How to Gain a Competitive Edge on Your Apps

Apps are an essential part of the mobile experience.

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

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

84% of users’ time is spent on just 5 apps.

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

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

Say app performance is important. Expect apps to respond within two seconds. Will use a problematic app 3 times or less. Will uninstall an app that ran slowly.

So, how can your app join this coveted club?

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

- 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

Sources: 1. 2. 3. 4. 5. 6. 7. 8.