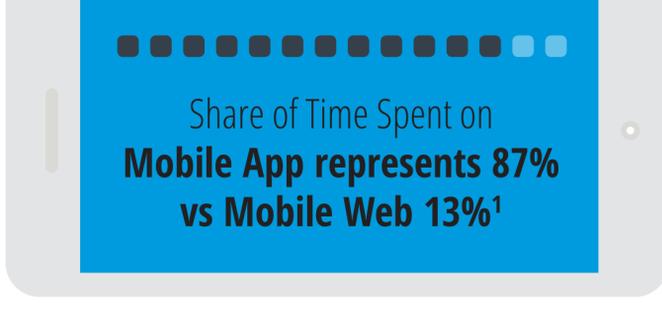




HOW TO GAIN A COMPETITIVE EDGE ON YOUR APPS



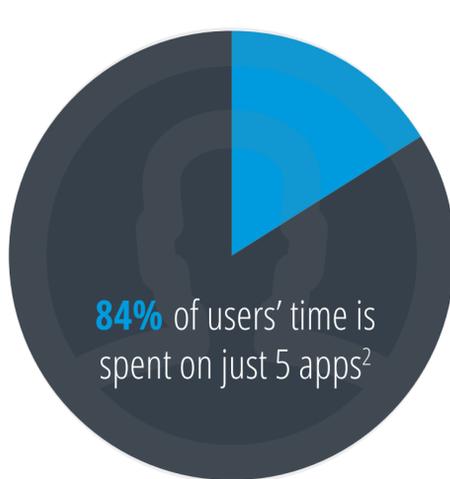
Apps are an essential part of the mobile experience



comScore Media Metrix Multi-Platform & Mobile Metrix, U.S., Total Audience, June 2017



But more time spent on apps doesn't mean more apps are being used



In the extremely competitive app space, becoming one of these "go-to" apps is no easy feat



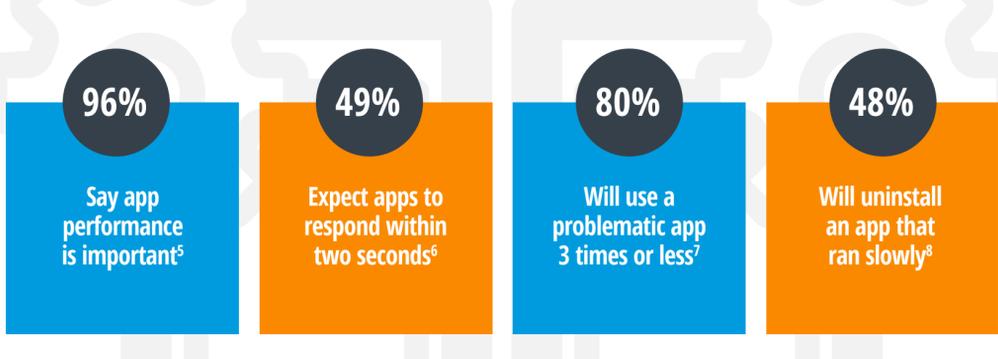
20% of downloaded apps are opened only once⁴

34% of users likely to switch to a competitor's app due to poor app experience⁴

So... how can your app join this COVETED CLUB?



Performance is a key way for users to separate the best apps from the rest



THE APP PERFORMANCE CHALLENGE

Maximizing app experiences isn't easy. The complexity of app environments creates barriers to delivering rich, engaging apps, primarily



Inconsistent network quality, especially at the last mile



User demand for more high-resolution images



Insufficient tools and intelligence to accurately measure performance

Make your app experiences count by focusing on your core competency — your awesome app and killer content — and enlist a trusted partner who can:



Gain insight into real-user activity



Automatically accelerate content, user interaction, and requests



Optimize Images for best quality and performance



Secure the experience

Read [Unlocking Mobile Application Performance](#) to learn how to overcome mobile app performance barriers and accelerate your apps [click here for more on mobile performance.](#)



SOURCES: [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#), [8](#).

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, blogs.akamai.com, or @Akamai on Twitter.