Guide To Selling Progressive Web Apps

Sell benefits not technology

People buy solutions, not technology. When selling apps it's important NOT to focus on using technical terminology like "PWA", instead focus on...

How can a mobile solution **benefit their business**?

Why should they invest in a mobile first solution?

What issues are they facing that you can solve?

Benefits of PWA's overview

Safe and Secure

Creating trust with consumers is important.

Discoverable

Access your content through popular search engines.

Reduce Bounce-Rates

An app experience increases users engagement.

Lightweight

Requires little storage and fast to load.

Cross Platform

Works across all mobile devices.

Frictionless

No need to download apps from the App Stores - direct access.

Discoverable online

Because PWAs live on the web, businesses can benefit from their apps being found in search engines to support their overall SEO efforts.

×   60% of all searches on Google are made from mobile!

×   51% of smartphone users have discovered a new company or product through a Google search.

×   48% of consumers start online research from mobile using a search engine.

A perfect local marketing solution
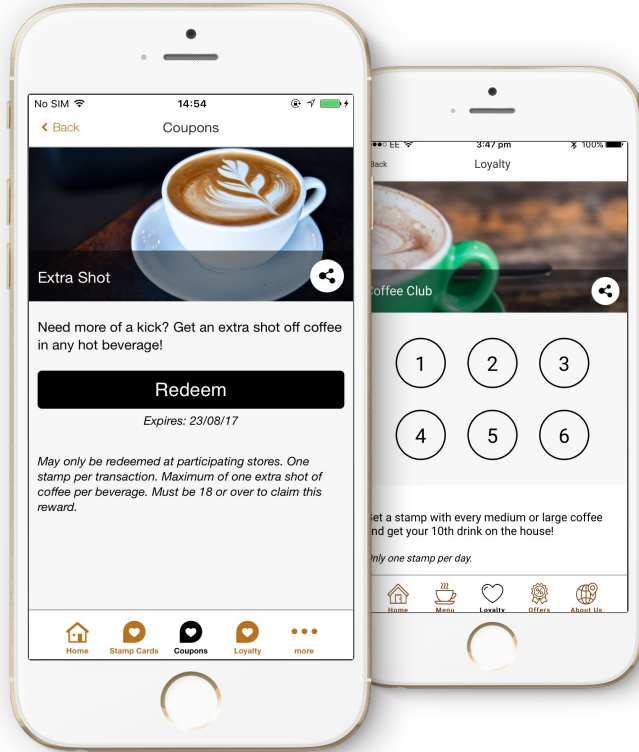
Small brick and mortar businesses can benefit from incentivising in store visits and purchases by using Loyalty Programs.

- *"64% of brands reported an increase in loyalty program membership over the last year, with a majority citing mobile as the biggest contributor to this increase."*

2017 Mobile Loyalty Report, eMarketer

Instantly shareable and linkable

Ditch the friction

With just one tap from their phones, customers can reach a business's app using their unique link or QR code. PWAs remove the friction of having to download apps first and provide a seamless mobile experience.

https://yourwebapp.com

- No need to download the app first
- Save to your homescreen just like a native app
- Fast to load
- Instant access for customers
- Changes are instantly updated to the app without needing to resubmit to the App Stores.

Increased transactions

By removing the friction of the App Stores, customers can go straight to a business's app reducing mobile bounce rates, and increasing time spent on the app.

- PWAs have a 52% average increase in conversions compared to web

Improved user experience for mobile

Every step in a marketing funnel costs you 20% of your online users.

Make is easy for customers to transact, earn loyalty and communicate with your business.

- Easy tab bar and side menu navigation style reduces the steps needed for customers to engage with you.
- Add items to your basket with one click with built in food ordering and product shopping.
- One click calling, email and directions

Requires less space and fast to use

Phone storage is no longer an issue.

PWAs require less storage space to install compared to native apps and what's more are faster to load!

- × The average load time for a PWA is 2.75 seconds

- × **25X Less storage** required on a user's smartphone

- × **15X faster to load** and install when compared to a native app.

One app across every device

With one app you can cover the entire smartphone market, whether that be Android, iOS or Windows.

× 81% of smartphones run on Android
× 17.9% of smartphones run on iOS

AVAILABLE FOR

 Apple ANDROID Windows