

## Native Apps vs. Mobile Web—Which Works Best for You?

To best implement your mobile strategy, it's important to know the differences between a native, installed app and the mobile web. Each has benefits in their own right; it's just a matter of distinguishing what these benefits are and how they might effect your mobile presence.

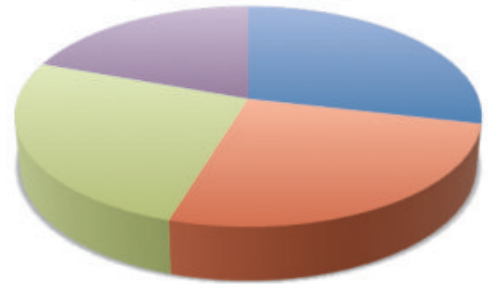
THE ISSUES	NATIVE APPS	WEB APPS	APPS BY MULTIAD
<b>Internet access</b>	Limited Need	Continuous Need	Efficient use of limited access to the Internet
<b>Installation/updates</b>	Must be deployed or downloaded	Access with a link or through a URL	Installed through a link or URL, distributed via SMS text, e-mail or website
<b>User interface</b>	Native apps are responsive and functional	Browsers can be clunky, but new advancements may address challenges	Customizable, fast to load and easy to navigate
<b>Access to phone's hardware sensors</b>	Yes, all of them: camera, gyroscope, microphone, compass, accelerometer, GPS	Access through the browser is limited, though geolocation is common	Accesses all handset features and utilizes resources efficiently
<b>Device compatibility</b>	Platform-dependent, hardware-dependent	Platform-agnostic unless a link app is used	Platform-agnostic
<b>Animation/graphics/streaming media</b>	Fast and responsive; few problems	Totally dependent on new, unproven technology	Fast and responsive, with many media options
<b>Search</b>	Both on the handset and on the web	On the web only	Highly efficient content search options
<b>Share &amp; Tweet</b>	Yes, with a click-through link	Web links are shared freely. Social APIs and widgets allow easy one-click posting	Yes, with a click-through link
<b>Discussion and collaboration</b>	Yes, with a click-through link	Discussion is easy. All data is stored on a server	Yes, with a click-through link
<b>Development</b>	Customized for each target platform	Write once, publish once, view it anywhere but dependent on unproven technology	A single app developed for all platforms
<b>Distribution</b>	Most app stores require approval and wait time	Necessary with app link	Distributed through app stores or via link

## Will the App Work on Your Customers' Phones?





According to the latest Nielsen research, less than a third of all mobile users are on an iPhone. Google's Android operating system has taken the lead in market share with 29% of users preferring that platform. It's important to keep these statistics in mind when developing your mobile presence to ensure you're reaching all of your customers. With the recent shift in market share for operating systems, it is critical that you develop for at least three OS', but there are really six market leaders that need to be considered. Native apps are typically recognized as being the most user-friendly option and MultiAd's cross-platform development capabilities allow you to achieve the broadest reach without sacrificing usability.

The benefits of a native app versus the mobile web are significant. Your customer will have a better experience through a native app and will find it much easier to connect with your brand. Work with a developer that can provide you an app for all platforms without being cost-prohibitive.

U.S. Smartphone Operating System Share



*\*The Nielsen Company*

	Operating System	% Market Share
	Android	29%
	Apple iOS	27%
	BlackBerry	27%
	Other	17%

## MultiAd's Solution—Mobile Content Manager

MultiAd's Mobile Content Manager (MCM) offers mobile apps that can reach the broadest range of your customers because they are developed to install and work on any smartphone, any operating system and with any carrier. We deliver a superior user experience without relying on the mobile web.

With our solution, you can deliver the features and functionality your customers demand, including store locators, product information, photo tagging, geo-locating, mobile commerce, mapping and more. Our apps are easy to install, load quickly and provide an intuitive navigation that ensures a high adoption and usage rate. MultiAd's Mobile Content Manager puts your brand in the hands of your customers and delivers your content effectively when they want it.

Register for our webinar—What Your Customers Want in a Mobile App—at [multiad.com/webinars](http://multiad.com/webinars).

Want to know more about Mobile Content Manager? Contact us at 309.690.5231 or [solutions@multiad.com](mailto:solutions@multiad.com).

[multiad.com/mcm](http://multiad.com/mcm)

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