

THIRD-PARTY CALLS

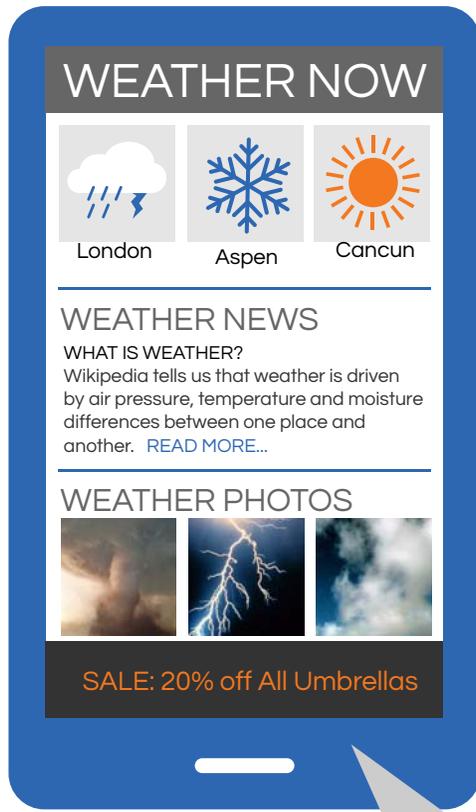
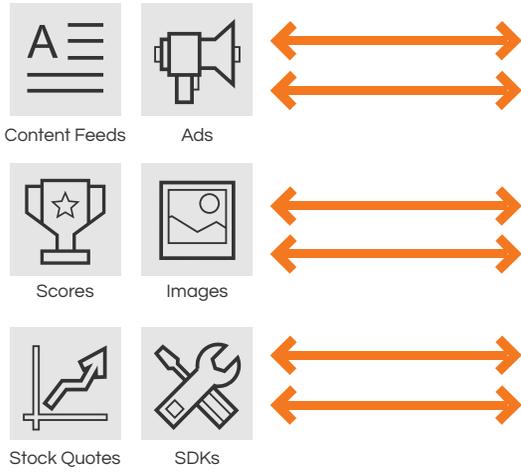
A *Real Drag* on Mobile App Performance



Today's mobile apps come loaded with an average of 5-50 third-party calls. Some even have over a thousand. What sort of impact is this having on mobile app speed and performance?

What is a THIRD-PARTY app call?

A third-party call is a request pulled into an app from a partner, but not managed by the app itself, such as:

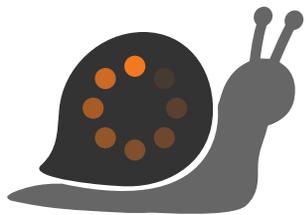


What makes THIRD-PARTY CALLS great?

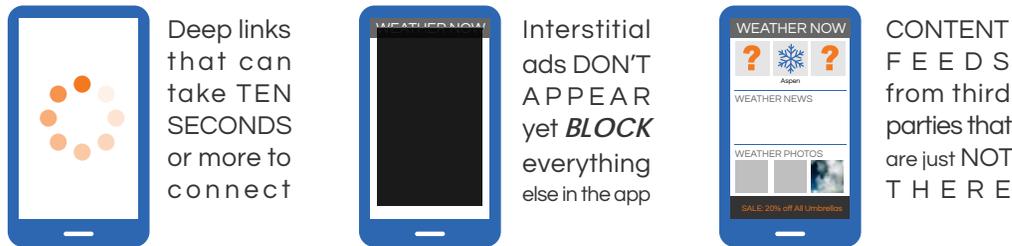
Third-party calls can add a great deal of useful functionality to an app, for instance:

- Content from a variety of global sources
- Real-time news, sports, entertainment & other info
- Different ad networks that serve targeted ads to different users
- Analytics SDKs that measure app performance
- Marketing SDKs that allow app owners to personalize functions

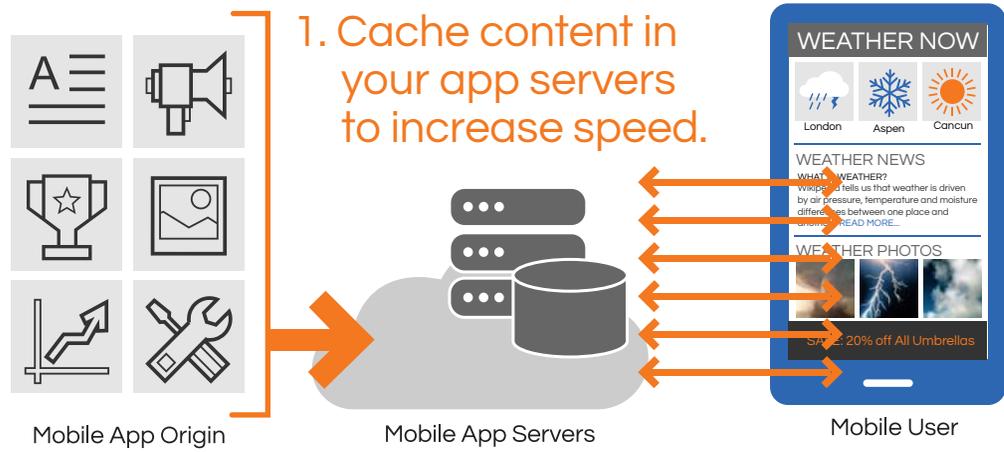
A weather app is a good example. It needs to pull in:



So... what's the problem, then? Third-party calls make a mobile app *slower*...

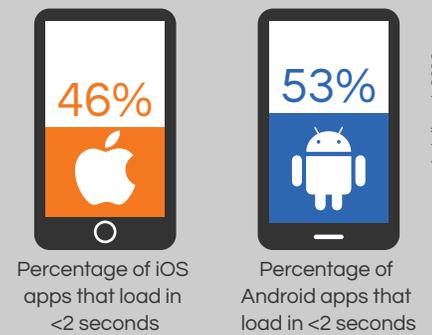


What can app owners & developers do?



A majority of users now expect mobile apps to load in 2 seconds or less.

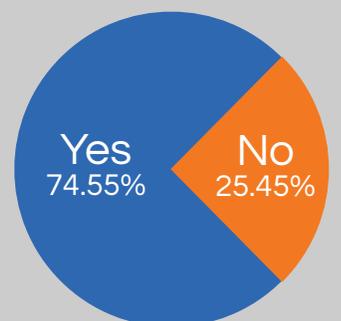
However...



And...

Consumers delete slow apps.

When asked, "Have you ever deleted an app from your smartphone because of poor performance (slow load times, app crashing, slow in-app performance)?" almost 75% of users said "Yes."



Source: Neumob consumer survey, November 2016