


# Are You Meeting Today's Mobile Mandate?



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How your business can transform the customer experience by optimizing for mobile



## The Business Case for Mastering the Mobile Experience

We love mobile. It's incredibly convenient and provides access to a world of information anytime, anywhere. CIOs, CMOs, and other business leaders have a vested interest in satisfying mobile customers in pursuit of core business objectives:

- Increase revenue
- Improve customer engagement and loyalty
- Protect and grow brand value
- Speed time to market for products and services
- Reduce IT cost and complexity

### Satisfied mobile customers ...

- Spend more time on apps
- Browse more pages
- Transact more frequently
- Spend more money on products
- Share their positive experiences with family, friends, and on social media

### Dissatisfied customers ...

- Abandon sites and mobile apps
- Lose trust in a brand
- Engage less readily
- Express their disappointment with friends, family, and on social media



## Roadblocks Ahead

Building the foundation to deliver great mobile experiences has significant challenges, however. There are three major roadblocks to delivering the high-performing, rich, engaging experience that today's mobile customers expect:

## Diversity

The sheer number of devices, browsers, and operating systems available has resulted in fragmentation — approximately 24,000 mobile device types (and counting) access Facebook every day. In today's landscape, there are countless permutations of customers accessing content, with each one expecting high-quality performance.

## Connectivity

Location impacts connectivity. Whether hardwired, broadband, Wi-Fi, or cellular, each network connection type presents

distinct challenges. With more customers accessing information from disparate locations across the globe, connectivity suffers, especially on unreliable cellular networks and spotty Wi-Fi connections.

## Volume

Today's websites are larger, and mobile apps more complex than ever before, due to the increased use of video, images, and other code-heavy features designed to engage customers. As a result, page load time is increasing, now averaging an unacceptable (for many customers) 15 seconds. Meanwhile, sites and apps are more difficult and expensive to develop, especially as new content must be added quickly and continuously.



## How to Drive Better Business Results Through Mobile

When your mobile apps and websites provide consistently high performance, even in bandwidth-challenged environments, customers are more engaged and the business wins. Companies must choose the mobile deployments that best support their business goals, and they need a [cloud delivery platform](#) that optimizes apps and sites of all designs.

Most organizations must deliver the mobile experience in two ways: native mobile apps and websites tuned for mobile access.

**“ When your mobile apps and websites provide consistently high performance, customers are more engaged and the business wins ”**



## Optimize for fast mobile apps

Mobile apps stimulate engagement. **Customers spend 18x more time on a native app than a mobile site, meaning you can engage a captive audience** and turn them into loyal customers. Apps can strengthen your

relationships with existing customers, tie them to your brand, encourage them to spend more money, and turn them into ambassadors who promote your brand on social media.



Mobile apps communicate primarily through application programming interfaces (APIs), which allow applications to talk to other apps without human interaction. By [accelerating API](#) interactions, you can reduce latency, payload size, and “round-trip” times to improve app performance, reliability, and

customer experience. [Optimizing image requests](#) and displays can also dramatically improve mobile app performance.

***A North American bank optimized for apps and saw a 52% performance improvement over cellular connections and a 71% improvement over Wi-Fi.***



## Optimize for fast mobile sites

While mobile apps provide faster, more satisfying customer experiences, mobile sites remain essential for maximizing reach. It’s easier to build large audiences on the web, and mobile sites cast a wider net than apps to attract prospects and turn them into new customers. They enable you to reach more customers who are not yet a captive audience and who are not likely to download an app.

Optimizing your mobile site, using techniques such as caching, data routing, and other techniques, will [accelerate content delivery](#), reduce infrastructure requirements, and simplify development.

***A retail company that employed mobile web optimizations saw a 125% performance increase on its mobile site.***

“ Mobile sites cast a wider net to attract prospects and turn them into new customers. ”

There’s no time to waste mastering mobile. If you aren’t already on your way to delivering high-performing mobile experiences to your customers, you may be losing out to your competition and putting your business at risk. Seek out a trusted partner with the platform — infrastructure, tools, and services — to optimize content delivery to every device and engage every prospect and customer.



As the world's largest and most trusted cloud delivery platform, Akamai makes it easier for its customers to provide the best and most secure digital experiences on any device, anytime, anywhere. Akamai's massively distributed platform is unparalleled in scale with over 200,000 servers across 130 countries, giving customers superior performance and threat protection. Akamai's portfolio of web and mobile performance, cloud security, enterprise access, and video delivery solutions are supported by exceptional customer service and 24/7 monitoring. To learn why the top financial institutions, e-commerce leaders, media & entertainment providers, and government organizations trust Akamai please visit [www.akamai.com](http://www.akamai.com), [blogs.akamai.com](http://blogs.akamai.com), or @Akamai on Twitter.

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