

MOBILE APP USERS SPEND MORE TIME ON AN APP THEN ON A MOBILE WEB OR DESKTOP COMPUTER



By 2015 mobile app development projects will outnumber native PC projects by a ratio of 4-to-1



Mobile app users spend 94 minutes per day when mobile website users spend only 72 minutes per day

2.4x

Mobile app users are more engaged as on average they have 2.4 times more impressions than mobile web users