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Konga cuts data usage **92%** with new Progressive Web App

Company

Launched in 2012, Konga is a leading e-commerce website in Nigeria, selling everything from books to fridges to mobile phones. Mobile devices provide the largest source of traffic and user growth.

Challenge

Africa is a uniquely mobile continent. Unlike many other parts of the world, Internet use leapfrogged over desktop to mobile. Poor connectivity, the prevalence of low-end devices, and several other obstacles hindered Konga's ability to grow. They developed a native app, so users on mobile could work offline and re-engage. The cost of Internet access is still high, however, while per-capita income is relatively very low. Current and potential customers are very data-sensitive, and many hesitated to use data or space to download Konga's native app.

Solution

Konga wanted to provide all of their web users with the benefits of their app, including performance, the ability to work offline, and re-engage without the data cost. They built a Progressive Web App to leverage new, open web APIs and offer a mobile web experience that is fast, uses less data, and re-engages users in multiple ways.

With nearly two-thirds of Nigerian users reaching the Internet via 2G networks, a fast user experience was essential. To decrease load times, Konga added service workers and streamlined the site to help consumers quickly reach the products they're looking for. Users can continue to browse categories, review previous searches, and even check out by calling to order—all while offline.

Tracking data usage to initial load and to complete first transaction were two key measurements for Konga. Compared with their native app, their Progressive Web App uses 92% less data for initial load and 82% less data to complete the first transaction. Also, when compared to their previous mobile web site, the new experience uses 63% less data for initial load and 84% less data to complete first transaction.

"We estimate that with our new light, super-fast, UX-rich browsing capability, customers' data consumption will fall dramatically," says Shola Adekoya, Konga.com CEO.
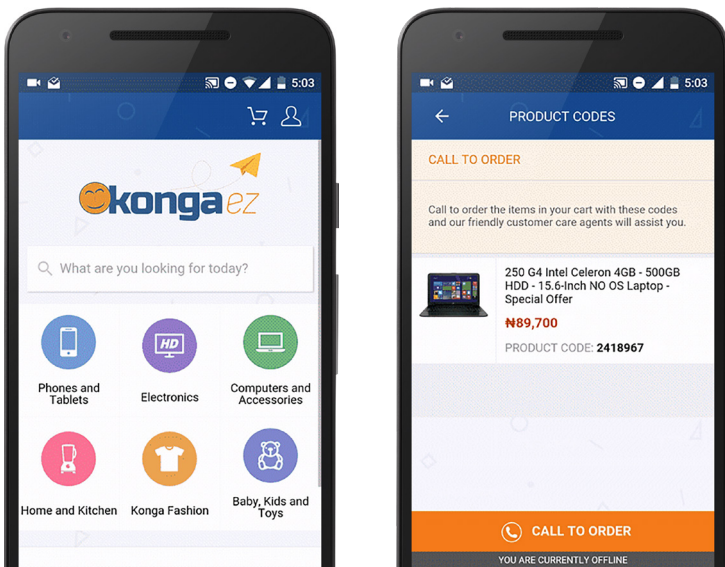
Results

92%
less data for initial load, vs. native app

82%
less data to complete first transaction, vs. native app

63%
less data for initial load, vs. previous mobile web experience

84%
less data to complete first transaction, vs. previous mobile web experience

> *We estimate that with our new light, super-fast, UX-rich browsing capability, customers' data consumption will fall dramatically which we believe will result in a corresponding increase in conversions.*

Shola Adekoya, Konga.com CEO

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