

App hoc world

The increase of mobile apps has significant impact on business and CX monitoring.

Is being mobile friendly enough?

What are the stats you need to know and the top CX tips you can't miss to make your company stand out from the crowd?

Over **62%** of world's population own a mobile phone ¹

By 2020, this is forecasted to grow to **67%** with an estimated **4.78 billion** mobile phone users ¹

It's an app world. The web just lives in it. ²

The app economy is thriving and mobile initiatives are no longer just a 'nice-to-have' – they are imperative. ²

80%

of mobile time is spent in apps ³

90%

of mobile browsing is done through apps rather than a mobile browser ³

6%

Year-on-Year growth of mobile app usage ⁴

Increasing demand, increasing challenge

App development - a business necessity or something more? ⁵

In 2018, total app downloads exceeded **205 Bn** ¹

And yet, every **1 in 4** apps were deleted after **only one** use ⁶

Good UX will separate successful apps from the unsuccessful ones. Understanding how consumers use mobile apps is absolutely essential.

By 2020, consumer spending in the app market is set to rocket to ⁷

\$123 Bn

further emphasizing the importance of continual CX measurement and improvement.

Of which

24% NON-GAME APP REVENUE

76% GAME APP REVENUE

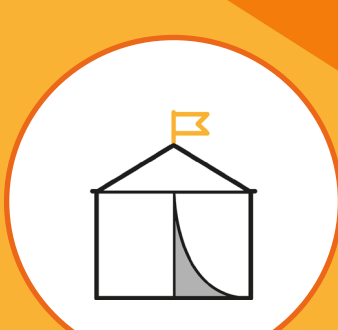
CX Management in the App World

UserReplay's new mobile analytics tool **Adhara** provides unique machine learning powered analytics and high-fidelity session replay for iOS and Android native apps. ⁸



Session replay

Drill down into users' taps, double-taps, scrolls, zooms and interactions



Event Analysis

Explore the successes and struggles of your app users



Advanced Analytics

Build custom reports and activate real-time alert emails

Sources

- 1 Statista. Mobile Internet & Apps.
- 2 Flurry. Five-Year Report.
- 3 Smart Insights. Mobile Marketing Statistics compilation.
- 4 Flurry. State of Mobile 2017.
- 5 Clearbridge Mobile. The 2018 Enterprise Mobility Report.
- 6 Dazeinfo. Mobile App Retention Abandonment Report.
- 7 Newzoo. Global Mobile Market Report 2018.
- 8 UserReplay

See it in action
Contact us for a **free trial**