

Apps VS Mobile Websites



Recent Survey

- We recently surveyed over 500 small business owners with both a mobile app and a mobile website to determine which returned a higher return on investment.
- The results showed that both mobile apps and mobile websites are important pieces of a small business mobile marketing strategy.

Which returned a higher ROI?

73%
said mobile
app

27%
said mobile
website

Which do customers prefer?

85%
said mobile
app

15%
said mobile
website

Best for getting new customers?

75%
said mobile
app

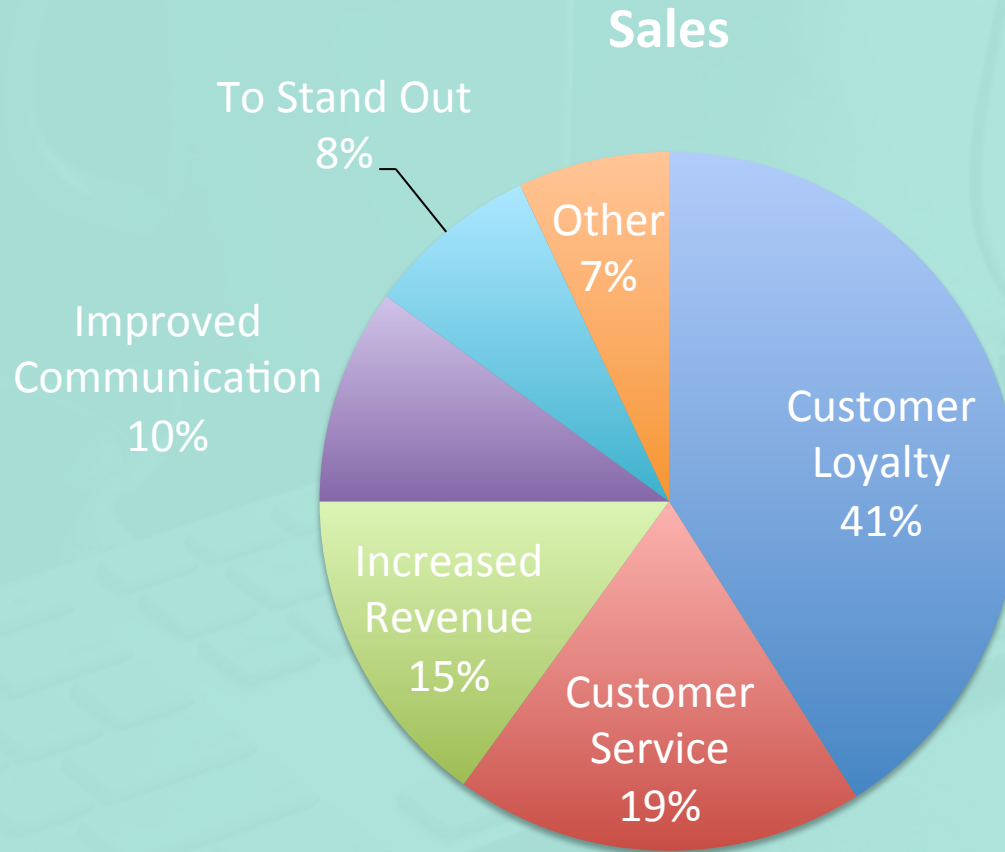
25%
said mobile
website

Best for repeat customers?

86%
said mobile
app

14%
said mobile
website

Top reasons for a mobile app?



Most important?

10%
said mobile
app

9%
said mobile
website

-  81 % said both are equally important

Push notification open rates versus email marketing?

97%

Push Notifications

14%

Email Marketing

Losing Customers

- Without having both a mobile website and mobile app, you are losing at least 25% of your customer's share of mind!



Mobile Only Users

- There are approximately 6.8 billion mobile users in the world. **Source [here](#)
- By 2016 67% of the world will have at least one mobile phone. ** Source [here](#).
- 85% of people prefer mobile apps. ** Source [here](#).

Mobile Websites

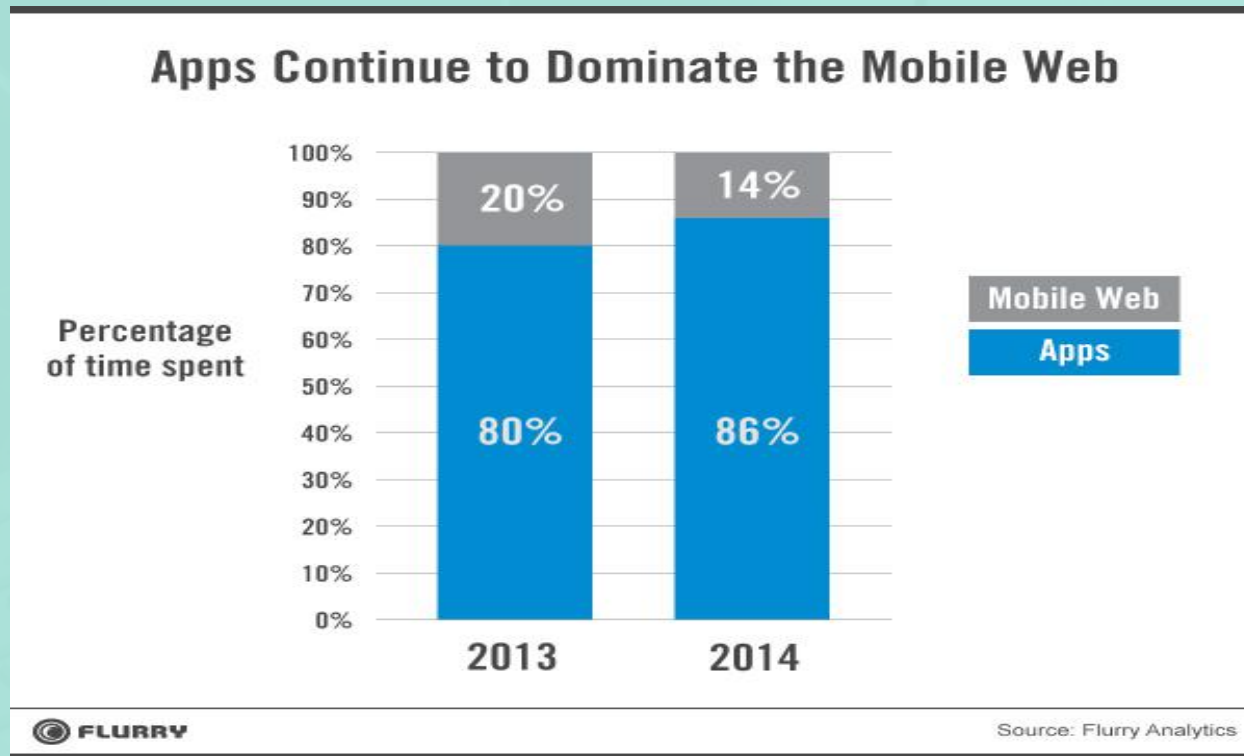
- Developed with standard web development tools and technologies.
- Built once and works on ALL devices and browsers.
- Typically less expensive than app development.
- Can be found via standard online search.

Mobile Apps

- Increase customer loyalty and retention
- Robust user experience
- Native to smartphones; using features such as, GPS, camera, microphone, etc.
- Downloaded/Installed from the marketplace and stored locally on a user's device
- Can be used without being connected to WiFi
- Engage with your BEST customer at any time, Push Notifications.

Why Mobile Apps?

- **FACT:** Your customers prefer apps over mobile websites.

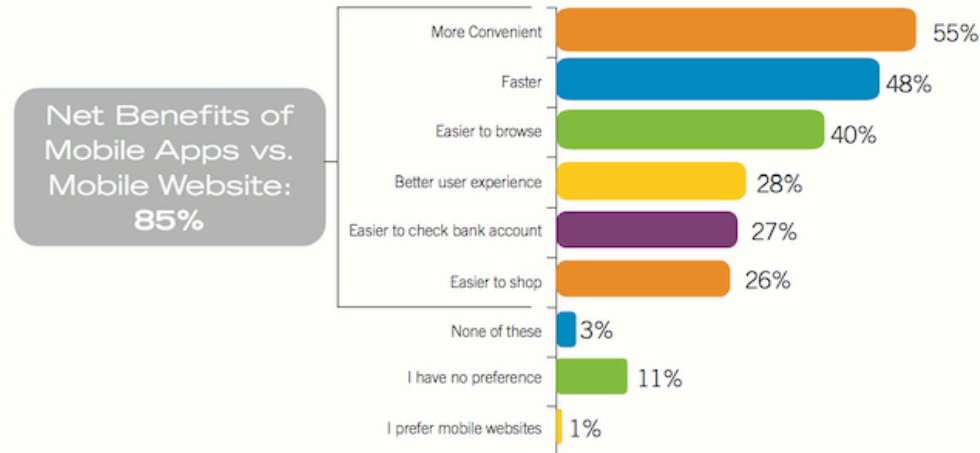


- Source: Flurry Analytics

Preference?

- **85% of users prefer mobile apps over mobile website according to a survey by Compuware APM.**

Mobile Apps vs. Mobile Websites



Apps VS Mobile Web

PURE MOBILE WEBSITE

Accessed through browsing



Static, navigational user interface



Requires connection



Somewhat limited features



PURE MOBILE APP



Accessed after being installed



Interactive user interface



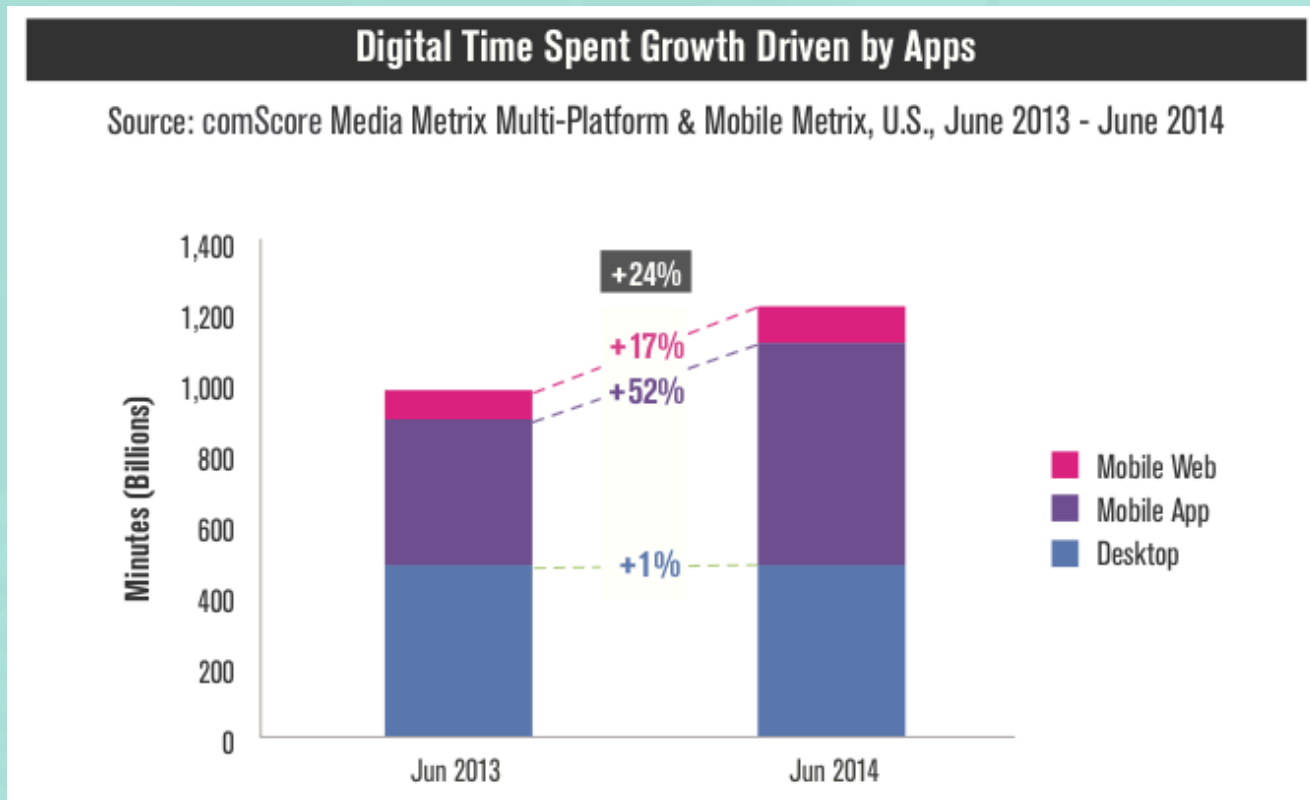
Available offline



Can make use of phone features such as location services, camera, etc.

I want both...

- We offer BOTH and they are BOTH important!



Why Our Company?

- Mobilize your business simply and easily!
- Bring in new business and increase repeat customers
- We're mobile experts and **AFFORDABLE**

