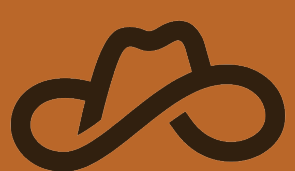


Why Mobile?

Staying Competitive in a Mobile-Centric World



Mobile is Important

Right now is a crucial time to be a mobile-centric business. Why? Because more than 6 billion people have access to a mobile device. On top of that, the average consumer spends over 30 hours a month using mobile apps. Is your company positioned for success in this mobile-first world?

If not, the time is now. Mobile apps are not solely for big name brands like McDonald's and Wells Fargo. More and more small and mid-size businesses are following the mobile trend because they understand that an effective mobile strategy is more than just a responsive website. In this world, a mobile app is vital.



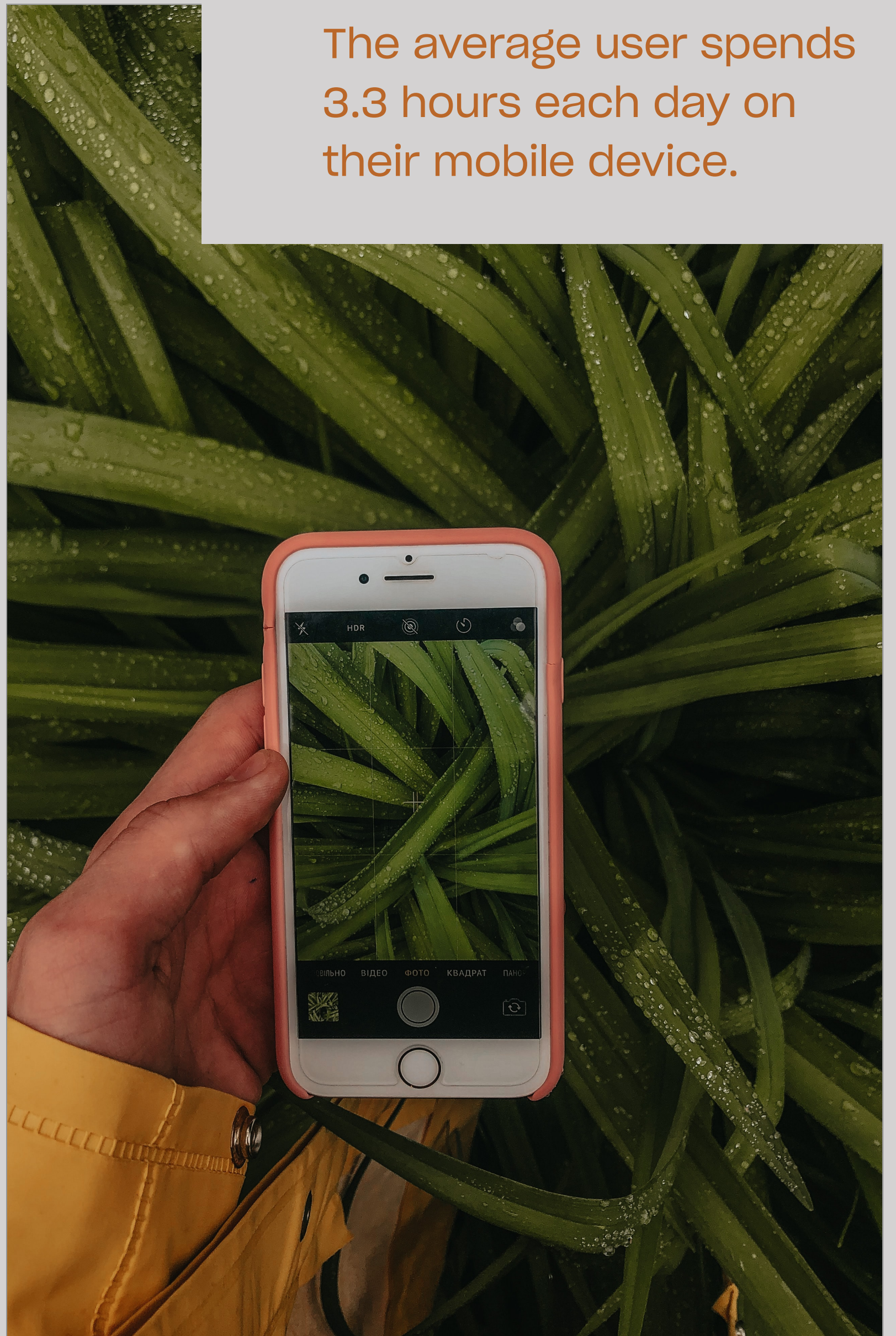
More than 80% of people worldwide have access to a mobile device.

Your Audience is Mobile

Regardless of your product or service, or whether you are a B2B or B2C organization, it is now more likely that your website is being viewed on a mobile device rather than on a desktop computer. With more people consuming information on phones and tablets, your business must not only be there, but must consider how your brand engages with your audience in all of these moments.

Having a mobile app will increase engagement with customers. Apps boost repeat visits, permit a wide variety of online transactions, and send announcements that build your sales with customers. Apps also accelerate contact with your company, which enhances relationships in a world where customer service is key. Mobile app icons even help build brands by providing a visual design that customers instantly recognize. Make sure that you are taking advantage of these opportunities.

The average user spends 3.3 hours each day on their mobile device.

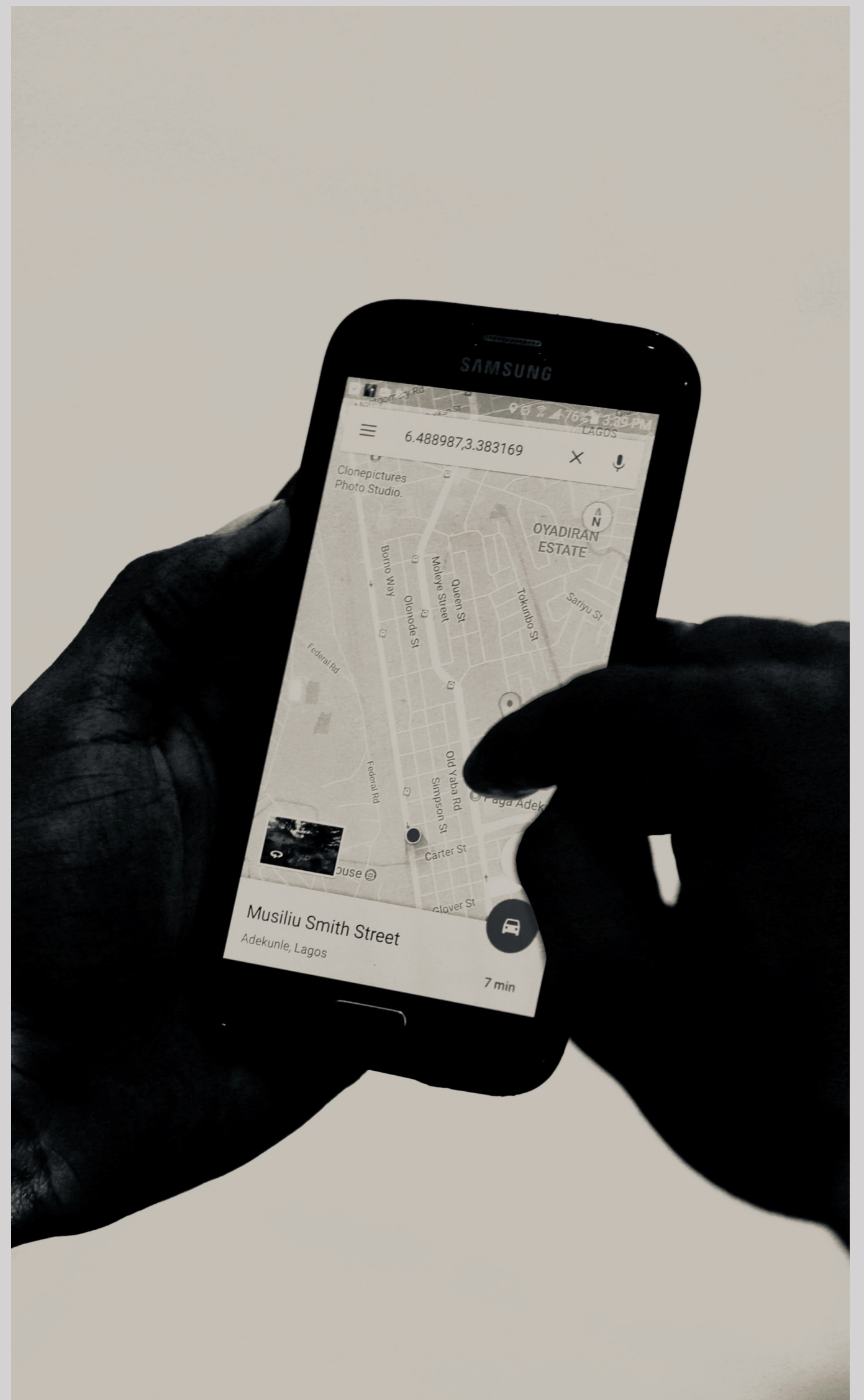


Websites Alone Won't Cut it

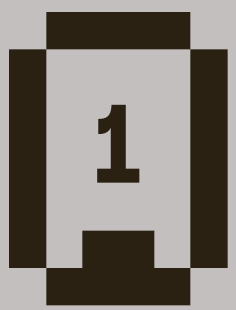
Businesses of all sizes use their website as the hub of information and customer engagement, and chances are that your business has transitioned to a mobile-responsive website. That's the good news.

However, the majority of websites are designed primarily for desktop browsers, so responsiveness might mean nothing more than shrinking the copy and switching from landscape to portrait orientation. Providing your audience with a high quality mobile app means that your company is more accessible to a large mobile audience.

Mobile device users spend 86% of their time on apps as opposed to web browsers.



Common Problems that a Mobile App Can Solve



Low new customer acquisition via mobile devices.



Low productivity from employees in field-based work.



Low consumer ratings of customer service experience.



Low user engagement on a mobile website



Slow loading time on mobile-responsive websites.



Lack of or low brand recognition among consumers.



Disparity of conversion rates on desktop vs. mobile.

Take Advantage of Our Expertise

If your business hasn't built an app yet—or if your current app is not achieving the results you expected—you've come to the right place. For more than 15 years, Big Nerd Ranch has helped our clients execute their mobile strategy by building world-class web, iOS and Android apps, as well as by training their engineering teams in new mobile technologies. We've been at this mobile thing for awhile now, and we can help you benefit from this massive technological shift.

Our approach focuses on understanding your company's goals and objectives, and we will let you know quickly if our team has the right skills to develop the app that will set you up for success.

Users download an average of 8.8 new apps per month, with app installs up 5% YOY.



You're going to need a bigger nerd.

Since 2001, Big Nerd Ranch has worked to bring brilliance to life. We achieve this by establishing true partnerships with our clients and by providing a team of engineers, designers, QA testers, and project strategists to guide your digital product from discovery to launch. These same Nerds can join your company's team to take a project across the finish line or train them on the latest and greatest technologies.

We're proud to work with startups and Fortune 100 companies building authentically useful applications and transforming vision into advantage.

And, as a winner of the 2019 AJC Work/Life Balance Award, we work as hard on our culture as we do on your projects.

Learn more at www.bignerdranch.com or contact us hello@bignerdranch.com



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