



# Apps

6 Reasons Apps will Outpace Websites

# App Ascendance

Here are six reasons why companies are leveraging the increasing marketshare of smartphone browsing and mobile app usage in their marketing strategies.

## 1 Smartphones are Everywhere

According to Pew Research, over 90% of all adults own a cell phone, with smartphones making up two-thirds of that percentage<sup>1</sup> and showing no sign of slowing down. A contributing factor will be the price reduction in mobile devices globally, which will make smartphones the method of choice for both communication as well as media consumption for individuals, businesses, social networkers and gamers.

Businesses who want their customer base to receive key marketing efforts, may benefit from the power of apps to get their attention. Consumers will continue the upward trend of devouring vast amounts of media on their mobile devices in the coming years, which means that for marketers, there are many touch points and endless opportunities to engage with them.

## 2 Smartphones are Powerful

Technological development has brought about truly amazing advancements in mobile computing, making smartphones powerful miniature computers. The phone has evolved beyond a two-way conversation, to become a device that communicates with the entire world. Smartphones are now being called upon to perform all sorts of other tasks that were historically relegated to desktop or laptop machines.

New features such as geotagging, are making it possible to interact with your customers based on their location and habits. Is an existing customer close to one of your locations? Send them a coupon or special discount and incentivize them to stop in! You'll build brand loyalty and offer additional value by saving them time in their busy schedule.

## 3 Apps are Easy to Find

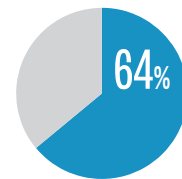
Unlike websites—which require you to spend money on SEO, AdWord campaigns and other marketing techniques just to get noticed—apps are available in one convenient location based on the platform. For the foreseeable future, smartphone users will always depend on app stores for finding and downloading the apps they seek.

This is important for two reasons. First of all, you may find that in your area of expertise there are fewer competitors in the app store compared with competitors with a website and SEO budget. Making your business stand out among 140,000 apps is much easier than being found amongst potentially millions of websites. If done correctly, spending money to develop a useful app can be more beneficial than money spent on traditional advertising in a competitive field.

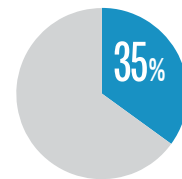
Finally, by making sure your app provides a useful service or tool, you will provide an intrinsic value to your customer and establish a relationship for providing additional services.

1 - <http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

### Smartphone Domination



of American adults own a smartphone, a massive increase from 2011's rate of only



### Pro-Tip

Some of the best app designs maintain usability when the consumer is not actually online, working seamlessly even when not connected to WiFi or another signal. It's important to Think ahead about how the app works in the offline mode.

## 4 Unmatched User-Experience

With the advent of the recent Google search algorithm change that's been in all the news, mobile-friendly sites will be preferred in search results. Mobile-friendly sites adjust the size and location of website content to better suit the screen size of the end user. This is a huge improvement over pre-2011 sites which required users to zoom and scroll the page to actually read the content.

While mobile-friendly websites can improve the overall experience of website browsing, apps can create a wholly unique experience. Apps can be very sophisticated; featuring animation, mapping, and interactivity on a much more robust scale than a website. Simply put, apps offer a user-experience which mobile websites are unable to provide.

## 5 Apps are Always with Your Customer

Mobile devices (especially smartphones) are much more personal and intimate devices than a laptop or desktop device. For most users, their phones are never out of reach; in fact, according to Pew Research, 44% of respondents admit to have sleeping with their phone next to their bed because they wanted to make sure they didn't miss any calls, text messages, or other updates during the night.<sup>1</sup>

For businesses of all kinds, shapes and sizes, it's a marketer's dream to have such intimate and direct access to their consumers 24 hours a day. And don't forget that your customer is also much more likely to directly engage with you on a semi-consistent basis as well, making that dream seem more like a utopia. Research shows that the open rate for push notifications through apps is between 47-80%, whereas typical open rates for emails are 22-25%<sup>1</sup>—a factor that doubles your conversion rate. Think about what that could do for your return on investment!

## 6 Speed and Efficiency

Because a sizable percentage of functionality may be downloaded and stored on your phone, apps are typically much faster and more responsive than websites. Convenience and speed of mobile apps has been shown to cause 85% of users to prefer apps over the mobile web.<sup>2</sup>

This "apps-only" preference however applies only if the app is intuitive and useful. These are critical concerns; nearly 80% of users will drop off if they experience app failures even after one or two more attempts after the initial failure. After which most just delete or ignore the app, leaving only 16% who say that they would try more than twice.<sup>2</sup>

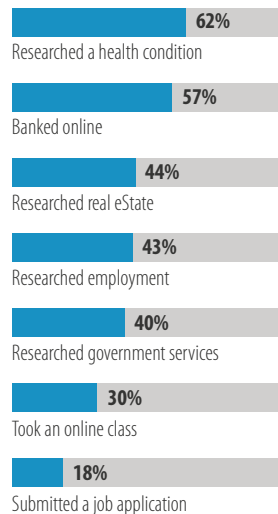
First impressions matter! Putting the time and effort into creating an app for your organization can have a lasting benefit for both it's brand and it's overall growth. But done incorrectly or rushed, it can have lasting consequences and leave bad impressions with a customer base that has the means to quickly and easily share their experience with countless others.

1 - <http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

2 - <http://blog.thanx.com/push-notification-open-rate-statistics-50-80>

### Widespread Usage<sup>1</sup>

Users are turning to mobile devices for a wide range of life events, such as:



### Pro-Insight

If your product or service is not device specific, you need to develop your app for both Apple and Android OS

### Users Preferred<sup>2</sup>

Apps over the mobile web by an outstanding

