

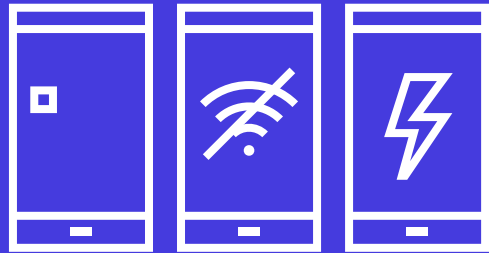
CHEAT SHEET

DO I NEED A PROGRESSIVE WEB APP (PWA)?

As consumers increasingly turn to their mobile device, progressive web apps (PWAs) can provide the rich mobile experience crucial to driving online customer engagement.

40% OF ONLINE SMARTPHONE USERS WILL BE LESS LIKELY TO COME BACK TO A MOBILE SITE OR APP IF IT DOES NOT QUICKLY SATISFY THEIR NEEDS.

Google/Ipsos, 2015



BUILD AN AFFORDABLE 'APP'

50% of a consumers digital media time is spent in apps.¹ Native apps are expensive to develop. PWA gives you an affordable way to compete for a spot on your website visitor's home screen, with the added benefits of no download or install, offline access, less data usage and less device storage.

AN EASY MOBILE STRATEGY

52.2% of searches in 2018 are expected to be mobile,² and PWAs can play an important role in keeping your business up-to-speed with mobile-first search indexing. With all PWA content fully indexable, they can help boost search result rankings and drive more organic mobile traffic.

ENGAGE YOUR CUSTOMERS

137% that's the average increase in user engagement that businesses experience,³ when adding a PWA to their digital strategy. With offline access to your website, potential customers can more easily re-engage with your content, such as a new product or blog post, regardless of their internet connection.

BE A BETTER BRAND

89% of people are likely to recommend a brand after a positive brand experience on mobile.⁴ PWA provides a richer mobile experience for potential customers, leaving them with less frustrations and more positive feeling after interacting with your brand, and gives your business a dedicated spot on their home screen.

1) comScore, 2018, 2) Google/Purchased, 2017, 3) Applnstitute, 2017, 4) Statista, 2018