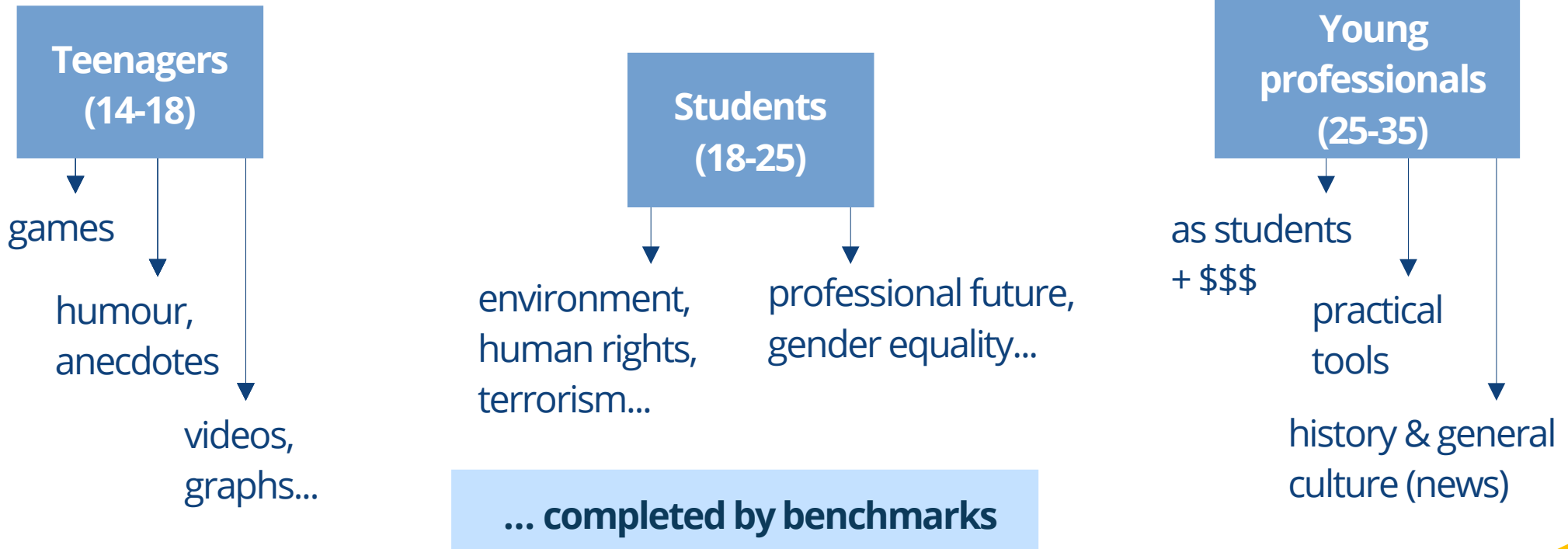
(l) Laptop, notebook, netbook or tablet computer.
Source: Eurostat (online data codes: isoc_ci_fm_i)

2
ABC

Using market research to define target audience, content and structure



Focus groups with the support of an external consultancy...



Key criteria for our design

Educational & informational

- Data presented **simply**
- **Links** to publications
- Use of **cues** (“good to know”)

Engaging

- “Push” **notifications** to foster clicks
- Fun and interactive approach to serious data: **Quizzes, True or False...**
- New contents **every week**

Customizable

- My **profile**, my **preferences**

Unique

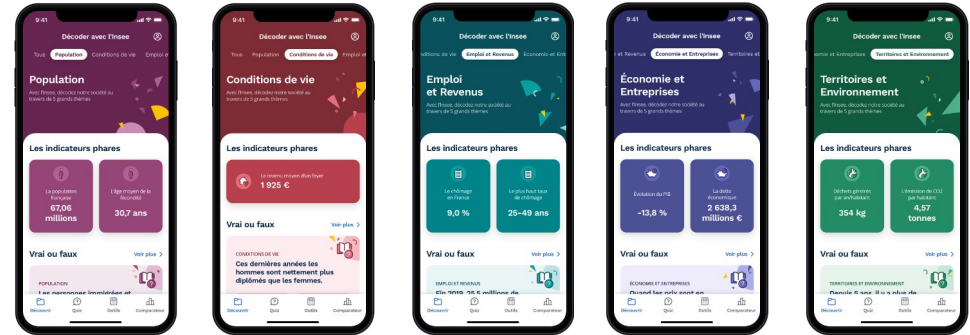
- It's **not a carbon copy** of www.insee.fr!
- Yet taking advantage of the wealth of **INSEE data**: long series
- But also of other official statistics (**Eurostat, government**)

Sustainable

- Selection of interesting facts from **already published articles**
- **Minimal rewriting**

5 core topics in the HOME PAGE

- **Population**
- **Living Standards**
- **Employment & Incomes**
- **Economy / Businesses**
- **Territory & Environment**



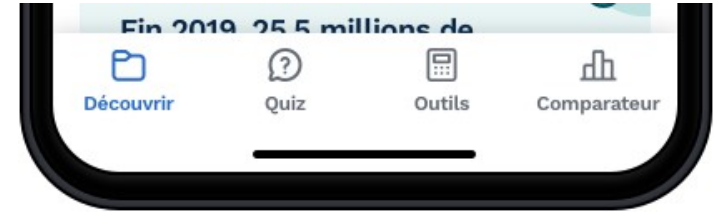
Information in **multiple formats** :

- **Key indicators / True or False / Did you know? / Breaking news / Quizzes**

“QUIZ”

“TOOLS”

- **Residential Rent** update
- **Alimony** update
- Value of the **euro**
- Popularity of **first names**

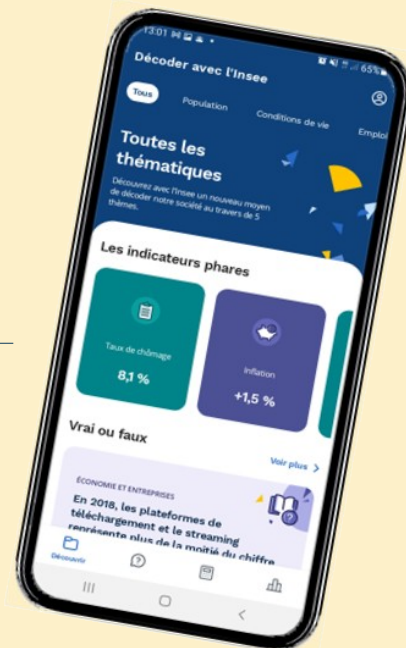


“COMPARATOR”

Comparing oneself to French population by
gender, age, marital status, diploma, activity, income

3
DEF

Measuring the impact of INSEE Mobile



A year after it was launched, INSEE Mobile is a SUCCESS

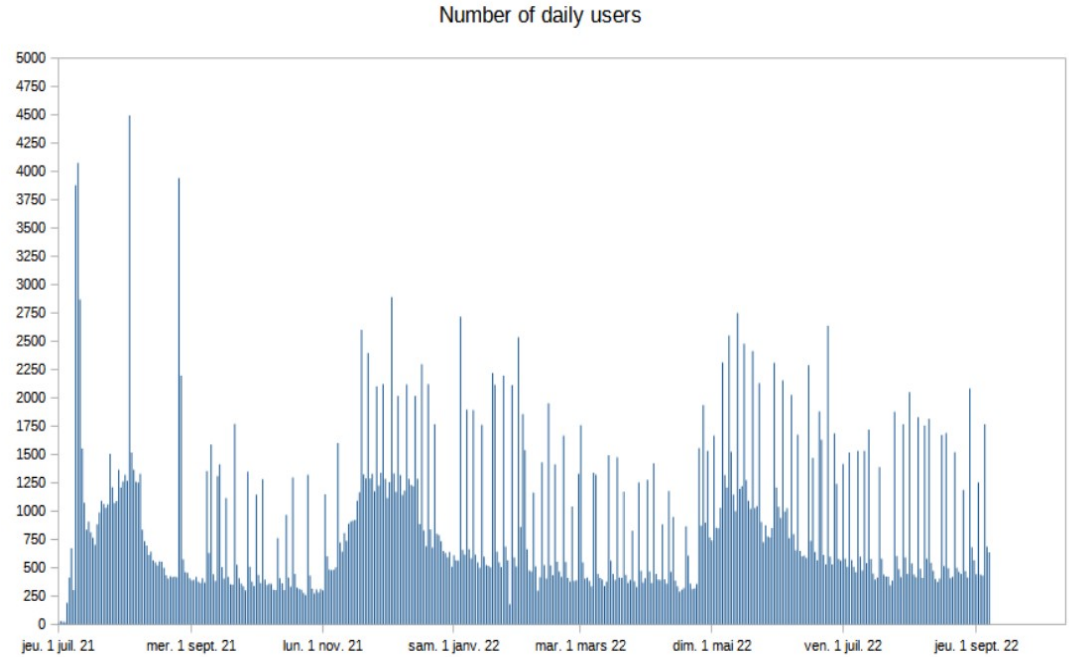
76,000
downloads

53,000
users

3'40''
visiting time

600 to 2,700
daily users

3.5 million
screens viewed



USERS

- **54%** say they use it **at least once a week**
- **Half** do not consult www.insee.fr

BUT

The profile of users differs from targeted audience:

- **80%** men
- **Half** senior (50+)

A high user satisfaction...

... Measured by grades and comments
on stores

4,8/5 on AppStore

4,7/5 on Google Play

1,600 comments
on AppStore and
Google Play

98%

would recommend
INSEE Mobile

➔ Crucial role in **visibility** on the stores (referencing) and **conversion** (downloads)



GP

★★★★★ 27 août 2021



À l'image de l'INSEE, des chiffres, du factuelle, un petit peu de quizz par-ci par-là, que du très très bon (et de possibles remises en question de certitudes !! J'adore et je recommande)



Arthur Lecert

★★★★★ 26 août 2021



Très ludique. Exactement ce qu'il faut pour rendre accessible toutes ces données au plus grand nombre.



Paul H.

★★★★★ 5 juillet 2021



Super application! Ludique et attractive, il y a pleins d'informations sur l'economie, cela nous donne les infos essentielles et rapides



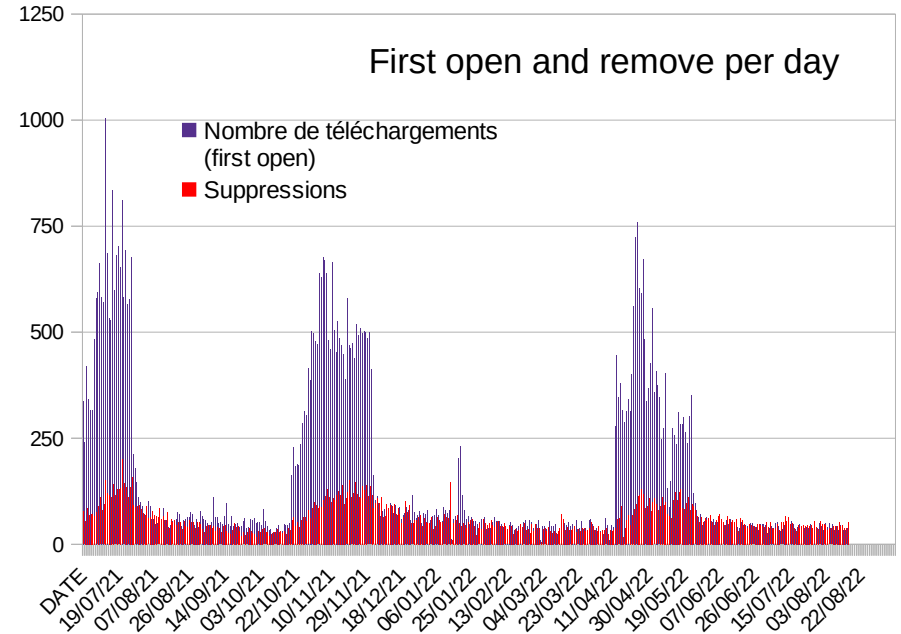
Patrick Brindejont

★★★★★ 3 août 2021



Excellente application qui diffuse l'essentiel de la stat et de l'eco

We started with **a minimum viable product**,
yet **varied enough**
to stay **attractive and meaningful**



What's next?

Our main challenge: **informing**
potential users of INSEE Mobile's
existence



Promoting through Google ads, events,
partnerships, on the website...

Our main challenge: **informing** potential users of INSEE Mobile's existence

How to **increase the relevance** of the application?



Promoting through Google ads, events, partnerships, on the website...



What new tools or topics should we offer? How can we test their relevance?

What's next?

Our main challenge: **informing** potential users of INSEE Mobile's existence



Promoting through Google ads, events, partnerships, on the website...

How to **increase the relevance** of the application?



What new tools or topics should we offer? How can we test their relevance?

How can we **optimise the way we feed** the application weekly?



From two full time jobs today to a situation where INSEE analysts can design features for INSEE Mobile as part of their data and analysis package

Thank you
for your attention



Join us on

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