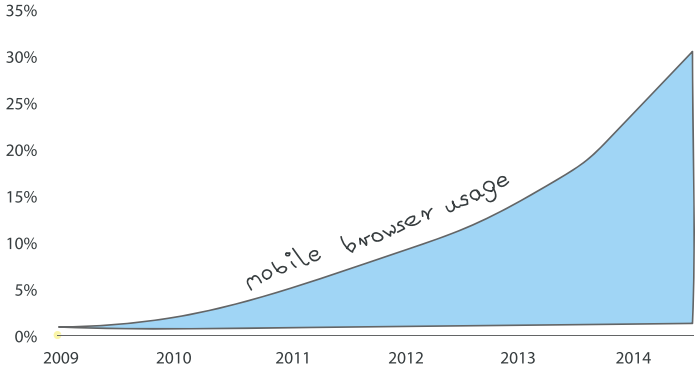
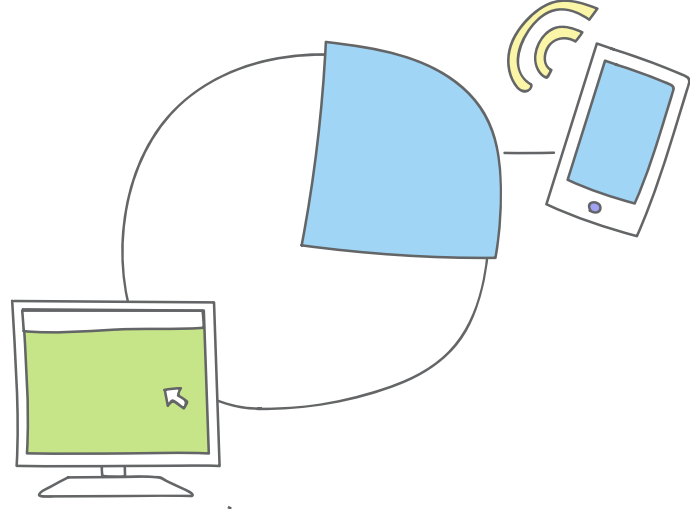


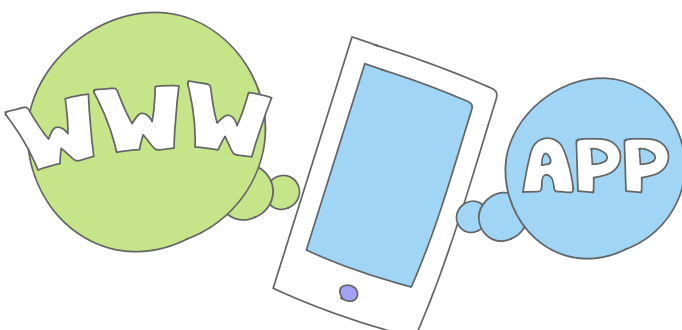
# WHY APPS?

OVER A **QUARTER** OF WEB TRAFFIC IS FROM **MOBILE DEVICES**

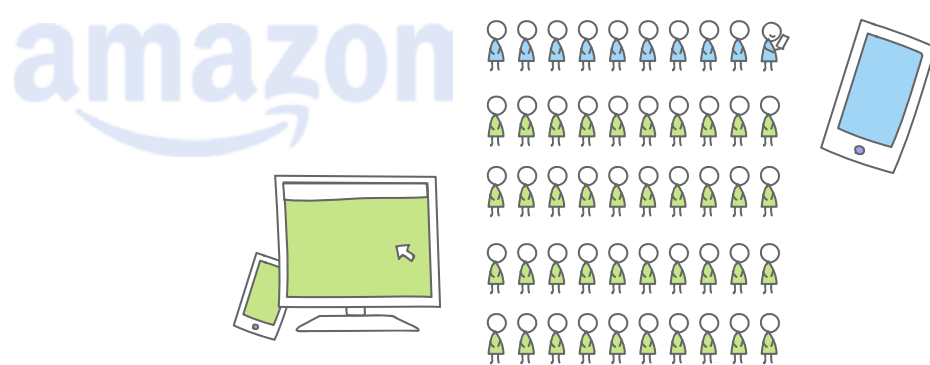


SINCE 2009 THIS HAS GROWN ON AVERAGE **108%** YEAR ON YEAR.

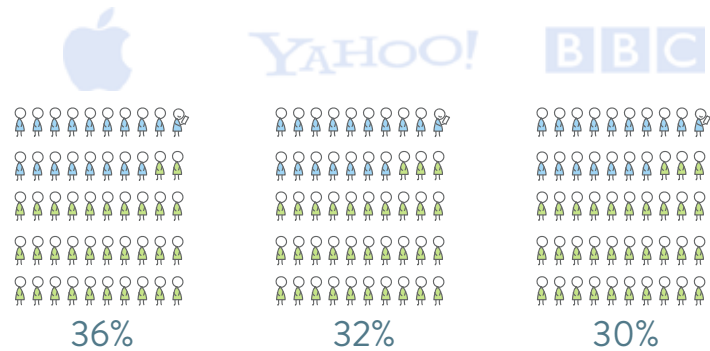
**35%** OF MOBILE USERS PREFER DEDICATED **APPS** OVER MOBILE WEB PAGES



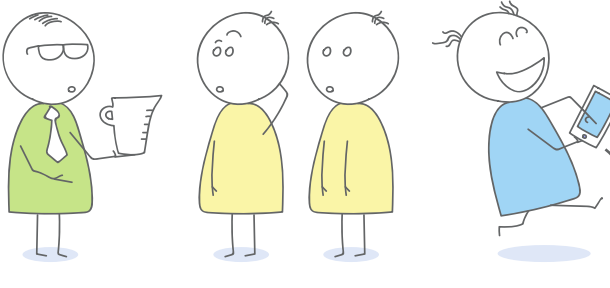
**19%** OF VISITORS TO **AMAZON**, ONLY HAVE ACCESS TO **MOBILE DEVICES**



THIS IS EVEN LARGER FOR NON-RETAIL SITES LIKE **APPLE, YAHOO OR BBC**



**1 IN 3** SHOPPERS USE THEIR **SMARTPHONES** TO FIND INFORMATION INSTEAD OF ASKING STORE EMPLOYEES



**53%** OF SHOPPERS MAKE PRICE **COMPARISONS** WHEN IN ANOTHER STORE

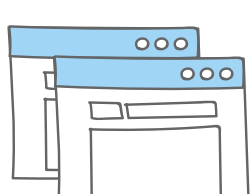


## A DEDICATED APP:

- Does not require immediate network connectivity (or at all)
- Loads immediately with no downloading
- Is perfectly suited to the device – no scrolling, incompatible page elements
- Maintains a branding element on the user's device

### HOW IMPORTANT IS 'IMMEDIATE'?

A **1-SECOND** DELAY IN PAGE **LOAD TIME** EQUALS:



**11%**

fewer page views



**16%**

decrease in customer satisfaction



**7%**

loss in conversion

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