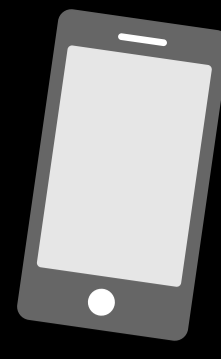




THE APP ATTENTION SPAN



Our app attention spans are decreasing.



65%
have experienced a mobile app crash

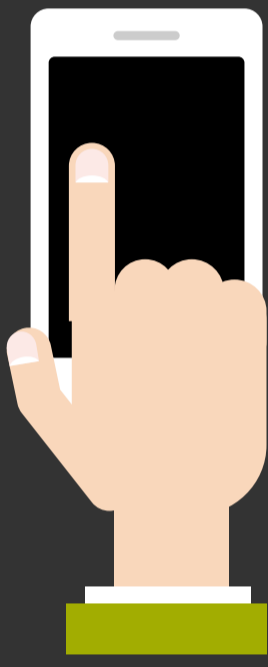


86%
deleted an app after poor performance

Yet expectations of app performance are increasing.



56%
believe their expectations of app performance are increasing over time



65%
said completing transactions using mobile apps is too complicated



30%
would change banks due to poor application performance

If a company's mobile app performs well...



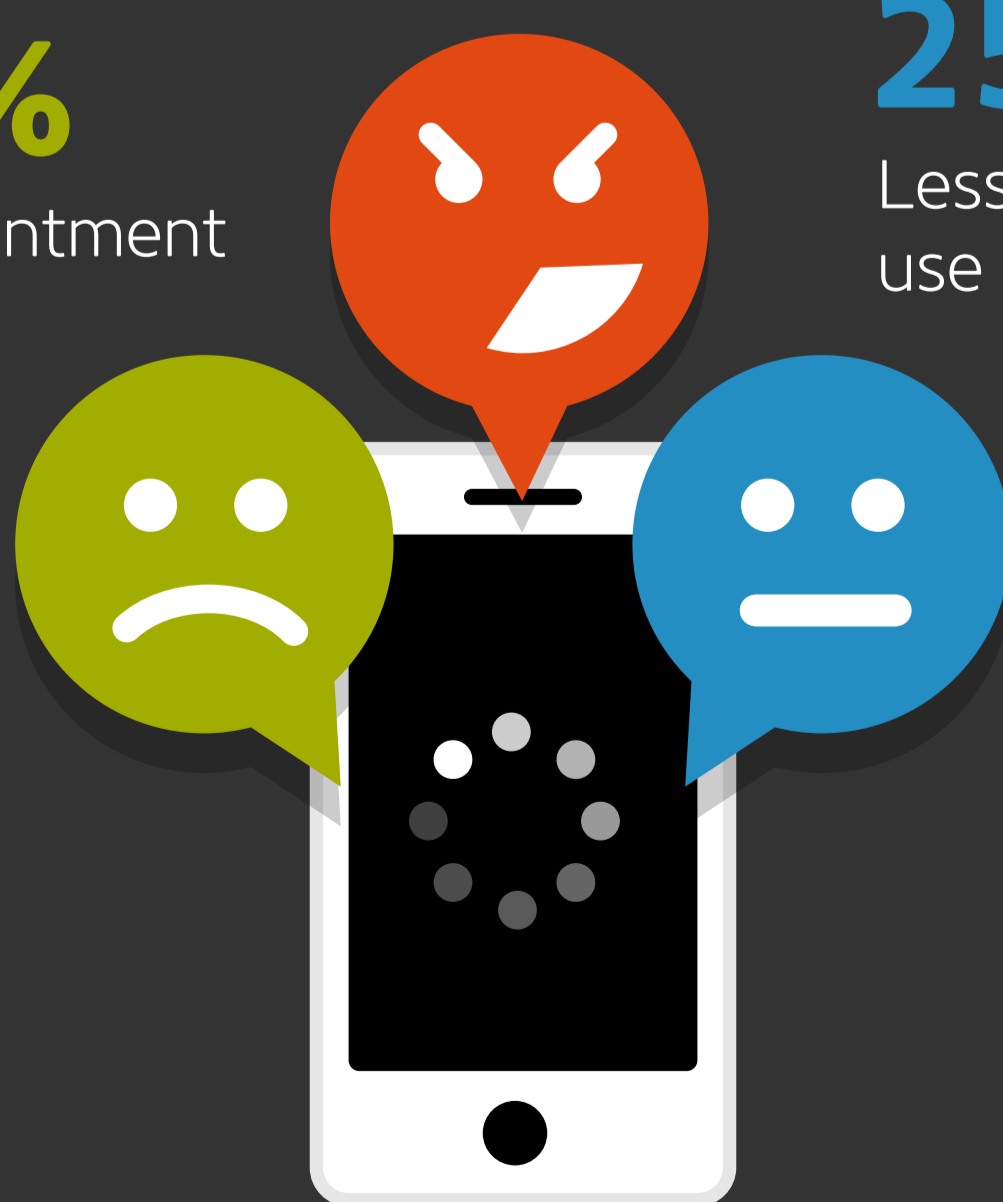
1 in 3
would spend more money with said company

Top three emotional reactions to poor performance:

26%
Disappointment

62%
Frustration

25%
Less inclined to use app again



45%
say poor app performance is their top pet peeve

