

How To Accelerate Your Mobile Apps in China

Mobile app developers and app makers are bullish on China, and it's little wonder. There's something to be said for working to corner a market of well over **half a billion mobile-savvy, smartphone-carrying consumers**, despite the linguistic and cultural barriers to entry and the lengthened development timelines that come from trying to overcome them.

China uniquely poses challenges to mobile app owners and developers in that app content (images, video, third-party calls and more) has to travel especially cumbersome routes — often on congested legacy mobile networks — to reach end users.

“The Great Chinese Firewall”, the one that often keeps content from Facebook and Google from reaching Chinese consumers, is one such challenge. It has the effect of making mobile app performance in China highly unpredictable. On “normal” mobile networks — ones not subject to a government-mandated firewall — 70-90 percent of all app latency already occurs within the so-called last mile: the handoff from the edge of the Internet to the mobile network and on to the device.

Add in *already* congested and unreliable 2G, 3G and 4G networks - especially during commute hours, when Chinese users are most in need of



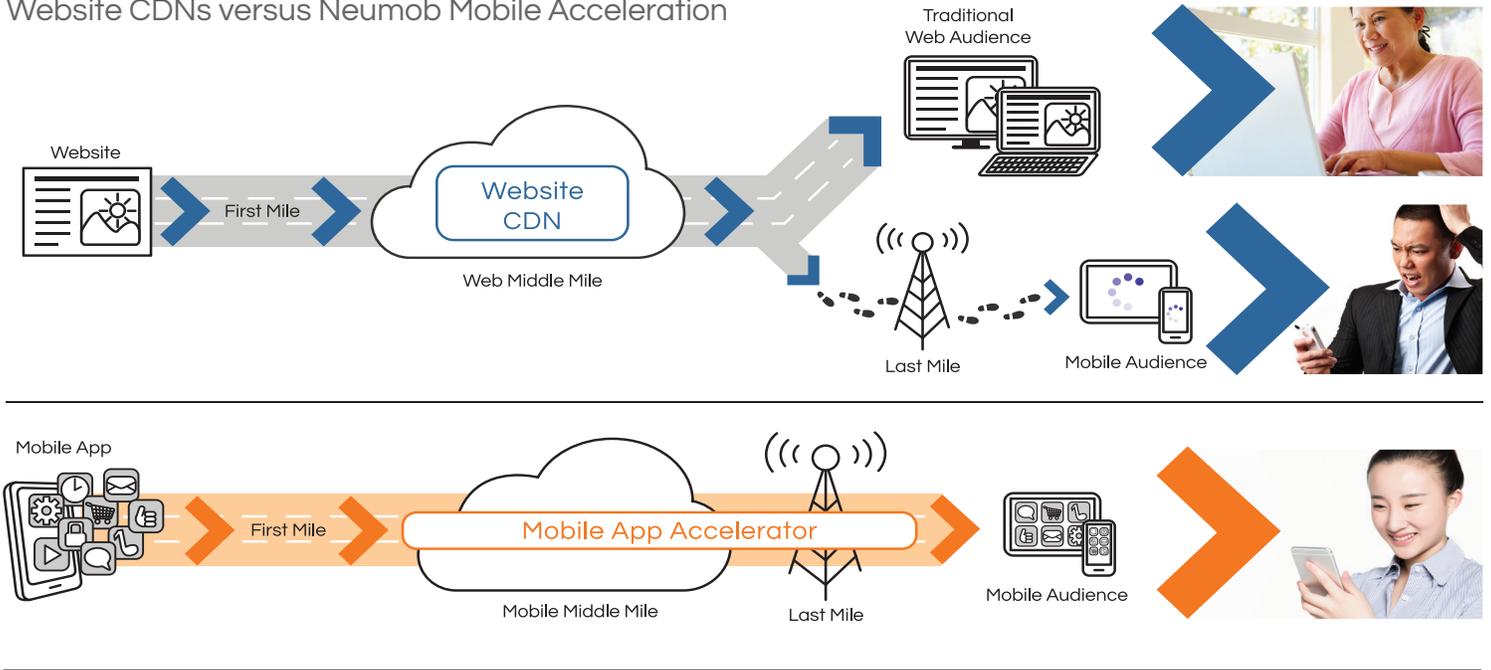
their transit, shopping, social media and other apps - and there's a reason that Western app developers find their apps struggling with slow load times and higher in-app error rates there than they do in other countries.

An Acceleration Network Built for the Challenges of Mobile-First Countries

Neumob's global app acceleration network was *already* on 6 different continents and centered in over 50 major metropolitan areas in 2016 when we started seeing on a massive scale just how much of a challenge app performance was posing for our customers in China. Many are already betting big on acquiring users and revenues in China in 2017 and beyond, given the country's mobile-first populace and surging spending power.



Website CDNs versus Neumob Mobile Acceleration



Neumob has since **doubled, tripled and in some cases quadrupled** our points of presence in major cities within the country like Beijing and Shanghai; we've also added focused hubs to our network in Guangzhou, Qingdao, Hong Kong and elsewhere — and it's growing all the time.

This now gives western and non-western mobile app owners & developers the confidence that they can expand their app distribution into China and know that users there won't have the need to (fairly or unfairly) blame them for sub-standard app performance. With the majority of mobile apps in China unable to retain a majority of users *even after a single week*, a focused network built solely to help apps load more quickly, to reduce in-app errors, to speed uploads & downloads of content is extremely advantageous for developers who've installed Neumob's simple 2-line SDK.

Neumob Accelerator speeds up everything within an app — every content feed, every image, every video, every ad network and every third-party API call that can otherwise slow performance to a crawl. This simple SDK keeps users happy and satisfied and opening up your app more often. More sessions means more revenue, more ads delivered, higher retention and a great experience for your users - in China, and everywhere else, too.

How to Get Started Speeding Up Your App in China

Here's how an app developer with an eye to China gets going: first, sign up and download Neumob's simple SDK at www.neumob.com. You're able to try our Free Metric Mode with no commitment, so you can try it out and get detailed information on your app's performance in China and elsewhere in The Neumob Portal, which is a dashboard that provides global visibility into an app owner's mobile app performance.

If you're seeing concerns with your app performance in China and in other markets, you can upgrade the Neumob SDK to Acceleration Mode, and really receive the full benefit of Neumob mobile app acceleration and error reduction.

Learn more at www.neumob.com